

# Radio & Records

ISSUE NUMBER 374

THE INDUSTRY'S NEWSPAPER

MARCH 20, 1981

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Special guest Arthur Godfrey (pictured) highlighted the 12th annual event in a successful series ..... 50,54

FARACI, BUTTICE, HOLZMAN, REINSTEIN, SHARELL

## E/A Promotes Five VP's



Vic Faraci



Jerry Sharell

In a significant restructuring of its top executive level, Elektra/Asylum Records has promoted five Vice Presidents in recognition of their expanded responsibilities. VP/Director Of Marketing Vic Faraci becomes Executive VP/Marketing, while Kenny Buttice moves to Sr. VP/A&R, Keith Holzman to Sr. VP/Production, Jack Reinstein to Sr. VP/Financial, and Jerry Sharell to Sr. VP/Creative Services.

E/A Chairman Joe Smith, commenting on Faraci's promotion, said, "Vic has demonstrated his ability to reorganize and direct the many facets of the marketing area. His terrific administrative ability makes him vastly qualified to direct the sophisticated and complex strategy now required by a progressive record company such as ours."

Vice Chairman Mel Posner stated, "Some of our Vice Presidents' responsibilities have expanded beyond what's implied by their titles. Kenny, Keith, Jack, and Jerry have lengthy tenures with E/A and have made major contributions to the label's growth."

### BROADCAST REACTION MIXED

## Arbitron Proposes Elimination Of Telephone Retrieval

Following several years of testing methods for measuring black listeners, Arbitron has announced the planned elimination of its current Telephone Retrieval technique. The company proposes to send blacks diaries, augmented with additional monetary premiums and more frequent follow-up reminder telephone calls. The implementation of what Arbitron calls the "Differential Survey Technique" will be effective with the Winter '82 survey.

Arbitron's Rip Ridgeway commented on the DST plan: "Differential Survey Treatment methods showed higher average ratings for blacks than did Telephone Retrieval, with Black format stations showing the most gain." He continued, "The use of the mail diary produced higher listening

Their promotions satisfy the need for updating our reporting structures and recognizing those contributions."

Faraci joined the company a year ago following nine years with WEA, culminating in an Executive VP position there. Buttice has been with E/A for seven years, serving as VP/Promotion before becoming VP/A&R a year ago. Holzman is a 17-year label veteran, becoming VP/Production in 1971 and Director of E/A's classical label Nonesuch in 1980. Reinstein came to the company in 1968, serving as Treasurer and then VP.

E/A/See Page 24

## Al Casey Appointed Charter VP/Programming

Al Casey, most recently PD at WHB/Kansas City, has been appointed Vice President of Programming/Operations for the Charter Broadcasting Co. Charter Broadcasting President John Bayliss explained that the group's local program directors, in addition to reporting to their GM's,

### BROADCAST REACTION MIXED

## Arbitron Proposes Elimination Of Telephone Retrieval

levels for non-blacks and blacks in the High Density Black Area."

### Industry Concern

Industry reaction was varied. Leading researchers like the NAB's Larry Patrick and the RAB's Dick Montesano are "very concerned about the research support for DST." Montesano told R&R that "the announcement about the Winter '82 implementation of DST seems premature" and doesn't answer the question of whether or not a higher caliber telephone technique could improve upon Arbitron's current TR efficiency in retrieving black listening.

Leading black broadcasters seemed divided on the issue. Cody Anderson, GM of WDAS-AM-FM/Philadelphia and the only black

ARBITRON/See Page 20

PLANS TO MOLD "NEW COMMUNICATIONS LANDSCAPE"

## Reagan Names Fowler To Head FCC

President Reagan has designated Mark Fowler of the Washington communications law firm Fowler & Meyers to become the next Chairman of the Federal Communications Commission. Fowler, 39, was nominated to fill the term of former Commissioner Tyrone Brown, which expires in 1986.

Fowler spent 10 years as a radio broadcaster before becoming a communications lawyer in 1969 with the Washington firm of Smith & Pepper. In 1975, Fowler and David Meyers left amicably to establish their own firm. Fowler was born in Toronto, Canada but is a product of American radio. From 1959 to 1969, including the years he spent in law school at the University of Florida, Fowler held a variety of radio positions, including a three-year stint as morning man, salesman, and PD at WDVH/Gainesville (see Page 4 for a more detailed profile).

The appointment of Fowler had been widely rumored for several months, and a source close to the selection process told R&R the perceived delay was caused by the



Mark Fowler

backlog of appointments coming out of the White House. "Mark was the leading contender at all times and there was never any lack of confidence on the part of the White House," the official told R&R.

### Served As Reagan Campaign Advisor

Fowler came to the attention of President Reagan and his advisers by serving as communications counsel for both the 1976 and 1980 Reagan campaigns. Last year Fowler represented Reagan's interests in such cases as the Carter/Mondale Committee's request for free air time to counter pro-Reagan ads placed by independent campaign committees.

Another newsmaking case handled by Fowler/See Page 20

## Hallam New WWW PD



Dene Hallam

Dene Hallam has been named Program Director at WWWW/Detroit, the Shamrock-owned property which recently switched formats from AOR to Country (R&R 1-23). Hallam's previous programming experience includes stints at WEEP/Pittsburgh, WFEC/Harrisburg, and KBZT(K-BEST)/San Diego.

Shamrock President Bruce Johnson told R&R, "Dene said all the right things and his track record

HALLAM/See Page 20

# SNAP! SNAP! THE CRETONES



LAST YEAR THE CRETONES INDELIBLY STAMPED A **THIN RED LINE** ACROSS THE FACE OF AOR RADIO—NOW, WITH THE RELEASE OF THE NEW ALBUM, EVERYTHING SNAPS INTO PLACE!

Produced by Peter Bernstein • Recorded by Gabe Veltri • Management: Norman Epstein with Ron Weiss

WILLIAM MORRIS AGENCY 900 © 1981 Planet Records. Distributed by Elektra/Asylum Records. A Warner Communications Co.



## WPCE Air Personality Victim Of On-Air Attack

Byron Sneed, air personality/Assistant MD at WPCE/Portsmouth, VA, was assaulted while on-air last week (3-10). Sneed, who described the station's format as "black-oriented religious and gospel programming," told R&R he was hosting his customary 3-7pm show when he was confronted by Wilson Williams Jr., who demanded that Sneed interrupt the tape that was currently playing to broadcast a religious tape that Williams had brought to the station.

Sneed said that he explained the situation to Williams and told him that WPCE would air Williams' tape in a half an hour (about 7:30pm). Williams then reportedly became angry and, cursing Sneed, knocked over the station's mike and began throwing items around the studio. Sneed then asked Williams to leave. When Williams refused, Sneed went to the telephone to call the police.

Williams quickly ran over, ripped the telephone out of the wall, and began beating Sneed with the receiver. In the ensuing commotion, Sneed opened the mike and began issuing the station's address, telling Williams that listeners would be calling the police. The first squad car arrived within minutes.

According to Sneed, he originally let Williams, who he said had been drinking, into the station because Williams was a representative of the Lily Of The Valley Church and Worldwide Ministry, which Sneed described as a "storefront-type church." Sneed noted the Newport News, VA-based church had asked for air time previously, but had submitted defective tapes. Sneed also said that WPCE had gone as far as to show the organization how to produce broadcast-quality tapes.

The police promptly arrested Williams and charged him with destroying public property and assaulting Sneed. Williams is currently awaiting trial.

## STATION DROPS CAVS BROADCASTS

### Cavaliers Drop Suit Against WWWE

The \$10 million "breach of contract" lawsuit filed against WWWE/Cleveland by the Cleveland Cavaliers (R&R 2-13) has been dropped and the contract binding the station to broadcast all Cavaliers games for the next two years has been dissolved. The out-of-court settlement was announced last Friday (3-13).

Cavalier attorney Kent Schneider said, "The deal has been consummated. It basically terminated the contract rights of WWWE to broadcast our games... as well as requiring forfeiture of their subrogated rights of first refusal."

WWWE President/GM George Francis told R&R, "We have released Mr. Stepien (Cavalier majority stockholder) from his current contract with us. We neither ask nor seek any indemnities for current or future obligations which Mr. Stepien had with our radio station. We have taken this action on behalf of the people of Cleveland who deserve far more than the embarrassing national publicity Mr. Stepien has brought upon them."

The controversy apparently erupted over on-air comments made by WWWE's play-by-play announcer Joe Tait and station sports-talk personality Pete Franklin critical of Cavs coach Bill Musselman and owner Stepien. The Cavaliers then filed the "breach of contract" suit against WWWE. Francis

CAVALIERS/See Page 14

## Porter To Program WQYK-FM

Pete Porter has been appointed Program Director at Country-formatted WQYK-FM/Tampa. Porter was PD at WJDD/Chicago until recently, when he stepped down to do middays at the station.

WQYK-FM VP/GM Rod Brosig told R&R, "Pete really impressed me; he has a lot of class. When I lost (former PD) Joe Patrick, it was a matter of taking stock of the station and furthering its growth, and I knew I had to have a man with Pete's ability. When I flew to Chicago to meet him, I was quite taken with him. I saw a man with integrity, honesty, a hard-working, talented man. He's the kind of guy we want in our organization."

Brosig added that he would discontinue his own programming participation with Porter's appointment. "I'm going to bow out of programming," he said. "I've got a radio station to manage. If I can't trust his judgment, I hired the wrong guy." Porter, who previously worked at TM and KBOX/Dallas, will start the first week in April.



Pete Porter

## Early Who LP Airing Stirs Syracuse Controversy

WAQX/Syracuse world-premiered the new Who album, "Face Dances," on March 10, a full 2½ weeks before its original release date (since moved up by Warner Bros.). The album was played in its entirety, with the WAQX personalities discouraging taping of the LP by listeners or competing stations in between cuts.

The next morning WB reportedly called the station and read a "cease and desist" order to the WAQX receptionist on the phone. WAQX PD Ed Levine picked up the story at that point: "WB then sent a mailgram of the 'cease and desist' order, and even though a mailgram is not an official document, I took the LP off the air because I didn't want to push it."

According to Levine, competitor WSYR began playing the Who album on Thursday (3-12), so he put the album back on WAQX. Levine said, "My

WHO/See Page 14

## R&R Subscription Rate Increase

On March 21 R&R, along with other publications and the general public, will be subject to a dramatic increase in postal rates. In order to cover the higher costs of mailing the newspaper and to maintain our priority first class mail schedule, we must reluctantly raise our annual and quarterly subscription rates, for only the second time since 1973. Effective immediately, a yearly subscription to R&R will cost \$170, while quarterly subscriptions will cost \$50. These rates become effective with your next renewal.

# R&R

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## this week...

3-20-81

### AOR'S TIGHT PLAYLIST ADVOCATE SPEAKS OUT

Consultant Frank Felix is known for paring down AOR libraries to the bone, and he explains his programming philosophies in a forthright interview.

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### INTERVIEWING ARTISTS ON THE AIR

WLW/Cincinnati's Jim La Barbara shares the experience of nearly two decades of on-air interviews with recording artists.

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### FROM BRITISH HIT RECORDS TO AMERICAN NEWS/TALK RADIO

The controversial Jonathan King discusses his WMCA/New York show, and some opinionated positions on the U.S. radio and record industries.

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### USING OLDIES... WITH CAUTION

Oldies can enrich a CHR format, but following certain guidelines can help you considerably.

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### COMPUTERS COME TO THE NEWSROOM

Attempting to cope with a complicated computer complex can frustrate a traditionalist radio newsmen.

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### ARBITRON RATINGS RESULTS

The figures for Omaha, Greenville, and Grand Rapids.

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### NYMRAD Nets New York Notables

A cluster of New York's top air talent and management personnel gathered at the sixth annual NYMRAD (New York Market Radio Broadcasters Association) "Big Apple Awards" to present the honors for the best radio commercials of the year. Pictured (l-r, front) WCBS-FM's Harry Harrison, WHN's Del DeMontreux, WEZN's Paul Knight, WKUT's Dale Reeves, and WCBS's Ben Farnsworth.

worth; (l-r, rear) WCBS's Pat Parson, WNEW's Ted Brown, WNBC's Don Imus, WOR's John Gambling, WPLJ's Jim Kerr, WJVN's Bill Emerson, former WPLJ VP/GM (now KIKK/Houston GM) Nick Trigony, CBS Owned FM Stations VP Bob Hyland, and WABC's Ross Brittain and Brian Wilson.

# Washington Report

## MARK FOWLER'S RADIO BACKGROUND

### From Announcer To FCC Chairman

"Hello. Yes, I'd like to speak to the mayor, please. Thank you.

"Hi, Mr. Mayor. This is Jimmy Rock and I'm calling because our family, that is the entire Rock clan, is planning a family reunion here in Gainesville — what? That's right. There will be about 22,000 Rocks in town — and my task is to bake the cake for the occasion. I'm planning a cake that will span the end zones of the University of Florida's stadium. And I'd like to rent a few of your company's cement trucks to mix all the batter. There will be tons of flour and about a 100 gallons of rum . . ."

So it went on morning drive radio on WDVH/Gainesville from 1966 to 1969, where a law school student named Mark Fowler was an announcer, PD, and sales person.

In 1964 Fowler was at WMEG/Melbourne, FL (now WMEL). Sometimes working sixteen hours a day, he signed on at 6am and did morning drive. At 10am he switched hats and hit the streets selling advertising. Because the station only paid 15% commission, Fowler was encouraged to also write, produce, and voice copy — a job which sometimes took until 10pm to finish — and earned him an additional five percent commission.

He also worked fulltime at WKEE/Huntington, WV and before that, part-time at WDVH/Gainesville, WHOO/Orlando, and WABR/Winter Park, FL (now WAJL). Initially at WDVH, he had earned \$65 a week for his three-hour shift, plus production responsibilities.

And then there was the time Fowler called the local pet store . . . (to be continued).

#### Knows Radio From Inside Out

Although Mark Fowler's stands

on communications issues are largely unknown, and he is still keeping his views under wraps, the portrait of the new FCC Chairman-designate from conversations with friends and associates is one of a friendly, hardworking young lawyer who knows broadcasting

"He weighs all questions before he makes decisions, and I don't think his term will be radical at all." Smith told R&R.

Associates unanimously regard Fowler's 10 years in radio as a big plus. "He'll start out knowing a lot more about communications law than Chairman Ferris did," said NAB General Counsel Erwin Krasnow. At NRBA, a spokeswoman agreed his prior experience will be a plus for radio broadcasters.

Another Washington lawyer who worked with Fowler on a deregulation task force foresees the

### Fowler Profile:

"Not from the typical Washington mold."

"A very strong proponent of deregulation."

"He'll start out knowing a lot more about communications law than Chairman Ferris."

firsthand and who will pursue President Reagan's deregulatory philosophy at the FCC.

"Mark is a tremendously conscientious worker," said Art Weinberg, who practiced law with Fowler at Smith & Pepper in Washington. "Sometimes he even overworked himself."

Fowler is seen as taking "a cautious approach" by Tom Smith, an NAB Board member whose stations, WDEN-AM-FM/Macon, GA, are clients of Fowler's firm.

new chairman being a "very, very strong proponent" of deregulation that serves the public interest.

The head of the Reagan FCC transition team, Mickey Gardner, expects Fowler to provide some needed inspiration at the FCC. "He's refreshingly not from the typical Washington mold," Gardner told R&R. "He's a quick study and a very personable guy. He'll really get the most out of the people over there."

## Washington Street Talk

### No Deregulation Litigation

One reason public interest groups have yet to file to block radio deregulation may be simple lack of awareness. Several weeks after the FCC issued its final rules, a United Church of Christ lawyer contacted by R&R didn't know they'd been issued. UCC Communications Director Everett Parker was also caught offguard during a recent Chicago radio talk show appearance. Without a "stay," deregulation takes effect on April 3.

### New Jones Target: Character Qualifications

Expect Commissioner Anne Jones to spearhead a campaign to abolish "character qualifications" of licensees in the FCC's interpretation of qualifications for broadcast licenses.

### Wirth Panel Goes West

Look for Tim Wirth's House Telecommunications Subcommittee to go west to hear first-hand the impact of early broadcast news reports of returns and projections on elections. Los Angeles is a good bet for the hearing site.

### S. 270 On Hold

The Senate Communications Subcommittee is working on drafting a backlog of bills, so don't look for radio deregulation bill S. 270 to go to mark-up for several weeks.

### Reagan Radio Propaganda

The Reagan administration reportedly sees radio as a cheap, effective way to combat Soviet influence abroad. Despite heralded budget cuts, the Voice of America will get the extra \$87 million recommended by President Carter. Radio Free Europe and Radio Liberty are earmarked for a \$4 million increase.

### Reagan Backing Off NPR

Senate sources report the administration may be backing off its insistence that NPR budget cuts all come out of national programming. That might save programming, but still deal a financial setback to local public stations.

## Broadcasters Face Giant AT&T Hike

Radio broadcasters are facing a stiff 16.4% increase in the rates they pay for AT&T's series 6000 "private lines," which connect stations to their networks, transmitters, and remote broadcast sites. AT&T has asked the FCC to approve the higher rates effective May 14.

AT&T filed for the increase after the FCC ordered the firm to make sure all of its services pay for themselves. The Commission has been worried that some services are earning far less than AT&T's authorized 10.5% rate of return, while customers of other services are being overcharged. The FCC contends private lines earn only a 3% rate of return.

### Broadcaster Opposition

The attorney for ABC, NBC, and CBS in the matter, Joseph Kittner of Washington firm McKenna, Wilkenson & Kittner, criticized AT&T's decision to apply the rate hike across the board on all private

lines, instead of computing the rate of return on the individual services, which cover television, telegraph and data transmission, in addition to radio.

"In terms of radio services, AT&T hasn't made a showing that they aren't already paying the appropriate rate of return," Kittner told R&R. "There's good evidence to indicate that they are. They just can't do it on that kind of slapdash basis." Kittner maintains. "If they want to raise rates for a particular service, they've got to first determine that service isn't returning what it should. And they haven't done that."

## FCC: At A Glance

### FCC Reconsidering Rosslyn Move

Under continued battering from critics, the FCC has decided to officially reconsider its plan to move the agency to Rosslyn, VA. A closed-door session on the issue was scheduled for Thursday (3-19), but observers did not foresee enough votes to overturn the move.

### Form 324 Secrecy Upheld

The Commission has upheld its earlier denial of Alaskans For Better Media's request for annual financial reports of Northern Television, Inc.'s KBYR & KNK/Anchorage, KFRB/Fairbanks, and two television properties. In a lengthy report the Commission went out of its way to stress its belief that release of financial data would harm a station's competitive position.

### Deadline Extended on Automation of AM Data

A two-month extension has been granted for the filing of comments on the FCC's proposal to automate the use of measurement data for AM stations to speed licensing. At the request of the Association of Federal Communications Consulting Engineers, new deadlines are May 9 for comments, June 8 for replies.

## Trade Association News

### NAB Sending Three To Geneva

NAB's Executive Committee, meeting last week in Washington, decided to send up to three engineers to the eight-week Panel of Experts (POE) session in Geneva beginning April 22. The cost to NAB is estimated at \$30,000 for the experts, who will help with POE's comparative studies of alternate spacing schemes for AM in preparation for this fall's Region 2 conference.

### Lareau Takes Over Allocations Group

Mike Lareau of WOOD/Grand Rapids is new Chairman of NAB's Radio Allocations Task Force. He replaces Arnie Lerner of WLLH/Lowell, MA.

### Lawmakers At Convention

At least 15 members of Congress are signed up for NAB programs in Las Vegas next month. Heavyweights include Chairmen Goldwater and Wirth of the Senate and House Communications Subcommittees, House Majority Leader Jim Wright (D-TX), and Minority Leader Bob Michel (R-IL).

### NAEB Recruiting Executives

The National Association of Educational Broadcasters has started a project to recruit executive level women and minorities into the public telecommunications field. Workshops and meetings highlight the year-long program, for which five years' previous executive experience is requested. Further info from project director Lelani Turentine at NAEB, 1346 Connecticut Ave. NW, Washington, DC 20036, (202) 785-1100.

### Portland Broadcasters Associate

Twenty-two Portland, OR-area radio stations have banded together to form the Greater Portland Broadcasters Association. KYTE/KLLB GM Veri Wheeler was named President, with KEX GM Greg Reed elected VP and KINK GM Ron Saito Secretary/Treasurer.

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### FM 100 Plan Adds Custom Music Division

The **FM 100 Plan**, a leading Beautiful Music syndicator, has announced the creation of a Custom Music Division, which will produce single vocals, group vocals and instrumentals on a monthly basis. FM 100 Plan President **Darrel Peters** will produce these sessions with the resultant selections available to present FM 100 Plan subscribers (at no extra cost) and to markets not competitive to the firm's present clients (at special introductory rates).

For further information contact **Raymond Lowy** at the FM 100 Plan at the John Hancock Center, Suite 3112, 875 North Michigan Ave., Chicago, IL, (312) 440-3123.

### Households Growth Triples U.S. '80 Population Increase

The number of households nearly tripled the growth rate of the American population over the past 10 years, according to recently-released 1980 census figures. While the national U.S. population gained 10.9 percent to 225.4 million, the number of housing units rose 28.5 percent to 88.2 million.

Census officials attributed this surge in household formation to a dramatic

increase in the number of one-person households (currently 23 percent of the national total compared with 15 percent in 1960) and the number of households headed by women (almost doubled to 8.5 million since 1960). This latter figure is a reflection of high divorce rates that more than offset a decline in widowhood.

In regional terms, this increase in

the number of households is most pronounced in the West, where the number of households jumped 41.7 percent from 1970's figures to 17 million while population rose 23.4 percent to 42.9 million. Figures for the South are similar as housing units climbed 39.5 percent to 29.9 million and population swelled 19.1 percent to 74.8 million.

Even in the eastern and central states where population growth lagged, the number of housing units increased.

The Mid-Atlantic states saw a nine percent gain in housing units despite a four percent decline in population. The Northeast Central states added only 1.1 percent in population, but saw an 18.3 percent increase in housing units. The Northwest Central states reported a 6.9 percent rise in population with a 26.1 percent gain in housing units and the New England states, where population climbed 13.1 percent, saw a 26.1 percent jump in housing units.

### Commuter Cycle



The commuter car of the future may well be a motorcycle. Designer **Ferdinand Porsche's** prototype (pictured) is based upon a **Yamaha "SR500"** and features fully-enclosed wheels and engine to keep the rider clean. The commuter bike also sports an automatic transmission and a single brake pedal to make it easier to drive.

### Self-Employed Americans On The Rise

Americans still want to be their own boss. According to recently-released findings from the **Bureau of Labor Statistics**, the number of self-employed Americans has grown at a faster rate in recent years than the ranks of those who work for someone else. Those who are self-employed are also younger and more likely to be women than ever before.

From 1976 to 1979, the number of self-employed workers (excluding those in agriculture) increased 17 percent to 6.7 million. Women accounted for 20 percent of the self-employed in 1972, rising to 25 percent in 1979. Those self-employed persons aged 16 to 44 swelled to 51 percent of the 1979 total, up from 40 percent in 1972.

Self-employed persons labor longer and for less money than those who work for others. In 1979, those who were self-employed averaged 41.9 working hours per week, compared to 38.5 hours for other workers. While self-employed persons averaged less in earnings, this statistic is deceptive because self-employed persons may receive certain benefits through their businesses that cannot be counted as income.

Furthermore, those persons who own the corporation they work for are not considered self-employed, as the government views them as employees of the corporations they own.

#### Kraco Doubles '81

#### Auto Stereo Ad Budget

**Kraco Enterprises**, a Compton, CA-based auto stereo manufacturer, has announced it will double its 1981 ad budget to \$3 million. The firm, which sold \$80 million

worth of car stereos last year, will utilize radio and network TV spots emphasizing the durability of its products in its effort to carve out a larger segment of the car stereo market, currently dominated by major Japanese electronics marketers.

#### LINKS HOME, STUDIO EQUIPMENT

### RTS Debuts Dual-Channel Amp

**RTS Systems Inc.** recently introduced a dual two-channel amplifier, the "444," designed to link home equipment (videocassette recorders, audio reel-to-reel and cassette recorders, graphic equalizers, noise-reduction devices, FM tuners, electronic crossovers, and large screen video projectors) with professional studio systems, a procedure not often possible due to differences in



operating levels, impedances, and balanced/unbalanced modes of operation.

The "444" accepts a stereo pair of balanced lines, isolates them through active circuitry, and feeds them to a pair of "phono" jacks at the IHF nominal level of 0.5 volts rms, unbalanced.

Simultaneously, the "444" accepts a pair of unbalanced lines, which it amplifies and transformer-isolates to feed a balanced pair of lines at a nominal +4 dBm. Level controls in the IHF-to-balanced section permit the user to trim gain and channel balance as needed.

Self-powered and self-contained, the 1 3/4" x 8 3/8" x 8 3/8" unit is priced at \$312. For further information, contact **Ron Fuller** at RTS at 1100 West Chestnut St., Burbank, CA 91506 (213) 843-7022.

### Ultrasonic Typewriter

**Smith-Corona's** "Typetronic" typewriter features an ultrasonic keyboard that eliminates half the failure-prone mechanical parts found in conventional typewriters and allows the unit to be priced at under \$900. The "Typetronic" makes this possible by virtue of an ultrasonic rod (basically a steel bar with teeth that correspond to keyboard positions) and a microelectronic "brain" (in reality, a Very-Large-Scale Integrated (VLSI) chip with the equivalent of 30,000 transistors).

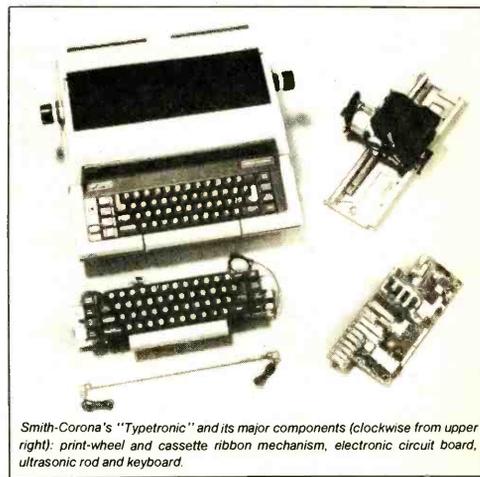
Here's how it works: When you depress a key on the typewriter's keyboard, a key lever strikes a spring lever which in turn strikes one tooth on the ultrasonic rod. Ultrasonic waves then travel toward both ends of the rod where crystal transducers are located. These transducers help convert the sound waves into signals that can be recognized by the VLSI chip.

By calculating the difference between pulse-arrival times, the microcircuit determines which letter to print. The microcircuit then signals the glass-reinforced nylon print wheel. This "daisy-wheel," so-called because of its narrow spokes which resemble the petals on a flower, has characters imprinted on the ends of its spokes. As the

"daisy-wheel" spins into place, a plunger smacks the petal against ribbon and paper.

Along with all this electronic tech-

nology, the "Typetronic" sports several features designed to reduce typing errors. For example, a memory-correction system allows you to erase the last 10 characters typed using only one key.



Smith-Corona's "Typetronic" and its major components (clockwise from upper right): print-wheel and cassette ribbon mechanism, electronic circuit board, ultrasonic rod and keyboard.

## 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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PINK FLOYD (PRS), JAY GRAYDON,  
JOE ZAWINUL, B. J. THOMAS,  
REGGIE LUCAS, JAMES MTUME,  
WALTER and TREMAINE HAWKINS,  
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JAMES CLEVELAND, CAL TJADER,  
THE MANHATTANS, JAMES TAYLOR,  
AL JARREAU, ROY ORBISON and  
ALBAN BERG**

**all helped BMI once more get the lion's  
share, — 28 — of the GRAMMY awards  
Thank you all, and NARAS**



**SERVING MUSIC SINCE 1940**



## Reps



**H-R/Stone**

**Cheryle Hangartner** has joined the firm's San Francisco sales staff, coming from her most recent position as National Sales Manager at **KKDJ/Fresno**.



**RKO Radio Sales**



**Harry Durando** has been appointed to the newly-created post of Director of Station Relations at **RKO Radio Sales**. Most recently, Durando served as VP/National Sales Manager at **RTVR**, having previously held the post of President at **Metro Radio Sales**.



**Torbet Radio**



**Lou Mahacek**, a Senior Vice President for the firm, will assume responsibility for **Torbet's** Atlanta sales office, coming from his current post as head of the firm's New York sales office. Concurrently, **Alan Harrison** (pictured), a three-year veteran of Torbet, has been elevated to New York Group Sales Director.

In related developments, six-year Torbet veteran **Don Young** has been upped from account exec to New York Manager and **Nancy Barnett** has joined the New York Sales Staff as an account exec, coming from her former post as a local salesperson with **WXLO/New York**.

## People

### Washington, DC

**Chuck Schmitt** has been promoted to Vice President/Finance at **GANSAT**, the Gannett Company's recently-established satellite information network. A five-year veteran of the Gannett Company, Schmitt most recently served as Assistant Comptroller for the firm.

In a related development, **William Toner** has been named Systems Director, **William Hider** elevated to Telecommunications Director, and **John Garvey** has been appointed Production Director for **GANSAT**. Toner, a five-year veteran of Gannett, most recently served as Assistant Production Director for the **Wilmington News Journal**. Hider comes to his new post from his previous position as Director of Plans and Proposals at the **American Satellite Co.**, while Garvey, a 14-year veteran of Gannett, most recently held the Production Director post at Gannett's **Cocoa, FL-based Today** publication.

### Philadelphia

**Mike Marder** has been promoted to General Manager at **WEAZ** (Eazy 101 FM). Most recently, Marder served as General Sales Manager for the station.

### Daytona Beach

**Jack Alix** has been named Vice President/General Manager at **WDOQ**, coming from his previous post as VP/Station Manager for **WGOE/Richmond, VA**.

### Quincy, IL

**Andrew Juettner** has been promoted to Vice President/Engineering for the Broadcast Products Division of the **Harris Corporation**. A 13-year veteran of the firm, Juettner most recently served as Director of Engineering, having worked in Harris's Broadcast Products Division for the past six years.

### Chicago

**J. Herman Sitrick** has announced the formation of **J. Herman Sitrick Advertising Inc.**, a full-service ad agency. Most recently, Sitrick served as VP/Broadcast Account Supervisor at **Gardner, Stein and Frank Advertising**, having previously headed radio and television stations in Chicago, Baltimore, and Birmingham, AL.

### San Diego

**Hal Waite Jr.** has been named Controller at **KJQY**, coming from his previous post as Assistant Controller at **KFWB/Los Angeles**.

## Nets



**Mutual**

"On The Homefront," a three-minute housing information feature, will debut Saturday, March 28, on over 300 stations. Hosted by broadcast veteran **Bob Moomey**, the program will consist of interviews with experts on building and buying, financing, energy conservation, remodeling, and other housing-related topics. Two separate three-minute programs will air each Saturday. "On The Homefront" is sponsored by the Chicago-based **National Association of Realtors**.



### National Black Network

The net, which airs black-oriented news every hour on the hour (Monday-Friday, 6am-midnight and Saturday, 6am-11pm), was the subject of an article in the **Wall Street Journal** recently (3-3).



**CBS Radio**

"The Movies '81," a 20-part weekend special encompassing the most important films, trends, stories, and stars to make their mark upon the motion picture industry last year, will be broadcast via the net on the eve of the Academy Awards (Saturday and Sunday, March 28-29). **CBS Radio Network** Entertainment Editor **Lee Jordan** anchors the four-minute long programs, which feature interviews with **Robert Redford**, **Donald Sutherland**, **Mark Hamill**, **Glenda Jackson**, and **Sissy Spacek**, among others.

### ENTERPRISE RADIO

The net has announced the acquisition of the following affiliates: **WGBS/Miami**, **KULF/Houston**, **WSOC/Charlotte**, **WKRG/Mobile**, **WSPR/Springfield, MA**, **WORC/Worcester, WI/LQ/Portland, OR**, **KFIV/Modesto, CA**, **WBIA/Augusta, GA**, and **WOPI/Bristol, TN**.



**NBC Radio**

**WGRN - WOFM / Greenville, TN**; **WJAZ/Albany, GA**; **WJSO/Johnson City, TN**; **WRCC-FM/Cape Coral, FL**; and **WAMR/Venice, FL** have announced their affiliation with the net.

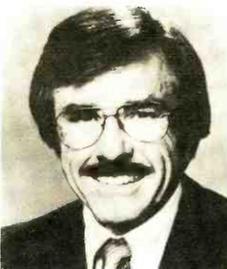


### ABC Entertainment

"No Bands, No Parades," a 10-part series on the plight of America's Vietnam veterans, was aired during news broadcasts last week (Monday: Friday, March 16-20). Anchored by **ABC News** correspondent **George Engle**, the series will continue through March 23-27. Subsequently, the series will be fed in overnight newscasts on March 30-31 and will become the heart of a 1 1/2-minute **ABC Entertainment Radio Network** special which aired March 19 and will be rebroadcast on March 26.

## Syndicators

### Watermark



**Gary Owens**, air personality at **KMPC/Los Angeles**, has been named to host "Soundtrack Of The 60's," the three-hour weekly radio series produced and distributed by **Watermark**. The program is currently heard in over 100 U.S. and Canadian markets. Owens replaces **Murray The K (R&R 3-13)**. His appointment is effective immediately.

### London Wavelength

**RSO/Virgin** recording group **XTC** will be featured in concert on **London Wavelength's** "BBC Rock Hour," scheduled for broadcast the week of March 22. Over 150 stations across the U.S. will air the program, recorded at a London concert during XTC's 1981 British tour.

### TM Programming

The Dallas-based radio consulting/programming firm has announced the signing of an agreement with **Trans Com** to supply on-board airline programming for over 40 national and international airlines. **Trans Com**, a unit of the **Sunstrand Corp.**, is the largest supplier of entertainment for the airline industry.

According to **TM Programming** VP/GM **Lee Bayley**, "We'll (TM) be producing programming in all music areas from rock, beautiful music and country to classical, opera, comedy and kids shows. Plus our special projects company will be creating one-hour specials for the airlines."

### Peters Productions

**Jack Merker** has been promoted to Director of Operations for the firm, retaining his present post as Director of Programming in addition to his newly-acquired responsibilities.

In a related development, **Steve Co-tov** has been named commercial sales account executive for the firm, coming from his previous post as Music Director. **Debbie Welsh** will assume the MD's duties.

### Syndicom

The firm announces its move to new offices located at 545 Middlefield Road, Suite 170, Menlo Park, CA 94025, (415) 321-9124. Payments for

syndicated shows will still be made to Syndicom's San Luis Obispo office at 1422 Monterey Professional Plaza, San Luis Obispo, CA 93401.

### Creative Radio Shows

"Country Music's Radio Magazine," a two-hour weekly country music program, is currently being offered for syndication by **Creative Radio Shows**, a Burbank, CA-based firm. Hosted by **Harry Newman**, the show consists of a weekly interview with one of country music's top stars, the latest in country music news, and the "Star Hotline Report," a behind-the-scenes look at a particular aspect of country music. Highlights in country music from a particular year are also included. Currently in its thirty-fifth week of production, "Country Music's Radio Magazine" is presently heard via 87 stations nationwide. Rates for the market-exclusive show are determined by market size.

### Progressive Radio Network

An "April Fool's Day Special" is currently available on a market-exclusive basis from the **Progressive Radio Network** as part of the firm's 12-part "Holiday Package" series. Formatted to be aired via AOR, CHR and Pop/Adult radio stations, the "April Fool's Day Special" features three four-minute collages of April Fool's Day rock music, topical comedy, sound effects and production gimmicks. 12 original spoofs of national radio commercials are included as well.

## Sales

**WYFA/Patchogue, NY** has been sold by the **Brookhaven Broadcasting Corp.** to the **Long Island Music Broadcasting Corp.** for \$620,000, subject to FCC approval. **Blackburn & Company** brokered the transaction. **WALK-AM-FM/Patchogue, NY** has been sold by the **New York Horizons Corp.** to the **Island Broadcasting Co. Inc.** for \$3.8 million, subject to FCC approval.



**ROBERTS & ROCHEs** — **Robert Flipp** (third from left), was collared by **Robert Klein** (center) and **Boombtown Rats** leader **Bob Geldof** (third from right), while surrounded by **Roche's** (l-r, **Suzzy**, **Maggie**, and **Terry**), during a recent taping of the "Robert Klein Radio Show." The program, which features candid commentary from the inventor of **Fripp-tonics** and the head rat as well as a live performance from the singing **Roche** sisters, will be broadcast the week of March 22.

**MISTER SANDMAN & MISTER CROSS  
CAN NOW BE HEARD  
AT ALL THESE STATIONS:**

**AVERAGE MOVE +4**

WKBW 20-17  
WFIL 25-22  
WIP on  
KVIL deb 23  
94Q 25-21  
CKLW 26-22  
WZZP add  
WOKY deb 28  
WFYR on  
KEARTH 26-22  
KRLA on  
KFI on  
KIQQ deb 30  
KEZR deb 28  
KYYX 30-28  
KPLZ 29-26  
WOLF on  
WTRY on  
KC101 30-24  
WICC 29-27  
WPST 32-30

WAEB 16-15  
WHYN add  
WKEE on  
KLAZ add 36  
KXX106 on  
WERC 20-16  
WSGN 22-19  
WAAY on  
WHBQ 25-20  
KX104 on  
WRJZ 21-15  
WNOX 29-27  
WAYS 27-24  
WVLK on  
WTRW 30-28  
WLOL-FM add 32  
KSTT deb 22  
KRAV deb 24  
WNAM deb 29  
WOHO 22-17  
WHOT 26-21  
KWLO deb 22

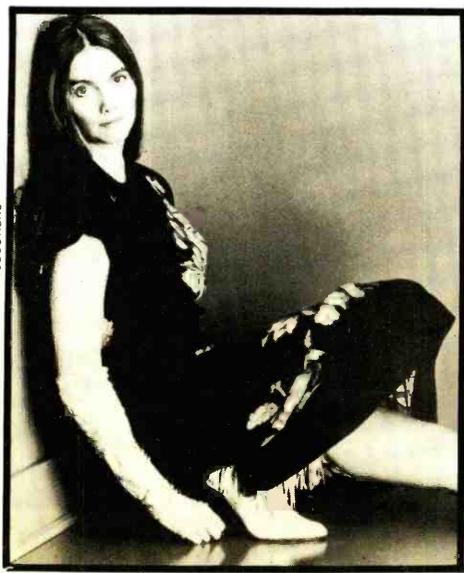
KJRB 15-8  
KCPX 17-12  
KENO add  
WACZ 26-19  
WTSN 20-19  
WHEB 18-10  
14WK 25-19  
WHHY 29-26  
WFOX on  
WFLB 30-22  
WROV deb 21  
KPUR on  
WISE on  
KKLS on  
WTRU add  
KSLY deb 22  
KDZA on  
KATI 21-16  
KQDI on  
KBOZ 27-22  
KFXD on  
KRLC 30-24

WFIL add  
WIP add  
WRKO on  
KRBE deb 27  
94Q 29-26  
Y100 add 29  
KEARTH add  
KSFX on  
KOPA deb 27  
WFBR on  
WHFM add  
WTRY add  
WPST deb 32  
WAEB on  
KSRR 32-31  
KTSA on

KHFI 27-20  
KXX106 add  
WAAY deb 27  
WAXY add  
WBBQ deb 30  
WOKI on  
WBCY add  
WCSC add  
WQRK add  
WTWR add 35  
KWEN 28  
WNAM add  
KNBQ add  
KSPZ add 27  
KENO add  
KZZP 24-21

KRQ add  
KTKT add  
WHEB add  
14WK add  
WHHY 24-20  
Z102 28-17  
WSGA 29-20  
WFOX on  
WCGQ add  
WANS-FM on  
WXLK on  
FM99 32-28  
KILE 39-31  
KPUR add

**“MISTER SANDMAN”  
EMMYLOU HARRIS**



PRODUCED BY BRIAN AHERN FOR HAPPY SACK PRODUCTIONS

**“SAY YOU’LL BE MINE”  
CHRISTOPHER CROSS**

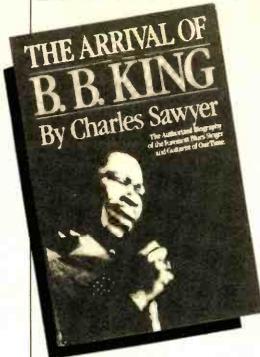


PRODUCED BY MICHAEL OMARTIAN



**ON WARNER BROS. RECORDS**

## B.B.'s Authorized Bio Available



**"T**he Arrival of **B.B. King**," written by Boston journalist **Charles Sawyer**, is the authorized biography of the noted blues singer/guitarist whose career has spanned more than 30 years in the entertainment industry. Approximately 270 pages in length, the book contains over 70 pages of photos, many of them previously unpublished.

Briefly, "The Arrival Of B.B. King," traces King's career from his youth as a Mississippi share-

cropper to his initial appearances on Beale Street in Memphis, where he worked as a disc jockey in the early days of **WDIA** and changed his name from **Riley** to **B.B.** (the latter a contraction of Beale Street Blues Boy King). The book continues to follow B.B.'s career through his days on the chitlin circuit and his subsequent "discovery" by white audiences in the mid-Sixties to his current position as the best-known bluesman of modern times.

In writing the book, Sawyer avoids the simple show-biz rags-to-riches saga to delve into the sociology of blues music (several chapters are devoted to life on the road, brief histories of bluesmen, and a historical summary of B.B.'s own brand of blues), sharecropping (one appendix is devoted to tax records from the plantation B.B. grew up on) and the black entertainment industry. Of particular interest is a transcription and analysis of a typical B.B. guitar solo.

A work rich in oral history, of interest to musical/entertainment historians, sociologists and blues fans everywhere. "The Arrival Of B.B. King" also includes an authoritative discography. Available from **Double-day Books** at \$14.95 (hardbound).

### Brett Named Asst. To President At Arista

**Jonathan Brett** has been appointed Assistant to the President and Executive Vice President/General Manager at **Arista Records**. Most recently Vice President of Business Affairs for **Sire Records**, Brett previously practiced entertainment law in England.

In his new post, Brett will aid Arista President **Clive Davis** and label Executive VP/GM **Elliot Goldman** in the implementation of various projects as well as being involved in the business affairs and creative activities at Arista.



Jonathan Brett

### Atlantic's Cooper Adds TV Promotion Duties

**Perry Cooper** has been promoted to Director of Television Promotion at **Atlantic Records**. Cooper will retain his current post as Director of Artist Relations for the label in addition to his new responsibilities.

In his new position, Cooper will supervise the TV appearances of all label artists, whether live or via videotape. West Coast Artist Relations Director **Tony Mandich** and Artist Relations/Development Manager **Susan Stein** will focus on generating exposure for Atlantic artists in the commercial television arena, while label Merchandising Department member **Ben Hill** will coordinate the use of video materials.



Perry Cooper

## Pro:Motions

### Kaplan Forms American Airplay Firm

**Sammy Kaplan** has announced the formation of **American Airplay**, an independent promotion firm to be based in Los Angeles. Kaplan, a longtime independent promoter, notes that the firm will be national and multi-format in scope. **American Airplay** is located at 6464 Sunset Blvd., Suite 935, Los Angeles, CA 90028, (213) 856-8100.



Sammy Kaplan

### Gersh, Keep Upped At EMI-Liberty

**Gary Gersh** has been promoted to Director of Talent Acquisition and **Kathy Keep** has been elevated to Director of A&R Administration at **EMI American/Liberty Records**. Gersh most recently served as A&R Manager for the label, having previously held regional and national promotion posts with **EMI America** as well as having served as a Regional Promotion Manager with **Capitol Records**.

Keep formerly served as Manager of A&R Administration for **EMI America**, having been with the company for a number of years.

## Study Shows 1980 Filmgoer Total Hits 118 Million

The number of moviegoers over the age of 12 reached a new high of 118.9 million in 1980, up five points from 1979's figures, according to a recent study of 2572 individuals conducted by the **Opinion Research Corp.** of Princeton, NJ. Meanwhile, the **Motion Picture Association of America** issued a survey reporting a six percent decline in film attendance in 1980.

The Opinion Research Corp. poll showed movie attendance increased in every age group over 18 except those in the 50 to 59 age category. Adults over 18 years of age accounted for 74 percent of the admissions. The difference in the two surveys is explained by filmgoers seeing fewer movies.

However, the Opinion Research Corp. survey found significant increases in frequent attendance by those persons aged 12 and over, who account for 84 percent of theatre admissions while representing just 26 percent of the public. Frequent attendance is defined as once per month.

As in the past, males attend more films than females and single people see more movies than married persons. Furthermore, the number of people who never attend movies dropped to 34 percent from 36 percent in 1979.

## 3M Announces "Scotty" Awards

**3M** has announced the creation of "Scotty" awards, to be bestowed upon the team of artists, producers, engineers, and studios involved in the creation of **RIAA-certified** gold and platinum recordings that have been completely mastered and mixed upon "Scotch" professional audio recording tape. A panel of six judges, representing the musical, audio engineering, and record producing communities as well as 3M will select the winning creative teams, with all members receiving "Scotties."

The awards themselves are original sheet music style paintings of the winning artist, personalized to highlight the record being honored. The recording artist will receive the original painting, with the other members of the creative teams getting reproductions. In addition, 3M will contribute \$1000 to the **Muscular Dystrophy Association** in the winning team's name; another \$100 will be donated to MDA in the name of each studio submitting a qualified nomination.

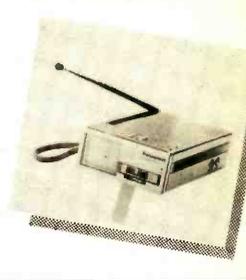
Furthermore, one recording will be selected from the ranks of all "Scotty" winners yearly, with the winning artist allowed to name an aspiring musician who will then receive a \$5000 scholarship from 3M. Recordings from all categories of music (pop, jazz, rock 'n' roll, gospel, country, and classical) are eligible for the "Scotty" awards.



## Panasonic Intros

### Mini-TV

**Panasonic** recently introduced a 1 1/2-inch black-and-white portable television. The "TR-1010P" features a built-in, rechargeable battery. Weighing only 1.2 pounds, this ultra-compact model can also be operated off your car's battery. Audio is handled by a 1.8-inch speaker. Earphones and AC adaptor are also included. The unit is 1 1/2 inches high, 3/4-inch wide and slightly over six inches deep.



## Stars Set For NARM Convention

The **National Association of Recording Merchandisers (NARM)** convention, which takes place April 11-14 at the Diplomat Hotel in Hollywood, FL, will showcase an unprecedented variety of music. Monday (4-13), **20th Century-Fox** recording artist **Stephanie Mills** will perform at the organization's first luncheon show to feature black music. **Warner Bros.** **Emmylou Harris** will play at the NARM Sunday country music luncheon, and **Word Records' Mighty Clouds of Joy** will become the first gospel act to appear before a NARM audience at the Tuesday luncheon.

The opening night concert features **A&M's Chuck Mangione**, while **Epic's**

**Charlie Daniels Band** and **A&M's Peter Allen** will lend their talents to the scholarship dinner and awards banquet concerts, respectively.

## Polygram Launches \$5.98 List Line

**Polygram Records** has announced the introduction of a \$5.98 list price line, featuring selected titles from the firm's current catalog. There will be 106 LP's in the initial (March 25) release, including albums by **Rush**, **Rod Stewart**, **Hank Williams**, **The Village People**, **Chuck Mangione**, **the Moody Blues**, **Southside Johnny**, **Pat Travers**, **Rainbow**, **Chick Corea**, and the **Allman Brothers**.

## "Record Finder" Eliminates Pain In The Neck

Craining your neck to read the titles printed on the album's spine can leave you with chiropractor bills roughly equal to the money invested in your record collection (this problem, not to mention the ensuing aggravation, is compounded if you find yourself repeatedly searching your station's library). Now, the



**MJ Weber Corporation** has developed "Record Finder," a color-coded record locating system, designed to provide instant record access and eliminate misfiling.

Based upon plastic colored labels and a step-down sequence of numbered white bars, the basic "Record Finder" system accommodates 120 records with add-on sets for larger collections (up to 390 records) available as well. You simply list the record's title on a separate index card and give each disc a code number, which is then attached to the LP itself via a plastic-coated label with pressure-sensitive backing.

For further information contact **MJ Weber** at Box 262, Cambridge, MA 02138. Basic "Record Finder" system price: \$8.95.



## JINGLES STATION ID'S

## CONTINENTAL RECORDINGS

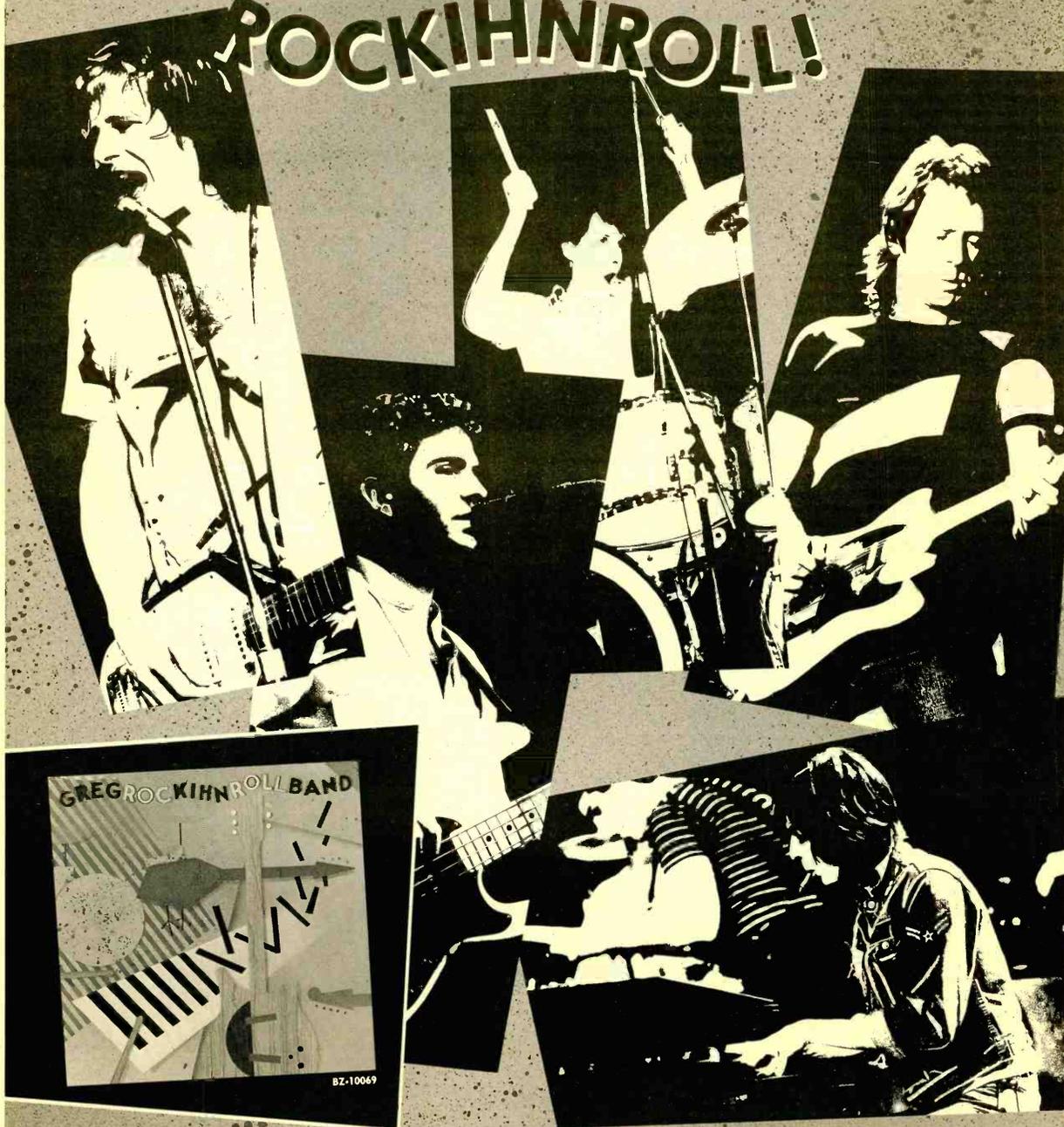
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BZ-10069

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THE NEW ALBUM IS PRODUCED BY MATTHEW KING KAUFMAN



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ABSOLUTE T.K.O.

# FRANKE & THE KNOCKOUTS

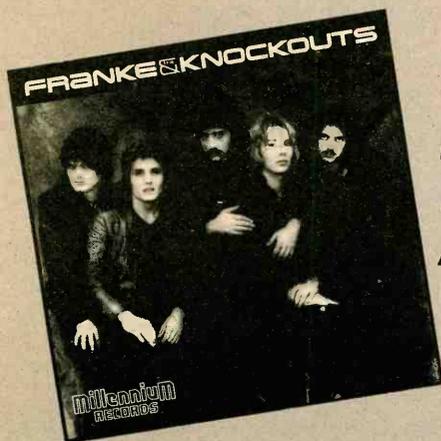
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BREAKING IN 1981!

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**FRANKE & THE KNOCKOUTS**  
**Sweetheart (Millennium)**

62% of our reporters on it. Moves: Up 69, Same 33, Down 0,  
Adds 36 including WKBW, F105, WROR, WXKS-FM, PRO-  
FM, KEARTH, KFI, WOLF, K104, KSRR, CK101, Z104, KERN,  
KYNO-FM, KENO. See Parallels, charts at number 28.



## ALBUM FACTS:

RADIO & RECORDS—# 7 MOST ADDED  
FMQB HARD REPORT—# 49  
ALBUM NETWORK—# 6 MOST ADDED

OVER 75 ALBUM STATIONS REPORTED

millennium  
RECORDS

Manufactured and Distributed by **RCA** Records

DIRECTION: MICHAEL KLENFNER

P.S. THANKS TO ALL THE BELIEVERS!

P.S.S. NIPPER, YOU'RE O.K. WITH US.

# Ratings & Research

"More than 50 markets may see some notable change."

## New Metros May Shuffle Market Ranks

About one year ago I wrote about how the government was considering changing the definitions for metros nationwide. Now that the census data is being tabulated, the final metro definitions decided upon and release of the new information set for 1982, it's time to look at what might be the impact of the new metro definitions. Some preliminary data, supplied by Mr. Rip Ridgeway of Arbitron, shows possible changes in market rank that may result from the new Metro definitions.

### 50 Markets Affected

According to preliminary data from the Bureau of the Census, more than 50 markets may see some notable change in either the geographical definition of their metros, or in the rank positions of those metros.

The charts that follow give you an idea of what the early government thoughts were on the new metro guidelines and their impact. Please keep in mind that, as Census Bureau official Richard Forstall told R&R, the listing that follows does not take into account the results of the 1980 census. The final tally, according to Forstall, will not be available until late 1982, "and that's pushing it."

### EFFECTS — 18 Markets Gain Additional Counties In SMSA Some Significant — Some Not

SMSA	Number Of Counties	Population 12+ Percent Change	Probable Change In Rank
Greensboro-Winston Salem-			
High Point, NC	+1	+3.0	47-45
Omaha-Council Bluffs	+1	+3.6	64-63
Portland, OR	+1	+4.1	32-31
Albany-Schenectady-Troy, NY	+1	+4.8	48-43
New Orleans, LA	+2	+4.9	34-32
Charlotte-Gastonia, NC	+1	+6.0	61-56
Atlanta, GA	+3	+6.1	19-16
Huntington-Ashland, KY	+1	7.4	112-106
Little Rock-			
N. Little Rock, AR	+1	+7.9	94-88
Jackson, MS	+1	+9.4	113-107
Knoxville, TN	+2	+10.4	76-71
Peoria, IL		+36.0	97-72

### EFFECTS — 35 Markets Lost One Or More Counties In SMSA Some Significant — Some Not — All Changed Ranks

SMSA	Number Of Counties	Population 12+ Percent Change	Probable Change In Rank
Houston - Galveston, TX	-1	-0.6	9-10
Norfolk-Portsmouth-Newport News-Hampton, VA	-1	-0.8	31-33
Dallas - Ft. Worth, TX	-1	-0.8	11-12
St. Louis, MO	-1	-1.3	12-13
Kansas City, MO	-1	-1.4	28-30
Denver - Boulder, CO	-1	-1.6	72-25
Roanoke, VA	-1	-1.9	135-138
Minneapolis - St. Paul, MN	-1	2.0	15-16
Colorado Springs, CO	-1	-2.5	118-121
Macon, GA	-1	-3.2	135-139
Richmond, VA	-3	-4.3	58-61
Dayton, OH	-1	-4.5	44-50
Tulsa, OK	-1	4.9	59-63
Toledo, OH	-1	-5.1	51-52
Albuquerque, NM	-1	-5.4	85-89
Ft. Wayne, IN	-1	-5.4	99-100
Tallahassee, FL	-1	-6.3	162-165
Jacksonville, FL	-1	-6.3	53-54
Chattanooga, TN	-2	7.1	84-91
Lynchburg, VA	-1	-7.8	160-163
Evansville, IN	-1	-8.2	116-126
Asheville, NC	-1	-10.2	137-160
Beaumont-Port Arthur-Orange, TX	-1	10.5	96-104
Wilmington, DE	-1	10.5	69-76
Springfield, MO	-1	-11.0	144-150
Savannah, GA	-2	-11.4	142-149
Wichita, KS	-1	-11.4	88-102
Binghamton, NY	-1	-12.5	111-128
South Bend, IN	-1	13.5	112-121
Huntsville, AL	-1	-15.2	115-134
Topeka, KS	-2	-15.7	146-159
Mobile, AL	-1	-17.0	82-101
Utica-Rome, NY	-1	-20.4	108-134
Wilmington, NC	-1	-24.7	166-175
Terre Haute, IN	-3	-35.3	150-173

### New Definitions Explained

What would cause the potential changes you see listed on the charts? Basically, the federal government wants to institute new rules for defining metro areas. The current SMSA (Standard Metropolitan Statistical Area) which has been around for decades is likely to be replaced by several new criteria. According to Forstall the likely new guidelines will involve a new set of alphabet soup characters — CMSA, PMSA, and MSA. Using the Los Angeles area as an example he outlined to R&R what might happen:

The Standard Consolidated Statistical Area (SCSA), of which there are currently 13 around the country, would be redefined and retitled the Consolidated Metropolitan/Statistical Area (CMSA). Within the L.A. CMSA would be several metros of one million or more persons. These would change from SMSA's to PMSA's (Primary Metropolitan Statistical Area). Areas outside the L.A. CMSA, such as San Diego or Santa Barbara, would be called MSA's (Metropolitan Statistical Areas). The main distinction between PMSA's and MSA's is that the MSA's would not be part of a "super-metro," the CMSA.

What does all of this mean to the radio broadcaster, and to Arbitron? Given that commuting patterns are a major determinant of whether or not a county falls into a metro definition — and given the energy implications on commuting habits in the last few years — Forstall speculated that "outlying counties will be tightened." Counties with sparse population, such as might be more apparent in the South, West and Midwest, could be dropped from the PMSA or MSA definition when the guidelines are finally announced and when the commuting data is plugged into population figures. As noted earlier, the government doesn't foresee the metro revisions taking place until late 1982. Presumably, Arbitron could wait until the Fall '83 books before adjusting its definitions and the weighting and ratings projection schemes based thereon. According to Ridgeway, no decision has yet been made by the ratings firm on how or when to handle this new set of metro lineups.

### More Data To Come

Let's summarize the situation as it currently stands and look ahead at what the future may bring.

1. The federal government has decided to revise the definitions of metropolitan areas.
2. While the final criteria will probably not be in effect until the end of 1982, the current SMSA and SCSA definitions are going to be replaced by PMSA, MSA or CMSA geographies.

## Week In Review

### C.A.R.S. Ratings Expands

The Chicago-based Car Audience Rating Service has announced plans to move into measurement of the Los Angeles and New York markets. The measurement service, which interviews listeners in-car at intersections or in shopping center parking lots, will begin to survey the L.A. area during June-July, with expansion into New York timed for September-October of this year. Further information may be obtained from Jim Channell, (312) 822-0444. Channell's Chicago sweep, during this past fall, showed WLS the overall favorite (of drivers), not WGN as shown by Arbitron.

### Nine-Digit Zip Fading

The proposal by the Postal Service for a nine-digit zip code appears to be losing ground. The idea, which would have meant the ability to zero in more specifically on diarykeepers and would have affected Arbitron's sampling, may not get needed congressional approval.

3. Depending on the commuting pattern and the population figures from the most recent census, certain metros will gain or lose counties. A preliminary estimate of what markets are affected and what the impact might be is shown here. Keep in mind that the final listing of the impacts, and the subsequent market rank changes, will probably not be available until late 1982.

4. Arbitron currently has no firm plan to cope with the new metros. There is a possibility that the effect would be seen in the regular fall population update, effective Fall 1983.

5. Stations with certain coverage problems or strengths, or stations that succeed under the current geographic lineup in their markets, may see a whole new ballgame not too far down the road.

If you are interested in pursuing this issue yourself you might want to talk to Mr. Richard Forstall, (301) 763-5591 at the Census Bureau. I'll keep on top of it for you as well, especially as it becomes critical regarding how Arbitron will deal with the new metro definitions.

Jhan Hiber



## Q&A

At the Country Radio Seminar a member of the audience asked me, "Must diarykeepers return their diaries by the Sunday following their last survey day (Wednesday)?"

My reply to the gathering for my Nashville speech was that respondents have, in most cases, up to 20 days for their diaries to be received in Beltsville and still be counted as usable.

# October/November '80 Arbitron Shares

## Greenville-Spartanburg

### WFBC-FM, WESC-FM Lead; WHYZ Way Up

WFBC-FM (R) stayed on top by adding one share, 11.7-12.7. WESC-FM (C) was in close pursuit, up 11.4-12.3. Moving into the double-digit league was WHYZ (B), adding four 6.6-10.5. WSPA-FM (BM) slipped from double digits, 10.8-9.5. Country WKDY quintupled, 7-3.6; while competitor WESC dropped 6.2-2.2.

Other Greenville area stations with a one share or higher were WCKI (RL) 1.3-1.4, WEAB (C) 4-1.0, WFBC (PA) 4.8-5.0, WORD (R) 4.1-3.9, WQOK (R) 5.5-5.6, and WSPA (PA) 5.1-3.8. Stations outside the metro with a one share in the Greenville area included WAIM-FM (PA) 6-2.2, WANS (R) 9.7-6.3, WGXL (PA) 5.5-5.3, and WKIT (C) showing up at 1.3.

Note: In our February 27 ratings results, WKSX/Akron was inadvertently listed as a Beautiful Music station. The station is actually Country-formatted.

## Omaha

### KFAB Remains Dominant, KQKQ Doubles

KFAB (PA) remained one of America's highest-rated stations with a stable 27.2-28.0 showing. KQKQ (R) maintained a high level of promotions, changed format from pure AOR, and jumped 5.4-10.7. AOR leader KEZO continued strong, 11.0-10.8, while co-owned WOW (R) slipped 10.2-8.9. Beautiful Music KESY also dropped 10.1-8.3. News/Talk KLNQ quadrupled, 8-3.2.

Other Omaha area stations with a one share or better included KCRO (RL) 4-1.0, KEFM (C) 2.1-1.1, KGOR (R) 9.3-6.1, KOIL (R) 5.7-4.6, KYNN (C) 4.8-4.5, and KYNN-FM (C) 3.1-4.1.

## Grand Rapids

### WLAV-FM Up Four, Becomes Number One

WLAV-FM (A) jumped more than four shares, 9.1-13.3, to become the new leader in Grand Rapids. WOOD-FM (BM) slipped from the top spot, 15.1-12.9, while WOOD-AM (PA) dropped 14.0-12.2. WZZR (R) continued to rise, 6.0-8.3; WJFM (PA) gained 5.8-6.4; but WGRD-FM (R) slipped 7.7-7.2. WCUF-FM (C, formerly WFFX) rose 4.5-5.0.

Additional Grand Rapids stations with a one share or higher included WCUC (C) 5.9-3.7, WFUR-FM (RL) 2.9-3.7, WGHN (PA) 8-1.3, WGRD (R) 1.5-1.9, WHTC (PA) 1.4-1.3, WJBL-FM (PA) 1.5-1.0, WKWM (B) showing up at 2.0, WMAX (N) 1.5-1.1, and WTWN (formerly WLAV-AM) (PA) 1.8-2.7. Stations outside the metro with a score of one share or better were WPLB-FM (C) 2.8-2.3, WQWQ (BM) 2.4-1.7, and WMAQ (C) 6-1.0.

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

*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+.*

## RFC Moves To Licensing, Quality Label Deals

RFC Records, the dancemusic-oriented Warner Bros. subsidiary formed in 1979, has been reorganized as the RFC Group of Companies, and will function as a label licensing product and as a national promotion firm dealing with club and radio exposure for new wave and black/dance records. The RFC Group will also establish an American company in a joint arrangement with Canada's Quality Records, Quality's first move into the American market since a deal with Private Stock in 1975. The RFC/Quality label will use independent distributors, to be announced later.

The first production deal for RFC is with Atlantic Records, which will release new albums by RFC artists Change and Gino Soccio under an RFC/Atlantic logo. The RFC Group, headed by label founder Ray Caviano, has also set several appointments: Bob Siegel is General Manager, Jack Witherby West Coast Operations Director, and Bob Ghossen East Coast Promotion Manager. All three previously worked at RFC and Warner Bros.' Dance Music Department, also administered by Caviano.

## Cavaliers

Continued from Page 3 indicated that "due to the performance of the Cavs this year . . . WWWE's contract to carry the games had become a losing proposition financially." The Cavaliers will now seek a new broadcast home following the final game of the NBA season on March 29.

## Early Who LP

Continued from Page 3

competition was playing it and I never did receive an official 'cease and desist' order." He speculated that WSYR might have taped the album from WAQX's initial airing, but WSYR MD Tommy Nast told R&R, "We were not playing tapes of the LP. We played both sides of the commercially-released single, referring to them as cuts from the album."

WB's National Album Promotion Director George Gerrity told R&R, "The entire retail record industry, especially in that part of the country, is having a rough time as it is. When people start playing portions or all of a brand new LP 2½ weeks before it comes out, it creates even more problems. Our distribution people were probably as upset as we were because their customers knew the record wasn't coming out for 2½ weeks and it was going to be a big shot in the arm for them."

Bonnie Simmons, also National Album Promotion Director at WB, echoed Gerrity, saying, "From our viewpoint, everyone at Warner Brothers works very hard, especially the local people who are on the line daily. They rarely get an opportunity to do something as exciting as delivering a new Who album. It's not a good feeling for us to have that spoiled for them."

By Friday (3-13) the Who album had been removed from the airwaves of both WAQX and WSYR. As to where WAQX got its copy of the unreleased album, Levine said, "It just came in this plain brown envelope. When I opened it, much to my surprise, there was the new Who album."

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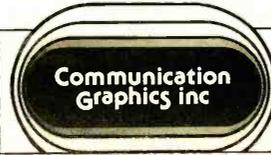
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HONOLULU . . . . . 10.1	ALLENTOWN . . . . . 11.5	MINNEAPOLIS . . . . . 6.7
ORLANDO . . . . . 9.5	BALTIMORE . . . . . 5.1	CHATTANOOGA . . . . . 12.1
LITTLE ROCK . . . . . 12.4	LEXINGTON . . . . . 17.0	PROVIDENCE . . . . . 6.1
LANCASTER . . . . . 10.9	CAPE COD . . . . . 20.1	TERRE HAUTE . . . . . 16.5
RICHMOND . . . . . 6.1	GREENVILLE/ SPARTANBURG . . . . . 10.3	BIRMINGHAM . . . . . 6.9
GREEN BAY . . . . . 15.1	JOHNSTOWN . . . . . 10.7	WICHITA FALLS . . . . . 12.7
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Z93 add  
WRKO on  
KXX106 add  
WERC deb 29  
WSGN deb 26  
WAAY 29-25  
BJ105 on  
WBBQ deb 29  
WHBQ add 29  
92Q on  
WNOX on  
WQRK add 31

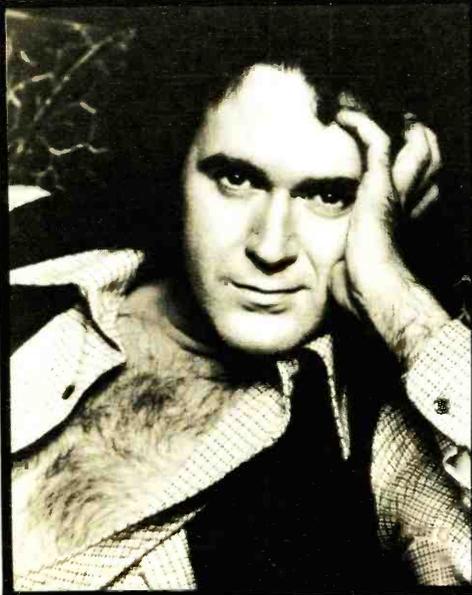
WVLK on  
WISM on  
KCPX add  
WTSN add  
WHEB deb 28  
WHYY on  
WSGA add 32  
FM99 on  
95SGF on  
KKLS add  
WRKR 36-32  
KBOZ on  
KYYA 29-26



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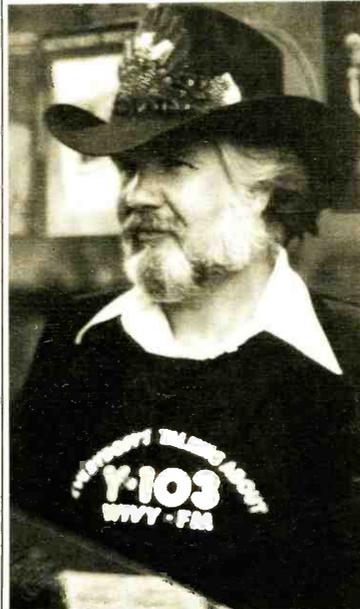


## STREET TALK

Speculation about RSO's departure from the Polygram Distribution system continued this week. Word on the street is that RSO may wind up with WEA, specifically under the wing of Elektra/Asylum. Again, this is pure speculation, but nonetheless a much-recited rumor.

The WSYR/Syracuse vs. Radio City Music Hall lawsuit over the use of the term "Rockettes," which the station had been calling its cheerleading squad, has ended in an out-of-court settlement. Effective Monday (3-16) the station stopped using the term. PD Howie Castle told Street Talk. "Radio City Music Hall was ready to take this suit forever and sooner or later we had to put a dollar value on the name. We decided it just wasn't worth the trouble." Two other AOR's that were being threatened with similar suits, WGRQ/Buffalo and KDUK/Honolulu, have also changed their cheerleading squads' names. However, WGRQ is now using the term "Rockets." Pretty cheeky, eh?

WLBZ/Bangor has officially been taken over by its new owners, Acton Communications, and at the same time the station debuted its new identity — WACZ. Michael O'Hara reports only the call letters have changed. The format and staff will remain the same.



**KENNY, RIGHT? WRONG!** — Y103/Jacksonville has found one of the most incredible celebrity lookalikes in recent memory. Earl Lloyd, who bears an uncanny resemblance to Kenny Rogers, has already made several personal appearances for the station and a series of TV commercials. Y103 GM Yulee Godfrey said she had been looking all over the country for someone like Lloyd, only to find him in her own backyard. Lloyd, when he's not being mistaken for Kenny Rogers, is an automobile salesman in Jacksonville.

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**HAVE YOU HUGGED YOUR  
PROMOTION MAN TODAY?**

**THEN AND NOW, IT'S STILL A GOOD IDEA** — If the slogan on the bumper sticker pictured above looks familiar, it should. It's the very same slogan that Atlantic/Atco/Columbia just printed up on a few hundred stickers. However, the original sticker was the brainchild of San Francisco-based promotion men Lou & Bob Galliani, who issued the first sticker over two years ago in the Bay Area. Incidentally, and we're not pointing a finger at anyone, the first San Francisco resident to get the Galliani's sticker was then KFRC programmer Les Garland, who just happens to be the current West Coast General Manager for Atlantic Records (amazing!). Thanks to EIA's Lou Galliani for the original sticker and story.

Wedding bells will be ringing . . . KVIL/Dallas MD Chuck Rhodes has announced his engagement to Catherine Wheeler for July 25 nuptials . . . WPGC/Washington Assistant PD Don Geronimo will marry WASH/Washington's Freeda Wright.

Bob Spence has exited V100/Charleston and 8-midnight jock Jay Jarvis becomes V100's new Music Director.

Jim Snowden, formerly PD of WHFM/Rochester, has joined the staff of WOKV-FM/Cincinnati. The station will change call letters to WBLZ near the end of the month.

WABC/New York has hired Art Rust Jr. to host a new Sports-Talk show prior to WABC's scheduled broadcasts of this year's New York Yankees games. Notice how more and more non-music programming is finding its way onto AM radio all over the country?

Larry J has officially been named MD at KYAC/Seattle. He will continue to handle his evening airshift.

B.R. Bradbury is the newly appointed News Director at KJR/Seattle. After 19 years in the business with stations like KOL/Seattle, KFRC/San Francisco, KHJ and KIQQ/Los Angeles, we thought it was about time B.R. told us all what the B.R. stands for. He says it's short for Barbara Ruth. We think he's kidding.

Cox Broadcasting, owner of KFI/Los Angeles and WSB/Atlanta among others, is reportedly looking around for two more AM stations, which would bring the company to the seven they are allowed by the FCC.

Andy Gibb will make his legit stage debut in the West Coast production of "The Pirates of Penzance," when the musical opens in L.A. on June 2. Andy will play the role that Rex Smith plays on Broadway. The female lead, played by Linda Ronstadt in New York, is still being cast, but reportedly Pat Benatar and Olivia Newton-John have been approached.

# CLASS OF '81

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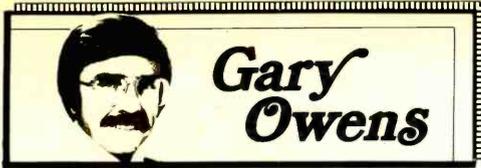
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Some call it madness . . . I call it an unblinking gaze at stark reality. But before we eat a live chicken, let's take a glimpse at what's happening in the R & R world . . .

Don Moore, the Program Director of KXLR/Little Rock, informs the GO column of a strange controversy going on down South (see Street Talk 3-6). KXLR and KLRA, two longtime Country rivals, joined together in a simulcast last month. The show, "Razorback Comments," hosted by Brian Scott and Sam Hill of KXLR and "Brother Hal" of KLRA, was in response to the University of Arkansas's Athletic Dept.'s decision to give exclusive rights to KAA Y to broadcast Razorback basketball. (Are you sure "The Young And The Restless" soap opera got started this way?) U of A Athletic Director Frank Broyles said the decision to grant exclusive rights to KAA Y was attractive to the school because they needed 50,000 watts for recruiting college prospects from the Midwest. KAA Y management said they would carry the games only if given exclusive rights. The program's response from the Little Rock radio audience was to keep the games on KXLR and KLRA! According to the release we received, some feared that KAA Y's figure 8 pattern would leave parts of Arkansas without access to the broadcasts.

What will happen next? Let me slip into my Razorback hog-heaven hat that I ubiquitously

wear and ponder the question further while gawking at an Arkansas cheerleader wearing her neo-chic bottomless parka . . .

\* \* \* \* \*

Johnny Mack Brown is now nurling every morning at WCWA/Toledo! Johnny (who incidentally is not a relative of the Famous Cowboy Star of years gone by) is doing fine interspersing sillies and witticisms within the all-Talk format.

Johnny pointed out a marvelous item from the New York Times of last week. It's a standard rejection letter from a Chinese economic journal: "Dear . . . We have read your manuscript with boundless delight. If we were to publish your paper, it would be impossible to publish work of a lower standard. And as it is unthinkable that in the next thousand years we shall ever see its equal, we are, to our regret, compelled to return your divine composition, and to beg you a thousand times to overlook our short sight and timidity." Wowzers . . . that would make a keen thanks-anyway letter for all program directors to send out to DJ job-seekers. (Oh—you've already done it?)

\* \* \* \* \*

Gary Owens helpful tip: Remember, never shoplift a grand piano the day you have a hernia operation!



## CBS, 'Dallas' Walk Away With Week

A week's layoff did "Dallas" no harm at all, as the season's number one program recaptured its usual chart-topping position in the Nielsen standings for the week ending March 15. "Dallas" 's margin of victory over the number two show, Friday running mate "Dukes Of Hazzard," was almost three full ratings points; while CBS, thanks in part to those shows, beat ABC by over three points in another runaway triumph. CBS took the first five positions, 12 of the top 20, and scored a 19.7 average rating. ABC was second with 16.6, NBC third with 15.7 in a rare week during which regular series programming accounted for all 20 top-ranking positions. The top 20:

1	Dallas (CBS)	12	11	Three's Company (ABC)
2	Dukes Of Hazzard (CBS)	7	12	House Calls (CBS)
3	60 Minutes (CBS)	15	13	Real People (NBC)
6	4 The Jeffersons (CBS)	9	14	Happy Days (ABC)
4	5 Alice (CBS)	11	15	Trapper John, M.D. (CBS)
8	6 Love Boat (ABC)	—	16	Lou Grant (CBS)
1	7 M*A*S*H (CBS)	—	17	Fantasy Island (ABC)
17	8 CHiPs (NBC)	—	18	Too Close For Comfort (ABC)
—	9 Magnum PI (CBS)	—	19	Archie's Place (CBS)
5	10 Little House On The Prairie (NBC)	—	20	Knots Landing (CBS)

"WKRP In Cincinnati" improved from 51st to 42nd last week.



MCCLINTON/MURRAY MADNESS — Delbert McClinton appeared on "Saturday Night Live" recently, and after the show was captured (right) clowning around with host Bill Murray (center) and back-up vocalist Bonnie Bramlett.

### "Midnight Special" Cancelled For Late Night Comedy

NBC's eight-year Friday night music bastion, "Midnight Special," has been cancelled, with the last edition scheduled May 1. The move leaves no network pop music series in existence, although syndicated and cable programs have been mushrooming. Replacing "Midnight Special" on May 8 with a 12:30-2am time slot is a TV satire show tentatively titled "Network 90." The new comedy is an outgrowth of the popular syndicated half-hour satire show "SCTV," with a similar format (the operations and programs of a seedy second-rate TV network) planned.

### Music On TV

Sheena Easton is on "Solid Gold" March 21 and "American Bandstand" March 28 . . . Juice Newton and Deniece Williams are on "American Bandstand" March 21 . . . The Pointer Sisters guest on "Soul Train" March 21 . . . Johnny Lee joins the Eastern telethon crew March 28 . . . Dolly Parton will perform "9 To 5," nominated for an Oscar, on the awards telecast March 30 on ABC.

## VIDEOSCOPE:

U.S. RECORDS VCR IMPORT RECORD: The U.S. imported 606,000 color videocassette recorders during the first nine months of 1980, a 58 percent increase from the equivalent year-previous period, according to a recently-released Commerce Department report. The dollar value for these VCR's jumped to \$315 million, exceeding the dollar value for color televisions imported during this same period (\$207 million) by 52 percent. 294,000 color VCR's were imported during the third quarter alone . . . VHD VIDEODISCS TO MAKE U.S. DEBUT IN '82: The VHD videodisc system has been set to make its initial U.S. appearance in January 1982, three months after its Japanese intro. The VHD system, a joint venture between General Electric, JVC, Matsushita and Thorn-EMI, was originally scheduled for U.S. introduction in late 1981, with the revised intro date reflecting the manufacturers' desire to establish the VHD system in Japan and Europe first so that this position could be used as marketing leverage against the previously introduced laser and CED videodisc systems . . . RCA BACKS VIDEODISC INTRO WITH 500,000 PRESSINGS: The RCA Corp. announced that it has pressed 500,000 videodiscs to support the March 22 introduction of its "Selecta-Vision" videodisc hardware. RCA currently has 100 titles available on videodisc. Approximately 30,000 players will be in the hands of RCA dealers by the end of this month . . . TOP 10 VIDEOCASSETTES FOR FEBRUARY: The best-selling videocassettes last month, according to a national survey conducted by Merchandising Magazine, were: 1) "Star Trek — The Movie," up from the number two spot last month, 2) "Alien" 3) "The Muppet Movie" 4) "Superman" 5) "Close Encounters Of The Third Kind" 6) "All That Jazz" 7) "10" 8) "The Godfather" 9) "Coal Miner's Daughter" and 10) "The Black Hole," the latter the only new top 10 entry and also the month's biggest gainer — up 27 places.

5 YEARS AGO TODAY

## Radio & Records

- ★ **ARBITRON HIGHLIGHTS FIVE YEARS AGO —**  
New York: WABC (R) 8.2-6.8, WBLS (B) 5.2-3.3.
- ★ Los Angeles: KHJ (R) 5.4-6.0, KABC (T) 6.9-5.6, KLOS (A) 3.5-3.9, KMET (A) 1.5-1.9.
- ★ Chicago: WLS (R) 9.7-7.0, WCFL (R) 4.0-4.0, WDAI (A) 4.3-3.4.
- ★ Philadelphia: KYW (N) 8.9-10.4, WFIL (R) 8.3-9.7, WYSP (A) 3.0-4.4, WDAS-FM (A) 6.0-3.9.
- ★ **NUMBER ONE FIVE YEARS AGO:** "December 1963" — Four Seasons (WB)
- ★ **NUMBER ONE COUNTRY:** "Till The Rivers All Run Dry" — Don Williams (ABC/Dot)
- ★ **NUMBER ONE LP:** "Comes Alive" — Peter Frampton (A&M)

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JERRY SCHILLING MANAGEMENT

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# Reagan Names Fowler To Head FCC

Continued from Page 1

died by Fowler & Meyers was the successful effort to have the 1980 Iowa caucuses qualify for the lowest unit rate for political advertising. In another case, the firm unsuccessfully attempted to prevent San Diego-based Noble Communications from bicycling radio programming tapes across the border to its client (sister company), XETRA/Tijuana.

Following the November election, Fowler was active in the transition, serving in the Legal and Administrative Agencies Group, which handled transition affairs for the FCC and other agencies.

## Senate Confirmation A Breeze

Observers foresee smooth sailing for the Fowler nomination in the Senate Commerce Committee and the full Senate. Little opposition is expected, and even some of the louder voices are remaining silent. Media activist and law school professor Charlie Firestone

reportedly told Fowler he would oppose his nomination only if it would help.

The next order of FCC business for President Reagan will most likely be filling the seat of Commissioner James Quello, a Democrat who has served as a hold-over since his term expired last year. Quello is expected to win easy reappointment by the President, who is obligated to have at least three Democrats on the FCC. Quello could be reappointed to his own seat, or to the shorter term that will be vacant when former Chairman Charles Ferris officially steps down on April 10.

## Determining "Communications Landscape"

Fowler's philosophy is that businesses like radio stations should serve people. He intends to shape the FCC into the unique agency he envisions in order "to determine the communications landscape of the future." Fowler sees his role as creating a legal forum to create that landscape while keeping in line with the overall thrust of the Reagan administration. A priority for Fowler will be evaluating Commission functions and discussion objectives with present officials before making any decisions on personnel.

## Hallam

Continued from Page 1

indicates he does them, too." National PD Ross Reagan added, "We're proud to have a man of Dene's caliber as a part of the quickly-growing Shamrock Broadcasting Company. Having reviewed about 40 candidates for the position, we feel he's exactly the right man for the job. Dene's a 25-to-49 specialist who produces excellent radio stations and we're thrilled to have him."

"San Diego is paradise, so believe me, it took a great situation to motivate me to move," Hallam told R&R. "Shamrock Broadcasting is a rapidly-growing, dynamic, aggressive company. It's a privilege to have the opportunity to work for great broadcasters like Bruce Johnson and Ross Reagan who promise to provide the tools needed to win in Detroit."

"I am also ecstatic to be working again with all the wonderful, friendly competent people in the country's music industry," Hallam continued, "and that includes the audience, the artists and their management, record and trade people, and the CMA, too."

In addition to gaining a new PD, WWWV will soon have a new General Manager, as Joe Archer, WWWV GM since last August, has exited that position.



## Who's Afraid Of A Shift-Q?

It is atop a desk in the back room. The room where our station engineers amuse themselves by discussing electrons, or whatever engineers talk about. It has been sitting on the desktop about ten days, until they can get around to giving it their full attention, because they're swamped with the routine problems of electric magic, such as wiring up the bazbos. I think that's what they said they've been working on. Something like that. But every once in a while, one of them has time to waltz over to the desk and fool with the controls.

It is the computer.

They are delighted to have it. But it won't be staying in their room. The room with the poster that shows two tin cans connected by a piece of string, and the engineer-beloved caption *If It Were This Simple You Wouldn't Need Us*. Oh, no. The computer goes in the Newsroom.

Aw, hell, it don't scare me none. I'm aware. I'm right here in the electronic age with everyone else, reading the slick ads and dropping by Radio Shack every few months to see whether you can get 164K RAM for under \$500 yet. I can handle it. I've kept up with the sociological metamorphosis that overcomes those who enter the computer age. Kids, for instance. I think they pick it up fastest.

On the other hand, however, kids don't have their brains filled up already. It could be that I am nearly full of information. (All of it erroneous, encompassing no Newtonian math, based on the Germ Theory of Medicine, all that old stuff. Information, nevertheless. And it takes up room.) I probably barely have storage capacity left for learning about the computer. But I'll catch on.

That's what the engineers say. That it'll be simple as pie. Just type SHIFT-Q and it goes back to a clean screen. In a few days, the engineers say, I'll be diving deeply on the wisdom of the ages and the communications links of Earth as I deftly withdraw the exact bits of information I need from the databanks, swiftly shunting snatches of satellite-relayed audio thru banks of quartz-crystal controlled bazbos. Or something like that. It is going to be a real quantum leap into information processing and audio handling.

The computer. It is sitting in the back room now with my name on it. Just type SHIFT-Q and any mistakes you've made disappear. Once you have mastered what any kid can pick up in five or ten minutes, you're on your way. You're ee-leek-tronnic!

This prospect has enlivened our engineers. Back there wiring the bazbos all day, they laugh and almost sing. Maybe they do sing when I'm not in there. I don't know. Let 'em sing. They understand the computer. It's just fine for them, singing and laughing and discussing phase shifts or polarity or whatever they get off on, because they've been reading the Operating Manual. I've only been looking at the slick magazine ads, not really paying all that much attention. I'm not apprehensive. I'll get the hang of it. Probably almost immediately. Or fairly quickly. Or at least within a reasonable time, considering my brain being almost full.

Maybe I shouldn't have wasted brain storage space memorizing my Driver's License number. I may need all the RAM I can get.

## CALENDAR

### What Did Frogs Say Before That?

**MONDAY, MARCH 23:** The rivet was patented 187 years ago today in 1794. Patrick Henry's "give me Liberty or give me Death" speech was delivered 206 years ago (1775), on the verge of the American Revolution.

Bicycle shop co-owner Orville Wright once explained that he and Wilbur didn't have enough money to "support a wife and an airplane." The brothers applied for their airplane patent on this date in 1903. Probably a good choice. You can't patent wives.

Moses Malone is 27. The first person to run a mile in less than four minutes, Roger Bannister, is 52.

### World's Worst Oil Spill Ends

**TUESDAY, MARCH 24:** The Ixtoc-1 offshore oil gusher was finally brought under control a year ago today, after spilling an estimated three million barrels into the Gulf of Mexico. A barrel is 42 gallons, so the spilled crude oil had sufficient volume to give a 21-gallon fill-up to each of approximately six million automobiles.

The first long-distance phone service began today in 1883, between New York City and Chicago.

Willie Nelson is 48. Eric Clapton is 36. Steve McQueen would've been 51 today.

### Pancakes In The Window

**WEDNESDAY, MARCH 25:** The almanac claims that 99 years ago today, the first public demonstration of pancake cooking was given in the window of a New York City department store.

Howard William Cohen is 61. Uses the name Howard Cosell. Anita Bryant is 41. Gloria Steinem is 45. Aretha Franklin arrives at 39. Elton John is 34.

Today used to be New Year's, until the calendar was shifted around about 2½ centuries ago.

### Popeye Statue In The Town Square

**THURSDAY, MARCH 26:** In what is promoted as the Spinach Capital of the World, a statue of Popeye the Sailor was dedicated in the town square on this date in 1937. It's still there, right next to City Hall in Crystal City, TX.

Pursuing some Indians on horseback 120 years ago today, a group of white California settlers became the first of their race to see the Yosemite Valley, now one of the most-visited National Parks.

Alan Arkin is 46. Leonard Nimoy is 50. Hoyt Axton is 43. Diana Ross is 37.

### One Of The Unluckiest Days

**FRIDAY, MARCH 27:** Mount St. Helens was shaken by a violent earthquake and erupted a two-mile-high mixture of ash and gasses a year ago today. In two months it would blow itself apart in the big eruption.

Four years ago, the world's worst airplane disaster killed 581 people, when two 747's collided in the Canary Islands. The price of silver — which had peaked just above \$50 an ounce — reached its recent low of just under \$11 a year ago today.

Michael York is 39. Sarah Vaughn is 57. Three Mile Island "went" two years ago tomorrow.

## Arbitron

Continued from Page 1

member of Arbitron's Radio Advisory Council, told R&R that he "still has reservations." Anderson said that with a significant illiteracy rate among the black community — 30 to 35% according to data he has seen — he has concerns that a diary technique will not be productive. Larry Patrick echoed that feeling, telling R&R that "giving respondents more money to keep a diary does not solve the illiteracy problem."

Willie Davis, President of All-Pro Broadcasting and a member of NABOB (National Association of Black-Owned Broadcasters), feels that DST is the right way to go. Davis told R&R, "I like it and feel that DST is a progressive move on Arbitron's part. There will be more equity and DST will do much for radio listenership, not just Black radio."

### Compromise Ahead?

Broadcasters and researchers held out hope that Arbitron's plans for DST implementation could be modified. Anderson told R&R that he will make a presentation at the May meeting of the Advisory Council which will attempt to revise Arbitron's thinking on this issue. Patrick indicated that COLTRAM (Committee on Local Television and Radio Audience Measurement) is pressing Arbitron for the results of another study showing how a higher quality telephone system might compare to the current TR and DST techniques. He's hopeful that COLTRAM can convince Arbitron to hold off the use of DST until better research data is available.



**RVQ and CDB** — Richmond sponsored an autograph party at a local record outlet for the Charlie Daniels Band prior to a recent concert. Pictured next to the **RVQ** van are (l-r): **RVQ** Operations Director Bill Thomas, 6-10pm personality J.J. McKay, Daniels, and former **WRVQ** morning man Randy Miller (now at 96KX/Pittsburgh).



Call Pete Howard (213) 399-4949  
131 Ocean Park Boulevard Santa Monica, CA 90405

# Media Marketing

## COUNTRY ROADS OR MIDDLE OF THE ROAD?

### Positioning Country Radio, Part II

Several weeks ago I commented on a letter by Ron Fineman of KKAL/Arroyo Grande, CA, which appeared in Jim Duncan's Country Radio section. Mr. Fineman warned that Country radio should not rely on a "cowboy" image, since many listeners are not cowboys and might find that image offensive. I disputed that point, arguing that Country radio is not "mass appeal" radio, and that Country radio should, in most instances, position itself strongly as Country radio and not as MOR or "easy listening." It seems that my arguments didn't convince Mr. Fineman. He has written a letter in rebuttal, which appears in its entirety below.

Dear Dr. Lutz:

In a recent column, you criticized a statement I made in Jim Duncan's column, in which I said that Country radio is holding itself back from its potential popularity by holding on to the "cowboy" image. If I may, I'd like to reply.

You ask how a listener who enjoys songs about 18-wheelers, outlaws, and shotguns can be turned off by jocks (at a public event) who wear cowboy hats and boots? Such a question shows that you know very little of what country music sounds like these days. Out of the top 20 songs listed in the February 6 issue of R&R, 14 of them use the theme of "love." Not one of them deals with shotguns, 18-wheelers, or outlaws. Not one! The number one song by T.G. Sheppard ("I Feel Like Loving You Again") is pure MOR! According to my ear, 13 out of the top 20 country songs are filled with MOR and rock, with occasional strains of country. While some songs still pop up with some of these stereotypical country themes (cheatin', drinkin', love of Dixie), the majority of hit songs on the country chart don't rely on those themes. And, let me add, I never said that all country fans would be turned off by jocks wearing cowboy clothes. My point was that many cosmopolitan people just hearing Country radio for the first time would feel out of place with the cowboy image. I still believe that. A Country station can be properly positioned in any sized market, without resorting to the cowboy image.

You say you doubt that new country listeners tune in for the easy listening aspect, since they can get more on a Pop/Adult or Beautiful Music station. I think that statement reflects your lack of knowledge of what Country radio sounds like. It may not be as soft as "Beautiful Music" (which still sounds like elevator music to many of us), but I contend that it is more "easy listening" than Pop/Adult. Both formats will play rock songs by Eddie Rabbitt and Dolly Parton but only one would play disco's Kool & The Gang. Guess which one?

*There is one point where I do agree with you. I don't think Country radio will become the mass-appeal phenomenon like many MOR's of yesteryear. (Although a hybrid MOR-Easy Country listening format, if executed correctly, could surprise a lot of people.) Contrary to what you wrote, I am not at all confused about the difference between the current country fad, and the viable long-lasting Country radio format. I simply feel, as I think you do, that this is a time when some people can be permanently won over to Country radio. Most of those attracted by the "Urban Cowboy" fad will be gone when the next fad comes along. But those who might truly enjoy the music (most of which is not "drinkin'" and "truckin'" music) might never give it a chance because of the cowboy image.*

*In conclusion, I maintain that a radio station which plays the country hits and employs good human-sounding jocks can be properly positioned in the marketplace, without being stuck by the feed and manure store.*

I've read this letter several times before deciding how to respond to it. I've also examined the recent country charts in R&R, as well as listening more closely to the L.A. Country stations for signs of creeping MOR. I can't find it. Country radio still sounds very "country" to me.

**"To say that some country music is easy listening is far different from saying that a true Country radio station should position itself as easy listening."**

Mr. Fineman correctly points out that the Country charts are not dominated by songs about shootin', truckin', drinkin', and outlaws. Instead, lovin' is the recurrent theme. There's no question about that — country music has always been concerned with the relationship between a man and a woman. My earlier reference to the other activities mentioned above was not based on ignorance of country music, but rather on 1) a bit of "poetic license" and 2) Country radio's being more likely than other formats to play some songs which do in fact deal with activities which end in "in" instead of "ing!"

Let's skip the specific content of songs on the Country charts and instead focus on the sound. Even with the recent crossover trend, Country radio still "sounds country." I am a regular listener to the three L.A. Country stations (KLAC, KZLA, and KHJ). Although much of the music on their playlists is very mellow (e.g., any Don Williams song), ignoring the air talent, advertising, etc., it is obvious from the sound of the music that it's a Country station on your radio dial. Just check the artists on the Country radio charts — Mr. Fineman's

right; you won't find Kool & The Gang there. You will find Dottie West, Merle Haggard, Conway Twitty & Loretta, Bobby Bare, Razyzy Bailey, Mickey Gilley, George Jones, and Johnny Paycheck, etc. These people are country artists — their music may deal with exactly the same themes as MOR artists, but they sound different.

Mr. Fineman suggests that a hybrid MOR — Easy Country Listening format might be a winner in the marketplace. Could be. But to say that some country music is easy listening is far different from saying that a true Country radio station should position itself as easy listening. Some country music is rock (e.g., Dolly Parton's "9 To 5," most Eddie Rabbitt tunes); do these songs "turn off" the Country listener seeking an "easy listening" experience?

Ultimately, the answer to the question of how to position Country radio most effectively lies in the particular market situation facing the individual station. Research should be conducted among the station's audience in order to determine what they like and dislike about the sound of the station, the air talent, the artists and type of music played, etc. Mr. Fineman and I can engage in all the speculation we want about what people want from Country radio; but the answer lies with your listeners and potential listeners. Ask them how they relate to a "cowboy" image; find out if it really does turn them off. Maybe it does; maybe a more nondescript or diffused image is appropriate. I personally doubt it very much.

You don't have to feel that you are really a cowboy to have such an image appeal to you. Marlboro literally rode with the Marlboro man to No. 1 in the industry on the basis of the Marlboro Country position. How many Marlboro smokers are cowboys or have ever even ridden a horse? Miller Beer jumped to No. 2 almost overnight when it adopted its blue-collar-oriented "Miller Time" campaign. I'll guarantee you that not all Miller drinkers wear hardhats.

The point of all this is that years of marketing research and marketing experience in a wide variety of consumer-oriented industries tell us that establishing a strong image in the market is one of the keys to marketing success. Radio cannot afford to ignore those lessons. Mass appeal is out; selectivity is in. The question of which direction that selectivity should head in (e.g., a "cowboy" image vs. an "easy listening" image) should be determined on the basis of audience research and an analysis of your competitors' images. Find your unique niche in the radio market and create an image to match it. Happy trails!

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

ANOTHER TREND RESURFACES

## Oldies: Use With Caution

Everything in life is cyclical, and radio seems to be going through another cycle, with a lot of CHR stations relying more on oldies and "oldies weekends" to add sparkle to their programming and older demographics to their ratings in response to the 25+ population bulge.

Before launching into this area, try and objectively step back from your current format and ask yourself, "What am I trying to achieve by increasing my use of oldies?" A couple of answers which come to mind might include:

- Increase the adult image.
- Increase familiarity and reliability.
- Expand quarter hours with more variety.

After you have decided your purpose, you might consider:

- Do I use my "gut" or research for every record?
- What are my title resources?
- What years should I include?
- What local oldies should be played?
- What percentage of oldies should be played in each daypart?

- How much should I daypart the oldies?
- What categories should be created?
- How often should each category rotate?

There are many other factors to consider, but those are some basics for starters. To get a better idea of what several stations around the country are doing with oldies, I talked with Y-100/Miami PD Bill Tanner; WRVQ (Q-94)/Richmond PD Bill Thomas; KJR/Seattle's PD Tracy Mitchell; Alan Mack, PD of KENO/Las Vegas; and Gerry Cagle, PD of KFRC/San Francisco.

### Lots of Research

Bill Tanner said right off the bat: "Just because it was once a big hit doesn't mean it's still right to play." This is good advice to keep in mind, but how do you find out what is right? Bill told me he is now devoting 50% of all his research efforts in music to oldies.

"I don't want to give the impression that I don't use my ears," Tanner remarked, "but we use our guts to decide what should be tested. If it passes one system, then it goes into another system for a back-up." Y-100 uses call-outs, focus groups, and one-on-one interviews.

After being in Miami for eight years, Bill Tanner has seen the market go through many changes in perception as to what is hip and is now passe. Because of local oldies that still test well, like Billy Stewart's "I Do Love You," which came out in 1965, Tanner feels it is hard to put date restrictions on what will be played. Oldies now comprise as much as 40% of the programming at Y-100. Tanner advised, "Anything that worked well years ago, within reason, will work today if it is updated and thought out carefully."

### Oldies Are Safer Than Some Currents

WRVQ/Richmond has a commanding CHR dominance in the market, and PD Bill Thomas believes in a tight and well-researched oldies system. "I use my research systems almost exclusively for oldies, as they are more familiar and easier to research. The system is kept tight for the purpose of only hearing the hottest oldies as a cume building factor."

The basic philosophy behind Bill's use of oldies is: "If it's marginal, don't play it, because it's not what you don't play that hurts you, it's what you do play."

According to Bill, some music is timeless, like "Yesterday" by the Beatles. I would play that anytime of the day. "Classical Gas," while testing well, doesn't get aired due to a hipness factor that I try to maintain in all of our music."



used to increase the station's older demographic appeal.

"Our oldies are now turning over in some categories every week, while some take as long as three to four weeks, depending on the flavor of the category." KENO has even gone a bit farther with the oldies by using them to create "Pure Memories Weekends" with nothing but oldies on the station. The purpose is to create a real nostalgic setting for the 25-49 demos.

Alan has done extensive research, title by title, to find the "key oldies" that his target wants to hear. He has even gone as far as substituting one of these key oldies from time to time into a current rotation for lack of strong current product, much like Tracy Mitchell.

One word of advice - in doing an "oldies weekend" every weekend, you may drastically alter the audience perception of your station. Keep this in mind and be prepared to back up this perception change with outside media so that any current cume that does leave can be replaced by new cume.

### Less Oldies Than Before

While the trend around the country seems to be that radio is playing more oldies, KFRC/San Francisco PD Gerry Cagle is doing just the opposite. Gerry told me, "I don't use any special research or other skills. I rely on my 'gut feel' about what the market needs and what is right for KFRC."

Gerry has cut his oldies library down to about 200 titles total. "If I don't like it or think it doesn't fit, it doesn't get on the air. This allows me to program for the mood of the city on a day-by-day basis."

Local oldies do figure heavily in the plan, "heavy doses" of Santana and Jefferson Airplane/Starship to "pick up the flavor of the market," according to Gerry. "KFRC is about 70% current and I believe for my competitive situation this is the way to take it."

Working on the principle that the listeners will let the station know what they want, KFRC relies heavily on requests. This is an old method, but it has worked well for many programmers for many years, and KFRC seems to be having a good deal of success with this theory so far.

KFRC plays a lot of current black records, which Gerry feels keeps the station bright and exciting and achieves the same goals as oldies do for freshness of sound." Gerry is in a unique situation, being the only AM CHR station in the market. Look at your own competitive situation carefully.

### Other Points To Consider

If you are planning to increase the use of oldies to grab a bigger chunk of older demographics, you might want to examine how transient your market is. This will be important to determine the "psychographic makeup" of your target audience. In shooting for a 25+ adult, remember that the majority of that age cell doesn't necessarily like soft music only. Find out if possible what the majority of that group considers oldies and what type of oldies they like.

Motown-style oldies may work in some places and AOR-type oldies may achieve the same effect in others. Be careful, be selective, and think it through before you make decisions about altering the audience perception of your radio station. Sit down with your General Manager and Sales Manager and work out any possible problems with potential audience shifts beforehand, so that when the ARB comes back, management will have a good idea of what to expect.

This is a good point to acknowledge in selecting titles. Ask yourself, "Does the oldie fit in with the rest of my programming easily so that it won't sound out of place when played?"

The current popularity of artists is another factor to take into account. Styx is one of the hottest groups right now, and because of this wave of popularity, the audience may be ready to accept more cuts from them as oldies than maybe a year or two ago.

### More Oldies Than Before

One station that is relying more on oldies than it did before is KJR/Seattle. Tracy Mitchell, PD at the station for eight years now, uses oldies to "expand the TSL (time spent listening) and to add variety to the station. We are playing considerably more oldies now than we were a year ago."

How did you go about expanding your oldies? "We looked at old KJR surveys and have tested everything before putting it into the system." One problem with expansion, remarked Tracy, "is keeping it fresh and up to date. I work on it weekly so that it blends well with current product or to take up the slack when current product is not as strong."

The ears still come into play at KJR, Mitchell says, "because even if a song has tested well and it still doesn't sound right, off it comes to be redapparted or discarded." Dayparting is of critical importance, and it can be determined by your research or by your gut feel for the mood of the audience.

### A 50-50 Station

KENO/Las Vegas PD Alan Mack has just completed a change in his use of oldies, increasing them to about 50% of his hourly programming. The oldie library at the station now has about 600 active titles and is being

### OLDIES ARE THE DIFFERENCE

## KCBS-FM Launches \$250,000 Campaign

Radio stations all over the country have been digging deep into the corporate coffers lately to attract the public's attention to their new formats. KCBS-FM/San Francisco has joined the circle of "big spenders" by launching a \$250,000 advertising campaign. The campaign will run for the next seven weeks and is aimed at garnering new 25+ cumes for the new format.

Positioning for KCBS-FM 97 was done through Burns Media Consultants, working with PD Sean Conrad and GM George Sossen. Utilizing the theme "We Still Play Their Songs," TV and outdoor feature visuals of the Doors, Jefferson Airplane, and Creedence Clearwater Revival. Sossen described the format as, "CHR with 60% oldies (rock oldies vs. the doowop kind) from the late 60's and early 70's."

"We are not going for teens, but have found very positive reaction from them because the oldies we play are 'hip' in nature. Our goal is to move the station from its present share of 1.1 to a 2.0 this book." Sossen said.

KCBS-FM was at one time a Disco station, and in 1978 moved its frequency from 99 mHz (4700 watts) to its present 97 mHz (82,000 watts). With the decline of the Disco format, Sossen and Conrad repositioned and fine-tuned the station over the last 18 months. Now that the job has been done, KCBS-FM is really letting San Francisco know what's happening at FM 97.

John Lennon  
Watching The Wheels

GEF 49695

Yoko Ono  
Yes, I'm Your Angel

From the album  
John Lennon/Yoko Ono  
Double Fantasy GMS 2601  
on Geffen Records.  
Produced by John Lennon,  
Yoko Ono & Jack Douglas



Manufactured and distributed by Warner Bros.

# Motion

Ray Rossi, formerly PD at WFEC/Harrisburg, moves to 96KX/Tampa as Continuity Director and weekender. WHFM/Rochester PD Jim Snowden departs to pull down an air shift at WCIN/Cincinnati. WHFM's new PD is Kelly McCann from KZZY/San Antonio.

KEYN-FM/Wichita PD Lee Cory moves to KAZY/Denver as Production Director. New PD at KEYN-FM is Ron Eric Taylor, moving over from KARD/Wichita . . . Tony Davis to PD drive at WISE/Asheville from KZI06/Chattanooga.

Legendary Cincinnati morning man Jim Scott, at WSAI-AM since 1968, has moved across town to do AM drive at Yes-95(WYYS) . . . Jodi Owen is now doing mornings at KADI/St. Louis and his wife Jackie McCoy is doing 7-midnight.

The original Bob-A-Lou, who has worked at WABC, WNEW, and WCBS-FM/New York, is now doing fill-ins at WYNY/New York. This marks his return to radio after a 7-year absence in which he free-lanced.

Bobby Magie, former KUTE/Los Angeles PD, is now consulting WKDQ/Evansville, IN and is taking the station into a live CHR format with the help of PD Gabe Hobbs.

John King, 7-midnight at WROV/Roanoke, has been given the duties of Music Director. Commander Ken Rank has left his PD drive show at KDWZ/Grand Forks, ND; John Roberts comes in from CQ-102/Geneva, NY as Operations Director. Tom Collins comes in from CQ-102 as Assistant PD. Karyn Kasi departs KIQY/Lebanon,

OR to become Music Research Coordinator. Bob Neumann comes over as night jock, and Brad Fitch becomes News Director, both from CQ-102.

Carey Sinton, former midday air personality at WLUP/Chicago, joins KIDQ-FM(Q-104) and KIDO-AM/Boise as PD (see R&R 3-13) . . . Bill Stevens joins WRKO/Boston to do noon-3, coming aboard from rival F-105.

KPUR/Amarillo has a few people in motion: midday man Chuck Jackson leaves to join WKY/Oklahoma City, with Mike Bradford replacing him from the 7-midnight slot. Eric Stevens is promoted from all nights to 7-midnight, and weekender Jack Randall is upped to all nights.



**"TAMPA FAMILY HITS 96KX FOR \$96,000"** — 96KX (WCKX) just gave away the biggest cash prize in Tampa Bay history in the "Last Record" contest. 96KX air personality Tramonette Watts called the home of Mr. & Mrs. Gerald Krueger to ask what radio station they listen to and the name of the last song played on 96KX. They answered correctly and immediately won \$96,000! Pictured (l-r) Bob & Marnie Krueger, 96KX personality Tramonette Watts, Joe & Kelly Krueger.

# Bits

WLS/Chicago is giving an entire school the chance to see Styx in concert when they play Chicago March 19-21. Votes were tabulated each night from 7-11, and the school with the most votes per capita will win. Also, WLS is holding its fourth annual "Run For The Zoo" on June 7, with proceeds of the 8.9-mile race donated to the Lincoln Park Zoological Society.

KEGL/Ft. Worth is doing the "Dating Game" on radio. Each night, prospective lonely-hearts call up and advise of their availability and physical attributes. Then calls are taken from prospective dates. At the end of each month, the station arranges a meeting with all of the selected dates at a local watering hole. To make sure that there is no beforehand hanky-panky, no phone numbers are given out over the air. PD Christopher Haze reports fantastic response.

Here's one from the land "down under." Radio Hauraki/Auckland, New Zealand gave away \$30,000 worth of travel and concert tickets in four days for listeners to fly to various parts of the world to see concerts. Winners will be flying to Nashville to see Bruce Springsteen, Las Vegas to see Frank Sinatra, London to see The Who, Dallas to see Eric Clapton and Los Angeles to see Jackson Browne. The contest worked on a call-in-and-answer-the-trivia-question basis.

WTWR (Tower 92 FM)/Detroit will be broadcasting live from the Detroit Plaza Hotel at a club called "DeeJay's." Kurt Kelly will do his show Monday-Saturday and run the club's 12-projector video show, which provides 360 degrees of ever-changing scenery.



**TIERRA TAKES CARNEGIE HALL** — Boardwalk's Tierra made their New York concert debut at Carnegie Hall recently with an appearance hosted by WKTU/New York's Paco. Pictured at a post-concert party are (l-r): Boardwalk's Ruben Rodriguez, concert promoter Ralph Mercade, Tierra's Phil Folomir, Paco, Rudy Salas, Roberto Loya and John Brogan, all of Tierra.



**PAUL REVERE RAIDS KFXD** — KFXD/Boise features oldies every day on its "Rock And Roll Lunch" program and recently aired a special edition of the show featuring Paul Revere & The Raiders. Group leader Paul Revere, who lives in the Boise area, heard the feature and dropped in at the station to lend a hand. Grabbing the Raiders' 1971 gold record off the station wall, the following staffers posed for a photo (l-r): KFXD PD Charlie Fox, jock Bob Anthony, News Director David Hagen, Revere, Assistant PD Dave Victor, and personality Connie Cole.

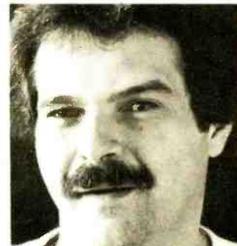


**KIIS-FM CONCERT CONNECTION** — KIIS-FM/Los Angeles recently sponsored a "Night At The Roxy" (a local L.A. club) and featured entertainment from Yarbrough & Peoples. Pictured at the station are (l-r): Alisa Peoples, KIIS-FM's Paul Freeman, and Cavin Yarbrough.

# E/A Promotes Five VP's

Continued from Page 1

Sharell came aboard in 1973 following 11 years in promotion with other labels, heading E/A's international and artist development efforts before becoming VP/Creative Services in 1979.



Kenny Buttice



Jack Reinstein



Keith Holzman



**A STOP BY THE BAY** — During Journey's promotional tour of more than 120 radio stations in five days, group member Steve Perry was "Captured" on film in San Francisco. Pictured are (l-r): Columbia's George Chalfas; KCBS-FM/San Francisco MD Dairdre Gentry, Perry, and KCBS-FM PD Sean Conrad.

# FOUR YOUR LISTENERS' ENJOYMENT!

## PHIL COLLINS "I Missed Again"

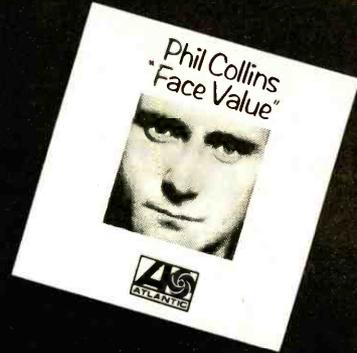
WBEN-FM add 35 94Q add  
 WFIL on WDRQ deb 30  
 WIFI add CKLW deb 28  
 96KX 28-23 KBEQ 25-22  
 WXKS-FM on WGCL add 28  
 JB103 deb 32 WZUU on  
 CFTR 37 WOKY deb 29  
 CHUM 30-22 KIQQ on  
 CKGM on KEZR deb 27  
 KRBE add KYYX on  
 Z93 add KPLZ add

KOPA add WHFM add  
 WTRY add WICC 30-25  
 WPST 31-29 Q106 add  
 WKRZ-FM add WKEE deb 40  
 V100 add KBFM add  
 KXX106 deb 29

WERC on WAAY add  
 Y103 on WBBQ add  
 KX104 on 92Q add  
 WSKZ add WOKI on  
 WRJZ deb 30 WBCY on  
 WSEZ 26-24

WCSG on WRVQ add  
 KJ100 add WVLK add  
 WGRD on WVIC on  
 WAKX on KIOA on  
 KWEN add KEYN-FM on  
 WISM deb 29 Z104 on  
 WNAM add KIOY add 30  
 KIDD deb 30 KNBQ add  
 FM103 add WJBQ 38-34

WGUY add WTSN on  
 13FEA deb 28 WFBG on  
 14WK on WFOX on  
 WCGQ add WXLK on  
 FM99 deb 36 KSEL add 30  
 KFYZ on KKLS on  
 WSPT 30-25 KCBN deb 39  
 KQDI on KYYA on  
 KOOK on KRLC deb 28



## THE ROLLING STONES "If I Was A Dancer" (Dance Pt. 2)

KRBE add WDRQ on  
 CKLW deb 30 KBEQ 35-29  
 KYYX add WHFM on  
 WFLY add 30 WAQY deb 30

KHFI add 26 KQ94 add  
 KXX106 add WAAY add  
 WOKI add WQRK add  
 WVIC add KWEN add

WMEE add WNCI add  
 92X add 25 KKXX add  
 KJRB add FM103 add  
 KLUC add

KZZP add 28 KRQ add  
 KTKT on WGUY add  
 WACZ add WLAM add  
 WFBG add 29

14WK add WFOX add  
 WCGQ add FM99 add  
 WKXY add WSPT add  
 KYYA add

## SHERBS "I Have The Skill"

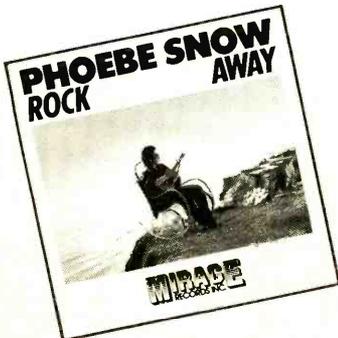
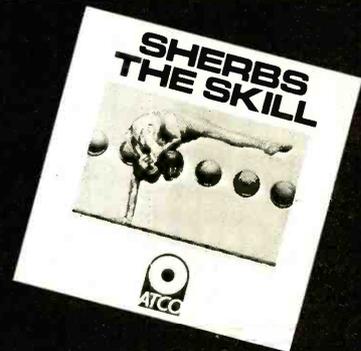
KBEQ add 30 WOLF on  
 WPST deb 35 KEGL on  
 KSET-FM add KXX106 on  
 WSGN deb 29

Y103 39-36 WOKI deb 32  
 WSEZ 28 KJ100 deb 29  
 WAKX deb 30 Z104 on  
 KKXX on

KYSN on KCPX deb 36  
 FM103 on WJBQ add  
 WGUY on WTSN add  
 WHHY 28-25

WFOX on WXLK on  
 KQIZ-FM add KPUR on  
 KKRC on WSPT 24-19  
 KENI on

KDZA on KQDI add  
 KRLC add



## PHOEBE SNOW "Games"

94Q 30-27 KIQQ on  
 Q103 add WOLF 20  
 WFLY on WPST 26  
 WAEB on

WHYN 24-19 WKEE on  
 WTIIX deb 37 WJDX on  
 KXX106 on WAAY on  
 WBBQ on

92Q on WBCY 27  
 Z104 on WGUY on  
 WFBG add 95XIL 30-28

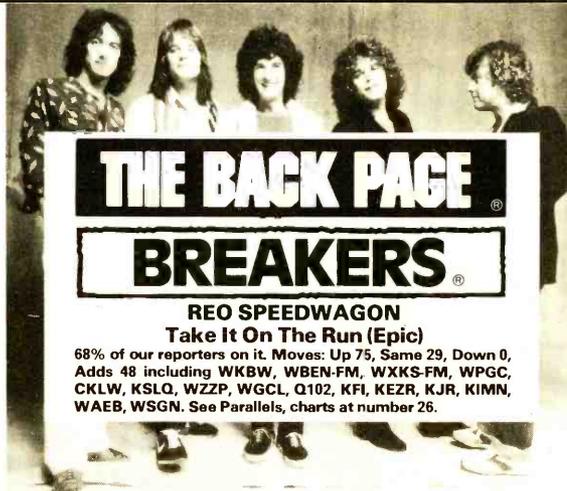
WHHY 27-24 WFOX on  
 WCGQ on WFLB add 34  
 KKLS 25-22 KDZA add



**NO MATTER WHAT FORMAT YOU CHOOSE,  
WITH THESE HITS, YOU CAN'T LOSE!**

# REO SPEEDWAGON

**"TAKE IT ON  
THE RUN"**



**THE BACK PAGE**

**BREAKERS**

**REO SPEEDWAGON**

**Take It On The Run (Epic)**

68% of our reporters on it. Moves: Up 75, Same 29, Down 0,  
Adds 48 including WKBW, WBEN-FM, WXKS-FM, WPGC,  
CKLW, KSLQ, WZZP, WGCL, Q102, KFI, KEZR, KJR, KIMN,  
WAEB, WSGN. See Parallels, charts at number 26.

PRODUCED BY KEVIN CROMIN, GARY RICHATH AND KEVIN BEAMIS

WKBW 8-3	WAYS 3	95XIL 11-10
WBEN-FM 3-2	WGH on	WHHY on
WIFI on	WTWR add 18	WXLK 28-17
CFTR 9	WVIC on	WROV deb 19
WDRQ 15-5	WNCI on	KVOL add
CKLW 8-6	92X on	KFYR 1-1
WGCL 14-4	WOHO 20-15	WRKR on
WHFM 31-27	KIOY deb 32	WSPT 7-1
WKEE 37-35	KNBQ on	KENI 16-14
WSGN deb 23	KCPX add	KATI 20-17
BJ105 on	WACZ 21-16	KBOZ 25-23
WRJZ on	WFBG add 32	KYYA 13-7
WNOX on	14WK 9-3	KRLC 7-5

**HOTTEST ROTATION—WMMS!**

PRODUCED BY JACK RICHARDSON FOR J.A.R. PRODUCTIONS

# THE ROVERS

**"WASN'T THAT  
A PARTY"**

**A MASS APPEAL RECORD  
FOR ALL FORMATS!**



# GARLAND JEFFREYS

**"96 TEARS"**

KRBE 25-22  
KRLA on  
KIQQ on  
KYYX on  
WOLF on  
WHFM on  
WICC add  
WPST add  
KEGL 27-23  
KBFM on  
KXX106 on  
92Q on  
WOKI 32-30

KJ100 22-18  
KIOA on  
KWEN 26  
Z104 on  
WNAM on  
KIDD on  
KJRB on  
KNBQ deb 30  
KTAC on  
FM103 on  
KZZP 25  
KRQ 25  
KTKT on

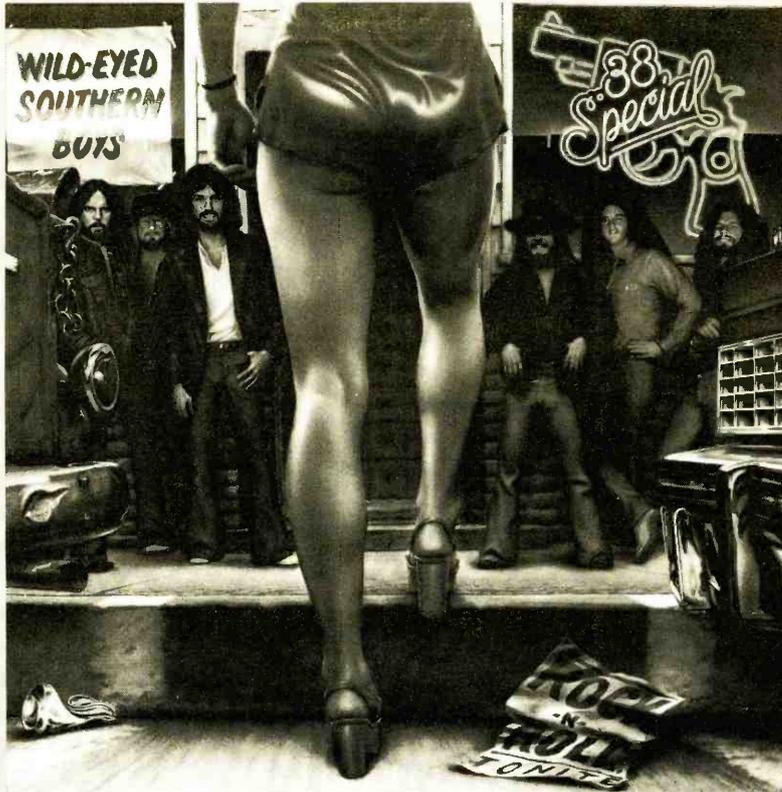
WGUY on  
WIGY on  
WFBG on  
WXLK on  
FM99 on  
KSEL on  
KQIZ-FM on  
KKLS on  
KENI 30  
KCBN 38  
KBOZ on  
KOOK on  
KRLC 21-18

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

ON *Spice* RECORDS



# HOW TO MAKE LOVE TO A SINGLE



## "HOLD ON LOOSELY" AM 2316

**.38 SPECIAL** is having a love affair with radio. The single "**Hold On Loosely**" is going for more ...and more stations.

"Hold On Loosely" The single from the album **WILD EYED SOUTHERN BOYS** From **.38 SPECIAL**. On **A&M Records & Tapes**. SP 4835



PRODUCED BY RODNEY MILLS

Production Associates: Don Barnes and Jeff Carls

Management: Mark Spector/David Passlick

Agent: Terry Rhodes

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WBEN-FM 38-30	WPST 21-19	G100 on	WQRK on	KTAC deb 35	WANS-FM on
WIFI on	Q106 on	WAAY deb 30	WRVQ 22-20	KSPZ 24-21	WXLK 19-13
96KX 31-27	WKRZ-FM add	Y103 29-22	KJ100 25-22	KYSN 26-22	FM99 33-31
Q107 on	WKEE on	BJ105 29-26	WAKX 33-27	FM103 16-14	KQIZ-FM on
KRBE 24-21	KSET-FM 29-26	WBBQ deb 27	KWEN 20-19	KENO 29-27	KPUR 25-18
94Q on	KHFI 29-28	KX104 on	Z104 on	KTKT on	WSPT 27-22
KBEQ 31-27	KBFM add	92Q 29-25	WIKS add	WGUY add	KENI on
KSFX add	WTIX add	WSKZ on	KKXX 26-22	WACZ add	KDZA 28-26
KIMN add	KQ94 add	WOKI 27-24	KERN 28-26	WIGY on	KATI on
B104 add	KLAZ on	WBCY 29-26	KJRB on	WFBG on	KOOK on
WHFM on	KXX106 21-16	WAYS on	KNBQ on	WCIR on	KRLC 12-9
WTRY on		WSEZ on		WCGQ 27-24	

**EAST**  
Most Added® Hottest

**Gino Vannelli** Styx  
**REO Speedwagon** D. Hall & J. Oates  
**Frankie & KnocKouts** Steve Winwood  
**John O'Banion** Sheena Easton

**DISCO**

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

**SOUTH**  
Most Added® Hottest

**Gino Vannelli** D. Hall & J. Oates  
**John O'Banion** Steve Winwood  
**Kim Carnes** Sheena Easton

**EAST**

**PARALLEL TWO**  
14Q/Worcester, MA  
Gary Nolan  
FRANKIE/KNOCOUTS  
REO SPEEDWAGON  
GINO VANNELLI  
KIM CARNES  
STYX 1-1  
JOHN MCLEAN 5-3  
SHEENA EASTON 15-9  
TERRI GIBBS 18-14  
STEVE WINWOOD 23-17

**WBFB/Rochester, NY**  
Dave Mason  
STEVE WINWOOD  
REO SPEEDWAGON  
BLONDIE 10-4  
SHEENA EASTON 17-11  
RICK SPRINGFIELD  
DOLLY PARTON 15-12  
HALL & OATES 19-3

**WICB/Bridgport, CT**  
Bob Mitchell  
JOHN COUGAR  
FRANKIE/KNOCOUTS  
CARL AND JEFFREYS  
GINO VANNELLI  
RICK SPRINGFIELD  
STYX 1-1  
BLONDIE 5-3  
SHEENA EASTON 10-6  
STEVE WINWOOD 14-9  
HALL & OATES 20-11

**WKOB/Hartford, PA**  
Betty Kay  
Notes: STYX 2-1  
STEVE WINWOOD 19-6  
SHEENA EASTON 20-9  
GROVER WASHINGTON 21-13  
JAMES TAYLOR 34-9

**WKEH/Elkhart, WV**  
Gary Miller  
Notes: STYX 2-1  
STEVE WINWOOD 19-6  
SHEENA EASTON 20-9  
GROVER WASHINGTON 21-13  
JAMES TAYLOR 34-9

**WOLF/Syracuse, NY**  
Bob Mitchell  
SMOKEY ROBINSON  
FRANKIE/KNOCOUTS  
WHO  
JOHN COUGAR  
REO SPEEDWAGON  
JOHN O'BANION  
Notes: BLONDIE 1-1  
DOLLY PARTON 7-2  
STEVE WINWOOD 6-3  
SHEENA EASTON 7-4  
GROVER WASHINGTON 8-5  
ERIC CLAPTON 20-17

**WPSF/Trenton, NJ**  
Tom Taylor  
GARLAND JEFFREYS  
JOHN COUGAR  
JOHN O'BANION  
RICK SPRINGFIELD  
GINO VANNELLI  
Notes: HALL & OATES 4-3  
STEVE WINWOOD 8-4  
CLIMAX BLUES BAND 16-11  
ERIC CLAPTON 20-17

**WVAB/Baby, NY**  
Bill Gaud  
STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
SHEENA EASTON 3-2  
JUICE NEWTON 19-14  
CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
Andy Carey  
ERIC CLAPTON  
SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
Danny Lyons  
STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WFRB/Baltimore, MD**  
Andy Szulcinski  
REO SPEEDWAGON  
ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
STEVE WINWOOD 18-8  
SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**PARALLEL THREE**  
13FEA/Mechester, NH  
Keith Lencher  
JOHN O'BANION  
GINO VANNELLI  
REO SPEEDWAGON  
KIM CARNES  
Notes: SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**EAST**

WBLI/Long Island, NY  
Bill Terry  
JOHN COUGAR  
WHO  
FRANKIE/KNOCOUTS  
Notes: STYX 1-1  
SHEENA EASTON 13-8  
STEVE WINWOOD 19-11  
HALL & OATES 17-11  
GROVER WASHINGTON 21-18  
ROVERS 9-1  
CLIMAX BLUES BAND 18-13  
STEVE WINWOOD 20-15  
SMOKEY ROBINSON 25-19

**WTIC-FM/Hartford, CT**  
Rick Donahue  
TERRI GIBBS  
JUICE NEWTON  
POLICE  
Notes: REO SPEEDWAGON 1-1  
SHEENA EASTON 10-6  
JUICE NEWTON 16-12  
STEVE WINWOOD 14-11  
GROVER WASHINGTON 15-12

**GHMY/FM, PA**  
Steve Gallagher  
PHIL COLLINS  
GINO VANNELLI  
HISPERS  
JOHN LENNON  
Notes: STYX 2-1  
NEIL DIAMOND 4-3  
BARBARA STREISAND 7-4  
STEVE WINWOOD 14-7  
BARBARA STREISAND 15-9

**WVAB/Baltimore, MD**  
Jeff Hank  
JOHN O'BANION  
KIM CARNES  
PHIL COLLINS  
CHRIS CROSS  
Notes: BARBARA STREISAND 4-1  
HALL & OATES 19-9  
SHEENA EASTON 16-10  
STEVE WINWOOD 17-13  
REO SPEEDWAGON 28-20

**WFLY/Albany, NY**  
Buzz Phillips  
JOHN LENNON  
ROLLING STONES  
FRANKIE/KNOCOUTS  
Notes: STYX 1-1  
SHEENA EASTON 15-8  
CHRIS CROSS  
ERIC CLAPTON 21-15

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
HISPERS  
Notes: STYX 1-1  
GROVER WASHINGTON 18-13  
STEVE WINWOOD 19-12  
BRUCE SPRINGSTEEN 21-17  
FRANKIE/KNOCOUTS 2-27

**K10D/Enn, PA**  
Bill Shannon  
JOHN O'BANION  
FRANKIE/KNOCOUTS  
OUTLAW  
Notes: SHEENA EASTON 9-4  
TERRI GIBBS 8-5  
HALL & OATES 11-9  
GROVER WASHINGTON 18-10  
PAT BENATAR 9-5  
LOVEBOY 11-7  
CLIMAX BLUES BAND 18-9

**V100/Charlton, WV**  
Jay Jarvis  
FRANKIE/KNOCOUTS  
STYX  
PHIL COLLINS  
Notes: HALL & OATES 4-3  
STEVE WINWOOD 8-4  
CLIMAX BLUES BAND 16-11  
ERIC CLAPTON 20-17

**WVAB/Baby, NY**  
Bill Gaud  
STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
SHEENA EASTON 3-2  
JUICE NEWTON 19-14  
CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
Andy Carey  
ERIC CLAPTON  
SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
Danny Lyons  
STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WFRB/Baltimore, MD**  
Andy Szulcinski  
REO SPEEDWAGON  
ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
STEVE WINWOOD 18-8  
SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

**PARALLEL THREE**  
13FEA/Mechester, NH  
Keith Lencher  
JOHN O'BANION  
GINO VANNELLI  
REO SPEEDWAGON  
KIM CARNES  
Notes: SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**SOUTH**

**PARALLEL TWO**  
92Q/Nashville, TN  
Scott Davis  
GINO VANNELLI  
PHIL COLLINS  
ANDY GIBB  
HISPERS (dp)  
KIM CARNES (dp)  
JOHN LENNON (dp)  
ANDY GIBB (dp)  
Notes: REO SPEEDWAGON 7-1  
CHAMPAGNE  
SHEENA EASTON 10-7  
JUICE NEWTON 16-12

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
HISPERS  
Notes: STYX 1-1  
GROVER WASHINGTON 18-13  
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BRUCE SPRINGSTEEN 21-17  
FRANKIE/KNOCOUTS 2-27

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JOHN O'BANION  
FRANKIE/KNOCOUTS  
OUTLAW  
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HALL & OATES 11-9  
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FRANKIE/KNOCOUTS  
STYX  
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ERIC CLAPTON 20-17

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CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
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JAMES TAYLOR 26-21

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REO SPEEDWAGON  
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JOHN O'BANION  
STYX DAN  
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CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

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SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
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STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
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STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
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JAMES TAYLOR 20-11

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ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
STEVE WINWOOD 18-8  
SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

**PARALLEL THREE**  
13FEA/Mechester, NH  
Keith Lencher  
JOHN O'BANION  
GINO VANNELLI  
REO SPEEDWAGON  
KIM CARNES  
Notes: SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**WVAB/Baby, NY**  
Bill Gaud  
STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
SHEENA EASTON 3-2  
JUICE NEWTON 19-14  
CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
Andy Carey  
ERIC CLAPTON  
SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
Danny Lyons  
STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
ANDY GIBB  
HISPERS (dp)  
KIM CARNES (dp)  
JOHN LENNON (dp)  
ANDY GIBB (dp)  
Notes: REO SPEEDWAGON 7-1  
CHAMPAGNE  
SHEENA EASTON 10-7  
JUICE NEWTON 16-12

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
HISPERS  
Notes: STYX 1-1  
GROVER WASHINGTON 18-13  
STEVE WINWOOD 19-12  
BRUCE SPRINGSTEEN 21-17  
FRANKIE/KNOCOUTS 2-27

**K10D/Enn, PA**  
Bill Shannon  
JOHN O'BANION  
FRANKIE/KNOCOUTS  
OUTLAW  
Notes: SHEENA EASTON 9-4  
TERRI GIBBS 8-5  
HALL & OATES 11-9  
GROVER WASHINGTON 18-10  
PAT BENATAR 9-5  
LOVEBOY 11-7  
CLIMAX BLUES BAND 18-9

**V100/Charlton, WV**  
Jay Jarvis  
FRANKIE/KNOCOUTS  
STYX  
PHIL COLLINS  
Notes: HALL & OATES 4-3  
STEVE WINWOOD 8-4  
CLIMAX BLUES BAND 16-11  
ERIC CLAPTON 20-17

**WVAB/Baby, NY**  
Bill Gaud  
STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
SHEENA EASTON 3-2  
JUICE NEWTON 19-14  
CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
Andy Carey  
ERIC CLAPTON  
SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
Danny Lyons  
STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WFRB/Baltimore, MD**  
Andy Szulcinski  
REO SPEEDWAGON  
ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
STEVE WINWOOD 18-8  
SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

**PARALLEL THREE**  
13FEA/Mechester, NH  
Keith Lencher  
JOHN O'BANION  
GINO VANNELLI  
REO SPEEDWAGON  
KIM CARNES  
Notes: SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**WVAB/Baby, NY**  
Bill Gaud  
STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
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REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
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Notes: BLONDIE 1-1  
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JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
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Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
Danny Lyons  
STYX DAN  
RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
REO SPEEDWAGON 3-3  
GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
ANDY GIBB  
HISPERS (dp)  
KIM CARNES (dp)  
JOHN LENNON (dp)  
ANDY GIBB (dp)  
Notes: REO SPEEDWAGON 7-1  
CHAMPAGNE  
SHEENA EASTON 10-7  
JUICE NEWTON 16-12

**WJUG/Bangor, ME**  
John Jackson  
ROLLING STONES  
SMOKEY ROSS  
PHIL COLLINS  
HISPERS  
Notes: STYX 1-1  
GROVER WASHINGTON 18-13  
STEVE WINWOOD 19-12  
BRUCE SPRINGSTEEN 21-17  
FRANKIE/KNOCOUTS 2-27

**K10D/Enn, PA**  
Bill Shannon  
JOHN O'BANION  
FRANKIE/KNOCOUTS  
OUTLAW  
Notes: SHEENA EASTON 9-4  
TERRI GIBBS 8-5  
HALL & OATES 11-9  
GROVER WASHINGTON 18-10  
PAT BENATAR 9-5  
LOVEBOY 11-7  
CLIMAX BLUES BAND 18-9

**V100/Charlton, WV**  
Jay Jarvis  
FRANKIE/KNOCOUTS  
STYX  
PHIL COLLINS  
Notes: HALL & OATES 4-3  
STEVE WINWOOD 8-4  
CLIMAX BLUES BAND 16-11  
ERIC CLAPTON 20-17

**WVAB/Baby, NY**  
Bill Gaud  
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CHRIS CROSS  
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JAMES TAYLOR 26-21

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Notes: HALL & OATES 4-3  
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RADIO D  
STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
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GROVER WASHINGTON 9-7  
SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WFRB/Baltimore, MD**  
Andy Szulcinski  
REO SPEEDWAGON  
ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
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SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

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JOHN COUGAR 16-13

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STYX 2-1  
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SMOKEY ROSS  
PHIL COLLINS  
ANDY GIBB  
HISPERS (dp)  
KIM CARNES (dp)  
JOHN LENNON (dp)  
ANDY GIBB (dp)  
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HISPERS  
Notes: STYX 1-1  
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FRANKIE/KNOCOUTS 2-27

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JOHN O'BANION  
FRANKIE/KNOCOUTS  
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**V100/Charlton, WV**  
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FRANKIE/KNOCOUTS  
STYX  
PHIL COLLINS  
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ERIC CLAPTON 20-17

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CHRIS CROSS  
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PHIL COLLINS  
JOHN O'BANION  
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**WVAB/Albion, PA**  
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JOHN COUGAR  
JOHN O'BANION  
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JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
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GROVER WASHINGTON 15-9

**KC101/New Haven, CT**  
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STEVE WUNDER  
HALL & OATES 1-1  
STYX 2-1  
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SMOKEY ROBINSON 16-12  
JAMES TAYLOR 20-11

**WFRB/Baltimore, MD**  
Andy Szulcinski  
REO SPEEDWAGON  
ABBA  
ANDY GIBB  
DIANA ROSS  
DOLLY PARTON  
Notes: HALL & OATES 4-1  
STEVE WINWOOD 18-8  
SMOKEY ROBINSON 18-9  
ERIC CLAPTON 22-16  
JUICE NEWTON 24-19

**PARALLEL THREE**  
13FEA/Mechester, NH  
Keith Lencher  
JOHN O'BANION  
GINO VANNELLI  
REO SPEEDWAGON  
KIM CARNES  
Notes: SHEENA EASTON 6-3  
TERRI GIBBS 11-9  
JOHN COUGAR 16-13

**WVAB/Baby, NY**  
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STYX DAN  
GINO VANNELLI  
CHRIS CROSS  
JOHN COUGAR  
PHIL COLLINS  
JOHN O'BANION  
Notes: REO SPEEDWAGON 1-1  
HALL & OATES 10-4  
BARBARA STREISAND 17-11  
REO SPEEDWAGON 29-9  
JAMES TAYLOR 26-21

**WVAB/Albion, PA**  
Jeff Hank  
GINO VANNELLI  
REO SPEEDWAGON  
JOHN COUGAR  
JOHN O'BANION  
STYX DAN  
Notes: BLONDIE 1-1  
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JUICE NEWTON 19-14  
CLIMAX BLUES BAND 21-17  
JAMES TAYLOR 26-18

**WHYH/Springfield, MA**  
Andy Carey  
ERIC CLAPTON  
SMOKEY ROBINSON  
LENNY EL BLANC  
JERMIAN JACKSON  
Notes: HALL & OATES 4-3  
STYX 5-5  
DOLLY PARTON 7-2  
GROVER WASHINGTON 15-9

MIDWEST Most Added Hottest

Styx Steve Winwood
Gino Vannelli Styx
REO Speedwagon D. Hall & J. Oates
Sheena Easton

ADS & HOTS

Musical 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

REO Speedwagon D. Hall & J. Oates
Gino Vannelli Steve Winwood
Who Grover Washington Jr.

MIDWEST

PARALLEL TWO

82X/Columbus, OH
Tel Nurtur

ROLLING STONES
JOHN COUGAR
Hottest:
STYX 1-1
HALL & OATES 4-2
STEVE WINWOOD 15-8
GROVER WASHINGTON 23-17
JAMES TAYLOR 22-18

KIOA/Des Moines, IA
A.W. Panofje
STEELY DAN
Hottest:
STYX 1-1
BLONDIE 4-2
HALL & OATES 16-7
STEVE WINWOOD 17-14
SHEENA EASTON 20-16

KOFM/Klannah, OK
Chuck Morgan
Hottest:
KOOB & THE GANG 1-1
REO SPEEDWAGON 3-2
STEVIE WONDER 12-8
SHEENA EASTON 16-12
LEO SAYER 20-15

KRAV/Tulsa, OK
Gary Reynolds
WEST & ROGERS
REO SPEEDWAGON
Hottest:
HALL & OATES 2-1
SHEENA EASTON 5-3
BARBRA STREISAND 7-5
JUICE NEWTON 19-8
STEVE WINWOOD 12-10

K293/Pearla, IL
Keith Edwards
STYX
JOHN COUGAR
Hottest:
NEIL DIAMOND 2-1
HALL & OATES 6-2
STEVE WINWOOD 7-3
SHEENA EASTON 12-5
POLICE 16-10

WRD/Grand Rapids, MI
Ray Bekar
JAMES TAYLOR
JOHN COUGAR
Hottest:
KOOB & THE GANG 2-1
HALL & OATES 8-3
APRIL WINE 19-10
POLICE 20-11
JUICE NEWTON 29-16

WHOT/Yountown, OH
Dick Thompson
FRANKE/KNOCKOUTS
STYX
Hottest:
STYX 2-1
HALL & OATES 3-2
GROVER WASHINGTON 15-7
STEVE WINWOOD 13-8
JUICE NEWTON 18-10

WMEI/Fort Wayne, IN
John Curry
STYX
JOHN COUGAR
APRIL WINE
ROLLING STONES
Hottest:
NEIL DIAMOND 3-1
HALL & OATES 4-2
STEVE WINWOOD 6-3
JAMES TAYLOR 23-9
ERIC CLAPTON 30-15

WNCI/Columbus, OH
Steve Edwards
FRANKE/KNOCKOUTS
STYX
Hottest:
ROLLING STONES
HOTTES:
BLONDIE 1-1
HALL & OATES 4-2
STEVE WINWOOD 10-4
SHEENA EASTON 18-13
GROVER WASHINGTON 22-17

WDHO/Toledo, OH
Jeff McCarthy
JOHN LENNON
STEVIE DAN
ANNE MURRAY
Hottest:
NEIL DIAMOND D-1
STYX 7-3
SHEENA EASTON 10-6
STEVE WINWOOD 15-8
JUICE NEWTON 14-10

WOW/Omaha, NE

J.C. Corcoran
GINO VANNELLI
REO SPEEDWAGON
Hottest:
REO SPEEDWAGON 1-1
STYX 3-2
BARBRA STREISAND 5-3
SHEENA EASTON 13-11
BLONDIE D-12

WVIC/East Lansing, MI
Jim St. John
MANCHESTER/BRYSON
GINO VANNELLI
ROLLING STONES
RICK SPRINGFIELD
ANNE MURRAY
Hottest:
STYX 1-1
BLONDIE 3-2
HALL & OATES 5-3
NEIL DIAMOND 8-4
JUICE NEWTON 27-9

KSTT/Davenport, IA
Bill Young
GROVER WASHINGTON
JOHN COUGAR
Hottest:
HALL & OATES 3-1
GROVER WASHINGTON 11-8
SHEENA EASTON 13-9
TERRI GIBBS 15-10
JUICE NEWTON 18-11
WISM/Madison, WI
Bono Starr
DANA SUMMER
STYX
LENNY LE BLANC
REO SPEEDWAGON
Hottest:
HALL & OATES 2-1
SHEENA EASTON 5-3
BARBRA STREISAND 13-10
JUICE NEWTON 19-11

KEVN/FM Wichita, KS
Terrie Springs
Hottest:
STYX 1-1
NEIL DIAMOND 5-3
TERRI GIBBS 14-8
CLIMAX BLUES BAND 19-15
GROVER WASHINGTON 23-16

KWEN/Tulsa, OK
Ronda Curtis
ROLLING STONES
PHIL COLLINS
SANTANA
JOHN COUGAR
Hottest:
STYX 1-1
APRIL WINE 4-3
GROVER WASHINGTON 10-4
LOVERBOY 12-8

WYFM/Youngstown, OH
Jeff Tobin
BARBRA STREISAND
STEVE WINWOOD
Hottest:
BLONDIE 1-1
DON MCLEAN 9-7
HALL & OATES 16-8
POLICE 21-3
SHEENA EASTON 20-16

WTWR/Detroit, MI
Kurt Kelly
STYX
APRIL WINE
GINO VANNELLI
RAYDIO
CHRIS CROSS
Hottest:
DOLLY PARTON 2-1
BLONDIE 17-5
GROVER WASHINGTON 27-24
JAMES TAYLOR 29-25
SMOKEY ROBINSON 35-29

WAKW/Duluth, MN
Bruce McGregor
STYX
WHISPERS
HOTTES:
REO SPEEDWAGON 1-1
BLONDIE 11-6
ERIC CLAPTON 23-15
APRIL WINE 24-18
STEELEY DAN 29-24

WNAM/Appleton-Oshkosh, WI
Jay Tyler
CHRIS CROSS
BARRY MANLOW
PHIL COLLINS
Hottest:
STYX 1-1
STEVE WINWOOD 8-4
BARBRA STREISAND 13-6
MUSIC SPRINGSTEEN 12-7
APRIL WINE 18-10

WGFB/Evanville, IN
Kevin Carpenter
TERRI GIBBS
POLICE
JUICE NEWTON
Hottest:
JUICE NEWTON 1-1
STYX 4-2
HALL & OATES 9-6
BLONDIE 11-10
SHEENA EASTON 15-12

WRBS/South Bend, IN
Joe Lightner
JAMES TAYLOR
SMOKEY ROBINSON
TERRI GIBBS
Hottest:
KOOB & THE GANG 1-1
STYX 5-3
CLIFF PARSONS 10-8
ALAN PARSONS 13-10
DON MCLEAN 16-12

WZOK/Rockford, IL
Dallas Cole
GROVER WASHINGTON
JOHN COUGAR
Hottest:
JOHN LENNON 1-1
NEIL DIAMOND 6-2
HALL & OATES 9-4
JUICE NEWTON 17-13
STEVE WINWOOD 18-15

Z104/Madison, WI
Jonathan Little
FRANKE/KNOCKOUTS
RICK SPRINGFIELD
HOTTES:
POLICE 10-6
STYX 3-1
FRANKE/KNOCKOUTS
HOTTES:
STEVE WINWOOD 15-10
JUICE NEWTON 25-17
LOVERBOY 29-23

WIKS/Indianapolis, IN
Mike Tinnes
STYX
STEELEY DAN
STYX
HOTTES:
BLONDIE 2-1
JOHN LENNON 4-2
STEVE WINWOOD 8-4
NEIL DIAMOND 14-10
JUICE NEWTON 15-11

U93/South Bend, IN
J.K. Dearing
RONNIE MILSAP
HOTTES:
REO SPEEDWAGON 4-1
BARBRA STREISAND 13-4
HALL & OATES 16-5
ABBA 9-6
RONNIE MILSAP A-15

WLOL/FM/SL Paul, MN
Bob Bergland
ERIC CLAPTON
EMMYLU HARRIS
DONNA SUMMER
Hottest:
STYX 3-1
GROVER WASHINGTON 12-4
SHEENA EASTON 12-4
RANDY MEISNER 14-9
JAMES TAYLOR 23-15

WSP/Steves Point, WI
Pat Martin
ROLLING STONES
FRANKE/KNOCKOUTS
HOTTES:
STYX 1-1
YARBROUGH/PEOPLES 15-11
TERRI GIBBS 18-12
SHEENA EASTON 20-13

WTRU/Muskegon, MI
Mike Stevens
STYX
JOHN LENNON
EMMYLU HARRIS
JOHN O'BANION
Hottest:
STYX 1-1
JUICE NEWTON 8-4
STEVE WINWOOD 12-8
SHEENA EASTON 15-9
GROVER WASHINGTON 16-10

KDVT/Topeka, KS
Rocky Roberts
STYX
WHO
RAYDIO
FRANKE/KNOCKOUTS
Hottest:
HALL & OATES 1-1
JOHN COUGAR 11-5
STEVE WINWOOD 13-10
APRIL WINE 16-11
CLIMAX BLUES BAND 25-17

KSOI/Slovak Falls, SD
Paul Wescott
BRUCE SPRINGSTEEN
HOTTES:
STYX 1-1
SHEENA EASTON 6-4
BARBRA STREISAND 11-7
STEVE WINWOOD 13-10
GROVER WASHINGTON 15-11

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannen
JOHN O'BANION
BILLY MEDLEY
STYX
Hottest:
T.G. SHEPPARD
ROVERS 1-1
TODD RUNDGREN
WHISPERS
ROX
WHO
ANNE MURRAY
Hottest:
DOLLY PARTON 2-1
AC/DC 3-2
BLONDIE 5-4
STYX 6-5
RONNIE MILSAP 12-9

KKLS/Rapid City, SD
Mick Kjar
CLIMAX BLUES BAND 14-8
STEVE WINWOOD 22-13
GROVER WASHINGTON 26-18
BARRY MANLOW 28-18

KENO/Las Vegas, NV
Bill Alexander
FRANKE/KNOCKOUTS
WHO
EMMYLU HARRIS
GINO VANNELLI
JOHN O'BANION
CHRIS CROSS
BARBRA STREISAND 2-1
HALL & OATES 3-2
POLICE 9-5
GROVER WASHINGTON 15-11
JUICE NEWTON 18-12

KKRC/Sioux Falls, SD
Don Nordine
SMOKEY ROBINSON
WHO
HOTTES:
NEIL DIAMOND 3-1
BARBRA STREISAND 10-7
POLICE 14-11
STEVE WINWOOD 16-12
GROVER WASHINGTON 17-14

KKKL/Grand Forks, ND
Jeff Parker
GINO VANNELLI
JOHN O'BANION
FRANKE/KNOCKOUTS
HOTTES:
STYX 1-1
HALL & OATES 4-2
LEO SAYER 6-4
NEIL DIAMOND 8-5
STEVE WINWOOD 11-8

WQAO/Eu. Claire, WI
Rick Roberts
TASTE OF HONEY
ERIC CLAPTON
SMOKEY ROBINSON
GINO VANNELLI
HOTTES:
JOHN LENNON 1-1
DON MCLEAN 7-3
ABBA 12-6
NEIL DIAMOND 15-7
JUICE NEWTON 17-13

WRK/Racine, WI
Frank Tomczak
SMOKEY ROBINSON
HOTTES:
HALL & OATES 13-5
BARBRA STREISAND 9-7
STEVE WINWOOD 17-14
TERRI GIBBS 24-19

KRQ/Tucson, AZ
Dave Van Stone
CHRIS CROSS
GINO VANNELLI
ERIC CLAPTON
ROLLING STONES
JOURNEY
STYX 4-1
GROVER WASHINGTON 7-2
STEVE WINWOOD 12-6
SHEENA EASTON 14-7
EMMYLU HARRIS 15-8

KRVJ/Sacramento, CA
Menders/Gillette
JOHN COUGAR
RAYDIO
HOTTES:
DOLLY PARTON 1-1
STYX 6-4
YARBROUGH/PEOPLES 13-8
GROVER WASHINGTON 19-12
STEVE WINWOOD 30-22

KSPZ/Colorado Springs, CO
Mike Daniels
CHRIS CROSS
WEST & ROGERS
HOTTES:
LEO SAYER 2-1
SMOKEY ROBINSON 11-2
STEVE WINWOOD 13-7
CLIMAX BLUES BAND 15-8
GROVER WASHINGTON 16-10

KYSN/Colorado Springs, CO
Mark Murray
FRANKE/KNOCKOUTS
GINO VANNELLI
HOTTES:
HALL & OATES 6-3
BARBRA STREISAND 5-4
POLICE 9-6
GROVER WASHINGTON 21-14

KZZZ/Albuquerque, NM
Chuck Morgan
WHISPERS
SMOKEY ROBINSON
JOE CHEMY BAND
STEELEY DAN
HOTTES:
REO SPEEDWAGON 2-1
JOHN LENNON 4-2
STYX 10-4
RANDY MEISNER 9-7
NEIL DIAMOND 11-8
HALL & OATES 10-7
STEELEY DAN 18-15

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10
SHEENA EASTON 17-11

KENI/Anchorage, AK
Randy Robbins
RUPERT HOLMES
DELBERT MCCLINTON
OUTLAWS
ROD STEWART
CARL WILSON
JOE CHEMY BAND (dp)
ULLANDA McCULLOUGH
HOTTES:
STYX 2-1
TERRI GIBBS 6-4
NEIL DIAMOND 7-5
HALL & OATES 8-4
GROVER WASHINGTON 10-7

KYYA/Billings, MT
Jack Bell
WHO
STYX
ROLLING STONES
RUPERT HOLMES
HOTTES:
HALL & OATES 7-3
ROVERS 13-7
JUICE NEWTON 21-16
JOHN COUGAR 22-16

KATI/Casper, WY
Donna Fox
NEIL DIAMOND 2-1
BARBRA STREISAND
TERRI GIBBS 9-4
POLICE 11-6
STEVE WINWOOD 13-7

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron
T.G. SHEPPARD
ROVERS
TODD RUNDGREN
WHISPERS
ROX
WHO
ANNE MURRAY
Hottest:
DOLLY PARTON 2-1
AC/DC 3-2
BLONDIE 5-4
STYX 6-5
RONNIE MILSAP 12-9

KIDV/Fresno, CA
Discoll/Richards
PHIL COLLINS
TEERRA
BILLY MEDLEY
RICK SPRINGFIELD
HOTTES:
BLONDIE 3-1
HALL & OATES 6-5
GROVER WASHINGTON 10-8
SHEENA EASTON 15-11
STEVE WINWOOD 18-12

KYNO/FM/Fresno, CA
Walker/Monson
QUINCY JONES
RONNIE MILSAP
FRANKE/KNOCKOUTS
CLIMAX BLUES BAND
HOTTES:
DOLLY PARTON 4-1
BLONDIE 5-3
GAP BAND 9-5
LAKESIDE 10-7
SHEENA EASTON 11-8

KERN/Bakersfield, CA
Guy Davis
JOHN COUGAR
ROD STEWART
FRANKE/KNOCKOUTS
HOTTES:
STYX 1-1
HALL & OATES 10-7
STEVE WINWOOD 14-7
SHEENA EASTON 15-8
CLIMAX BLUES BAND 22-18

KQW/Portland, OR
Janis Wojnick
HALL & OATES
LEO SAYER
JAMES TAYLOR
HOTTES:
JOHN LENNON 3-1
REO SPEEDWAGON 9-4
RONNIE MILSAP 13-8
STYX 15-10
DON MCLEAN 20-15

KRJB/Spokane, WA
Brian Gregory
JOHN LENNON
WEST & ROGERS
STEELEY DAN
JOURNEY (dp)
ROLLING STONES
HOTTES:
STYX 1-1
GROVER WASHINGTON 7-2
STEVE WINWOOD 12-6
SHEENA EASTON 14-7
EMMYLU HARRIS 15-8

KRQ/Tucson, AZ
Dave Van Stone
CHRIS CROSS
GINO VANNELLI
ERIC CLAPTON
ROLLING STONES
JOURNEY
STYX 4-1
GROVER WASHINGTON 7-2
STEVE WINWOOD 12-6
SHEENA EASTON 14-7
EMMYLU HARRIS 15-8

KRVJ/Sacramento, CA
Menders/Gillette
JOHN COUGAR
RAYDIO
HOTTES:
DOLLY PARTON 1-1
STYX 6-4
YARBROUGH/PEOPLES 13-8
GROVER WASHINGTON 19-12
STEVE WINWOOD 30-22

KSPZ/Colorado Springs, CO
Mike Daniels
CHRIS CROSS
WEST & ROGERS
HOTTES:
LEO SAYER 2-1
SMOKEY ROBINSON 11-2
STEVE WINWOOD 13-7
CLIMAX BLUES BAND 15-8
GROVER WASHINGTON 16-10

KYSN/Colorado Springs, CO
Mark Murray
FRANKE/KNOCKOUTS
GINO VANNELLI
HOTTES:
HALL & OATES 6-3
BARBRA STREISAND 5-4
POLICE 9-6
GROVER WASHINGTON 21-14

KZZZ/Albuquerque, NM
Chuck Morgan
WHISPERS
SMOKEY ROBINSON
JOE CHEMY BAND
STEELEY DAN
HOTTES:
REO SPEEDWAGON 2-1
JOHN LENNON 4-2
STYX 10-4
RANDY MEISNER 9-7
NEIL DIAMOND 11-8
HALL & OATES 10-7
STEELEY DAN 18-15

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10
SHEENA EASTON 17-11

KENI/Anchorage, AK
Randy Robbins
RUPERT HOLMES
DELBERT MCCLINTON
OUTLAWS
ROD STEWART
CARL WILSON
JOE CHEMY BAND (dp)
ULLANDA McCULLOUGH
HOTTES:
STYX 2-1
TERRI GIBBS 6-4
NEIL DIAMOND 7-5
HALL & OATES 8-4
GROVER WASHINGTON 10-7

KYYA/Billings, MT
Jack Bell
WHO
STYX
ROLLING STONES
RUPERT HOLMES
HOTTES:
HALL & OATES 7-3
ROVERS 13-7
JUICE NEWTON 21-16
JOHN COUGAR 22-16

KATI/Casper, WY
Donna Fox
NEIL DIAMOND 2-1
BARBRA STREISAND
TERRI GIBBS 9-4
POLICE 11-6
STEVE WINWOOD 13-7

KLUC/Las Vegas, NV
Randy Lunquist
ROLLING STONES
HOTTES:
ALAN PARSONS 2-1
POLICE 12-9
GROVER WASHINGTON 16-10
CLIMAX BLUES BAND 21-14
STEELEY DAN 25-19

KMKJ/Portland, OR
John Shomby
HOTTES:
DOLLY PARTON 2-1
AC/DC 3-2
BLONDIE 5-4
STYX 6-5
RONNIE MILSAP 12-9

KIDV/Fresno, CA
Discoll/Richards
PHIL COLLINS
TEERRA
BILLY MEDLEY
RICK SPRINGFIELD
HOTTES:
BLONDIE 3-1
HALL & OATES 6-5
GROVER WASHINGTON 10-8
SHEENA EASTON 15-11
STEVE WINWOOD 18-12

KYNO/FM/Fresno, CA
Walker/Monson
QUINCY JONES
RONNIE MILSAP
FRANKE/KNOCKOUTS
CLIMAX BLUES BAND
HOTTES:
DOLLY PARTON 4-1
BLONDIE 5-3
GAP BAND 9-5
LAKESIDE 10-7
SHEENA EASTON 11-8

KERN/Bakersfield, CA
Guy Davis
JOHN COUGAR
ROD STEWART
FRANKE/KNOCKOUTS
HOTTES:
STYX 1-1
HALL & OATES 10-7
STEVE WINWOOD 14-7
SHEENA EASTON 15-8
CLIMAX BLUES BAND 22-18

KQW/Portland, OR
Janis Wojnick
HALL & OATES
LEO SAYER
JAMES TAYLOR
HOTTES:
JOHN LENNON 3-1
REO SPEEDWAGON 9-4
RONNIE MILSAP 13-8
STYX 15-10
DON MCLEAN 20-15

KRJB/Spokane, WA
Brian Gregory
JOHN LENNON
WEST & ROGERS
STEELEY DAN
JOURNEY (dp)
ROLLING STONES
HOTTES:
STYX 1-1
GROVER WASHINGTON 7-2
STEVE WINWOOD 12-6
SHEENA EASTON 14-7
EMMYLU HARRIS 15-8

KRQ/Tucson, AZ
Dave Van Stone
CHRIS CROSS
GINO VANNELLI
ERIC CLAPTON
ROLLING STONES
JOURNEY
STYX 4-1
GROVER WASHINGTON 7-2
STEVE WINWOOD 12-6
SHEENA EASTON 14-7
EMMYLU HARRIS 15-8

KRVJ/Sacramento, CA
Menders/Gillette
JOHN COUGAR
RAYDIO
HOTTES:
DOLLY PARTON 1-1
STYX 6-4
YARBROUGH/PEOPLES 13-8
GROVER WASHINGTON 19-12
STEVE WINWOOD 30-22

KSPZ/Colorado Springs, CO
Mike Daniels
CHRIS CROSS
WEST & ROGERS
HOTTES:
LEO SAYER 2-1
SMOKEY ROBINSON 11-2
STEVE WINWOOD 13-7
CLIMAX BLUES BAND 15-8
GROVER WASHINGTON 16-10

KYSN/Colorado Springs, CO
Mark Murray
FRANKE/KNOCKOUTS
GINO VANNELLI
HOTTES:
HALL & OATES 6-3
BARBRA STREISAND 5-4
POLICE 9-6
GROVER WASHINGTON 21-14

KZZZ/Albuquerque, NM
Chuck Morgan
WHISPERS
SMOKEY ROBINSON
JOE CHEMY BAND
STEELEY DAN
HOTTES:
REO SPEEDWAGON 2-1
JOHN LENNON 4-2
STYX 10-4
RANDY MEISNER 9-7
NEIL DIAMOND 11-8
HALL & OATES 10-7
STEELEY DAN 18-15

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10
SHEENA EASTON 17-11

KENI/Anchorage, AK
Randy Robbins
RUPERT HOLMES
DELBERT MCCLINTON
OUTLAWS
ROD STEWART
CARL WILSON
JOE CHEMY BAND (dp)
ULLANDA McCULLOUGH
HOTTES:
STYX 2-1
TERRI GIBBS 6-4
NEIL DIAMOND 7-5
HALL & OATES 8-4
GROVER WASHINGTON 10-7

KYYA/Billings, MT
Jack Bell
WHO
STYX
ROLLING STONES
RUPERT HOLMES
HOTTES:
HALL & OATES 7-3
ROVERS 13-7
JUICE NEWTON 21-16
JOHN COUGAR 22-16

KATI/Casper, WY
Donna Fox
NEIL DIAMOND 2-1
BARBRA STREISAND
TERRI GIBBS 9-4
POLICE 11-6
STEVE WINWOOD 13-7

KGGI/Riverside
San Bernardino, CA
Bob West
MANCHESTER/BRYSON
JOHN O'BANION
HOTTES:
REO SPEEDWAGON 2-1
YARBROUGH/PEOPLES 6-4
GAP BAND 11-7
NEIL DIAMOND 13-12
TASTE OF HONEY 24-16

KKXX/Bakersfield, CA
Squires/Deroo
TERRI GIBBS
ROLLING STONES
SMOKEY ROBINSON
ABBA
HOTTES:
STYX 2-1
SUZI QUATRO 19-10
SHEENA EASTON 18-14
ERIC CLAPTON 27-15
GROVER WASHINGTON 24-18

KNBO/Tacoma, WA
Bryan Roberts
JOHN LENNON
REO SPEEDWAGON
SHEENA EASTON 18-14
PHIL COLLINS
HALL & OATES
CHRIS CROSS
HOTTES:
STYX 3-1
BLONDIE 4-2
LEO SAYER 5-3
SHEENA EASTON 11-7

KSB/Provo, UT
Jim Sumpter
FRANKE/KNOCKOUTS
REO SPEEDWAGON
HOTTES:
NEIL DIAMOND 1-1
HALL & OATES 6-3
STEVE WINWOOD 12-6
POLICE 12-10
GROVER WASHINGTON 16-12

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10
SHEENA EASTON 17-11

KENI/Anchorage, AK
Randy Robbins
RUPERT HOLMES
DELBERT MCCLINTON
OUTLAWS
ROD STEWART
CARL WILSON
JOE CHEMY BAND (dp)
ULLANDA McCULLOUGH
HOTTES:
STYX 2-1
TERRI GIBBS 6-4
NEIL DIAMOND 7-5
HALL & OATES 8-4
GROVER WASHINGTON 10-7

KYYA/Billings, MT
Jack Bell
WHO
STYX
ROLLING STONES
RUPERT HOLMES
HOTTES:
HALL & OATES 7-3
ROVERS 13-7
JUICE NEWTON 21-16
JOHN COUGAR 22-16

KATI/Casper, WY
Donna Fox
NEIL DIAMOND 2-1
BARBRA STREISAND
TERRI GIBBS 9-4
POLICE 11-6
STEVE WINWOOD 13-7

KZZZ/Albuquerque, NM
Chuck Morgan
WHISPERS
SMOKEY ROBINSON
JOE CHEMY BAND
STEELEY DAN
HOTTES:
REO SPEEDWAGON 2-1
JOHN LENNON 4-2
STYX 10-4
RANDY MEISNER 9-7
NEIL DIAMOND 11-8
HALL & OATES 10-7
STEELEY DAN 18-15

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10
SHEENA EASTON 17-11

KENI/Anchorage, AK
Randy Robbins
RUPERT HOLMES
DELBERT MCCLINTON
OUTLAWS
ROD STEWART
CARL WILSON
JOE CHEMY BAND (dp)
ULLANDA McCULLOUGH
HOTTES:
STYX 2-1
TERRI GIBBS 6-4
NEIL DIAMOND 7-5
HALL & OATES 8-4
GROVER WASHINGTON 10-7

KYYA/Billings, MT
Jack Bell
WHO
STYX
ROLLING STONES
RUPERT HOLMES
HOTTES:
HALL & OATES 7-3
ROVERS 13-7
JUICE NEWTON 21-16
JOHN COUGAR 22-16

KATI/Casper, WY
Donna Fox
NEIL DIAMOND 2-1
BARBRA STREISAND
TERRI GIBBS 9-4
POLICE 11-6
STEVE WINWOOD 13-7

KZZZ/Albuquerque, NM
Chuck Morgan
WHISPERS
SMOKEY ROBINSON
JOE CHEMY BAND
STEELEY DAN
HOTTES:
REO SPEEDWAGON 2-1
JOHN LENNON 4-2
STYX 10-4
RANDY MEISNER 9-7
NEIL DIAMOND 11-8
HALL & OATES 10-7
STEELEY DAN 18-15

FM103/Salt Lake City, UT
Lorraine Winger
JOHN O'BANION
DIANA ROSS
APRIL WINE 4-2
HOTTES:
LOVERBOY 12-9
ROVERS 7-5
JOURNEY 15-10

KSLV/San Luis Obispo, CA
Don Potter
STYX
REO SPEEDWAGON
CLIMAX BLUES BAND
GINO VANNELLI
HOTTES:
STYX 1-1
HALL & OATES 7-5
STEVE WINWOOD 13-9
GROVER WASHINGTON 15-10

# PARALLELS

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

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

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

**Note:** (\*)Format dominance is based on the Monday-Sunday, 5A-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS.

223 REPORTS  
200 LAST WEEK

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

Regional Reach	100/25	65%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**EXAMPLE**

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

65% — Percentage of this week's reporting stations playing the record within the four tracking regions.

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

**National Summary**  
Up 51 — Number of stations moving up on their charts.  
Same 24 — Number of stations holding it STATIONARY on their charts (in on add to on, 31 net).  
Down 0 — Number of stations moving down on their charts.  
Adds 25 — Again number of stations ADDING to this week.

**BLONDIE**  
Rapture (Chrysalis)  
LP: Automatism

Regional Reach	17/41	76%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**CLIMAX BLUES BAND**  
I Love You (WB)

Regional Reach	12/13	54%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**APRIL WINE**  
Just Between You... (Capitol)  
LP: Nature Of The Beast

Regional Reach	15/65	67%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**FRANKIE & KNOCKOUTS**  
Sweetheart (Millennium)  
LP: Frank & The Knockouts

Regional Reach	13/26	62%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**CHARMAGN**  
How Bout Us (Columbia)  
LP: "How Bout Us"

Regional Reach	7/15	32%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**JOHN COUGAR**  
Ain't Even Done With The Night (PolyGram)  
LP: Nothin' Matters...

Regional Reach	15/73	68%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**RHEENA EASTON**  
Morning Train (EMI America)  
LP: Rheena Easton

Regional Reach	10/25	67%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ANDY GIBB**  
Me (Without You) (RSO)  
LP: Greatest Hits

Regional Reach	76/10	34%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**NEIL DIAMOND**  
Halo Again (Capitol)  
LP: The Jazz Singer

Regional Reach	19/20	85%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**PHIL COLLINS**  
I Missed Again (Atlantic)  
LP: Face Value

Regional Reach	8/23	36%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25

**ERIC CLAPTON**  
I Can Stand // (RSO)  
LP: Another Ticket

Regional Reach	18/73	84%	National Summary
E	33%	Up	51
A	27%	Same	24
S	5%	Down	0
W	19%	Adds	25



STEELY DAN Time Out Of Mind (MCA) LP: 'Gaucha' 167/21 76%

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STEELY DAN Time Out Of Mind (MCA) LP: 'Gaucha' 167/21 76%

GINO VANNELLI Letting Inside Myself (Arista) LP: Nightwalker 101/80 46%

GINO VANNELLI Letting Inside Myself (Arista) LP: Nightwalker 101/80 46%

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GINO VANNELLI Letting Inside Myself (Arista) LP: Nightwalker 101/80 46%

GINO VANNELLI Letting Inside Myself (Arista) LP: Nightwalker 101/80 46%

WHO You Better You Bet (WB) LP: Face Dances 122/41 65%

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STEVE WINWOOD LP: Arc Of A Dancer... (Island) 21/05 84%

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STEVE WINWOOD LP: Arc Of A Dancer... (Island) 21/05 84%

JAMES TAYLOR & J.D. SOUTHER Her Town To (Columbia) LP: Dad Loves His Work 18/6 88%

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JAMES TAYLOR & J.D. SOUTHER Her Town To (Columbia) LP: Dad Loves His Work 18/6 88%

GROVER WASHINGTON JR. Just The Two Of Us (Elektra) LP: Winelight 20/6 82%

GROVER WASHINGTON JR. Just The Two Of Us (Elektra) LP: Winelight 20/6 82%

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WHO You Better You Bet (WB) LP: Face Dances 122/41 65%

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YARBROUGH & PEOPLES Don't Stop The Music (Mercury/Polygram) LP: The Top Two Of Us 1/1 31%

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STEVE WINWOOD LP: Arc Of A Dancer... (Island) 21/05 84%

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38 SPECIAL Hold On Loosey (A&M) LP: 'Wild Eye Southern Boy' 6/10 31%

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38 SPECIAL Hold On Loosey (A&M) LP: 'Wild Eye Southern Boy' 6/10 31%

38 SPECIAL Hold On Loosey (A&M) LP: 'Wild Eye Southern Boy' 6/10 31%

BARBRA STREISAND & BARRY GIBB What Kind Of Fool (Columbia) LP: Gully 18/1 84%

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BARBRA STREISAND & BARRY GIBB What Kind Of Fool (Columbia) LP: Gully 18/1 84%

Others Getting Significant Action

ROLLING STONES "If I Was A Dancer (Dance 2)" (Rolling Stone) 27/36... JIMMY BUFFETT "I'm My Job" (MCA) 23/2... SHEERAN "I Have The Skill" (A&M) 21/10... RICK SPRINGFIELD "Jessie's Girl" (A&M) 25/18... MELISSA MANCHESTER "Peabo Bryson 'Lovers After All'" (Arista) 25/18... LENNY BRILMAN "Somebody Saved My Baby" (Capitol) 18/11... ANNE MURRAY "Blessed Are The Bachelors" (Capitol) 12/10... MICHAEL STANKER "Loud" (EMI) 10/10...

WHISPERS It's A Love Thing (Isola/CA) LP: Imagine 7/16 36%

WHISPERS It's A Love Thing (Isola/CA) LP: Imagine 7/16 36%

WHISPERS It's A Love Thing (Isola/CA) LP: Imagine 7/16 36%

# THE WHO



# CLIMAX BLUES BAND



**“YOU BETTER  
YOU BET”**

**“I LOVE YOU”**



**WHO**

**You Better You Bet (WB)**

55% of our reporters on it. Moves: Up 50, Same 31, Down 0, Adds 41 including Q105, WGCL, KFI, KIQQ, 13K, KJR, Q103, WOLF, V100, KEGL, WSEZ, Z104, WHOT, KIDD, KLUC. See Parallels, charts at number 29.



**CLIMAX BLUES BAND**

**I Love You (WB)**

54% of our reporters on it. Moves: Up 91, Same 17, Down 0, Adds 13, WFIL, F105, KXOK, KIQQ, KFMK, B97, WBBQ, WRJZ, KYNO-FM, KHYT, WSPT, KSLY, KDZA, 96KX 4-1, KRBE 15-11. See Parallels, charts at number 30.

PRODUCED BY BILL SZYMZYK  
FOR PANDORA PRODUCTIONS, LTD.

PRODUCED BY JOHN RYAN  
FOR CHICAGO KID PRODUCTIONS



**ON WARNER BROS. RECORDS**

# THE PICTURE PAGE

## Los Angeles Honors Styx



Following Styx's recent Forum dates, Los Angeles Mayor Tom Bradley proclaimed "Styx Day" for the city at a party in town. Pictured (l-r) are Styx's John Panozzo and Tommy Shaw, A&M President Gil Friesen, label Vice Chairman Herb Alpert, Mayor Bradley, group's Dennis DeYoung (seated), J.Y. Young and Chuck Panozzo, and A&M Chairman Jerry Moss.

## Outlaws' East "Ghost" Visit



Arista's Outlaws played Long Island in support of their "Ghost Riders" LP recently, and label personnel turned out in force. Pictured backstage (l-r, top) are Arista VP Rick Dobbis, group's Rick Cus, label VP Mike Bone, and group's Freddie Salem; (l-r, bottom) VP's Richard Palmese and Bob Feiden, label President Clive Davis, group's Hughie Thomasson, producer Gary Lyons, manager Charlie Brusco, Arista's Jeff Backer, Outlaws' David Dix, road manager George Cappellini, label's Jane Palmese, Janet Davis, Arista's Jim Cawley, and label VP Dennis Fine.

## Revelation For Handshake



Handshake's Revelation played the Ritz in New York recently. Pictured backstage (l-r) are group's Phillip Ballou, Kevin Owens, and Morris Gray, Handshake President Ron Alexenburg, group's Bernie Diggs, manager Sid Seidenberg, and attorney Kendall Minter.

## New Arrival At 20th



Arrival celebrated the release of its first single, "Looking For Number Ten," with 20th Century-Fox Records personnel. Pictured (l-r, rear) are group's Deniz Jerome and Tyrone Douglas, label VP Mort Weiner and President Neil Portnow; (l-r, front) label's Donny Brooks, group's Virginia McDonald and Toya Qualls, label VP Bunky Sheppard, and group's Barrington Henderson.

## Easton West Coast Visit



EMI America's Sheena Easton journeyed from her native Scotland to visit her American label's L.A. headquarters. Pictured (l-r) are EMIA/Liberty VP Dick Williams, label's David Budge, VP Joe Petrone, label President Jim Mazza, producer Chris Neil, manager Deke Arlon, Easton, and Capitol/EMIA/Liberty Chairman Bhaskar Menon.

## Burke Booked By RCA



Keni Burke, a founder/member of the Five Stairsteps, has signed with RCA Records, with an album due in April. Pictured (l-r) RCA VP Bill Staton, manager Chappie Johnson, RCA's Robert Wright, Burke, RCA VP Ray Harris, and label's Keith Jackson.

## Teardrop Explodes In New York



Mercury/Polygram's Teardrop Explodes played New York's Ritz recently, and were visited backstage by Polygram executives. Pictured (l-r, rear) are label's George Meier, VP Lou Simon, Polygram's Joe Grossman, group's Alfie Aguis and Troy Tate, label VP Jerry Jaffe, Polygram's Dan Young and Jim Del Balzo, group's Gary Dwyer, label's Randy Roberts, and group's Jeff Hammer; (l-r, front) booking manager Ron Zeelan, group leader Julian Cope, and Phonogram UK's David Bates.

## E/A's O'Banion Opinion High



Elektra/Asylum has signed John O'Banion, with his first album for the label due in April and a single just out. Pictured (l-r) are producer Joey Carbone, E/A VP's Lou Maglia and Kenny Buttice, O'Banion, producer Richie Zito, and manager Chip Rachlin.

## FROM RECORDS TO TALK RADIO

## Jonathan King: Speaking Out

Outspoken British personality Jonathan King first debuted on WMCA/New York in 1965 with the hit "Everyone's Gone To The Moon." Since then he has aimed his sights beyond the moon, wearing as well the hat of producer, television personality, and record company executive. Last year he moved to New York City to cover the Presidential election for the BBC via his weekly "A King In New York" report. During that time he also subbed for several vacationing WMCA personalities. Subsequently, he was offered his own show airing daily from 10am till noon.

Six months have elapsed since the launching of the show on September 29. I recently interviewed King, who discussed freely his feelings about his show, Talk radio in specific, and American radio in general. His candid comments follow below:

**R&R:** How do you feel after six months of doing a talk show?

**JK:** I am enjoying it enormously. I'm one of the people who believes firmly that the 80's will see AM radio going toward more Talk-oriented stations. We're carrying the flag in that direction.

**R&R:** What was the reasoning behind your switch from music and politics to talk show host?

**JK:** The basic reasoning was that the music industry was getting to the stage where it was going to be, I felt, a year or even two years of radical slimming down. It had reached a point of ludicrous obesity. The last thing I really wanted to do is be active in the industry in an ax man capacity because that gets very boring. I thought I would let everybody else slim it



Jonathan King

from education to the media worldwide and records. I'm also learning from being here the interests of people older than myself and hopefully I can talk to them in an equal capacity.

**R&R:** Describe your show. What do you try to accomplish in that two-hour show?

**JK:** We're going right across the board. We've covered serious subjects: heroin addiction, abortion, and "Death With Dignity" on the subject of hospices, as well as alternative education. I've had on authors such as Judith Krantz, Robin Cook, and Irving Wallace. The reaction from the younger set is unbelievable. I did a show on the record industry with Dick Asher (Deputy President/CBS Records) and Don Wardell (VP/RCA). We got more calls on that show than I'd had on anything else for ages. At the end I said I hope I haven't bored everybody who is listening to Talk radio because they don't want to listen to music radio. In the letters I received afterwards, many said we are not listening to music radio because it is so bad. We love music and can't bear to be treated in the dreadful bland way music radio is treating us. I'm really sure that when somebody strikes a really good format of original personalities talking and playing good music every now and again, it will dominate the AM dial.

**R&R:** Are you ever afraid, with some of these topics, of going over the younger audience's heads?

**JK:** I'm aiming at the intelligent minority. Because when there are 48 stations in the market, I think you can get a very good rating if you pull in all the intelligent minority. So I don't really worry about that. I'm not going to talk down to people because if I was listening and being talked down to, I would resent it. I know I'm alienating quite a few people. I don't think I have many hardcore Reagan listeners.

**R&R:** Do you ever receive any complaints about

## News/Talk

Gail Mitchell



the fact that you're British and don't understand what's going on in America?

**JK:** I get more complaints about me than the whole rest of the station put together and multiplied by 10. I love it. Because I feel I also get more positive reaction. I don't think many people bother about me being British. The attitude that you're British, therefore you are not capable of understanding is a dumb one. I think those sort of listeners have gone elsewhere.

**R&R:** What has been the hardest thing to get used to?

**JK:** It's very hard to get used to the fact that even though I do two hours on one of New York's top stations, I probably only get a maximum of hundreds of thousands of listeners whereas when I do my column for 5 to 10 minutes on the BBC every Saturday, I know I have between 6 and 7 million listeners. It's very hard to equate the two. The reason being, of course, in Britain radio is so limited. The most you get is two or three stations in each town, so it has to cater to the majority. As a result, minority interests are either not represented or given tiny and out of the way slots. You have what I would call "high bred" radio in England whereas in America you have "specialist" radio.

**R&R:** What are your feelings regarding specialized radio in the States?

**JK:** A lot can be said for specialized radio. I would like to see it in Britain. And there are a lot of things to be said against it. I think at the moment America is a marvelous example of the best and worst things to be said for it. Musically, among the worst of it, it has gotten very bland and awful. Unfortunately, a lot of creative things that are happening on radio are happening on public broadcasting and stations not pressed by capitalist desires. But there are some exciting things going on in radio. And I think one of the most exciting is Talk radio coming out of the womb and becoming an adolescent as opposed to just a baby. I think of myself as the afterbirth.

**R&R:** And what of the immediate future?

**JK:** I'm having a ball. My message to everybody on the music side of radio, all of my friends, is keep watching. Don't give up on me 'cause I'm still around. I am now at the end of my first rating period. By mid-April we'll know if I really am as fantastic as I keep saying I am. My real ambition is to be number one in the market.

## Commentary From King:

"Music radio is bland and unexciting. Programmers are programming like computers."

"The music industry had reached a point of ludicrous obesity."

"Talk radio has notoriously catered for the over-50-year-old; we're thinking there are a lot of younger people interested in listening to occasional intelligent conversation."

down, give it a year or so, and quite likely return to it at a later stage. Another one of the reasons is that WMCA is independently-owned by two people, Peter and Ellen Straus, and it's wonderful to be able to work for individuals and not a company. Secondly, I think radio in America has become atrocious. Capital letters throughout. Music radio is bland and unexciting. Programmers are programming demographically. They are programming like computers. There is no enthusiasm as there was in the days of Bill Drake. There is nothing different, nothing dynamic.

**R&R:** Are you still happy with the decision to do the talk show?

**JK:** Yes. It has been totally successful and it's great fun. We've got a lot of listeners and I'm getting a lot of mail. It has broadened my mind enormously. I still think that talk radio is a baby, really, in the world of radio. It's the one area of radio that has not been totally professionally experimented with and worked on.

**R&R:** How is your background an advantage or disadvantage with your show?

**JK:** It's an advantage in that as far as the musical world is concerned, we can have some guests who are involved with music so I can aim at a younger audience. Talk radio has notoriously catered for the over-50-year-old, and we're very much thinking that there are a lot of younger people who are interested in listening to occasional intelligent conversation. I'm now in my early 30's, so I have a lot of experience and knowledge of the early 30's and downward scene of everything rang-

## News/Talk Personalities

**ON THE MOVE:** WRC/Washington, DC names commentator/columnist Jeffrey St. John talk host, replacing the exiting Bernie McCain. Station also welcomes return of Mark Shields, political consultant and commentator, who resumes talk host duties after stint at Washington Post covering Presidential election/inauguration. Craig Spence, Dr. John McLaughlin, and Tom Noyes also join the WRC air staff... Garvin Berry appointed News Director of KTRH/Houston; he was Senior Assignments Editor for KTRK-TV... Changes at KMPC/Los Angeles: Psychologist Dr. Laura Schlessinger replaced by Hilly Rose, former 8pm-midnight host. Steve Somers, most recently KNBC-TV weekend sportscastr, tapped to fill slot vacated by Rose... KYW/Philadelphia appointed Larry Litwin as anchorman/reporter... Effective March 16, North Star color commentator Ted Robinson joins KSTP/St. Paul as "Sportstalk" host... KOA/Denver's Gary Tessler selected to sub for vacationing Larry King, March 16 thru 20, by Mutual Broadcasting System. Weekend host Marvin Gatch replaces Tessler in the interim... Newsman Alex Sullivan named KNX/Los Angeles Political Editor... Beginning March 16, Ralph Howard, formerly with WIND and WBBM in Chicago, debuts on

WMCA/New York's "AM 57." A week later Bob Grant moves to the 4-6pm slot while Barry Farber, on April 1, takes over the midnight to 5am (M-F) period with a prerecorded show on Saturdays... Automotive engineer Howard Kenig became part of the WXYZ/Detroit family recently with the launching of the "Auto Show" on Sunday afternoons... KMPC/Los Angeles Executive Sports Producer Steve Bailey new President of Southern California Sports Broadcasters Assoc....

Ted Bair, formerly General Manager of KRAM/Las Vegas, moves over to neighboring KDWN as afternoon talk host, working with David Hollow, who comes from ABC affiliate (local Channel 13)... John Angelides, KMOX/St. Louis News Director, receives Hal Boyle Award for distinguished service in journalism... BLARNEY IN THE MORNING: KABC/Los Angeles held its second annual St. Patrick's Day Extravaganza on March 17, emceed by Ken Minaryard and Bob Arthur and featuring several KABC air personalities who also played host to 3000 listeners invited to a "blarney breakfast" (5-9am). A portion of the proceeds were designated for the Danny Thomas St. Jude Children's Research Hospital.



# Jeff Gelb AOR

## AOR Consultant Profile: Frank Felix

It's been quite a year for AOR consultants. Since January of 1980, AOR programmers Jeff Pollack and John Sebastian have left successful programming posts (at WMMR/Philadelphia and WCOZ/Boston respectively) to challenge the Atlanta-based Superstars team for AOR consultation.

Very quietly, a third AOR consultant has been attracting clients and subsequent ratings wins. He is Frank Felix, working with Noble Broadcast Consultants as its Director of Contemporary Programming, where he is responsible for a CHR format and his version of AOR, which he calls "Album Oriented Hits." His current AOR client list includes 91X (XTRA-FM)/San Diego, KFRR/Lincoln, and WIBA/Madison, and he's just signed a Top 15 market AOR that is yet to be announced in a consultation agreement that begins in April.

Felix is a well-known AOR programmer, first gaining prominence at KBPI/Denver, where he took the station to an as-yet-unmatched 10.0. He next programmed 96KX/Pittsburgh and KFMG/Albuquerque, and then formed a consultation agreement with Roger Agnew, signing KFMQ/Lincoln, KFMG/Albuquerque and 91X as clients (Agnew has since departed). Felix's programming philosophies make him one of AOR radio's most controversial figures.

**R&R:** What demographic are you attempting to attract with "Album Oriented Hits"?

**FF:** 18-34's with high-end teens included. The key is to be acceptable to 18-24 men, so it has to be AOR-based or you're not going to pull it off.

**"I think 25-34 females is an incompatible demo for AOR."**

You can't play Dolly Parton or Kenny Rogers and maintain your AOR credibility.

**R&R:** Can the format also attract upper demos?

**FF:** Of course AOR can appeal to 25-34 males fairly easily. I think 25-34 females is an incompatible demo for AOR.

**R&R:** Does that make AOR a self-destructive format for the future?

**FF:** Not at all. It's unrealistic to expect one format to grab every demo possible. I think for the foreseeable future that AOR will continue to be the 18-34 buy because of 18-24 men, 18-24 women, and 25-34 men.

**R&R:** When last we spoke (R&R 10-19-79), you said you favored a tight playlist, usually under 200 cuts, in the studio at any given time. Is that still the case?

**FF:** We're centering anywhere between 150 and 300 cuts. I see AOR in general tightening up, what with the success of stations like WCOZ and WLLZ/Detroit; it's further proof that I've been going in the right direction all along.

**R&R:** How do you keep a listener interested in such a small musical universe?

**FF:** The only repetitious songs are those that the average listener doesn't like. If you're playing a song he likes, you're playing good music, regardless of how often he's heard it.

Of course, we continually play around with the music. Some songs have never left the control room; it's hard for me to picture not playing "Hotel California" in some rotation. With other songs, there's a burnout factor.

**R&R:** With your musical choices so critical, how do you go about choosing the music your stations play?



**"The only repetitious songs are those the listener doesn't like."**

**FF:** A lot of it is gut feeling. A lot of listening to people in the market competitively. I look at the phones. I ask people what they like. But I don't think passive research is the answer. I think that's a great game to psych out your competition, but that's about it.

I don't think it's hard, when a Pat Benatar album comes out, to realize that "Hit Me With Your Best Shot" is a smash; it's quite obvious. On the other hand, you listen to "Hey Nineteen" by Steely Dan a few times and say, "It's okay, it's inoffensive," but realize what the difference is. It has its place in the format but I don't think you'll find the same gut-level reaction as "Hit Me."

**R&R:** So, yours is basically an "ears" format.

**FF:** Right, and that's one of the things that's so hard to explain to someone interested in taking on my consultation services. I'm not going to go in and BS them about a huge research system I've come up with; there isn't one. It's a lot of years and time spent doing this and knowing what signs to watch for from jocks, phones, 7-11's or whatever.

**R&R:** What's your feeling about new music?

**FF:** There's nothing quite like the thrill of Pat Benatar or REO Speedwagon breaking. They deserve everything they get. I love new music, but there's a lot of stuff that's not very good that I don't care to play.

**R&R:** How tight can you get before you lose credibility with an AOR listener?

**FF:** I'm sure there's a too-tight point. I'm afraid to take it much tighter than I have. But I believe playing it this tight achieves optimum ratings results in the quickest amount of time. It has to be tight to make it work.

**R&R:** The super-tight Felix playlist must have come as quite a shock to WIBA listeners, who were used to the station's prior progressive image.

**FF:** Dave Ervin (PD) had already trimmed down the library to several thousand cuts. From that we went to a couple of hundred. They went from Mahavishnu Orchestra on Friday to REO Speedwagon on Monday. There wasn't much choice, what with the Spring book starting, than just to plunge into it.

**R&R:** How do you keep from bruising programmers' egos when you go into a station and change things so drastically?

**FF:** Let's use WIBA as an example. The station was a very nice-sounding progressive; Dave had done his job well. All I had to do with Dave was sit down and explain why we had to make the change. I don't think there were any hurt feelings; there shouldn't have been. He had done his job, but the goals of the station were redefined.

**R&R:** Do you feel that old-line progressive stations have reached the end of the road?

**FF:** No. If you want to do old-line progressive it's fine, but don't expect a 15 share from it. If you want to sell your product to a reduced but very loyal audience, you can do respectably well, but don't expect it to be number one 12+.

It's the same with records. Sure, record companies can make albums with limited appeal. Why shouldn't they; they can still make money. But why even expect them to be played along with REO Speedwagon or Pat Benatar records? Understand what your goal is. If your goal is for a number one record, don't try to do it from way out in left field.

**R&R:** What place do air personalities play in a Felix-consulted AOR?

**FF:** To be successful, I feel the station has to be the personality. Hopefully 91X has established a personality as the station that plays the songs listeners like. We want to play what they want to hear. I spent three weeks awhile ago going to parks and talking to people about their radio listening habits. Their answer was always, "I like the music on the station I listen to," or "I don't like the music on the station I don't listen to." The other 10% said they didn't like stupid disc jockeys or the number of commercials. These were the only things ever mentioned.

**R&R:** How do you keep a jock interested and excited about his job when he knows he'll be playing second fiddle to the music?

**FF:** Knock on wood, we've had no trouble with that so far. Everyone's been happy to work for a place that's happening. How can you have

**"If you want to do old-line progressive it's fine, but don't expect a 15 share from it."**

a successful station when everyone who works for you is going off in his own direction, wanting to be a star?

**R&R:** How about promotions; do you hear them on your stations?

**FF:** Most promotions are done by the sales department and are geared at trying to generate bucks. Most AOR listeners don't tune in their radios expecting to win anything to begin with; they listen for the music. And if you do give something away, I question whether they believe they have a shot in hell of winning.

I'm not high on that type of promotion at all. I'd rather be playing another song. I think "Stairway To Heaven" will still run circles around anybody's contest promo.

**R&R:** One last question: Why do you think so many AOR stations need consultants?

**FF:** Generally, you need someone to come in from the outside. At most stations that need help you find PD's who are hung up with the music and there's not a great rapport between PD and management. Management's hitting the panic button and needs someone from the outside to help come up with numbers and what people really want to hear.



How do they manage to keep their skin looking so young?

"I put on rock 'n' roll before I go to bed," said the drummer.  
 "I pour rock 'n' roll all over myself in the morning,"  
 added the bassist.  
 "I eat rock 'n' roll," pointed out the singer.  
 "ROCK 'N' ROLL!" said the guitarist.

*The Who*  
*Face Dances* HS 3516

Featuring the single, "You Better You Bet!" WBS 49698  
 Produced by Bill Szymczyk for Pandora Productions, Ltd.  
 On Warner Bros. Records & Tapes.



Give the gift  
 of music.

# Jeff Gelb

## EVOLUTION

KSJO-FM/San Jose is about to gain an AOR counterpart, as former News/Talk sister station KXRX begins simulcasting the FM during morning drive, and airing its own AOR blend the rest of the day. The station has also applied for a call letter change to KSJO-AM . . . KZOM/Beaumont PD Dave Scott has exited for middays at KZAM/Seattle . . . Malcolm Gray has been upped to Assistant PD at WRCN/Long Island . . . New to nights at WXLP/Davenport is Gary Garren from sister AM KSTT. Tracy Brenneman has moved from WXLP nights to mornings . . . Jonathan Blair has joined K110/Colorado Springs from B100/San Diego for nights . . . Rich Sutton has moved from WBAB/Long Island to WRKI/Bridgeport for mornings . . . Jay Noble has joined Westwood One from KRKN/Anchorage for sales . . . Bob Burch has exited Westwood One to rejoin radio at KSHE/St. Louis as an account executive . . . Jim Vincent has replaced WBWB/Bloomington News Director Melissa Swan, who has segued into a TV news post.

## Promotion Of The Week:



**ASS-KICKING ROCK:** WBAB/Long Island, to emphasize its image as a kick-ass AOR, has had several thousand pants patches produced locally, to be sold for \$1.02 at WBAB Rock Store locations throughout the city.

## UPDATE

Happy thirteenth AOR birthday to WBCN/Boston. Here's to a lucky thirteenth . . . To help celebrate M105/Cleveland's sixth AOR anniversary, the station broadcasted commercial-free on the anniversary date (3-16), and held an anniversary listener party . . . Strange things happening on the air at WKDF/Nashville, where the morning show co-host currently is a practicing psychic, who uses listeners' birth dates to determine answers to questions about their future . . . KBPI/Denver set up a special rock video show of AC/DC concert tapes. The show was presented on a 12-foot screen at a local nightclub, with KBPI awarding tickets for the event and AC/DC albums over the air . . . WYSP/Philadelphia held a roller-skateathon with Nazareth and April Wine participating; all proceeds were earmarked for March of Dimes . . . KMEL/San Francisco teamed with the American Heart Association to sponsor a "Jump Rope for Heart" benefit . . . KNAC/Long Beach carried live pit coverage from last weekend's Long Beach Grand Prix . . . WECM/Claremont reports it's having tremendous success with a promotion that will award its winner 500 gallons of heating fuel. Listeners follow clues aired daily to find the gas truck storing the fuel . . . Congrats to WOOR/Utica MD Tom Starr and new bride Annie, who are honeymooning by sailing in the Virgin Islands. And the same to WLUP/Chicago morning man Pat Still and wife Gail . . . KDWB-FM/Minneapolis handed out 10,000 Kansas patches at the band's recent area concert.



**CEMENTING A FRIENDSHIP** — MCA's Jimmy Cliff immortalized his handprint and signature in cement at Boston's Orson Welles Theater, which has been showing Cliff's film "The Harder They Come" for a record-breaking eight years. Pictured at the ceremony (l-r, standing) are WCAS/Cambridge's Robin Silverman, theater representatives Mark Diamon, Karen Sandler, J.D. Pollac and Lynn Goodman; (front) Jimmy Cliff.

**COMING NEXT WEEK:** Is the aging post-war baby boom making AOR an unattractive ad agency buy? Next week, in our continuing series of articles on the effects of the maturing AOR audience, we'll hear the opinions and experiences of GM's in cities like Chicago, San Diego, Dallas and Dover.



**ROCK 'N' RODEO** — In an unusual promotion for an AOR station, KPRI/San Diego co-sponsored a recent rodeo, and placed its jocks in some of the competitions. Pictured (l-r) during the show are KPRI staff member Jeff Dean, PD John Duncan, air personalities Adrian Bolt, Gary Kelley, Ted Tillotson, and (front) Laura Wilkinson.



**I ONLY HAVE EYES FOR REO** — That's what WLUP/Chicago's Mitch Michaels (center) could be singing as he mugged with Gary Richrath (left) and Kevin Cronin (right) of Epic's REO Speedwagon. The Loop welcomed the band to a concert in town by giving away tickets, albums and tour passes to concertgoers.

## COLOR

**I HAVE THE SKILL:** WFYV/Jacksonville tied in its first anniversary celebration with a promotion with Ateco and the Sherbs album. WFYV held a sherbet-eating contest, with the winner downing thirty scoops in a record-breaking (not to mention stomach-turning) 50 seconds. For proving his chowhound skill, the winner received a 2½-cubic foot refrigerator and a gallon of ice cream a week for a year.

**THE WILD, WILLING AND INNOCENT:** WPYX/Albany set up a promotion in conjunction with Chrysalis and the latest UFO album. The contest asks listeners to write in their choice for the most wild, willing, and innocent member of the PYX 106 airstaff. The winning response will net its author a free dinner with that personality, plus tickets to UFO's local concert and transportation to and from the show, along with copies of the band's albums.

**BEAST FEAST:** In conjunction with Capitol and the latest April Wine album, WGRQ/Buffalo gave out April Wine concert patches at a record store. On the back of each patch is an entry for a contest to win the band's albums, T-shirts, and as a grand prize, a giant stuffed "beast" and a "beast feast" dinner.

**IRS HITS:** A number of AOR stations, including WBCN/Boston, WLIR/Long Island, and KROQ/Pasadena, have combined forces with IRS for a promotion surrounding the recent IRS Hits album package. The stations will ask listeners to name a song or artist on the album to become eligible to win copies of the record or a grand-prize Sony Walkman cassette unit.

**WHILE YOU SEE A CHANCE:** WDHA/North Jersey, along with Island and the latest Steve Winwood album, is holding a drawing for a free weekend in Atlantic City, along with \$105.50 to play the games of chance.

**WLPX RADIO COUPON:** WLPX/Milwaukee wants to make record-buying less expensive for its listeners, so it's offering a \$3 discount on any album to listeners who design their own versions of the covers of the week's top five albums, and deliver same to participating record outlets.

**MOVING PICTURES PARTY:** WQFM/Milwaukee, along with Mercury/Phonogram and Rush's latest album, held a drawing for a night at the movies for a winner and up to 100 friends.

**GHOST RIDERS IN THE SKY:** KATT/Oklahoma City, with the help of Arista and the Outlaws, held a drawing to send winning listeners to the band's local concert via helicopter.

**AMERICAN POP:** In conjunction with its premiere of the "American Pop" film, KAZY/Denver held a party for its listeners. Those who showed up dressed as their favorite rock performers won free admission to the party, plus passes to the movie and \$1.07 drinks.

**KLAQ SCREW NIGHT:** KLAQ/EI Paso has an unusual idea for listener parties: at the door of the club, as men come in they're handed a bolt, while each woman receives a nut. Parties are encouraged to try to match nuts with bolts to win albums, movie coupons, and complimentary bottles of champagne.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WCCC/Hartford presented Doc Holliday for \$3.07 . . . WBLM/Lewiston-Portland presented Cindy Bullens for \$3.00.

**BROADCASTS:** Ziggurat on WDHA/North Jersey . . . Randy Meisner on WMMS/Cleveland . . . 38 Special on WLIR/Long Island.

**CONVERSATIONS:** Ellen Foley on WNEF-FM/New York . . . Rush on KSHE/LS. Louis . . . George Thorogood on K10K/Tri-Cities . . . April Wine, Max Webster on WHKC/Evansville . . . Plasmatics, Doc Holliday on WCCC/Hartford . . . Ziggurat on WDHA/North Jersey . . . Boomtown Rats on CITI-FM/Winnipeg . . . Phoebe Snow, Leo Kottke on WKZLJ/Winston-Salem . . . Randy Meisner, Nazareth on M105/Cleveland . . . Spirit, Wall O' Voodoo on KROQ/Pasadena . . . Edgar Winter, Bus Boys on KDKB/Phoenix . . . Cindy Bullens, Juice Newton on WBCN/Boston . . . April Wine on WZZO/Allentown . . . Journey on WSYR/Syracuse . . . Cindy Bullens on WBLM/Lewiston-Portland . . . Leon Redbone on WKQQ/Lexington . . . Roy Thomas Baker, U2 on CHUM-FM/Toronto . . . U2, Boomtown Rats on CHEZ-FM/Ottawa . . . Joe King Carrasco on WXRT/Chicago.

# AOR

# PHOEBE SNOW

**“ROCK AWAY,”** WTG 19297 **HER NEW  
ALBUM ON MIRAGE RECORDS  
CONTAINS THE SINGLE, “GAMES”** 3800

Also available on B-track and cassette tapes.

Produced by Greg Ladanyi and Richie Cannata



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# Radio & Records Album Airplay / 40

# Chart Summary

March 20, 1981				166 REPORTERS	Album cuts are listed in order of airplay preference.
2/27	3/6	3/13	3/20		
3	2	1	1	STEVE WINWOOD	Arc Of A Diver (Island)
—	—	12	2	ERIC CLAPTON	Another Ticket (RSO)
1	1	2	3	STYX	Paradise Theater (A&M)
2	3	3	4	REO SPEEDWAGON	Hi Infidelity (Epic)
4	4	4	5	JOURNEY	Captured (Columbia)
8	5	5	6	APRIL WINE	Nature Of The Beast (Capitol)
19	6	6	7	RUSH	Moving Pictures (Mercury/PolyGram)
10	8	7	8	.38 SPECIAL	Wild-Eyed Southern Boys (A&M)
14	12	9	9	LOVERBOY	Loverboy (Columbia)
—	29	15	10	PHIL COLLINS	Face Value (Atlantic)
12	11	10	11	MANFRED MANN'S EARTH BAND	Chance (WB)
21	16	11	12	SHERBS	The Skill (Atco)
6	7	8	13	BRUCE SPRINGSTEEN	The River (Columbia)
—	28	20	14	GARLAND JEFFREYS	Escape Artist (Epic)
40	27	19	15	RAINBOW	Difficult To Cure (Polydor/PolyGram)
5	10	14	16	JOHN LENNON & YOKO ONO	Double Fantasy (Geffen)
9	13	16	17	STEELY DAN	Gaucha (MCA)
7	9	13	18	OUTLAWS	Ghost Riders (Arista)
25	20	18	19	ELVIS COSTELLO & ATTRACTIONS	Trust (Columbia)
—	—	32	20	ROBIN TROWER	B.L.T. (Chrysalis)
11	15	17	21	POLICE	Zenyatta Mondatta (A&M)
—	—	29	22	TED NUGENT	Intensities In 10 Cities (Epic)
15	17	21	23	TOTO	Turn Back (Columbia)
—	—	38	24	JAMES TAYLOR	Dad Loves His Work (Columbia)
28	24	25	25	TODD RUNDGREN	Healing (Bearsville/WB)
26	23	24	26	CLASH	Sandinista! (Epic)
13	14	22	27	ALAN PARSONS PROJECT	The Turn Of A... (Arista)
16	18	23	28	DIRE STRAITS	Making Movies (WB)
18	19	26	29	DONNIE IRIS	Back On The Streets (MCA)
30	31	33	30	JIMMY BUFFETT	Coconut Telegraph (MCA)
—	—	31	31	PAT TRAVERS	Radio Active (Polydor/PolyGram)
23	21	27	32	GRACE SLICK	Welcome To The Wrecking... (RCA)
32	34	30	33	PHIL SEYMOUR	Phil Seymour (Boardwalk)
32	32	36	34	PAT BENATAR	Crimes Of Passion (Chrysalis)
—	—	39	35	RICK SPRINGFIELD	Working Class Dog (RCA)
22	25	28	36	UFO	The Wild The Willing... (Chrysalis)
29	30	31	37	AC/DC	Back In Black (Atlantic)
24	26	35	38	RANDY MEISNER	One More Song (Epic)
35	35	34	39	NAZARETH	The Fool Circle (A&M)
—	—	40	40	KROKUS	Hardware (Ariola)

WINWOOD maintained his edge in hot reports to retain the top AOR airplay spot for a second week. CLAPTON jumped way up to number two as ads converted. STYX, REO, JOURNEY, WINE, RUSH and .38 all kept strong hits and total mentions. LOVERBOY held rock steady as COLLINS hit top ten. JEFFREYS climbed nicely, gaining in upper rotation mentions. RAINBOW rose as TROWER rocketed upward. NUGENT and TAYLOR both had an excellent week of increased airplay in upper rotations. TODD maintained as BUFFETT climbed. TRAVERS debuted with significant adds. BENATAR rebounded as SPRINGFIELD sprung. KROKUS debuted while RUSH STEWART 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.

New Entry →

## MOST ADDED

	3/20	3/13	3/6	2/27	2/20
1 PAT TRAVERS	88/68	2/2	0/0	0/0	0/0
Radio Active (Polydor/PGI)	M.1	M.0			
"New Age Music"	H.1	H.0			
2 KROKUS	66/68	0/0	0/0	0/0	0/0
Hardware (Ariola)	H.0	H.0			
"Burning Bones"	H.0	H.0			
3 ROBIN TROWER	101/28	85/84	3/3	0/0	0/0
B.L.T. (Chrysalis)	M.48	M.0	M.0		
"Into Money"	H.15	H.0			
4 JAMES TAYLOR	83/27	64/44	37/34	0/0	0/0
Dad Loves His... (Columbia)	M.30	M.14	M.2		
"Stand & Fight"	H.25	H.6	H.1		
5 FRANKIE & KNOCKOUTS	40/24	26/24	7/7	0/0	0/0
Frankie &... (Millennium)	M.12	M.2	M.0		
"Come Back"	H.4	H.0	H.0		
6 KINGBEES	24/24	0/0	0/0	0/0	0/0
The Big Rock (RSO)	M.0	M.0			
7 HAWKS	28/20	20/16	7/7	0/0	0/0
Hawks (Columbia)	M.8	M.4	M.0		
"It's All Right"	H.15	H.0	H.0		
8 TED NUGENT	86/16	89/85	5/4	0/0	0/0
Intensities In 10 Cities (Epic)	M.56	M.3	M.0		
"Flying Lip"	H.14	H.1	H.1		
9 GARLAND JEFFREYS	115/15	92/26	95/89	15/14	0/0
Escape Artist (Epic)	H.32	H.20	H.2	H.0	
"36 Tears"	H.15	H.0	H.0		
10 PLIMSOUIS	38/14	33/13	42/39	3/3	0/0
Plimsouis (Planet)	M.22	M.18	M.3	M.0	
"Now"	H.2	H.2	H.0	H.0	
11 ROLLING STONES	15/14	0/0	0/0	0/0	0/0
Sucking In... (Rolling Stones)	M.1	M.0			
"Whip Comes"	H.0	H.0			
9 JOE ELY	16/14	5/5	0/0	0/0	0/0
Musta Notta Gotta... (MCA)	M.2	M.0			
10 MIDNIGHT FLYER	17/13	12/12	2/2	0/0	0/0
Midnight Flyer (Swan Song)	M.4	M.0	M.0		
Various Cuts	H.0	H.0			
11 PHIL COLLINS	126/12	110/27	97/87	14/14	0/0
Face Value (Atlantic)	M.67	M.57	M.5	M.4	
"Air Tonight"	H.47	H.26	H.5	H.0	
12 BADFINGER	48/12	41/20	39/32	10/6	0/0
Say No More (Radio/Atlantic)	M.17	M.3	M.3		
"Hold On"	H.4	H.4	H.4	H.1	

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

## MEDIUM

	3/20	3/13	3/6	2/27	2/20
1 SHERBS	117/85	122/91	111/83	95/70	68/42
The Skill (Atco)	A.0	A.9	A.14	A.20	A.23
"I'll Have The Skill"	H.32	H.32	H.5	H.5	
2 RAINBOW	98/89	92/60	92/20	49/4	7/0
Difficult To... (Polydor/PGI)	A.10	A.16	A.68	A.45	A.7
"Surrender"	H.19	H.15	H.4	H.0	H.0
3 GARLAND JEFFREYS	115/69	92/46	95/4	16/1	0/0
Escape Artist (Epic)	A.15	A.28	A.9	A.14	
"36 Tears"	H.32	H.20	H.2	H.0	
4 PHIL COLLINS	126/67	110/57	97/5	14/0	0/0
Face Value (Atlantic)	A.12	A.37	A.97	A.14	
"Air Tonight"	H.47	H.26	H.5	H.0	
5 TED NUGENT	86/56	89/3	5/0	0/0	0/0
Intensities In 10 Cities (Epic)	A.16	A.85	A.4	H.14	H.1
"Flying Lip"	H.14	H.1	H.1		
6 MANFRED MANN'S...	112/54	122/67	123/59	128/79	126/78
Chance (WB)	A.1	A.0	A.2	A.1	A.3
"For You"	H.58	H.55	H.62	H.48	H.45
7 ELVIS COSTELLO &...	90/52	95/51	96/55	78/46	79/41
Trust (Columbia)	A.3	A.6	A.8	A.10	A.23
"Clubland"	H.35	H.36	H.33	H.22	H.15
8 TODD RUNDGREN	72/51	80/56	83/55	77/50	59/25
Healing (Bearsville/WB)	A.3	A.6	A.7	A.12	A.20
"Time Heals"	H.18	H.16	H.9	H.15	H.14
9 ROBIN TROWER	101/48	85/40	93/0	0/0	0/0
B.L.T. (Chrysalis)	A.38	A.84	A.3	A.0	
"Into Money"	H.15	H.1	H.0		
9 TOTO	76/48	83/53	101/60	110/70	103/72
Turn Back (Columbia)	A.1	A.0	A.2	A.10	A.23
"Giff Gold Gun"	H.27	H.30	H.40	H.36	H.27
10 GRACE SLICK	59/47	73/62	91/71	88/56	77/54
Wrecking Ball (RCA)	A.0	A.1	A.4	A.6	A.12
"Sea Of Love"	H.10	H.6	H.0	H.0	H.1
11 .38 SPECIAL	138/45	134/58	130/59	132/74	119/71
Wild-Eyed... (A&M)	A.0	A.0	A.3	A.6	A.13
"Hold On Loosely"	H.93	H.76	H.88	H.52	H.35
11 LOVERBOY	114/45	109/42	109/50	103/52	95/53
Loverboy (Columbia)	A.1	A.0	A.1	A.4	A.4
"Turn Me Loose"	H.69	H.66	H.57	H.46	H.38
12 CLASH	72/43	75/50	81/51	75/46	74/42
Sandinista! (Epic)	A.0	A.2	A.2	A.5	A.9
"Police"	H.29	H.23	H.24	H.23	H.23
12 NAZARETH	48/43	54/48	55/47	53/39	46/27
The Fool Circle (A&M)	A.1	A.4	A.10	A.14	A.14
"Dressed To Kill"	H.5	H.5	H.4	H.4	H.5

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

## THE HOTTEST

	3/20	3/13	3/6	2/27	2/20
1 STEVE WINWOOD	158/145	152/138	149/127	152/112	133/94
Arc Of A Diver (Island)	A.0	A.1	A.0	A.3	A.2
"Chance"	M.13	M.13	M.22	M.37	M.37
2 STYX	146/133	144/128	148/135	154/142	142/133
Paradise Theater (A&M)	A.0	A.0	A.0	A.0	A.0
"Too Much Time"	M.13	M.16	M.13	M.12	M.10
3 ERIC CLAPTON	159/130	146/24	25/4	0/0	0/0
Another Ticket (RSO)	A.7	A.11	H.5		
"I Can't Stand It"	M.22	M.11	M.6		
4 REO SPEEDWAGON	143/130	143/127	139/128	150/133	142/128
Hi Infidelity (Epic)	A.0	A.0	A.0	A.0	A.0
"Party's Over"	M.20	M.21	M.24	M.26	M.26
5 APRIL WINE	143/107	125/102	130/89	137/74	125/69
Nature Of The... (Capitol)	A.0	A.0	A.2	A.3	A.2
"Between You And Me"	M.36	M.33	M.48	M.60	M.64
6 RUSH	140/104	133/92	130/78	137/78	126/0
Moving... (Mercury/PG)	A.0	A.2	A.3	A.11	A.26
"Limelight"	M.13	M.16	M.11	M.17	M.14
7 .38 SPECIAL	138/93	134/76	130/68	132/52	119/35
Wild-Eyed... (A&M)	A.0	A.0	A.3	A.6	A.13
"Hold On Loosely"	M.6	M.8	M.8	M.8	M.8
8 BRUCE SPRINGSTEEN	102/80	101/96	127/107	125/118	133/112
The River (Columbia)	A.0	A.0	A.0	A.0	A.0
"Fade Away"	M.22	M.22	M.20	M.17	M.21
9 LOVERBOY	114/69	109/66	109/57	103/46	96/38
Loverboy (Columbia)	A.14	A.14	A.14	A.14	A.14
"Turn Me Loose"	M.45	M.42	M.50	M.52	M.53
10 J. LENNON & YOKO ONO	87/67	97/81	118/88	136/115	138/116
Double Fantasy (Geffen)	A.0	A.0	A.0	A.0	A.0
"Watching The Wheels"	M.16	M.16	M.16	M.16	M.16
11 MANFRED MANN'S...	113/58	122/55	123/62	128/48	126/45
Chance (WB)	A.1	A.0	A.2	A.1	A.3
"For You"	M.54	M.67	M.59	M.78	M.78
12 STEELY DAN	87/57	93/66	112/80	130/99	128/107
Various Cuts (MCA)	A.0	A.0	A.0	A.0	A.1
"Time Out Of Mind"	M.29	M.26	M.32	M.31	M.20
13 POLICE	76/51	89/57	111/81	112/80	106/82
Zenyatta Mondatta (A&M)	A.0	A.2	A.0	A.0	A.0
"Don't Stand So Close"	M.25	M.26	M.27	M.23	M.24
14 PHIL COLLINS	126/47	110/26	97/5	14/0	0/0
Face Value (Atlantic)	A.12	A.27	A.87	A.14	A.0
"Air Tonight"	M.67	M.57	M.5	M.0	

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.













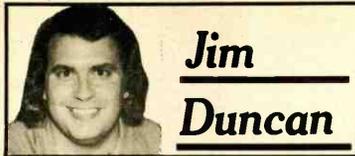
**Best New Music**  
**The Ghost Riders**

The Ghost Riders (Anthem)

There's a certain excitement about being on the ground floor of the birth of a new band you feel will make a significant contribution to album rock in the years to come. For The Album Network and a dozen others who were invited to witness a special laserium-enhanced showcase concert of **The Ghost Riders** at the Cal State Northridge, that magical aftertaste still lingers. At 34, going back to a college concert was a rush of deja vu's and ya hoo's that fired my flashback factor with rejuvenated spirit. The atmosphere, coupled with The Ghost Riders' Dead Head dynamics, creates a carnival concert aura of yesteryear, the kind that many of us have outgrown because we've lost touch...don't make the assumption that this youthful spirit has died with the apathy of the eighties. **The Ghost Riders** credit their influences to **The Grateful Dead**, **Pink Floyd** and **The Beatles**. With reference to **The Dead** and **Pink Floyd**, I find the marriage of the sound of those two bands to be the most definitive comparison when I search to describe The Ghost Riders' magical, mystical, life celebrating form of rock and roll. The Ghost Riders have got it. They have captured the lifestyle and open ended musical energy of **The Grateful Dead** to near perfection without a scent of copy machines and clones. Their 21-song, 3 and 1/2 hour set was loaded with impromptu jams that emptied the bleachers and filled the dance floors of that Northridge gym with reincarnated flower children of the atomic age. With The Ghost Riders concert, their debut album on the newly born Anthem Record label was also introduced. As well as the first spark of a professional game plan that will unravel first in the 13 Western states...and hopefully be the fuel that fires this outstanding young band into the national eye of our industry. The Ghost Riders lp is being kid-gloved in Texas, Oklahoma and west of Denver by a multi-faceted, multi-talented organization headed by Roger Lifeset's Killer Kut Entertainment promotion firm. Recorded at **Mickey Hart's** ranch, and produced by **Barry Melton**, The Ghost Riders have a fresh, reborn sound with psychedelic coloring and strong musicianship that transcend any outdated images one might associate with such a concept. As radio is the final judge, The Album Network heartily recommends you track down The Ghost Riders' new album via Roger at (213) 506-0771, with the understanding that the album is initially being shipped, worked, promoted and marketed within the geographical boundaries we've previously mentioned.

Fred Moore — The Album Network — Issue No. 134 — 3/16/81



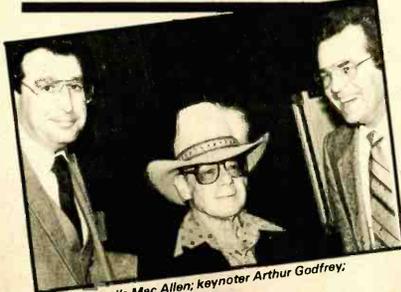


**Jim  
Duncan**

# Country

## News Notes

A wide range of topics from "Controlling Your Career" to "How To Buy A Radio Station" was a part of the 12th annual Country Radio Seminar in Nashville. It was a real pleasure taking part, not only as a panelist and moderator, but as a learner as well. Another collective effort of the radio and record industries made the seminar a huge success for the more than 500 broadcasters involved. Broadcasting veteran Arthur Godfrey was a real highlight, as was meeting many new friends and seeing many of the regulars. With the Los Angeles ratings being on extended measurement, I had to return home on Saturday for my KHJ air shift. The tradition of exclusive R&R photographic coverage is carried on Page One and on the remainder of this page. The seminar sessions were taped and are available. Contact the CRS, P.O. Box 120548, Nashville, 37212. R&R Nashville Editor Biff Collie, one of the originators of the seminar, also has some thoughts on this year's CRS in his column . . . Elsewhere, Dene Hallam returns to Country radio as PD of WWWW/Detroit. (see Page 1) . . . Pete Porter exits WJJD/Chicago for the programming job at WQYK-FM/Tampa (see Page 3) . . . Mike Malone comes back to WUNI/Mobile as PD . . . Also in Mobile, Steve Holbrook has been upped to PD at WKSJ . . . Alan Furst named assistant to PD Barry Mardit at WEEP/Pittsburgh. Congrats to Alan on the "first for the Fursts;" a new baby boy for him and wife Ann . . . KFEQ/St. Joseph, MO PD Bob Orf and wife Kathy just had a baby girl . . . In the results of a recent Gallup "Personal Omnibus Survey," Mutual Broadcasting's New Year's special "Country Music Countdown - 1980" was one of the most listened to radio music events ever. Estimates are some 17,500,000 listeners. As you may recall, WHN's Ed Salamon produced the show and the chart was based on the R&R Country charts. Ed was given the nod to use them again on next year's show (thanks for asking) . . . Also from Mutual, the "Larry King Show" will now be heard on WSAI-AM/Cincinnati . . . In case you hadn't heard, Gil Rozzo is new GM of Viacom's Washington, DC station WMZQ-FM . . . Gary Michaels from the morning show at WOKK to crosstown WPEZ/Meridian, MS as GM . . . Tom Martin has been appointed Station Manager of WRKZ-FM/Hershey, PA . . . Finally, as Biff Collie mentions in his Nashville column this issue, we are all saddened by the untimely death of KCEY/Modesto MD John Gray . . . Pat O'Brien, an air personality I worked with at the old KFOX/Long Beach, also died last week. Pat was the brother-in-law to former KFOX PD Jim Christoferson (now GM at KIDD/Monterey, CA). A brain tumor ended Pat's life at 31. He had worked at KDJW/Amarillo, and KSON and KCBQ in San Diego, among others. He was a big, happy guy who really loved radio and country music. For that we must take a moment to remember . . .



WQAM/Miami's Mac Allen; keynoter Arthur Godfrey; R&R Nashville Editor Biff Collie.

Jhen Hiber



George Burns.  
Burns Media



Keynote speaker  
Ken Greenwood.



Jerry Clower



Merry Walloch (Meldrum & Fewsmith); Jarrett Day (KSO/Des Moines); Charlie Cook (KHJ/Los Angeles).



Carol Parker (WMZQ/Washington, D.C.); Dan Halyburton (WQAM/Miami); Ed Salamon (WHN/New York); Bill Figanshu (National PD Viacom); Bob Cole (KQKE/Austin); Jerry Adams (KFDI/Wichita).



Terri Gibbs

Charlie Monk



Shelly West & David Frizell



Steve Warner



Orion



Deborah Allen



Ron Rogers (KVET/Austin); Wayne Edwards (RCA/Dallas); Dolly Parton; Penny Reeves (KVET)



Stalter Brothers and Brenda Lee.

Hal Jay (WBAP/Fort Worth); Stan Byrd (Warner Bros.); Joe Casey (CBS); Joe Galente (RCA); Bruce Hinton (Hin-Jen Productions); Moon Mullins (WDAF/Kansas City); Joe Ladd (KIKK/Houston); Dan Halyburton (WQAM).



Gary Stevens (Doubleday); Joel Raab (WHK/Cleveland); Carol Parker (WMZQ-FM); Joe Finan (WHK).

Dick Blackburn (Washington); Lee Masters (KLOZ/E Paso); Richard Churchhill (T.A. Associates); Richard Ferguson (Park City Comm.)

# “Whisper”

11-01036

Lacy J. Dalton's  
new single is  
something to shout about.

Produced by Billy Sherrill

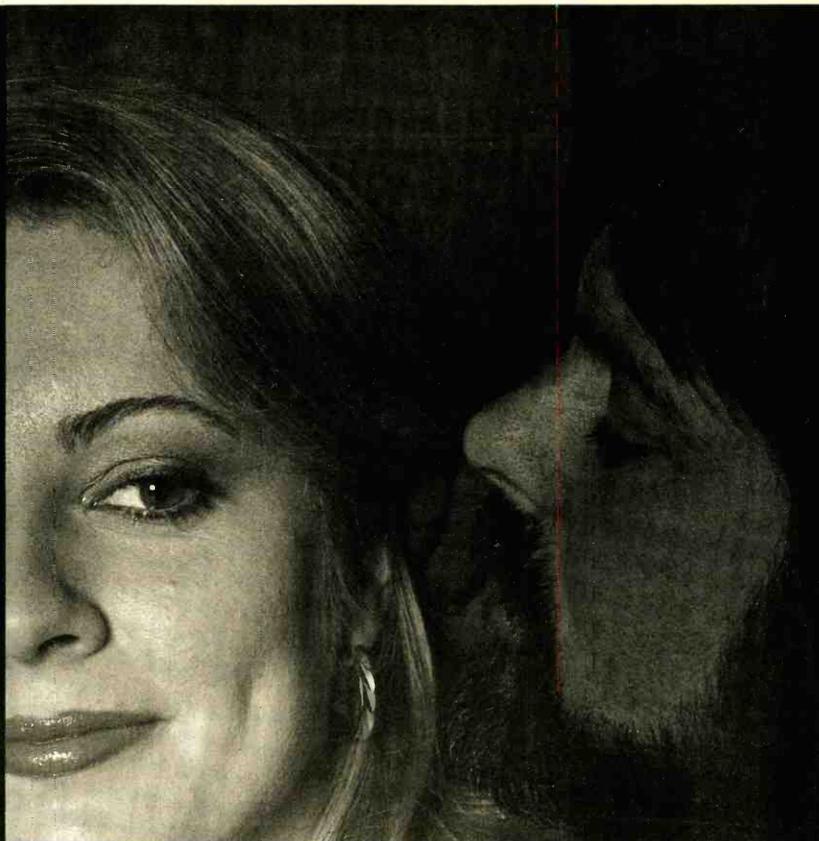
On  Columbia Records



Booking Agency: Variety Artists  
4120 Excelsior Blvd.  
Minneapolis, Minn. 55416

Management: David E. Wood  
Music Artists Management  
10880 Wilshire Blvd.  
Suite 912  
Los Angeles, Calif. 90024

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# “Cowboys Don't Shoot Straight (Like They Used To)”

19-51011

## Tammy Wynette

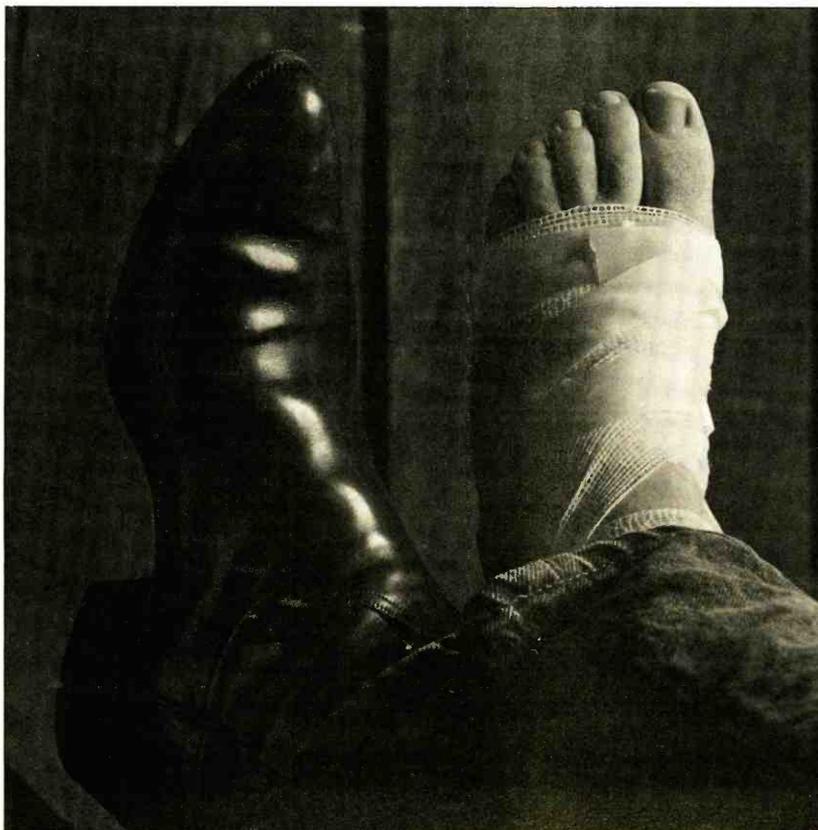
has delivered another hit in her  
long string of chart successes  
that has earned her the title  
The First Lady of Country Music.

Produced by Chips Moman  
On  Epic Records

Representation:  
The Jim Halsey Company  
5800 East Skelly Drive  
Tulsa, Oklahoma 74135  
918/663-3883



“Epic,”  are trademarks of CBS, Inc. © 1981 CBS, Inc.





# BREAKERS

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

### MOE & JOE

**Hey Joe, Hey Moe (Columbia)**

On 77% of reporting stations. National Summary: Up 22, Same 20, Down 0, Debuts 27, Adds 18. R&R Chart: 49-40.

### JANIE FRICKE

**Pride (Columbia)**

On 68% of reporting stations. National Summary: Up 18, Same 17, Down 0, Debuts 19, Adds 23. R&R Chart: Debut 41.

### LEON EVERETTE

**If I Keep Going Crazy (RCA)**

On 68% of reporting stations. National Summary: Up 32, Same 19, Down 0, Debuts 17, Adds 9. R&R Chart: 48-42.

### LORETTA LYNN

**Somebody Led Me Away (MCA)**

On 68% of reporting stations. National Summary: Up 38, Same 16, Down 0, Debuts 17, Adds 6. R&R Chart: 46-43.

### RONNIE MILSAP

**Am I Losing You (RCA)**

On 64% of reporting stations. National Summary: Up 9, Same 24, Down 0, Debuts 17, Adds 22. R&R Chart: Debut 45.

### JUICE NEWTON

**Angel Of The Morning (Capitol)**

On 62% of reporting stations. National Summary: Up 27, Same 20, Down 0, Debuts 13, Adds 10. R&R Chart: 50-46.

### Most Added:

**RAZZY BAILEY**

Friends (RCA)

**JOHN ANDERSON**

I'm Just An Old Chunk Of Coal (WB)

**MEL McDANIEL**

Louisiana Saturday Night (Capitol)

**PAYCHECK & HAGGARD**

I Can't Hold Myself In Line (Epic)

### Hottest:

**ALABAMA**

Old Flame (RCA)

**DAVID FRIZZELL & SHELLY WEST**

You're The Reason God Made Oklahoma (WB)

**HANK WILLIAMS JR.**

Texas Women (Elektra/Curb)

**JOHNNY LEE**

Pickin' Up Strangers (Full Moon/Asylum)

# 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.

**REBA McENTIRE** "I Don't Think Love Ought..." (Mercury/PolyGram) 62/19  
National Summary: Up 10, Same 19, Down 0, Debuts 14, Adds 19 including WSEN, WBAX, WVMI, KYXX, WNRS, KBMR, KFGO, WFMS-FM, KUZZ, KLZ, KVEG, WJXL-FM 42.28, WGTG 44-36, KVOC 47-37, KEED 46-38, KMPS-AM-FM 4-30. R&R Chart: Debut 48.

**BOBBY GOLDSBORO** "Alice Doesn't Love Here Anymore" (Curb/CBS) 55/9  
National Summary: Up 14, Same 16, Down 0, Debuts 18, Adds 9, KLE, KEEN, WOKK, WJZF-FM, KWMT, WBFC-FM, WHBF, WKKN, KFH, KSSS 37-27, WYDE 45-35, KHEY 44-35, KENR 29-29, KRMD-AM-FM 43-34, KYNN 4-27, KVOD 37-28. R&R Chart: Debut 50.

**ROVERS** "Wasn't That A Party" (Epic/Cleveland International) 48/6  
National Summary: Up 17, Same 19, Down 0, Debuts 4, Adds 3, WMAQ, WFMS-FM, KMAK, KYNN 11-5, KRAK 46-41, KOTM 24-19, KLVJ 37-26, WGTG 42-34, WLWI-FM 18-13, KKYX 31-24.

**REX ALLEN JR.** "Just A Country Boy" (WB) 46/17  
National Summary: Up 0, Same 0, Down 0, Debuts 7, Adds 13 including WYDE, WGTG, WQAM, WKMF, WHBF, KKAL, KBMY, KRAK, WJXL-FM, WVVVA, WTSO 42-38, KUZZ 45-33, WBGW-FM 48-38.

**RAZZY BAILEY** "Friends" (RCA) 45/43  
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 43 including WHK, WCXI, WIRE, KEED, KNIX-FM, KRAK, KGA, WYII, KENR, WMC-AM, WSIX-FM, WSM, WIRK-FM.

**JOHN ANDERSON** "I'm Just An Old Chunk Of Coal" (WB) 45/36  
National Summary: Up 1, Same 3, Down 0, Debuts 5, Adds 36 including KRZY, KLAC, KMPS-AM-FM, KCUB, WBGW-FM, WMZO-FM, KHEY, WBAM, WLVI-FM, KYXX, KSO, WKMF, KFGO.

**SAMMI SMITH** "Cheatin' On A 2-Way Street" (Sound Factory) 45/13  
National Summary: Up 0, Same 11, Down 0, Debuts 13, Adds 13 including WPOP, WMQZ-FM, WLVI-FM, WSM, KFGO, KFEO, KFH, KMAK, KRDR, KEEN, KVET 50-40, KHEY 47-41, KWMT 39-34, KUUY 42-35.

## Others Getting Significant Action

**BILL ANDERSON** "Mister Peepers" (MCA) 37/3  
National Summary: Up 18, Same 11, Down 1, Debuts 4, Adds 3, WMAQ, WFMS-FM, KMAK, KYNN 11-5, KRAK 46-41, KOTM 24-19, KLVJ 37-26, WGTG 42-34, WLVI-FM 18-13, KKYX 31-24.

**CAPITALS** "Bridge Over Broadway" (Ridgeway) 35/5  
National Summary: Up 0, Same 0, Down 0, Debuts 11, Adds 5, KMPS-AM-FM, KGA, WSOC-FM, KICD-FM, KFH, WVVVA 4-32, KLVJ 48-42, WLVI-FM 4-29, KKYX 44-36, WMNI 34-28.

**KENDALLS** "Heart Of The Matter" (Ovation) 33/18  
National Summary: Up 3, Same 9, Down 0, Debuts 3, Adds 18 including WHK, KFGO, KEED, KOTM, WVAM, WPOP, KNOE, WYTK-FM, KWMT 50-44, WJXL-FM 50-38.

**STATLER BROTHERS** "In The Garden" (Mercury/PolyGram) 31/22  
National Summary: Up 2, Same 5, Down 0, Debuts 2, Adds 22 including WVAM, WVVVA, WYDE, WSM, WHOO, KSO, KWTO, KVDO, KRZY, KUZZ, KGA.

**JOHNNY CASH** "The Baron" (Columbia) 30/9  
National Summary: Up 5, Same 12, Down 0, Debuts 4, Adds 9, KOKE-FM, WESC-AM-FM, KBMR, WMNI, WAXX, KFEO, KEED, KFTN, KRAK, WJXL-FM 43-29.

**RANDY PARTON** "Hold Me Like You Never Had Me" (RCA) 30/2  
National Summary: Up 7, Same 18, Down 0, Debuts 3, Adds 2, KFH, WBAM, KVOD 40-34, KOKE-FM 41-37, WSIX-FM 19-14, KRMD-AM-FM 41-37, On WHK, KGA, WSM.

**STEPHANIE WINSLOW** "Hideaway Healing" (WB/Curb) 29/17  
National Summary: Up 1, Same 9, Down 0, Debuts 2, Adds 17 including WVVVA, WYII, KOKE-FM, WOKK, WLVI-FM, WHK, WAXX, WKKN, KEED, KVOD 38-33.

**ED BRUCE** "Evil Angel" (MCA) 28/16  
National Summary: Up 2, Same 7, Down 0, Debuts 3, Adds 16 including KRDR, KFTN, WVAM, WVVVA, WGTG, KYXX, WIRK.

## Radio & Records

# NATIONAL AIRPLAY/50

## March 20, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK	
6	4	3	1 SYLVIA/Drifter (RCA)
13	9	4	2 HANK WILLIAMS JR./Texas Women (Elektra/Curb)
22	15	10	3 ALABAMA/Old Flame (RCA)
17	12	8	4 DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB)
10	6	5	5 JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
16	14	9	6 JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum)
1	2	2	7 WILLIE NELSON/Angel Flying Too Close (Columbia)
7	5	7	8 GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
18	11	11	9 JOE STAMPELL/I'm Gonna Love You Back... (Epic)
14	13	12	10 JOHN CONLEE/What I Had With You (MCA)
3	3	1	11 ELVIS PRESLEY/Guitar Man (RCA)
20	17	15	12 CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA)
32	25	18	13 MICKEY GILLEY/A Headache Tomorrow... (Epic)
25	19	16	14 DON McLEAN/Crying (Millennium)
27	23	17	15 CRYSTAL GAYLE/Take It Easy (Columbia)
39	26	19	16 DON WILLIAMS/Falling Again (MCA)
8	7	13	17 RONNIE McDOWELL/Wandering Eyes (Epic)
2	1	6	18 BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb)
42	32	23	19 MERLE HAGGARD/Leonard (MCA)
15	16	14	20 JACKY WOOD/Somethin' On The Radio (Mercury/PolyGram)
36	27	24	21 DEBBY BOONE/Perfect Fool (WB/Curb)
26	24	21	22 CRISTY LANE/I Have A Dream (Liberty)
44	40	29	23 MAC DAVIS/Hooked On Music (Casablanca/PolyGram)
35	28	25	24 BARBARA MANDRELL/Love Is Fair (MCA)
43	38	31	25 WAYLON & JESS/Storms Never Last (RCA)
37	30	27	26 BRENDIA LEE/Every Now And Then (MCA)
40	36	30	27 LARRY GATLIN/It Don't Get No Better... (Columbia)
49	43	36	28 CONWAY TWITTY/Rest Your Love On Me (MCA)
47	41	34	29 ROSANNE CASH/Seven Year Ache (Columbia)
-	42	37	30 CHARLEY PRIDE/Roll On Mississippi (RCA)
-	46	39	31 EMMYLOU HARRIS/Mister Sandman (WB)
4	8	20	32 TANYA TUCKER/Can I See You Tonight (MCA)
23	21	26	33 BILLIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty)
-	45	38	34 CHARLIE RICH/Are We Dreamin' The Same Dream (Elektra)
38	31	32	35 EDDY RAVEN/Peace Of Mind (Dimension)
-	44	40	36 RAY STEVENS/One More Last Chance (RCA)
-	-	43	37 T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
5	10	28	38 DOTTIE WEST/Are You Happy Baby? (Liberty)
12	18	22	39 CON HUNLEY/What's New With You (WB)
-	-	49	40 MOE & JOE/Hey Joe, Hey Moe (Columbia)
-	-	48	41 JANIE FRICKE/Pride (Columbia)
-	-	46	42 LEON EVERETTE/If I Keep Going Crazy (RCA)
-	-	46	43 LORETTA LYNN/Somebody Led Me Away (MCA)
-	48	45	44 BILLY "CRASH" CRADDOCK/It Was You (Capitol)
-	-	49	45 RONNIE MILSAP/Am I Losing You (RCA)
-	-	50	46 JUICE NEWTON/Angel Of The Morning (Capitol)
48	47	41	47 GENE WATSON/Any Way You Want Me (WB)
-	-	49	48 REBA McENTIRE/Don't Think Love Ought... (Mercury/PolyGram)
-	49	44	49 DAVE & SUGAR/It's A Heartache (RCA)
-	-	50	50 BOBBY GOLDSBORO/Alice Doesn't Love Here Anymore (Curb/CBS)

New Entry

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

**TAMMY WYNETTE** "Cowboys Don't Shoot Straight" (Epic) 45/7  
National Summary: Up 11, Same 17, Down 0, Debuts 10, Adds 7, KOKE-FM, WSOC-FM, WSLR, KWMT, KMAK, WSEN, WBAX, KRMD-AM-FM 47-41, WFMS-FM 35-27, KUZZ 46-34, KOTM 35-28, WQAM-FM 45-39, WJXL-FM 18-6.

**MUNDO EARWOOD** "Blue Collar Blue" (Excelsior) 45/4  
National Summary: Up 22, Same 15, Down 0, Debuts 4, Adds 4, KYTE, WMQZ-FM, WWOOD, WIRK-FM, KSSS 44-39, KNIX-FM 32-26, KGA 26-18, KOKE-FM 29-24, KKYX 27-20, KVOD 30-21.

**GENE WATSON** "Between This Time And The Next Time" (MCA) 44/2  
National Summary: Up 20, Same 15, Down 0, Debuts 7, Adds 2, WHK, KLL-AM-FM, KVOD 31-22, KCKC 23-16, WVVVA 35-18, KRVR 16-11, KHEY 49-42, WESC-AM-FM 34-27, KENR 24-17.

**JOHNNY PAYCHECK & MERLE HAGGARD** "I Can't Hold Myself In Line" (Epic) 43/25  
National Summary: Up 2, Same 11, Down 0, Debuts 5, Adds 25 including KBMR, WAXX, WKQO-FM, KFH, KKAL, KSSS, KRSL, KSON-AM-FM, WSEN, KRVR, WESC-AM-FM, WKSJ-FM, KRMD-AM-FM, KCC 30-23, WJXL-FM 49-34.

**MEL McDANIEL** "Louisiana Saturday Night" (Capitol) 40/31  
National Summary: Up 0, Same 8, Down 0, Debuts 1, Adds 31 including KLAC, KRAK, KCUB, WBGW-FM, WPOP, WYII, KENR, WBHP, KLRA, KSO, KWMT, WIRE.

**SHOPPE** "Doesn't Anybody Get High..." (NSD) 40/5  
National Summary: Up 2, Same 19, Down 0, Debuts 8, Adds 5, KVET, WSM, WSUN, WIRK-FM, KEEN, KHEY 38-28, KKYX 49-42, KYNN 22-16, KSSS 41-36, KRAK 48-43.

**DANNY WOOD** "Fool's Gold" (RCA) 24/7  
National Summary: Up 4, Same 8, Down 0, Debuts 5, Adds 7, WLVI-FM, KKYX, WHBF, KICD-FM, KEED, KGA, WVVVA, WYQK-FM 49-37, KFGO 38-34, WJXL-FM 33-23.

**GARY MORRIS** "Fire In Your Eyes" (WB) 23/6  
National Summary: Up 6, Same 8, Down 0, Debuts 3, Adds 6, KEED, KRAK, KOTM, KGA, WGTG, KICD-FM, KUUY 35-30, KYYX 37-36, KVOD 50-45.

**MEL TILLIS** "A Million Old Goodbys" (Elektra) 21/21  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 21 including KVET, WYDE, WBAM, WNRS, WAXX, WGEE, KMAK, KLAC, KMPS-AM-FM, WPPR.

**RAY PRICE** "Getting Over You Again" (Dimension) 18/11  
National Summary: Up 2, Same 4, Down 0, Debuts 1, Adds 11, KSO, WKMF, KFEO, KVOD, KRDR, KRAK, WVAM, WBGW-FM, WESC-AM-FM, KENR, KLRA.

**PATTI PAGE** "No Aces" (Plantation) 18/8  
National Summary: Up 2, Same 19, Down 0, Debuts 2, Adds 8, KFTN, KGA, KVET, WESC-AM-FM, KENR, WLVI-FM, WIRK-FM, KYNN, WJXL-FM 40-24, WSIX-FM 35-27.

**LACY J. DALTON** "Whisper" (Columbia) 16/16  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 16 including WBHP, KLRA, KSO, WIRE, KFEO, KSSS, KRSL, KEEN, KMPS-AM-FM, WQNA-FM.

**JOHN WESLEY RYLES** "Somewhere To Come When It Rains" (MCA) 15/2  
National Summary: Up 4, Same 5, Down 0, Debuts 4, Adds 2, KENR, KSSS, WJXL-FM 47-35, WSIX-FM 33-25, KYYX 4-38, KVOD 41-35.

Get that  
*Country Feelin'*



**CHARLEY  
PRIDE**

**"Roll On  
Mississippi"**

PB-12178

R&R\*30 BB\*24CB\*24RW\*30



**LEON  
EVERETTE**

**"If I Keep On  
Going Crazy"**

PB-12177

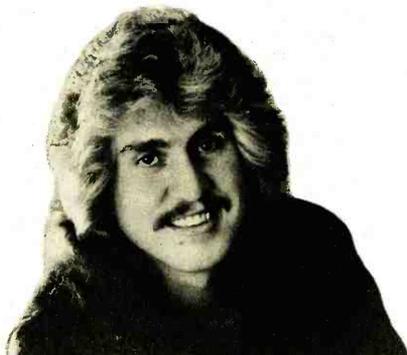
R&R\*42 BB\*32CB\*35RW\*39

**RANDY  
PARTON**

**"Hold Me Like You  
Never Had Me"**

PB-12178

BB\*52CB\*50RW\*58



# Country Pictures



**DOLLY CHARMS WEST COAST PROGRAMMERS** — Following her opening at Harrah's in Lake Tahoe, Dolly Parton greeted the many radio programmers in attendance. Pictured above surrounding the "working girl" are (l-r) RCA's Wayne Edwards, KRAK's Rick Stewart and Walt Shaw, KEEN's Brad Stapleton, KPLS's Hal Jay, KONE's Joe Walther, KCEY's Kent Hopper, RCA's Carson Schreiber, RCA VP Joe Galante, and KEED's Tom Edwards.



**WSIX CHARLIE DANIELS STOPOVER** — WSIX-AM/Nashville recently welcomed Charlie Daniels to their studios. The country artist is shown here giving a bear hug to WSIX's Dave Nichols.



**WOKK BAGS "HAG" CONCERT** — WOKK/Meridian, MS sponsored a recent Merle Haggard concert for their country audience, following which station MD Van Mac (right) greeted the performer. Haggard will be returning to Meridian May 24-30 for the Jimmie Rodgers Memorial Festival.



**McDOWELL CONCERTS FOR WVMI** — WVMI/Biloxi, MS brought Ronnie McDowell into town for a concert with Merle Haggard. While there McDowell (center) was introduced to WVMI's morning team J.R. and Company, a.k.a. Joe Harris and Randy Thompson.

## Biff Collie Inside Nashville



**ONE-ON-ONE:** Over 500 radio people huddled in large and small groups to pore over the whys and wherefores of "Country Radio '81" to prove to their bosses and audiences that "Nobody Does It Better," the theme of the 12th Country Radio Seminar in Nashville. From seminar

opener Ken Greenwood's Management-Motivational session to Jerry Clower's encore-closer (he closed the seminar five years ago), constant comment kept coming ranging from "best-ever" to "we need more content for small markets," all welcomed and noted. It was the biggest turnout of registrations in the affair's 12-year history. Interesting to note that this year's attendees included what appeared to be at least 50% first-timers, illustrating the rapid growth of Country radio populace; hence the need for "crash-course" study on "whats" and "what-nots" for country broadcasting. In 1970 I asked the question: "Anybody here whose station has at least one time period in your week which is No. 1, hold up your hand." One hand was raised — Bill Robinson from WIRE/Indianapolis. This year the same question harvested 150 or more hands. It's nice to think at least that the vital organs of the seminar have historically clung to one hard-fast rule: "that this shall be a learning experience, unhindered by party atmosphere or commercialization." During seminar sessions, no extracurricular activities are permitted in the hotel site of the seminar. Highlights of this year's study-work schedule included sales clinics, "How to Buy A Radio Station," the Stalter Bros.-Brenda Lee hosting of a Country Music Association presentation and lunch, a "Country Phenomenon and Lifestyle" presentation by John Parikhat, the "Marriage of Radio, Records, and Trades" session, which produced a most lively and provoking two-hour one-on-one between radio-records-tradespeople, and a very special moment when the original "Disc Jockey" shared a part of his life with his many past and present disciples, as Arthur Godfrey made a special memory for us. It was a special historic occasion, as Godfrey's reminiscences included his first professional appearance on a country music radio show in Baltimore as "Red Godfrey, the Warbling Banjoist," in 1931. (Who said "he ain't country"? ) Bob English, GM at WUBE/Cincinnati, was elected Seminar Agenda Chairman for Seminar 1982. Our compliments to 1981 Chairlady Kim Pyle, WKIX/Raleigh, and all those whose months of planning made it once again something special. If you haven't, you should Seminar '82.

**NUTS & BOLTS/SHOCKS & JOLTS:** I didn't know John Gray at KCEY/Modesto, CA., but like most of the country music industry, he got more done in a short time he was on the Country radio scene than most of us who spend years around it. John Gray's excitement radiated into everything he did, on the air and off. Our heart hurts for his family. Losing someone at a young age (30) is harder to understand and survive, and losing someone with his zest for his life and his work is truly a shame . . .

ABC Records' Joe Deter passed me a note during the seminar asking for a location reading on Earl Faulk, the Admiral of the WCMS fleet for years in Norfolk. We need more of his kind of spirit. Please write or call us about Earl, and tell him we miss him . . . The second annual "Command Performance: The Stars Salute The President," an entertainment gala this Saturday, March 21, has a lot fewer country stars than last year's. Loretta Lynn and Johnny Cash represent our "Country" in this Cates Bros. production for TV (NBC). On the positive side, the First Family will soon be entertained aboard Air Force One by the music and commentary of Don Williams . . . Mac Davis "oughta be in pictures," and will be again, in "Cheaper To Keep Her." Haven't screened the picture yet, but the title reminds me of the time long ago when ace Southern California Country radio personality Lee Ross said on stage: "I always take my wife with me. It's better'n havin' to kiss her goodbye!" One of the early women's libbers marched up to the bandstand and laid a 170-pound fist adjacent to Ross's right eye and he went down for the count "right there on our stage" (PS: Lee never used that joke again!) . . . Ronnie Milsap's first Las Vegas Aladdin Hotel engagement sold out every performance. Needless to say, he'll be back; July 9-22 . . . Larry Gatlin, Tammy Wynette and "Dandy" Don Meredith will coshost the awards show we started in L.A. in 1967 (yes, '67) at Hollywood's Palladium which is now known as the Academy Of Country Music Awards, airing on NBC-TV April 30. Dolly Parton retains her high profile with four Academy nominations: Entertainer Of The Year, Female Vocalist Of The Year, Single and Song Of The Year. Additionally, she'll perform her Oscar-nominated song "9 To 5" on the Academy Awards telecast March 30 (ABC-TV, 7pm), having just won a People's Choice Award for the song. Do you think she's hot? . . . Following a very successful Southwest U.S. tour, Charley Pride is gearing up for an extensive 14-day tour of England, Ireland, and Scotland set to kick-off March 21 . . . T.G. Sheppard and Emmylou Harris are also on the tour trail promoting Warner Brothers' "Spring Country Program" campaign. The campaign, scheduled for March 16 through April 10, features the above two artists, as well as John Anderson and other key country performers on the label, and will include extensive advertising on Country radio stations. WB is also releasing a country sampler album, "People Who Made Our Country Great," for play in participating record stores . . . Heard that Paul Newman's favorite jukebox ballad is Crystal Gayle's "The Blue Side." Who would have thought?



**HANK'S SPOT RINGS A BELL** — Elektra artist Hank Williams, Jr. is branching out from country music, having just completed a radio spot for Bell Telephone's famous "Reach Out And Touch Someone" campaign, set to air next month. Pictured above at the Young 'Un Sound studios in Nashville (where the spot was recorded) are (l-r) Don Woods, lyricist for the spot; Hank Daniels, script writer and producer; and N.W. Ayer & Sons Account Executive and Music Director Elliot Lawrence.

# Country Regional Adds & Hots

**MOST ADDED EAST** Most McDaniel (Capitol) Rex Allen Jr. (WB) T.G. Sheppard (WB/Curb)

**EAST** Alabama (RCA) Billy Breyer (WB/Curb) Razy Bayley (RCA) Ronnie McNeill (RCA) Reba McEntire (Mercury/PolyGram)

**MIDWEST** Alabama (RCA) John Anderson (WB) Razy Bayley (RCA)

**SOUTH** Alabama (RCA) Razy Bayley (RCA) John Anderson (WB)

**WEST** D. Frizzell & S. West (WB)

EAST		MIDWEST		SOUTH		WEST							
<b>WMAZ-FM</b> Albany, NY LUCY J. DALTON ROSEANNE CASH HONEY WILSON FARON YOUNG PATRICK & WAGGARD FRIZZELL & WEST ROSEANNE CASH DON WILLIAMS EMULOU HARRIS CHARLEY PRIDE	<b>WVAZ</b> Martinsburg, WV LEON EVERETTE GAIL DAVIDS JOHN SMITH JOHN ANDERSON PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WICZ-FM</b> Washington, DC GAIL DAVIDS JOHN SMITH JOHN ANDERSON PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVBR</b> Columbus, OH JOHN NEWTON JANICE FREDRICK PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVBE</b> Lansing, MI PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WTFM-FM</b> Lansing, MI None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVSP</b> Rock Hill, S.C. REBA MC ENTIRE T.G. SHEPPARD PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVLP-FM</b> St Louis, MO None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>KVRY</b> Aurora, LA STERNANNE WILSON LORITA LINDA T.G. SHEPPARD PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WOTO</b> Copper Springs, FL LEON WILLIAMS PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVBC-AM</b> Newport, TN PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>KYXX</b> Owens, TX PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE		
<b>WVAM</b> Albama, PA None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVVA</b> Winning, WV None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWB</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWC</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWD</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWE</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWF</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWG</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWH</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWI</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWJ</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWK</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWL</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE	<b>WVWM</b> None PATRICK & WAGGARD FRIZZELL & WEST ALBAMA DON MC DANIEL CHARLEY PRIDE

**Hottest Tracks:**

**"What Are We Doing In Love"** - DOTIE HOLE (Liberty)  
**"Diddle On My Mind"** - HANK WILLIAMS, JR. (Elektra/Curb)

**CONWAY & LORETTA** - Two's A Party (MCA) "Two's A Party" "The State Of Our Union" "We've Been Strong Long Enough"

**BILLY "CRASH" CRADDOCK** - "Crash" Craddock - (Capitol) "I Want To Do Everything For You" "You Got What It Takes" "Never With A Man In Love" "Leave Your Love A Smokin'"

**GAIL DAVIDS** - I'll Be There - (WB) "Object Of My Affection"

**LEON EVERETTE** - If I Keep Going Crazy - (RCA) "This Moment Of Love" "I Don't Want To" "Charming Company"

**TERRI GIBBS** - Somebody's Knockin' - (MCA) "Plans"

**EMMULOU HARRIS** - Evangeline - (WB) "Evangeline" "How High The Moon" "Bad Moon" "Satin" "Johnny" "Oh A-Do"

**WILLIE NELSON** - Somewhere Over The Rainbow (Columbia) "I'm Confessin' (That I Love You)" "Won't You Ride In My Little Red Wagon"

**JULIE NEWTON** - Juice - (Capitol) "Queen Of Hearts"

**DOLLY PARTON** - 9 To 5 And Odd Jobs - (RCA) "But You Know I Love You"

**ELVIS PRESLEY** - Guitar Man - (RCA) "Clean Up Your Own Backyard" "Lovin' Arms" "Too Much Monkey Business"

**NUMBER OF REPORTING STATIONS THIS WEEK: 113**

**Most Requested:**

**ALABAMA** "Old Flame" (RCA)  
**HANK WILLIAMS JR.** "Texas Women" (Elektra/Curb)  
**D. FRIZZELL & S. WEST** "You're The Reason..." (WB)  
**RONNIE McDOWELL** "Wandering Eyes" (Epic)  
**MERLE HAGGARD** "Leonard" (MCA)  
**MAC DAVIS** "Hooked On Music" (Casablanca/PG)  
**EMMULOU HARRIS** "Mister Sandman" (WB)

**MARTY ROBBINS** - Everything I've Always Wanted - (Columbia) "The Woman In My Bed" "Another Cup Of Coffee"

**WAYLON & JESSI** - Leather And Lace - (RCA) "You're Not My Sams Sweet Baby" "I'll Be Alright" "You Never Can Tell (C'est La Vie)" "Wild Side Of Life"

**DOTTIE WEST** - Wild West - (Liberty) "What Are We Doing In Love"

**HANK WILLIAMS JR.** - Rowdy - (Elektra/Curb) "Dixie On My Mind" "Ramblin' Man" "Footlights" "I Got A Right To Be Wrong"

Cuts in bold type are receiving the heaviest airplay.



# P/A

**POP/ADULT**

## Mike Kasabo

### The Radio Interview — A Lost Art?

When I was a kid listening to radio, my favorite part, besides the music, was when the DJ would have an in-studio recording artist guest and do an interview. It made me feel closer to the artists, almost as if I had something in common with them. The interview also served a personal purpose for the DJ — it made him my direct link with the recording stars that I admired. In my case, the top guy back in the sixties was Casey Kasem on KRLA, who of course is host of probably the most successful syndicated radio show ever, "American Top 40." But Casey isn't the only one who developed a great style and penchant for interviewing. Jim LaBarbara, who has a musical background of his own, is the very popular afternoon drive personality of Cincinnati powerhouse WLW, and is regarded as one of the consummate radio interviewers around. LaBarbara began his interviewing career in earnest during the mid-sixties when he worked as a rock jock in Erie, PA using the name J. Bentley Starr. He would, in conjunction with his "countdown" show, incorporate background information on the British invasion groups. Over the years, he has interviewed (live or by phone) virtually every major, or passing, recording star from Herb Alpert to the Zombies. LaBarbara has been with the 50,000-watter since 1969, at which time he was given the nickname "The Music Professor" by then Program Director Jim Gallant. With that label, LaBarbara was off and running.

**R&R:** What keys or preparatory notes do you use in being a successful interviewer?

**JL:** The first key is to coordinate the interview with the record people. Make sure that you have at least the most recent album, but it would be helpful to have others for last-minute reference, and then take the recorded material and listen to at least bits of the whole thing, even if it's just a refresher course for you. Also, you have to get and study as much bio material as the company or the agency can supply you with. Now, in the case of a major artist like Olivia Newton-John, that's easy, because you know basically what the per-

former is all about. Then I'll also do a lot of my own research. I make sure that I am totally prepared and organized when I walk into the booth. I should point out here that it is impossible to be "over-prepared"; always make sure you have more than enough material. You can always edit as you go along if time starts to work against you.

**R&R:** You mentioned you do your own research; what references do you use?

**JL:** The Joel Whitburn chart reference book is one that I use every time, but there are others that are a great help — "Rock On" by Norm Nite, Lillian Roxon's "Rock Encyclopedia," "The Rockin' 50's" by Arnold Shaw, to mention just a few.

**R&R:** From these books, you've gleaned the information you need, but how do you determine the initial direction of questioning?

**JL:** For example, let's take Kenny Rogers. He'll maybe tell me, "Look, I've got ten minutes, just so you know," and I base every part of my involvement on that allotted time frame. With Kenny, I had at least a half hour's stuff to talk about . . .

**R&R:** But because you were so prepared, it was easy to edit down to the ten minutes he could spend?

**JL:** Yes, there was no problem.

**R&R:** I would think a prerecorded interview could offer you much more latitude.

**JL:** About 90% of the interviews I do I tape. I do that for a reason, because in 15 to 20 minutes I can get more out of that than doing a live segment where I have to break away from the consistency for a traffic report or maybe lose a direction of thought due to state-of-station operation.

**R&R:** How in-depth will you carry a subject?

**JL:** In the case of Bill Medley, there was an obscure situation that happened in 1974 when he went back to his high school choral director and took vocal lessons for the first time in his life. This was apparently because he was losing his voice — that is maybe a sensitive side note to someone's career, but if properly handled, with all due respect, it will turn out as a very human-interest reflection. I got to the roots of Medley; his dad was a police officer and worked a ballroom in California where he and his dad would go and watch Fats Domino and people like that on stage. These things are not well known and are important to bring out for audience involvement — to make the artist seem more real than his press releases will indicate.

**R&R:** Medley grew up in very white Orange County, but spent time trying to listen to the low-power Black station KGFJ — and that was a great influence . . .

**JL:** Yes, Don & Dewey were early influences that remain until today, and other things like the Righteous Bros. opened for the Beatles during one of their early American tours. You see, it's things like that and the mood the memories recreate that make the difference between a good interview and a great one.

**R&R:** Do you go for brevity, or allow the interviewee to choose the direction?

**JL:** Even when I'm doing a live interview in the studio, I'm thinking of covering as much territory as I can in the shortest amount of time, but yet I preface everything by saying to the artist that if there's anything he or she doesn't want to answer, let me know and I simply won't go in that direction. It's very important to protect your subject from any possible embarrassment.

**R&R:** Setting an artist at ease must be an important part of what the eventual quality will be . . .

**JL:** Surprisingly, many artists are quite nervous. But you can turn that into a light situation. For example, Johnny Mathis was a bit uptight until I mentioned his nervousness, and that I heard that he used to sing to a broom — well he started to laugh and began talking about that. It eased any tension that was there. And it's the interviewer's responsibility to keep his guests comfortable.

**R&R:** How accurate are the bios and other written pieces on artists?



Jim LaBarbara

**JL:** You have to be very careful, because there are mistakes and it would be very poor judgment to assume everything you read is true.

**R&R:** What are some of the pitfalls; what shouldn't you do?

**JL:** The main thing is to be prepared and know the performer — know who you are talking to. Also, know what they don't want to talk about. Don't pursue a line of thinking that has been beaten to death.

**R&R:** How many "in-the-can" interviews will you do per show?

**JL:** It obviously varies, but recently I had one that featured Sam the Sham, Duke of the Four Tops, Gary Lewis, Johnny Rivers, Sonny Bono, James Brown, Tom Jones, Jackie DeShannon, and Eddy Arnold.

**R&R:** That's really covering the bases from heavy soul to pop/country . . .

**JL:** With me there are so many interviews that are positive. Just a couple of weeks ago, I talked with Phil Everly, one of my heroes from rock 'n' roll. Kenny Loggins called awhile back when he was in town and that was nice. Most of the people I talk to anymore I've already done a first interview with, so there's a comfortability factor you just can't beat.

**R&R:** Do you handle newer artists, those that haven't become the Streisands and Neil Diamonds yet, any differently?

**JL:** Oh, yes. Newer artists are going to take more time to develop in the interview. For example, we had Dan Hartman here recently, as was Phil Seymour, and these people you have to do a lot more in-depth research in order to keep your level of interest going. Just the fact that Neil Diamond is here would be enough to keep an audience's attention. But you then search, like when Juice Newton was here. I didn't have complete information, but continued with questions like, "You remember the Merrilee Rush version of 'Angel Of The Morning'?" And she responded that she was influenced by it back in 1968. And this led to other questions that began to feel very comfortable.

**R&R:** What do you think about the state-of-the-art?

**JL:** I don't think many people are doing interviews today on radio. A lot of the people on the radio don't even know what's on the record they're playing, and I think that is a very basic problem. So when you get somebody for an interview, the person doesn't really have anything to ask them — beyond small talk, nothing is really said. A lot of that is due to the way programmers feel about the interview. Most of them don't believe there is a place for that. But I've learned over the years that people really do want to know what's happening with a Fabian or what Phil Seymour is all about and where he came from. This is where I think radio programming people are missing the boat.

### Transition

**MORE FUEL TO THE 'FYR:** Both afternoon air personality Stu Collins and morning news anchor Lyle Dean have signed new two-year contracts with RKO's FM outlet in Chicago, WFYR. Collins has been the PM drive man at the station for the past 2½ years, with previous experience at WIND/Chicago and KING/Seattle. Dean has been with the station since 1977, at that time coming over from WLS . . . John Scheinfeld leaves WISN/Milwaukee as Promotion Director to become Supervisor of Comedy Development for Paramount Television, effective March 23 . . . Sharon Rosenbush has been named KYUU/San Francisco Advertising and Promotion Director . . . Tim Fox leaves WDIF/Marion, OH as Music Director and is replaced by Damon Sheridan, who also continues as Operations Director . . . Bill Dodd is the new Program Director of KARZ/Phoenix; Dodd had previously programmed KOGO/San Diego. Also at the station, Alan Chilcoat, after eight years as afternoon drive personality at KOY, moves to KARZ as morning drive personality . . . **MAJOR CHANGES AT WIS/COLUMBIA:** Ed Hartley leaves to join WTVN/Columbus, OH as nighttime talk show host, and is replaced by Tom Clark, former WIS Production Director. Jan Michelson comes to the station to replace Jerry Pate who has left radio. There's more — Randy Ray leaves the Sales Manager slot to form his own consulting business, and is replaced by Don Barney, who was promoted to SM from within.



POP/ADULT®

# BREAKERS

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

## SMOKEY ROBINSON

Being With You (Tamla)

61% of our stations are on it. Coming on strong—latest adds include WCCO-FM, KSL, WPRO, WTAE, KDKA, WGR, WRIE, WFSM, WJBO, WNDW, WDBO, KBAT, WVTV, KFDR, WACI, WHBY, WAKR. Heavy rotation: WIP, WLTA, WRVR, 97AIA, KRZI, WORG, WMAZ, WEIM, WOWO. Medium rotation: KRKK, KOLO, KBLF, KOB, WGAR, WLW, WFRY, KPPL, KEX, KNBR, WDAE, WASH, WGY, WBEN, WCBM, WNAB, WATR, WBSA, WABZ, WCHV, WFRH, WFR, WZL, KLMS, KWOS, WKHM. Airplay spread even and heavy in all areas. Jumps 30-22 on P/A chart.

# NEW & ACTIVE

You'll notice two numbers: immediates, follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**BOBBY GOLDSBORO** "Alice Doesn't Love Here Anymore" (Curb/CBS) 53/9 add KLOK, WDAE, WRVR, WLNH, WDEF, KOLO, KMRJ, KFDR, WAKR. Heavy rotation: WLTA, WRVA, KMED, WHBY. Medium rotation: KMBZ, KSL, KEX, WSJS, WEIM, WNAB, WEIM, WBSA, WS, WHDE, WYNN, WTRZ, KOB, KRKK, WSTV, WHBC, WBYV, KXIC, KGGF, WHBC, WKIQ. Could use some help in East, but otherwise very strong. Debuts at No. 27 on P/A chart.

**BARRY MANLOW** "Lonely Together" (Arista) 54/22. As expected, building rapidly. Adds include WLW, KLOK, KFMB, KSL, WDAE, 97AIA, WHEN, WEL, WHAG, WLNH, WABZ, WTAZ, WFR, KRKO, KBLF, KLO, WJON, WSWG, KMRJ. Heavy rotation: WEIM, WGAN, WRVA, WKHM. Medium rotation: WWSL, WWSB, KNBR, KBLF, KOB, WJON, WQIA, WDF, WDFE, WBSA, WHAM, WGR, WBEN, WAKR, WKIQ, WHOK, WJWB, KRMG. All regions showing good adds and gains.

**STEVE WINWOOD** "White You See A Chance" (Island) 46/6 add WTMJ, WYVA, WHEN, WGR, WCOL, WHIZ, KFDR, WSTV, WHBC. Heavy rotation: WNDW, WRVA, WQIA, WCFR, WABZ, WCHV, WFR, KRKK, WJON, KLTE, WOD. Medium rotation: WDF, KFDR, KWOS, WKIQ, KRZI, WORG, WMAZ, WNEU, WEIM, WCCO-FM, WFRY, KOGO, KPPL, WASH, WGY, WIP, WCBM. Great response in all regions, and building. Debuts at No. 30 on P/A chart.

**T.G. SHEPPARD** "I Loved 'Em Every One" (WB/Curb) 45/16. Looks like a solid rotation to P/A—adds include WDAE, WATR, WABZ, WTAZ, WFR, KFDR, KRKK, KMED, KOLO, WSTV, WHIZ, WHBC. Heavy rotation: 97AIA, WDEF, WRVA. Medium rotation: WCCO-AM, KEX, WRVR, WHAS, WNDW, WORG, WFR, KBLF, KRMG, KLMS, WKIQ. Strongest action in South & Midwest, but spreading.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 42/4 add WTMJ, 3WS, WEL, WHOK. Heavy rotation: KLO, WRVA, WORG, WRIA, WOOD, 97AIA. Medium rotation: WWWW, KSL, WSM-FM, WRVR, WLTA, WHEN, WFSM, WFLA, WBSA, WIS, WFTL, WDBO, KOB, KFDR, KUGN, KBLF, KOLO, KRKK, WJON, WQIA, WDF, KFDR, WHBC. Midwest leading the way here.

**BARBARA MANDRELL** "Sometime, Somewhere, Somehow" (MCA) 40/8 add WDAE, WRVA, WIS, KOLO, WHIZ, KFDR, WSTV, WHBC. Heavy rotation: WNDW, WRVA, WQIA. Medium rotation: WCCO-AM, WHIO, WFR, WLTA, WHAM, WHAG, WDEF, WFTL, WFR, KMRJ, KMED, KLO, KRMG, WJWB, WJON, WDF, WOOD, KXIC, WHBY. Solid in Midwest, building in West.

**DEBBY BOONE** "Perfect Fool" (WB/Curb) 39/2 add WSJS, WOOD. Heavy rotation: WQIA, WLVA, WRVA, KSL, WLTA. Medium rotation: WCCO-AM, WHIO, KFMB, WDAE, WBS, WNAB, WEIM, WNDW, WFTL, WDF, WDFE, WBSA, WHAM, WGR, WBEN, WAKR, WKIQ, WHOK, WJWB, KRMG. Midwest and South remain strongest airplay support.

**CHAMPAIGN** "How 'Bout Us" (Columbia) 35/5 add WWWW, WRVR, WATR, WOOD, WOWO. Heavy rotation: WEIM, WJBO, Medium rotation: KFMB, WSM-FM, WLTA, WHEN, WIP, WABZ, WRIE, WFSM, WABZ, WDF, WDFE, WORG, KRZI, KFDR, KOLO, KFDR, KWOS, WHBC, WHBY. Strongest hold in the South.

**STEELY DAN** "Time Out Of Mind" (MCA) 34/11 add WGR, WLTA, WASH, WNAB, WNEU, WFR, KBLF, KRKK, WDF, WKHM, WHBY. Heavy rotation: WRVA. Medium rotation: WJON, KLMS, KOLO, KBAI, WMAZ, WDEF, WCHV, WABZ, WEIM, WLNH, WCCO-FM, WDAI-FM. WREN. Even spread in all regions.

**A TASTE OF HONEY** "Sukiyaki" (Capitol) 34/6 add WGR, WCFR, WDOB, WJWB, WSWG, WHOK. Heavy rotation: KLO, WTMJ, WSB, WELI. Medium rotation: WDAE, KEX, KSL, WISN, KRKK, KOLO, KUGN, WFR, WDF, WBSA, WLNH, WEIM, WNAB, WHBC, KGGF, KFDR. Continue to build slowly, but sure to fill regions.

**SPINNERS** "Yesterday Once More/Nothing Remains The Same" (Atlantic) 31/1 add KMED, Heavy rotation: WHAG, WCFR, WKHM. Medium rotation: WLW, KNBR, WSJS, WGY, WIP, WEIM, WHIZ, WSTV, WDF, WFR, WORG, KRKK. South strongest to far.

**RANDY MEISNER** "Hearts On Fire" (Epic) 28/0. Heavy rotation: WLW, WGR, WTMJ, WDAI-FM, WSJS, WHAS, WGR, WEIM, WLNH (dpl), WCHV, WRVA, WOWO, WFR. Medium rotation: WHIZ, KWOS, KRKK, KFDR, WMAZ, WABZ, WHEN, KDKA, KOGO, KNBR, WTRV. East and South showing best action.

**CLIMAX BLUES BAND** "I Love You" (WB) 27/3 add WCBM, KMED, WJON, WLTA, WASH, WNAB, WNEU, WFR, WDAE, WRVA, WMAZ, WRVA. Medium rotation: KMRJ, WKIQ, KOLO, WORG, WABZ, WLNH, WEIM, WQIA, WSM-FM, WHAS. South showing best activity.

**MAC DAVIS** "Hooked On Music" (Casablanca/PolyGram) 27/3 add WIS, KFDR, WHOK. Heavy rotation: WRVA, WJON. Medium rotation: KEX, KMBZ, WGY, WABZ, WJWB, WNDW, KBLF, KRMG, WKHM, KXIC, WOWO, WHBY. As usual, Midwest and South leading the way.

**PAUL SIMON** "Oh, Marion" (WB) 25/3 add WIS, WNDW, WTAZ, Heavy rotation: WLTA. Medium rotation: KSL, KEX, WDAE, WBSA, WLVA, WDBO, KOLO, KRKK, KRHM, WDF, WHBC, WKIQ. West and South showing best action.

**ROVERS** "Wasn't That A Party" (Epic/Cleveland International) 24/4 add WHAS, WASH, WHAG, KUGN. Heavy rotation: WBN, WGR, WNEU. Medium rotation: WGR, WDAE, WHEN, WHAM, WTMJ, WFR, WABZ, WDEF, WNDW, WFR, KFDR, KLO, WHIZ, WJON, WWO. East Coast region are building with one.

**REO SPEEDWAGON** "Keep On Loving You" (Epic) 23/1 add WLNH (dpl). Heavy rotation: WGR, WLW, WTAZ, KDKA, WBZ, WFSM, KRKO, WHIZ, WOWO. Medium rotation: WSIX, WDAI-FM, KPPL, KOGO, WCCO-FM, KFDR, WCHV, KRMG. Even regional spread.

**HARRY CHAPIN** "Remember When The Music" (Boardwalk) 21/4 add WHIO, KFMB, WDAE, WIS. Heavy rotation: KMBZ, 97AIA, WRVA. Medium rotation: KSL, WLTA, WNDW, WFTL, KRKK, KMRJ, KFDR, WOD. South is strongest for action.

**DON WILLIAMS** "Falling Again" (MCA) 20/5 add KEX, WHAS, WTAZ, WHBC, KMRJ. Heavy rotation: WNDW, WRVA, KRMG. Medium rotation: WOWO, WCCO-AM, KMBZ, WHIO, KSL. Midwest center of activity.

## Others Getting Significant Action

**LESLEE KELLY & JOHN FORD COLEY** "Come Back To Me" (A&M) 19/4 add WABZ, KMRJ, KWOS, WHAG. Medium rotation: KSL, KLO, WNAB, WJON.

**RAY PARKER JR. & RAYDIO** "A Woman Needs Love (Just Like You Do)" (Arista) 18/7 add KPPL, WASH, WBN, WLVA, KUGN, KBLF, WKHM. Heavy rotation: WSJS. Medium rotation: KEX, WRVR, WFR, WSM-FM.

**FREFALL** "Staying With It" (Atlantic) 18/1 add WDEF. Heavy rotation: KEX, Medium

# Radio & Records POP / ADULT AIRPLAY / 30

Three Weeks	Two Weeks	Last Week	This Week	
2	2	2	1	<b>DON McLEAN</b> /Crying (Millennium)
3	3	1	2	<b>NEIL DIAMOND</b> /Hello Again (Capitol)
6	4	4	3	<b>B. STREISAND &amp; B. GIBB</b> /What Kind Of Fool (Columbia)
1	1	3	4	<b>JOHN LENNON</b> /Woman (Geffen)
12	8	6	5	<b>TERRI GIBBS</b> /Somebody's Knockin' (MCA)
16	11	8	6	<b>GROVER WASHINGTON JR.</b> /Just The Two Of Us (Elektra)
26	17	10	7	<b>SHEENA EASTON</b> /Morning Train (Nine To Five) (EMI America)
5	5	5	8	<b>CLIFF RICHARD</b> /A Little In Love (EMI America)
17	14	11	9	<b>HALL &amp; OATES</b> /Kiss On My List (RCA)
—	23	16	10	<b>JUICE NEWTON</b> /Angel Of The Morning (Capitol)
4	6	7	11	<b>DOLLY PARTON</b> /9 To 5 (RCA)
—	24	17	12	<b>EMMYLOU HARRIS</b> /Mister Sandman (WB)
24	20	15	13	<b>LEO SAYER</b> /Living In A Fantasy (WB)
19	16	14	14	<b>STYX</b> /The Best Of Times (A&M)
7	7	9	15	<b>RONNIE MILSAP</b> /Smoky Mountain Rain (RCA)
—	—	28	16	<b>JAMES TAYLOR &amp; J.D. SOUTHER</b> /Her Town Too (Columbia)
23	19	18	17	<b>PHIL EVERLY</b> /Dare To Dream Again (Curb/CBS)
25	22	19	18	<b>ELVIS PRESLEY</b> /Guitar Man (RCA)
8	9	13	19	<b>ABBA</b> /The Winner Takes It All (Atlantic)
14	12	12	20	<b>SPYRO GYRA</b> /Cafe Amour (MCA)
30	29	24	21	<b>GILBERT O'SULLIVAN</b> /What's In A Kiss (Epic)
—	—	30	22	<b>SMOKEY ROBINSON</b> /Being With You (Tamla)
29	28	25	23	<b>CHRIS MONTAN</b> /Let's Pick It Up (Where We Left Off) (20th)
27	26	26	24	<b>ASSOCIATION</b> /Dreamer (Elektra)
13	18	20	25	<b>EDDIE RABBITT</b> /I Love A Rainy Night (Elektra)
—	30	29	26	<b>JIMMY BUFFETT</b> /It's My Job (MCA)
—	—	—	27	<b>BOBBY GOLDSBORO</b> /Alice Doesn't Love Here... (Curb/CBS)
10	10	22	28	<b>DAN FOGELBERG</b> /Same Old Lang Syne (Full Moon/Epic)
9	15	21	29	<b>STEELY DAN</b> /Hey Nineteen (MCA)
—	—	—	30	<b>STEVE WINWOOD</b> /White You See A Chance (Island)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters. New Entry →

rotation: KOGO, WCCO-FM, KRKK, KBAI, WDAI-FM, WGY, WHAG, WIS, WHIZ, WHOK, KWOS, KXIC, WHBC.

**JOHNNY LEE** "Pickin' Up Strangers" (Full Moon/Asylum) 17/0. Heavy rotation: KSL, WNAB, WDEF. Medium rotation: KMBZ, WLTA, WFR, KLO, KLTE, WOWO.

**ANDY GIBB** "Me (Without You)" (RSO) 16/9 add WLW, KPPL, WIP, WLNH, WCFR, WFR, KBAI, KRKK, WHIZ. Medium rotation: WNAB, WORG, WKIQ, WHBY.

**DR. HOOK** "That Didn't Hurt Too Bad" (Casablanca/PolyGram) 16/8 add WCCO-AM, WRVR, WNDW, WORS, KFDR, KLO, KFDR, WKHM. Medium rotation: WLTA, WABZ, WHBC.

**PHIL SEYMOUR** "Precious To Me" (Boardwalk) 14/3 add WSK, WCHV, WGY. Heavy rotation: WOWO, WJBO, WLW. Medium rotation: WHEN, WGY, KWOS, WHIZ, KLTE.

**ERIC CLAPTON** "I Can't Stand It" (RSO) 14/2 add WABZ (dpl), WOWO. Medium rotation: KPPL, WSM-FM, WIP, WBEN, WNEU, WCHV, WMAZ, KBAI.

**DONNA SUMMER** "Who Do You Think You're Foolin'" (Geffen) 14/2 add WFR, WOWO. Heavy rotation: WORS, KFDR, KLO, KFDR, WKHM. Medium rotation: WLTA, WABZ, WHBC.

**ABBA** "Super Trouper" (Atlantic) 13/12 add WIP, WTAZ, 97AIA, WSM-FM, KMBZ, WCCO-AM, KRKK, WLNH, WEIM, WAKR, WHBY, WKHM. Heavy rotation: WRVA.

**CAPTAIN & TENNILLE** "Keepin' Our Love Warm" (Casablanca/PolyGram) 13/3 add KUGN, KGGF, KXIC. Medium rotation: WCCO-AM, WNDW, WOOD, WJON.

**PAUL ANKA** "Think I'm In Love Again" (RCA) 12/7 add WLW, WSB, WLTA, WRIE, KUGN, WSTV, WKHM.

**MAUREN MCGOVERN** "Halfway Home" (Maiden Voyage) 12/4 add WLVA, WSTV, KGGF, WKIQ. Heavy rotation: WLTA. Medium rotation: WLW, KSL, WBSA.

**JOHN COUGER** "Ain't Even Done With The Night" (Rival/PolyGram) 12/3 add WMAZ, KGGF, WDFI. Heavy rotation: WSM-FM. Medium rotation: WGR, WABZ, WNEU, WLNH, KWOS.

**ALAN PARSONS PROJECT** "Games People Play" (Arista) 12/0. Heavy rotation: WCCO-FM, WGR, WDAI-FM, WOWO. Medium rotation: WASH, WHEN, WFSM, WFCM.

**BILL MEDLEY** "Don't Know Much" (Liberty) 11/11 add WCCO-AM, KMBZ, KEX, WRIE, WRVA, KMED, KRMG, WJWB, WJON, KMRJ, KWOS.

**DIANA ROSS** "One More Chance" (Motown) 11/9 add WHIO, KSL, WRIE, WEIM, WCHV, WYNN, WGR, WSTV, KMRJ.

**RITA COOLIDGE** "Words" (A&M) 11/2 add KWOS, WACI. Heavy rotation: 97AIA. Medium rotation: WCCO-AM, WBS, WMAZ.

**GEORGE FISCHOFF** "Little Ballerina Blue" (Heritage) 9/4 add WHIO, WATR, WJON, WHBC. Medium rotation: WCCO-AM, KOB.

**ROSANNE CASH** "Seven Year Ache" (Columbia) 9/3 add KMBZ, WMAZ, WDEF.

**WIKI, WOK, KIDS**

**BRUCE SPRINGSTEEN** "Fade Away" (Columbia) 9/2 add WLW, KOGO. Heavy rotation: WCFR, WLNH (dpl). Medium rotation: WCCO-FM, WSM-FM, WNEU, WCHV.

**LANI HALL** "Where's Your Angel?" (A&M) 9/1 add WLVA. Heavy rotation: WNDW. Medium rotation: WCFR, WDFI.

**ROD STEWART** "Somebody Special" (WB) 8/7 add WORG, WMAZ, WCHV, WNEU, WEL, WYNN, KXIC.

**BOBBY VINTO** "Let Me Love You Goodbye" (Tapestry) 8/2 add WQIA, KLTE. Medium rotation: WSB, WLTA.

**BLONDIE** "Rapture" (Chrysalis) 7/2 add WLW, WGR (dpl). Heavy rotation: WGR, WDAI-FM, WLNH (dpl), WFR.

**FRANKIE VALLI & FOUR SEASONS** "Heaven Must Have Sent You (Here In The Night)" (WB/Curb) 7/2 add WRVA, WHOK.

**JIM PHOTOGLO** "Fool In Love With You" (20th) 6/6 add WCCO-AM, KUGN, KFDR, WRVA, WEIM, WRIE.

## Most Added:

**JAMES TAYLOR & J.D. SOUTHER** "Her Town Too" (Columbia) Added at 29% of our reporting stations.

**BARRY MANLOW** "Lonely Together" (Arista) Added at 20% of our reporting stations.

**SMOKEY ROBINSON** "Being With You (Tamla)" Added at 19% of our reporting stations.

**T.G. SHEPPARD** "I Loved 'Em Every One" (WB/Curb) Added at 15% of our reporting stations.

**ABBA** "Super Trouper" (Atlantic) Added at 11% of our reporting stations.

## Hottest:

**SHEENA EASTON** "Morning Train (Nine To Five)" (EMI America) Reported hot at 52% of our stations.

**DON McLEAN** "Crying (Millennium)" Reported hot at 42% of our stations.

**BARBRA STREISAND & BARRY GIBB** "What Kind Of Fool (Columbia)" Reported hot at 42% of our stations.

**GROVER WASHINGTON JR.** "Just The Two Of Us (Elektra)" Reported hot at 42% of our stations.

**NEIL DIAMOND** "Hello Again (Capitol)" Reported hot at 35% of our stations.

**TERRI GIBBS** "Somebody's Knockin' (MCA)" Reported hot at 34% of our stations.



# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- SMOKEY ROBINSON**  
"Being With You" (Tamla)
- KOOL & THE GANG**  
"Take It to The Top" (De-Lite/PolyGram)
- WHISPERS**  
"It's A Love Thing" (Solar/RCA)
- CHAMPAIGN**  
"How 'Bout Us" (Columbia)
- GROVER WASHINGTON JR.**  
"Just The Two Of Us" (Elektra)
- A TASTE OF HONEY**  
"Sukiyaki" (Capitol)
- TOM BROWNE**  
"Thighs High" (GRP/Arista)
- SISTER SLEDGE**  
"All American Girls" (Cotillion)
- SHALAMAR**  
"Make That Move" (Solar/RCA)
- ROBERT WINTERS & FALL**  
"Magic Man" (Buddah/Arista)
- ATLANTIC STARR**  
"When Love Calls" (A&M)
- JERRY KNIGHT**  
"Perfect Fit" (A&M)

## CLIMBERS

Following are listed in order of their airplay activity.

**YARBROUGH & PEOPLES** "Don't Stop The Music" (Mercury/PolyGram) 59% reporting. Hot at WKND, WILD and WXYV in the East. Climbing at KMJQ and WOWI; hot at WYLD, WTMP, WJMI, WJJS, WKXI, WPDQ, KOKY, WANT, WHRK and WVEE in the South. Climbing at WWWW with hot rotation at WBXX, KPRS, KAEZ, WKWM and WJMO in the Midwest. The West shows it hot at KDKO and KSOL; climbing at KYAC.

**T-CONNECTION** "Everything Is Cool" (Capitol) 59% reporting airplay. Hot rotation at WAOK, WTMP, WHRK and WVEE; climbing at WLOU, WOWI, WJMI, WJJS, WEDR and KMJQ in the South. Showing medium airplay at KDKO and KSOL; hot at KDAY in the West. Climbing at KAEZ, WWWW, WKWM, WJLB and WJMO while hot at KPRS and WVON in the Midwest. Hot at WXYV; showing medium airplay at WKND, WAMO and WILD in the East.

**CHAKA KHAN** "What Cha Gonna Do For Me" (WB) 54% (+16) reporting. The Midwest shows an add at WBXX, KAEZ and WJLB; medium airplay at WBXX, WTLC and WJMO; hot rotation at WVON. New at KDAY and KDKO in the West. Debating at WOIC, WOWI, WTMP, WJMI, WJJS and WKXI; climbing at WVOL, WJMI, WHRK and WVEE in the South. Added at WWIN, climbing at WXYV, and hot at WURL in the East.

**KLEER** "Get Tough" (Atlantic) 54% (+5) reporting action. Hot at WAMO, climbing at WKND, WILD, WXYV and WWIN in the East. Showing medium airplay at WTMP, WJMI, WJJS, WKXI, WEDR, WHRK and WVEE with hot rotation at WLOU, WJMI, WGIV and KOKY in the South. Hot at WTLC and WDAO with medium activity at WBXX, WWWW and WJLB in the Midwest. Hot at KDKO in the West.

**T.S. MONK** "Bon Bon Vie" (Mirage) 54% (+3) reporting activity. Added at KYAC while hot at KDKO and KSOL in the West. Hot at WBXX, WJLB and WJMO; climbing at KAEZ, WKWM and WVON in the Midwest. The South shows medium airplay at WJIA and KMJQ with hot rotation at WYLD, WAOK, WOWI, WPDQ, KOKY, WEDR, WHRK and WVEE. Heavy airplay at WKND, WILD and WXYV in the East.

**CAMEO** "Feel Me" (Chocolate City/PolyGram) 54% of our reporters are on it. Climbing at WKND, WAMO and WILD in the East. Hot at WJMO, climbing at WBXX, KPRS, WKWM, WJLB and WDAO in the Midwest. Hot at KDKO; climbing at KSOL in the West. New at KMJQ while showing medium airplay at WLOU, WOIC, WAOK, WVOL, WJMI, WJIA, WJJS, WGIV, KOKY and WEDR in the South.

**GAP BAND** "Burn Rubber On Me" (Mercury/PolyGram) 51% reporting activity. Heavy rotation at WBXX, KPRS, KAEZ, WWWW and WKWM; medium airplay at WJLB in the Midwest. Climbing at WJMI and WKXI; hot at WYLD, WOWI, WVOL, WJIA, WPDQ, KOKY, WANT, WHRK, WVEE and KMJQ in the South. The East shows it hot at WKND, WAMO and WXYV.

**QUINCY JONES** "Ai No Corrida" (A&M) 51% of our reporters are on it. Hot at WGIV, WHRK and WVEE; climbing at WLOU, WAOK, WVOL, WJMI, WJIA and WJJS in the South. Added at WAMO, climbing at WILD and WWIN, and hot at WXYV in the East. Hot at KDAY and climbing at KSOL in the West. Showing medium activity at WBXX, WKWM, WDAO and WJMO; hot at WTLC and WVON in the Midwest.

**RAY PARKER JR. & RAYDIO** "A Woman Needs Love (Just Like You Do)" (Arista) 49% (+11) reporting. Hot at WURL; climbing at WXYV in the East. New at WLOU, WOWI and WEDR; climbing at WVOL, WJMI, WKXI, WGIV, WHRK and WVEE in the South. Debating at KYAC and climbing at KDKO in the West. Added at WBXX; showing medium airplay at WWWW, WKWM, WDAO, WJMO, WVON and KPRS in the Midwest.

**MARVIN GAYE** "Praise" (Tamla) 49% (+8) reporting airplay. Showing medium airplay at WOWI, WTMP, WJJS, WHRK, WVEE and KMJQ in the South. Added at WAMO, climbing at WXYV and WWIN, and hot at WURL in the East. The Midwest shows it climbing at WBXX, KPRS, WWWW, WTLC, WDAO and WJMO. New at KDAY, climbing at KYAC and KSOL and hot at KDKO in the West.

**EARTH, WIND & FIRE** "And Love Goes On" (ARC/Columbia) 49% reporting action. Hot at WJMO; climbing at KPRS, WKWM and WJLB in the Midwest. Climbing at KYAC and KSOL; hot at KDAY in the West. Heavy rotation at WLOU, WOWI, WJJS, WKXI, WGIV, WHRK and WVEE; climbing at WYLD, WTMP and WJIA in the South. The East shows hot rotation at WAMO, WURL and WXYV.

**ARETHA FRANKLIN** "What A Fool Believes" (Arista) 49% reporting. Showing medium airplay at WKND, WAMO and WILD in the East. Hot at WLOU, KOKY and KMJQ; climbing at WOIC, WJLB, WJIA and WJJS in the South. Climbing at KYAC and KSOL in the West. Hot at WDAO; showing medium airplay at WBXX, KPRS, KAEZ, WKWM, WJLB, WJMO and WWIN in the Midwest.

**JERMAINE JACKSON** "You Like Me Don't You" (Motown) 44% (+1) reporting action. The Midwest shows medium activity at WBXX, KAEZ, WTLC and WJMO. Added at WGIV, climbing at WYLD, WTMP, WJIA, WJJS and KOKY, and hot at WLOU, WKXI and WENN in the South. New at WKND, showing medium airplay at WILD, and hot rotation at WAMO and WURL in the East.

**DENICE WILLIAMS** "What Two Can Do" (ARC/Columbia) 39% (+15) reporting activity. Climbing at KDKO in the West. Climbing at WBXX, WWWW, WTLC, WJMO, WVON and KPRS in the Midwest. New at WKND and WAMO; climbing at WXYV in the East. The South shows medium airplay at WLOU, WVOL, WJMI, WJIA, WHRK and WVEE.

**SLAVE** "Watching You" (Cotillion) 39% reporting airplay. Hot rotation at WXYV and WWIN in the East. Hot at WJLB; climbing at WBXX and KAEZ in the Midwest. Hot at KYAC and KSOL in the West. Climbing at WJIA and WYLD; showing heavy rotation at WOWI, WTMP, WPDQ, WEDR, WENT, WHRK and WVEE in the South.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 39% of our reporters are on it. Hot at KPRS, WJLB and WDAO; climbing at KAEZ and WKWM in the Midwest. New at KSOL in the West. Climbing at WAMO and WXYV in the East. Hot rotation at WAOK and WJIA; showing medium airplay at WVOL, WJMI, WJJS, WPDQ, WHRK and WVEE in the South.

**FANTASY** "You're Too Late" (Pavillion) 37% (+10) reporting. The East shows it climbing at WKNO, WILD and WWIN. Hot at WAOK; climbing at WLOU, WOIC, WJMI, WJJS and WPDQ in the South. New at KSOL; hot at KDAY in the West. Showing medium airplay at WTLC, WKWM and WJMO; hot at WVON in the Midwest.

**DEBRA LAWS** "Be Yourself" (Elektra) 37% (+5) reporting airplay. Hot at KAEZ; climbing at WBXX, KPRS, WJLB and WDAO in the Midwest. Added at KYAC and climbing at KSOL in the West. Showing medium airplay at WURL, WILD, WXYV and WWIN in the East. Added at WAOK; climbing at WJIA, WHRK and WVEE in the South.

**SADANE** "One-Way Love Affair" (WB) 34% reporting action. Climbing at WURL and WXYV in the East. Showing medium airplay at KPRS, WTLC, WKWM and WVON in the Midwest. The South shows an add at WYLD; medium airplay at WLOU, WTMP, WJMI, WJIA, WGIV, WHRK and WVEE.

**OHIO PLAYERS** "Try A Little Tenderness" (Boardwalk) 32% (+16) reporting activity. Added at WKWM, climbing at WWWW, and hot at WDAO in the Midwest. New at WJIA and WJJS; climbing at WAOK, WOWI, WEDR, WHRK and WVEE in the South. Medium airplay at WURL and WXYV in the East. Climbing at KDKO in the West.

**ZINGARA** "Love's Calling" (Wheel) 32% reporting. Climbing at KYAC and KDKO in the West. Hot at KPRS and WJLB; climbing at WJMO and WVON in the Midwest. Medium airplay at WWIN in the East. Hot at WVOL and WJJS; climbing at WJIA, WGIV, KOKY and WEDR in the South.

**SPINNERS** "Yesterday Once More/Nothing Remains the Same" (Atlantic) 29% (+7) reporting airplay. Added at KSOL in the West. Climbing at WWWW and WVON in the Midwest. Medium airplay at WOIC, WTMP, WJIA, WJJS, WGIV, WHRK and WVEE in the South. Climbing at WKND and WXYV in the East.

**GRANDMASTER FLASH** "Birthday Party" (Sugarhill) 29% (+2) reporting. The South shows an add at WVOL, medium airplay at WOIC, WOWI and WGIV, and hot rotation at WJMI, WENN and WANT. Hot at WTLC; climbing at KPRS in the Midwest. Climbing at KDKO in the West. Showing medium airplay at WAMO and WILD in the East.

**PATRICE RUSHEN** "Never Gonna Give You Up" (Elektra) 29% of our reporters are on it. Climbing at WKNO in the East. New at WVOL and WGIV, climbing at WLOU and WAOK, and hot at WJMI in the South. Hot at WDAO and WVON; climbing at KPRS, KAEZ, WWWW and WTLC in the Midwest.

## NEW & ACTIVE

**CHI-LITES** "Have You Seen Her" (Chi-Sound/20th) 27% (+3) reporting. Hot at WURL; climbing at WWIN in the East. Climbing at WYLD, WOWI, WVOL, WJIA, WJJS and WGIV in the South. New at KDAY in the West. Added at KPRS; climbing at WTLC in the Midwest.

**RUFUS** "Tonight We Love" (MCA) 24% (+5) reporting. Added at WJJS; climbing at WAOK, WTMP, WHRK and WVEE in the Midwest. New at KPRS and WJMO in the Midwest. Added at KYAC in the West. New at WKNO; climbing at WXYV in the East.

**LINX** "You're Lying" (Chrysalis) 24% reporting action. Added at WTLC, WDAO and WVON in the Midwest; hot at KOKY; climbing at WLOU and WAOK in the South. Medium airplay at WILD and WWIN in the East. New at KDAY; hot at KYAC in the West.

**ULLANDA McCULLOUGH** "Bad Company" (Atlantic) 24% reporting. The South shows an add at WGIV, WPDQ and WEDR; climbing at WVOL, WJIA, WHRK and WVEE. New at WDAO and WVON in the Midwest. Climbing at WXYV in the East.

**BLONDE** "Rapture" (Chrysalis) 22% (+8) reporting. Hot at WWWW; climbing at WBXX in the Midwest. Added at KSOL; hot at KDKO in the West. Climbing at WHRK, WVEE and KMJQ; hot at WVOL in the South. Medium airplay at WXYV in the East.

**ONE WAY** "My Lady" (MCA) 22% (+3) reporting. Added at KYAC in the West. Climbing at WJLB, KAEZ and WTLC in the Midwest. The South shows medium activity at WLOU, WJMI and WGIV. Climbing at WKND and WAMO in the East.

## JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- JOE SAMPLE** ..... Voices In The Rain (MCA)
- TOM BROWNE** ..... Magic (GRP/Arista)
- BILL EVANS** ..... You Must Believe In Spring (WB)
- GROVER WASHINGTON JR.** ..... Wineflight (Elektra)
- DAVE BRUSHIN** ..... Mountain Dance (GRP/Arista)
- DEXTER GORDON** ..... Gotham City (Columbia)
- SONNY ROLLINS** ..... Love At First Sight (Milestone)
- WEATHER REPORT** ..... Night Passage (ARC/Columbia)

## NEW & ACTIVE

**MARKLEY BAND** ..... The Markley Band (ARC/Accord)

EAST: WHUR/Washington, D.C., Oscar Fields: WEAA/Baltimore, MD, Michael Singleton: WYBC/New Haven, CT, Jonathan Braslow: SOUTH: WCLN/Atlanta, GA, Reggie Ward: WTJZ/Newport News, VA, Rita Ewell: MIDWEST: WBWB/Columbus, OH, Terry Wilson: WJZZ/Detroit, MI, Dorian Paster: WJTL/Los Angeles, CA, Lawrence Tantor: KGGW/Los Angeles, CA, Sal Levine: KADQ/Denver, CO, Charlotte Height

**Pop/Rhythms**  
**Hottest**  
**March 20, 1981**

EAST	SOUTH	MIDWEST	WEST
Whispers Tom Browne A Taste Of Honey	Yarbrough & Peoples Whispers Tom Browne A Taste Of Honey	Tom Browne Whispers Gap Band "Burn" Yarbrough & Peoples	Grover Washington Jr. Robert Winters & Fall Smokey Robinson Sister Sledge

# Regionalized Adds & Hots

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

## EAST

**WXTV**  
 Baltimore, MD  
 Curtis Anderson

**ADDED**  
 Bar-Kays "Body"  
 Rick James

**HOTTEST**  
 Slave  
 Smokey Robinson  
 Jerry Knight  
 Grover Washington Jr.  
 Yarbrough & Peoples  
 Whispers  
 T.S. Monk  
 A Taste Of Honey  
 Earth, Wind & Fire  
 Sister Sledge  
 Tom Browne  
 Gap Band  
 "Burn"  
 Quincy Jones  
 T-Connection  
 Champagn

**WILD**  
 Boston, MA  
 Steve Crumblay

**ADDED**  
 Sky "Superlove"  
 Tierra "Memories"  
 Strikers  
 Bar-Kays "Body"  
 Blackbyrds "Strike"  
 Barbara Mason

**HOTTEST**  
 Yarbrough & Peoples  
 Whispers  
 Robert Winters & Fall  
 Tom Browne  
 Sister Sledge  
 T.S. Monk  
 Dramatics  
 Funky Plus 1  
 Free Expression  
 Enchantment

## SOUTH

**WHRK**  
 Memphis, TN  
 Ron Otson

**ADDED**  
 Bar-Kays "Body"  
 Rick James

**HOTTEST**  
 Slave  
 Smokey Robinson  
 Jerry Knight  
 Grover Washington Jr.  
 Yarbrough & Peoples  
 Whispers  
 T.S. Monk  
 A Taste Of Honey  
 Earth, Wind & Fire  
 Sister Sledge

**KOKY**  
 Little Rock, AR  
 Lyn Henry

**ADDED**  
 None

**HOTTEST**  
 Barbara Streisand  
 Yarbrough & Peoples  
 Whispers  
 Sister Sledge  
 Con Funk Shun "Wild"  
 Kleiser  
 Donna Summer  
 Linn  
 Gap Band "Burn"  
 Lakeside "Fantastic"

**WVEE**  
 Atlanta, GA  
 Scotty Andrews

**ADDED**  
 Bar-Kays "Body"  
 Rick James

**HOTTEST**  
 Slave  
 Smokey Robinson  
 Jerry Knight  
 Grover Washington Jr.  
 Yarbrough & Peoples  
 Whispers  
 T.S. Monk  
 A Taste Of Honey  
 Earth, Wind & Fire  
 Sister Sledge

**KMJQ**  
 Houston, TX  
 Anne Lesauer

**ADDED**  
 Cameo  
 Con Funk Shun "Wild"

**HOTTEST**  
 Yarbrough & Peoples  
 Tom Browne  
 Jones Girls  
 Grover Washington Jr.  
 Kool & The Gang "Celebration"  
 Gap Band "Burn"  
 Aretha Franklin "United Foot"  
 Tierra "Together"  
 Whispers

**WYRL**  
 New York, NY  
 Bob Law/Linda Haynes

**ADDED**  
 Wanda/Narada Michael Walden  
 Chuck Chael  
 Marva King  
 Gene Dunlap

**HOTTEST**  
 Kool & The Gang  
 Sproy Gys  
 Raydio  
 Marvin Gaye  
 Earth, Wind & Fire  
 A Taste Of Honey  
 Tim Weisberg  
 Stevia Wonder  
 Chaka Khan  
 Jermaine Jackson  
 Unlimited Touch

**WYHH**  
 Baltimore, MD  
 Curtis Anderson

**ADDED**  
 Chaka Khan  
 Flack/Bryson  
 Rick James  
 Sun  
 Wanda/Narada Michael Walden  
 Free Expression  
 Freddie Freeman  
 Bootsy  
 Marvin Gaye  
 Revelation  
 Sky "Superlove"

**HOTTEST**  
 Tom Browne  
 Whispers  
 Slave  
 Robert Winters & Fall  
 Gap Band "Yearning"  
 Conversion  
 Grover Washington Jr.  
 Smokey Robinson  
 Whispers  
 Kool & The Gang

**WJMI**  
 Jackson, MS  
 Carl Mye

**ADDED**  
 None

**HOTTEST**  
 Smokey Robinson  
 Grandmaster Flash  
 Atlantic Starr  
 Tom Browne  
 Patricia Rushen  
 Champagn  
 M.C. Cryte  
 Shamalar  
 Kleiser  
 Delegation

**WDLA**  
 Memphis, TN  
 Mark Christian

**ADDED**  
 Chaka Khan  
 Delegation  
 Lakeside "On"  
 Ohio Players  
 Quincy Jones "Dude"

**HOTTEST**  
 A Taste Of Honey  
 Yarbrough & Peoples  
 Robert Winters & Fall  
 Gap Band "Burn"  
 Tom Browne  
 Smokey Robinson  
 Grover Washington Jr.  
 Jerry Knight  
 Bobby "Blue" Bland  
 Manchester/Bryson

**WJLB**  
 Lynchburg, VA  
 Donnie Deane

**ADDED**  
 Champagn  
 Bootsy  
 James Brown  
 Fitzsimons/Shu-Ga  
 Rufus  
 Shamalar  
 Ohio Players  
 Executive  
 R.J.'s Latest Arrival  
 Blackbyrds "Strike"  
 Chaka Khan  
 Blue Magic  
 Ozono  
 Carol Douglas

**HOTTEST**  
 Earth, Wind & Fire  
 Aretha Franklin  
 Jermaine Jackson  
 Starpoint  
 Free Expression  
 Bootsy  
 Zapp  
 Robert Winters & Fall  
 Sister Sledge  
 M-ume

## MIDWEST

**WJMO**  
 Cleveland, OH  
 Bernie Moody

**ADDED**  
 Gap Band "Yearning"  
 Diana Ross "One"  
 Rufus  
 Con Funk Shun "Wild"

**HOTTEST**  
 Yarbrough & Peoples  
 Robert Winters & Fall  
 Cameo  
 Whispers  
 T.S. Monk  
 A Taste Of Honey  
 Sister Sledge  
 Tom Browne  
 Earth, Wind & Fire  
 Smokey Robinson

**WJLB**  
 Detroit, MI  
 J. Michael McKay

**ADDED**  
 Tom Scott  
 Sheila Hyton  
 Marva King  
 Blue Magic  
 Wanda/Narada Michael Walden  
 Gino Vannelli  
 Chaka Khan  
 Diana Ross "One"  
 Kool & The Gang  
 Enchantment

**HOTTEST**  
 Sky "Here"  
 Slave  
 Whispers  
 Tom Browne  
 Smokey Robinson  
 Gap Band "Burn"  
 Zapp  
 Jermaine Jackson  
 Superhill Gang  
 Earth, Wind & Fire

**HOTTEST**  
 Frankie Smith  
 Kleiser  
 Quincy Jones  
 Mammata  
 Bill Summers  
 Shalamar  
 Grover Washington Jr.  
 Atlantic Starr  
 Funkadelic  
 Grandmaster Flash

**WVON**  
 Chicago, IL  
 Ron King

**ADDED**  
 Bar-Kays "Body"  
 Ray, Goodman & Brown  
 Con Funk Shun "Wild"  
 Grace Jones  
 Frankie Smith  
 Linn  
 Revelation  
 Ullanda McCullough

**HOTTEST**  
 Chaka Khan  
 Fantasy  
 Atlantic Starr  
 Shalamar  
 Patrice Rushen  
 Champagn  
 T-Connection  
 Quincy Jones  
 Smokey Robinson  
 Clarence Carter

**WTLG**  
 Indianapolis, IN  
 Jay Johnson

**ADDED**  
 Ozone  
 Linn  
 Timmy Thomas  
 Side Effect  
 Frank Hooker  
 Manchester/Bryson  
 Revelation  
 Mass Production

**HOTTEST**  
 Frankie Smith  
 Kleiser  
 Quincy Jones  
 Mammata  
 Bill Summers  
 Shalamar  
 Grover Washington Jr.  
 Atlantic Starr  
 Funkadelic  
 Grandmaster Flash

**KAEZ**  
 Oklahoma City, OK  
 Lee Simpson

**ADDED**  
 Wanda/Narada Michael Walden  
 Shalamar  
 Randy Crawford  
 Mass Production  
 Chaka Khan  
 Blackbyrds "Strike"  
 Barbara Mason  
 Frank Hooker  
 Gap Band "Yearning"  
 Peaches & Herb

**HOTTEST**  
 Gap Band "Burn"  
 Yarbrough & Peoples  
 Whispers  
 Jacksons  
 Con Funk Shun "Tight"  
 Stevia Wonder  
 Lenny Williams  
 Two Tons  
 Lakeside "Fantastic"  
 Debra Laws

**WKWM**  
 Grand Rapids, MI  
 Frank Grant

**ADDED**  
 Bar-Kays "Body"  
 Shalamar  
 Ohio Players  
 Rosa Royce

**HOTTEST**  
 Yarbrough & Peoples  
 Tom Browne  
 Whispers  
 Barbara Mason  
 Symba  
 Gap Band "Burn"  
 Grover Washington Jr.  
 Stevia Wonder  
 Sky "Here"  
 Sister Sledge

**WDAO**  
 Dayton, OH  
 Turk Logan

**ADDED**  
 June  
 Parliament  
 Bar-Kays "Body"  
 Blue Magic  
 Side Effect  
 Blackbyrds  
 Nitty Gritty  
 Ullanda McCullough  
 Linn  
 Coffee, Cream & Sugar

**HOTTEST**  
 Enchantment  
 Manchester/Bryson  
 Kleiser  
 Teena Marie  
 Heatwave  
 Aretha Franklin  
 Ohio Players  
 Patrice Rushen  
 Pointer Sisters  
 Teddy Pendergrass

**WBMX**  
 Chicago, IL  
 Spanky Lane

**ADDED**  
 Leon Ware  
 Flack/Bryson  
 Delegation  
 Chaka Khan  
 Raydio  
 Webster Lewis  
 Shalamar  
 Ohio Players  
 Dennis Brown

**HOTTEST**  
 Gap Band "Burn"  
 Yarbrough & Peoples  
 Gap Band "Burn"  
 Gene Dunlap  
 Lakeside "Fantastic"  
 Smokey Robinson  
 Atlantic Starr  
 Bernard Wright  
 Dayton  
 Nitty Gritty

**WDAO**  
 Dayton, OH  
 Turk Logan

**ADDED**  
 Parliament  
 Bar-Kays "Body"  
 Blue Magic  
 Side Effect  
 Blackbyrds  
 Nitty Gritty  
 Ullanda McCullough  
 Linn  
 Coffee, Cream & Sugar

**HOTTEST**  
 Enchantment  
 Manchester/Bryson  
 Kleiser  
 Teena Marie  
 Heatwave  
 Aretha Franklin  
 Ohio Players  
 Patrice Rushen  
 Pointer Sisters  
 Teddy Pendergrass

**KPRB**  
 Kansas City, MO  
 Dell Rice

**ADDED**  
 Blue Magic  
 Bobby King  
 CH-Lites  
 Quincy Jones  
 Rufus  
 Bernard Wright  
 Dayton  
 Nitty Gritty

**HOTTEST**  
 Gap Band "Burn"  
 Yarbrough & Peoples  
 Onni  
 Tom Browne  
 Robert Winters & Fall  
 Zingars  
 Jerry Knight  
 T-Connection  
 Leon Huff  
 Manchester/Bryson

**WANT**  
 Richmond, VA  
 Ben Miles

**ADDED**  
 Frankie Smith  
 Mass Production  
**HOTTEST**  
 Gap Band "Burn"  
 Grandmaster Flash  
 Yarbrough & Peoples  
 Slave  
 Zapp  
 Superhill Gang  
 Unlimited Touch  
 Whispers  
 Jones Girls

**HOTTEST**  
 Tom Browne  
 Jerry Knight  
 Manchester/Bryson  
 Two Tons  
 A Taste Of Honey  
 T.S. Monk  
 Sharon Redd  
 Robert Winters & Fall  
 Fantasy  
 T-Connection

**WVOT**  
 Nashville, TN  
 Fred Harvey

**ADDED**  
 Patrice Rushen  
 Ray, Goodman & Brown  
 Betty Wright  
 Grandmaster Flash  
**HOTTEST**  
 Slave  
 Robert Winters & Fall  
 Stevia Wonder  
 Smokey Robinson  
 Tierra "Together"  
 A Taste Of Honey  
 Jones Girls  
 Grover Washington Jr.  
 Linn

**WVLO**  
 Nashville, TN  
 Fred Harvey

**ADDED**  
 Patrice Rushen  
 Ray, Goodman & Brown  
 Betty Wright  
 Grandmaster Flash  
**HOTTEST**  
 Slave  
 Robert Winters & Fall  
 Stevia Wonder  
 Smokey Robinson  
 Tierra "Together"  
 A Taste Of Honey  
 Jones Girls  
 Grover Washington Jr.  
 Linn

**WVLI**  
 Jacksonville, MS  
 Tommy Marshall

**ADDED**  
 Mighty Fire  
 Lippie, Inc.  
 Flack/Bryson  
 Chaka Khan  
 Sade  
 Donna Summer  
 Rose Royce  
 Bobby Powell  
 Johnnie Adams  
 Premium  
**HOTTEST**  
 Yarbrough & Peoples  
 Jermaine Jackson  
 Joe Simon  
 Smokey Robinson  
 Earth, Wind & Fire  
 Lenny White  
 Kool & The Gang  
 Sky "Here"  
 A Taste Of Honey  
 Shamalar "Move Pop"

**KSDL**  
 San Mateo, CA  
 J.J. Jeffries

**ADDED**  
 Fantasy  
 Manchester/Bryson  
 Blondie  
 Spinners

**HOTTEST**  
 Whispers  
 Tom Browne  
 Slave  
 Sister Sledge  
 Yarbrough & Peoples  
 A Taste Of Honey  
 Smokey Robinson  
 T.S. Monk  
 Grover Washington Jr.  
 Robert Winters & Fall

**KDIA**  
 Oakland, CA  
 Keith Adams

**ADDED**  
 None

**HOTTEST**  
 Robert Winters & Fall  
 A Taste Of Honey  
 Smokey Robinson  
 Grover Washington Jr.  
 Jones Girls  
 Stems  
 Stevia Wonder  
 Jacksons  
 Tierra "Together"  
 Sister Sledge

**KDAY**  
 Los Angeles, CA  
 J.J. Johnson

**ADDED**  
 Kool & The Gang  
 Chaka Khan  
 Marvin Gaye  
 CH-Lites  
 Eloise Laws "You"  
 Linn

**HOTTEST**  
 Grover Washington Jr.  
 Sister Sledge  
 Quincy Jones  
 Smokey Robinson  
 Earth, Wind & Fire  
 Champagn  
 Robert Winters & Fall  
 T-Connection  
 Jerry Knight  
 Fantasy

# Opportunities

## Openings

### EAST

First Media Corporation (WPBC, etc.) looking for full-time air talent. Tapes and resumes to Steve Kingston, Box 8550, Washington, DC 20027. EOE M/F (3-20)

Searching for experienced morning person who can work with our news, sports, and weather people. Tapes and resumes to Bud Wilson, WOBB, Box 927, Toms River, NJ 08753. EOE M/F (3-20)

Mature PM drive personality for friendly Information Pop/Adult 5kw. Tapes and resumes to Joe Corcoran, PD, WCAP, 243 Central St., Lowell, MA 01852. EOE (3-20)

WHCN looking for on-air talent to do 6p-10pm show. Tapes and resumes to Daniel Francis Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (3-20)

Consultant looking for mature, warm personalities for medium and large market stations. Intelligence, awareness, cost high. Tape, resume, requirements to Bob 8550, Boston, MA 02114. Confidentiality assured. (3-20)

Washington, DC's #1 Country Music station, KX Country, has a new opening. If you're a reliable, human-sounding adult communicator, send tape and resume to Ted Stacker, PD, WPKW/WKX, 510 King St., Alexandria, VA 22314. EOE M/F (3-20)

WHCN seeks News Director. College grad, three years commercial radio experience. Tapes and resumes to Chr. Trust. WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (3-20)

Experienced news anchor needed for News radio operation. Tapes and resumes to News Director, WEAN, 10 Dorrance St., Providence, RI 02903. No calls please. EOE M/F (3-20)

Suburban Boston station needs a weekend job to handle a Pop/Adult format. Tape and resume to Cathy Doran, WATD, Box 487, Marshfield, MA 02050. No calls please. EOE (3-20)

Program Director needed immediately for CHR top-rated central New Hampshire AM, FM on the way. Send tape and resume to Rick DeFazio, GM, WFTN, Box 93, Franklin, NH 03235. (3-13)

WBLI/Long Island now accepting tapes and resumes for possible future full-time jock/news position. Please, no scammers or beginners. Be adult. Contact Bill Terry, WBLI, 31 W. Main St., Patchogue, NY 11772. No calls please. EOE M/F (3-13)

This is your chance to join the best and largest news department in a rapidly growing medium market. Help fill out the five-person team of news professionals with strengths in street work and on-air skills. Must have one year experience and be a good communicator. Contact Clint McElroy at (304) 525-7788, or write Box 2288, Huntington, WV 25724. EOE M/F (3-13)

WTC-FM/Hartford has immediate part-time week-end vacation opening. Send resume and resume to HR communicator. Tapes and resumes to Arnold Chase, WTC-FM, One Financial Plaza, Hartford, CT 06103. No calls please. EOE M/F (3-13)

General assignment reporter/newscaster for News/Talk station in Wheeling, WV market. Aggressive commitment to news a must; broadcast news experience helpful but not essential. Tape, resume, and writing samples to Howard Monroe, News/Program Director, WOMP, Bellaire, OH 43006, or call (614) 679-5661. EOE M/F (3-13)

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\* Must run consecutive weeks.

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (96 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

## WARNER AMEX SATELLITE ENTERTAINMENT CO.

### "VJ's"

Warner Amex Satellite Entertainment Co. is looking for five (5) "VJ's" (Video DJ's) to host MTV: The Music Channel, WASEC's innovative new 24-hour a day network that features "video records," live concerts, music news, interviews, and more. Seeking radio personalities, actors and actresses with good knowledge of popular music and a contemporary look. Resumes, 1/2-inch videocassettes, audio tape and picture to:

**MTV Auditions  
Warner Amex Satellite  
Entertainment Co.  
1211 Ave. Of The Americas  
New York, New York 10036**

No calls please. Materials must be postmarked by April 1 to be considered. Personal auditions for those qualified in New York, Chicago, and Los Angeles during April. WASEC is an Equal Opportunity Employer.

WKWB Radio has immediate opening for overnight air personality. Tapes and resumes to Neil McGinley, WKWB Radio, 695 Delaware Avenue, Buffalo, NY 14209. No calls please. EOE M/F (3-13)

Accepting resumes and tapes for experienced Beautiful Music announcers for future openings. Mail to Operations Manager, WFNT Radio, 1051 Briston Rd., Pittsburgh, PA 15221. No phone calls please. EOE (3-13)

News position open. Hard, dedicated worker needed. Send tape and resume to Hank Gross, WSPK, Box 1703, Poughkeepsie, NY 12601. (3-13)

WAMS/Wilmington, DE needs tapes and resumes for possible news opening. Ready to move to a top 70 market station? Call Matt Likovich, ND, at (302) 659-2500 or send tape and resume to Box 3677, Wilmington, DE 19807. EOE M/F (3-13)

## SOUTH

KZOM, top AOR station in Beaumont/Port Arthur, a top 100 market, seeks experienced PD. Tapes and resumes to Robert X. Brown, Box 336, Port Arthur, TX 77640. EOE (3-20)

Stereo 101 WDMS, the Mississippi Delta's number one contemporary station, is looking for air talent with good production to fill future openings. Tapes and resumes to Todd Martin, Box 1438, Greenville, MS 38701. EOE (3-20)

Help wanted: News. Experienced anchor/reporter needed for WFNC/WGSM. Contact Doug Fellow at (919) 864-0094, or Box 35297, Fayetteville, NC 28303. EOE M/F (3-20)

KOKY/Little Rock looking for strong midday female with CHR experience. Send tapes, resumes and credit references to Lyn Henry, PD, KOKY, 1501 University Avenue, Little Rock, AR 72207. EOE M/F (3-20)

KTEM has immediate opening for talented newscaster. Join a winning team. Contact Don Norman, KTEM, Box 1230, Temple, TX 76701. EOE (3-20)

Looking for production pro with good voice. Serious and qualified inquiries only. Tapes, resumes and salary requirements to the William B. Tanner Co., 2714 Union Extended, Memphis, TN 38112. Attention: Mitch Craig (3-20)

WOXK looking for talented morning drive announcer with good production skills. Great opportunity to join a dynamic team. Send tapes and resumes to Greg Allen, Box 2808, High Point, NC 27261. EOE M/F (3-20)

Aggressive, number one rated Country station in Sunbelt wants ambitious News Director who wants to work with the best. Experience with heavy local news required. Contact Darrell Ward, KYXX Radio, Box 3909, Odessa, TX 79760, or call (915) 963-3920. (3-20)

Communicators needed for top Country station in Sunbelt market. Great working and living conditions. Tapes and resumes to Darrell W. Ward, Operations Director, KYXX Radio, Box 3909, Odessa, TX 79760. (3-20)

Sunny Florida Pop/Adult station looking for communicators for growing chain looking for energy. Apply to Joe Lovero, 860 Union St., Schenectady, NY 12308. (3-20)

WVMI/Waldorf Radio has a future opening for a full-time announcer for WQID-FM. The applicant should have at least three years experience on the air, Top 40 format experience and considerable experience and expertise in commercial production. Send tapes and resumes to Mickey Collier, WQID, Box 4606, Bloxie, MS 39533. (3-20)

KZOM/Beaumont seeks sales reps. Contact Gene Flowers, GM, KZOM, Box 336, Port Arthur, TX 77630. (3-20)

NEWS, \$1000-\$1200 per month. Real good and on the way out! Growing chain looking for energy. Apply to Joe Lovero, 860 Union St., Schenectady, NY 12308. (3-20)

WJBO is looking for afternoon drive personality. Good benefits. Tapes and resumes to Gary King, Box 496, Baton Rouge, LA 70821. No calls please. EOE M/F (3-13)

WANS-FM, Greenville/Spartanburg's 100,000 watt CHR has immediate opening for 7p-12mid air personality. Benefits also. Good production work required. If you enjoy a winning team, send tapes and resumes to Bill McCann, WANS, Box 211, Anderson, SC 29621, or call (803) 224-3424. EOE M/F (3-13)

WCRJ/Jacksonville needs announcer with strong production for immediate opening. To become part of this 50,000 watt Christian station, send tapes and resumes to Rick Hubbeck, Box 37829, Jacksonville, FL 32236. EOE (3-13)

WJBO/WFMF looking for news persons. Experience necessary. Great benefits. Tapes and resumes to Gary King, Box 496, Baton Rouge, LA 70821. No calls please. EOE M/F (3-13)

Florida Sales Person who wants a very big commission in Central Florida and large account list. Call Bob (813) 453-3139. (3-13)

K8B/Austin needs strong air talent with great production ability. Tapes and resumes to Robert Stew, PD, KHFI, 1219 W. 6th, Austin, TX 78703. EOE M/F (3-13)

Newsperson wanted for Fairbanks consolidated station. Tapes and resumes to Fairvest Studios, 3341 Towerwood, Suite 205, Dallas, TX 75234. (3-13)

Radio engineer with first class license wanted. One kilowatt AM non directional, 3 kilowatt FM with Schaefer automation. The station is located in south Louisiana. Send resumes to Adrienne Martinez, c/o KLAB/KZZO, 1842 Henry, Golden Meadow, LA 70357.

We're expanding and need a complete staff for our new station. Comfortable, no hype delivery, required. We number one in all of our other markets and plan to be at the new facility. Tapes and resumes to Danny Moffatt, KYXK, Box 2727, Longview, TX 75606. (3-13)

WANTED: Experienced news person to handle news and traffic reports in afternoon drive at metro Nashville's best radio station. Smooth delivery and excellent writing skills a must. If you're on the way up and want to work with the finest staff in the mid-South, send tapes and resumes to Bill Lockhart, ND, WVKX, Highway 109 North, Gallatin, TN 37066, or call (615) 452-4747. EOE M/F (3-13)

Desperately need person to host two-hour afternoon news block. A conversational type who can do commercial production like a pro. This all News/Talk station is zooming upward and you can be a part of it. Send tapes and resumes to Rick McGee, KARN, Box 4189, Little Rock, AR 72214, or call (501) 661-7500. (3-13)

TK101/Pensacola seeks 7-12pm announcer (AOR). Tapes and resumes to Mark Sewyer, WTKX, Box 12764, Pensacola, FL 32575. EOE M/F (3-13)

The new 95.5X, WSSX/Charleston, SC has an opening for a news anchor. Must have a couple of years experience and be able to handle production duties, part-time openings. Send tapes and resumes immediately to Bill Martin, WSSX-FM, Box 31089, Charleston, SC 29047. EOE M/F (3-13)

## MIDWEST

Morning news person. Two years experience in aggressive news department. Excellent delivery, style, judgment. Writing skills a must! No beginners, no phone calls. Tapes and resumes to Ira Bitner, ND, WJRL Radio, Box 3335, Peoria, IL 61614. EOE (3-20)

Q102/Cincinnati has opening for part-time weekend air talent within driving distance. Contact Jim Fox at (513) 381-5500. EOE (3-20)

KRKC/Sioux Falls has opening for air talent. Production a must. Tapes and resumes to Don Nordine, South 1704 Cleveland, Sioux Falls, SD 57103. EOE M/F (3-20)

Wanted: Experienced production person for Northeast Ohio's fastest-growing FM. Must be capable of handling part-time news assignments. Tapes, resumes, and salary requirements in first package to Rick Severson, WOXK, Box 530, Salem, OH 44460. No calls please. EOE M/F (3-20)

Work for the best and maybe you'll end up in a major market like some of our former jocks. We are adding to our air staff and need a good personality who does super production. Rush your tape and resume to Jim Glassman, VP, WMLC 811 Broadway, Mt. Vernon, IL 62684. EOE M/F (3-20)

Award-winning WDFI/Merion, OH has an immediate opening for a top-notch reporter who can handle anchor and general assignment reporting. If you are experienced and have a tape and resume to prove it, rush them to Bob Bender, ND, WDFI, Box 10,000, Merion, OH 43302. EOE M/F (3-20)

We are currently updating our files for future openings. We want one-on-one communicators with a personality that can relate to our adult audience. Pop/Adult format, nice town. At least two years experience. Station is a good launching pad to a bigger market. Send tapes and resumes to Tim Drake, PD, WITY, Box 142, Denville, IL 61832. (3-20)

## Openings

CKLW/Detroit 7p-10pm jock needed. Must be exceptional - no teeny bop. Tapes and resumes to Pat Holiday, Box 282, Southfield, MI 48037. (3-20)

WKDQ/Evensville, IN looking for part-time and full-time CHR jocks. Call (812) 422-5995 or (802) 826-3923. Bobby Magic, DM, EOE (3-13)

297-FM/Grand Forks, ND, a new 100kw CHR station, needs morning crew. If you can entertain, relate, use humor when it fits, sound like a real person, and still respect a structured format, I've got good bucks, nice facilities, enthusiastic co-workers, liberal vacation policy and a great station to help you polish up for the majors. The competition is good and the company is on the move. No straight jocks need apply - I can do that act as well as you. But if you're a team player and your dream is to be the next Dr. Don, Imus, Tuna, Lujack or Crazy Bob, then call John Roberts today at (218) 281-6820. We'll expand the staff when I find the right guy. EOE M/F (3-13)

NEWS REPORTER/ANNOUNCER. Northern Minnesota chain looking for college grad for entry level position. Tapes and resumes to Rich Younger, WAAX, 419 W. Michigan St., Duluth, MN 55802. EOE (3-13)

Ft. Wayne/Bonneville Beautiful Music station seeks mature male voice for air shift. New facility, state-of-the-art equipment. Send tape and resume to WKSX, One Broadcast Center, Columbia City, IN 46725, or call (219) 248-2555. EOE (3-13)

WSP7/WXKQ has been the springboard for many major market personality and programming careers. Now we are looking for the most talented news people in America. Applicants must display talent in delivery, writing and fact-finding. We don't care where you are now, only where you're going. Tapes, resumes and samples of your work to Pat Martin, WSP7/WXKQ, Box 247, Stevens Point, WI 54481. EOE M/F (3-13)

KRGI/Grand Island, NE looking for top quality News Director. We are part of the Stuart Broadcasting Co., offering great working conditions, excellent pay and benefits. Send tape and resume to Gary Buchanan, DM, KRGI, Box G, Grand Island, NE 68802. EOE M/F (3-13)

KFMH/Muscatee 99+ Stereo expanding coverage and staff. Seeking people who understand a commercial but progressive album format. Tapes and resumes to Steve Briggs, Box 116, Muscotee, IA 52761, or call (319) 263-2442. EOE M/F (3-13)

Experienced news reporter needed for KLZR/KLWN. Tapes and resumes to Joe Baughn, KLZR/KLWN, Box 3007, Lawrence, KS 66044. No calls please. EOE M/F (3-13)

WRKR/Milwaukee/Racine needs full-time air talent. Contact Steve Warren, PD, (414) 552-8787. EOE M/F (3-13)

97K/Quad Cities (Iowa, Illinois) looking for morning personality with production skills. Tapes and resumes to Gabe Baptiste, Box 3788, Davenport, IA 52808. EOE M/F (3-13)

Lazerok 106 KLZR accepting applications for future on-air openings. The Lazer is a 100,000 watt AOR whose signal blankets the Kansas City/Lawrence/Topeka area. Must be a "non-robot." Tapes and resumes to John Conrad, KLZR, Box 3007, Lawrence, KS 66044. No calls please. EOE M/F (3-13)

99K/HELP... HELP is what we're looking for on all-nights for Midwest 100,000 watt FM rock. Contact Denny Collier, PD, Box 995, Seina, KS 67401, or call (913) 625-4631. EOE M/F (3-13)

Production Director - WHBC-AM/FM/Canton, OH. Creative writing and production, ability to supervise others, short air shift. Join one of the 20 highest-rated stations in the country. Call Bill Chambers, (218) 456-7166. EOE (3-13)

297-FM/Grand Forks, ND, a new 100kw CHR station, has opening for afternoon news person. Some reporting and anchoring experience necessary. Call Brad Fitch at (218) 281-6820. EOE M/F (3-13)

Needed: Lady to work overnight. Must be personable and understand quality AOR format. New equipment, great coverage, 300,000 market. Needed today! Contact Steve Brindges, OM, KFMH, Box 116, Muscotee, IA 52761, or call (319) 263-2442. EOE (3-13)

## WEST

KKAZ-FM 100,000 Watt Top 40 Chennye, WY seeks tapes and resumes for future top air talent, good delivery a must. Good money, paid life, health and dental insurance, plus profit sharing and bonuses. Send to John Ramsey, Box 926, Chennye, WY 82001, or call (307) 635-1111. EOE M/F (3-20)

## COMPUTER PROGRAMMER

Radio & Records has an immediate opening for a computer programmer with COBOL experience. Send resumes to Dan Cole, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067, or call (213) 553-4330 Ext. 26.

# Opportunities

## Openings

### WEST

**KZOK/Seattle** needs 6-10pm announcer with production experience. Prefer someone from West Coast. Call Nils Von Veh immediately. (206) 223-3918. (3-20)

Looking for **Public Affairs Director**, must have knowledge of news delivery and editing. Aggressive personality. Good team approach. Excellent working environment for the right person. Tape and resume to Jody Detry, KOZZ/KONE, P.O. Box 1328, Reno, NV 89505, or call (702) 329-9261. EOE M/F (3-20)

**KFMB-AM/San Diego** looking for Southern California air talent for future openings. Background in personality/informational format preferred. No calls please. Tape and resume to Mark Larson, KFMB, Box 80888, San Diego, CA 92138. (3-20)

**KOBO** looking for super investigative reporter with on-air delivery to match. Only hard-hitting, local diggers need apply. Some jock work, too. Send tape and resume to KOBO c/o Jason W. Fine, Box 1056, Yuba City, CA 95991. EOE M/F (3-20)

**KROK/Lompoc**, CA looking for News Director. Tape and resume to Keith Morgan, KRKQ, 816 N. H. St., Lompoc, CA 93436. EOE (3-20)

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 & Records, 1930 Century Park West, Los Angeles, CA 90067, Box 224. (3-20)

Come join us in Colorado's fastest growing radio market. Need PD for AM drive, middy personality either can have 1st ticket. Modern Country format. Tape and resume to Larry Milhouse, Box 1210, Rifle, CO 81650. EOE M/F (3-20)

Dedicated, motivated, dependable news personality. Tape and resume to J. Tyson, ND, KJLZ, 2149 S. Holly, Denver, CO 80222. EOE (3-20)

Expanding news staff. Needed news person with street experience. Agricultural very helpful. Central California full-time with adult presentation. Call J. David Stone, (209) 866-2866. (3-20)

**KSPN/Aspen** is now accepting applications for 1st class engineer and air talent. Send tape and resume to Frank Enksen, PD, KSPN, 400 W. Main, Aspen, CO 81611. EOE M/F (3-20)

This is no flat land station. Northwest Colorado #1 AOR seeks experienced PD/MD. If you're the one, then this is the beginning of a great relationship. Send tape and resume to Dr. Michael Barry, KFMJ, P.O. Box 27, Steamboat Springs, CO 80477, or call (303) 979-0958. EOE M/F (3-20)

**KUDD-FM** seeking people with pleasant voices and production skills. Tape and resume to Ron Maestri, KUDD, 3595 Las Vegas Blvd. South, Las Vegas, NV 89109. EOE M/F (3-20)

## Openings

**KUUV/KKAZ** seeks reporter/anchor for AM/FM combination. Must have good street reporting skills, writing and on-air capability. Good salary, paid life, health and dental insurance, profit sharing and gas allowance. Send air-check, writing samples and resume to Jim Cumberland, ND, Box 928, Cheyenne, WY 82001, or call (307) 635-1111. EOE M/F (3-20)

**K93** still looking for multi-track production wizards. If you're not in the studio, we've got the studios for you. Send demo tape, sample scripts and resume to Donovan Blue, K93-FM, Box 309, Healdsburg, CA 95448, or call (707) 433-4895. No beginners please. EOE M/F (3-20)

**ACE** night person with 1st phone needed immediately. Tape and resume to Harry Diarks, PD, KBIM, Box 910, Roswell, NM 86201. EOE M/F (3-13)

**KSPN/Aspen, CO** now accepting tapes for future openings on-the-air and 1st class engineering. Send tapes and resumes to Frank Enksen, PD, KSPN-FM, 400 W. Main St., Aspen, CO 81611. EOE M/F (3-13)

**KNVR-FM/Chico-Paradise, CA**, 3,000 watt FM has immediate opening for a person to do all night shift. No prior experience. Knowledge of automation a must. Send resume to KNVR, Box 1167, Paradise, CA 95969 or call (916) 895-1197. EOE M/F (3-13)

**KXU/News/Talk 750** is looking for an outstanding communicator. Excellent opportunity for telephone talk professional. Send tape and resume to Larry Rod, KXU, 1415 S.E. Ankeny, Portland, OR 97214. EOE M/F (3-13)

Personable conversational news/journalist need to head our news department and to do AM drive news each. Send air-check and writing sample to Jeff Selgo, KMBF, 7867 Convoy Court, San Diego, CA 92111. EOE M/F (3-13)

**Weekend talent needed at Southern California County kicker**, 2 million market, mixtures and fareless encouraged. No calls please. Send tapes and resumes to KIK-FM, 1 City Blvd., West, City of Orange, CA 92668. EOE M/F (3-13)

**KBLF/Red Bluff** now accepting tapes and resumes for April 1 opening for on-air personality, heavy in production. No calls please. Tape and resume to Bruce Allen, PD, Box 1010, Red Bluff, CA 96080. EOE M/F (3-13)

**ORANGE COUNTY PUBLIC RADIO/KSBR, MISSION VIEJO** HAS IMMEDIATE OPENING FOR NEWS REPORTER/PRODUCER. Must have BA; 2 years broadcast journalism experience; ATC-type production skills. Contact ADMINISTRATIVE SERVICES, (714) 831-4850. (3-13)

**KALETTN-Cities, WA** has opening for weekend and future full-time positions in Pop/Adult format. Send tape and resume to Charlie Rivers, KALE, Box K, Tr-Cities, WA 99032 or call (509) 586-2151. EOE M/F (3-13)

**10,000 watt Wyoming Country KUUY/Cheyenne** has afternoon drive opening. Only aggressive, experienced communicator should apply. Must have good track record in ratings and willingness to work in team. Excellent benefits. Blue Cross/Blue Shield. Top salary. Send tape and resume to Richard Lee, Box 926, Cheyenne, WY 82001 or call (307) 632-0551. EOE M/F (3-13)

**10,000 watt Wyoming Country KUUY/Cheyenne** has afternoon drive opening. Only aggressive, experienced communicator should apply. Must have good track record in ratings and willingness to work in team. Excellent benefits. Blue Cross/Blue Shield. Top salary. Send tape and resume to Richard Lee, Box 926, Cheyenne, WY 82001 or call (307) 632-0551. EOE M/F (3-13)

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**LARRY KING**, lost Providence 2-1. WPRO, lost Providence. They all lost Providence... The #1 late night program in Providence. It's even in Providence! It's a talk show. Its host wants to move up after almost 4 years there. MARK WILLIAMS, 19 Hill Street #15, Norton, MA, 02786. (3-20)

**88 years combined winning major market experience**. PD, MD, AM drive, FM drive, middays, nights, production, traffic, and news. All available now! Call BILL DEMORE (918) 252-9287. (3-20)

**Experienced Program and Music Director** looking for stable winning radio station. East Coast from Maine to Florida preferred. Call TODD, (601) 332-1385 or (601) 334-4559. Presently PD of CHR FM and Country AM. (3-20)

**I got canned. Poor me. End of job story.** Strong believer in show prep, now looking for Top 50 AM drive. Formerly WLVA, WROV, WKTM. Want to work for dynamic PD who can give direction to talent. Hard-working, crazy, with multi voices, great phones and winning attitude. Contact CHRIS and company for tape and resume. (803) 873-9397. (3-20)

**6 year pop, Music Director, research, air personality.** Experienced in CHR, AOR, and Country. Currently at 100,000 watt Nashville rocker. Call JOHN, (615) 895-0053. (3-20)

**Here he is, the man you've been waiting for.** JON BRENT is one of the most creative, personable, friendly and dependable announcer you could have work for you. Not to mention great pipes, years of experience in West em America and formerly at KYNO/Fresno as afternoon personality. Seeking another rock job. Call (209) 431-9842. (3-20)

**Minority Music Director/Program Director**, hard-working with major market experience. Looking and ready to work. Will relocate. Call DAVE, (303) 573-1280. (3-20)

**KIQQ/Los Angeles Sports Director** has played out his option. Desires small-medium market, play-by-play, with established sports-oriented station. 1st ticket. My love for the game shows in my play. Available now and ready to relocate. Contact MATT, (213) 468-1631 before 1pm or leave message with the Washington's after 1pm at (213) 679-8558. (3-20)

**Broadcasting grad with first phone seeking employment.** Strong production skills, operators engineer, light maintenance and little announcing. Call BOB, (213) 462-0058. (3-20)

**Currently working R&B format.** Minority jock with AOR and CHR experience. Willing to relocate. Tape and resume upon request. (312) 561-1798. (3-20)

**Boston's been great, but need to exercise my musical promotion mind** at big FM'er as MD and/or air. Ex-assistant to Kate Ingram-Bruce K. (617) 277-7804. (3-20)

**Looking for Operations Manager position.** Experienced in management programming on-air and sales. Prefer South or Southwest, but will consider all offers. Hard worker and dedicated. Call TERRY evenings at (314) 431-5509. (3-20)

**JIM BERRY** of WKTI-WTMJ/Milwaukee seeking medium market programming position. Also interested in personality-oriented morning show. Excellent references. Call (414) 567-6168. (3-20)

**Current on-air Music Director** looking seriously. Experience includes KJIS-FM, KUTE, Call MARK, (702) 731-3253. (3-20)

**I'm looking for that perfect small market in the Chicago metro area.** A 6 year communicator, skilled in continuity and production. Let's talk. (602) 277-8321. (3-20)

**Hard-working, spirited minority female with radio experience** in L.A. seeks full-time job. Any format. Excellent in communications and production from Pepperville. MARILYN, (213) 299-4912. (3-20)

**An air personality named LES** wants to move further West. He has fun on his show and enjoys radio. Call (915) 949-1103 for the rest. (3-20)

**Hello Top 20 markets!** Still looking for that AOR station that is still looking for a hard-working pro. 12 years experience, all airshifts, production, promotions and operations. Let's talk, tell me what you need. Morning drive at ZETA 7.0/Hando till ship sank. I want to marry my lady, but need a gig first. Call THOM ROBINSON anytime. (304) 525-8036. (3-20)

**Former assistant manager at #1 station in 40,000 plus market.** Seeking similar position in small to medium market. Experienced in automation, and live assistant situation. I support MBO management style. Mature, stable, family person. Available June 1st. (308) 632-7121 between 1pm and 5pm or (308) 436-2232 after 6pm MST (3-20)

**4 years experience CHR, Pop/Adult and AOR.** Excellent knowledge of AOR. Good production. One-to-one communicator. Prefer not to shovel too much snow, will consider anything. Call BRIAN, (417) 781-1654. (3-20)

**MD, copywriter, announcer** looking for stable position in small or medium market. 1st class ticket, and experience. #1 for 517.5 a week. Call KEN, (816) 456-7545. (3-20)

**Northwestern Indiana's best female jock** is in Hunt-Gibson and looking for career move. She could be yours. Call SHERRY at (219) 356-3304. (3-20)

**Major market Sports Director** canned by a format change, desires another big league opportunity. Majors only. Available now. Call GREG HABER, (314) 878-0501. (3-20)

**6 years experience in operations, promotion, announcing, and production.** Also have background in automation. All this and still willing to learn. Seeking announcing and/or programming position in professional atmosphere. Prefer Midwest or West. BILL REED, (316) 225-4243 or (316) 227-7151. (3-20)

**Currently programming KTLK/Denver.** Experience as a programmer and Music Director at KIMI/Denver and KYGO/Denver. Also 5 years with Denver CBS-TV affiliate. Looking for Top 40, CHR, Pop/Adult programming positions. Call ED GREENE, (303) 573-1280. (3-20)

**Local news digger and investigator.** 5 year pro. College graduate. References. Prefer Southwest but will consider others. Call (305) 592-0333 after 4pm EST. (3-20)

**Topical, entertaining and dependable CHR jock** is available for medium or major markets with plenty of blondes and "Leave It Beaver" reruns. Im creative on-air and in production. ROB LEE, (312) 894-3897. (3-20)

**PRESTON THOMPSON, 9 year, Top 40 personality** pro, now available. Formerly KBOO, KYTE, WCOL, WHYY, and KMJK. Call (503) 639-8601 or (703) 373-0718. (3-20)

**Announcer with 1 year experience and strong in production.** Willing to relocate. Adaptable to any format. For tape and resume call CATHY E. ROBERTS, (319) 524-7665 or (319) 524-8561. (3-20)

## Positions Sought

**Profit!** That's the bottom line. So this time, get what's coming to you... an air personality and production pro who understands that you want to make money! Experience as PD, MD, copywriter and newscaster/reporter, with a 1st ticket. You get talent and hard work. Adult formats. Northeast. Call now. (616) 432-5258, ask for Barry. (3-20)

**Currently working top 10 market, 7 years experience, network quality voice and delivery.** Desire to relocate for news or talk host opportunity in top 10, preferably East Coast. Call (617) 467-6259. (3-20)

**Personality morning man, superstar AOR or Top 40,** considering future move to Top 30 markets only, excellent references. BILL, (505) 294-3604. (3-20)

**Experienced, dedicated air personality** looking for work in Northeast or Mid-Atlantic states. Complete package includes imaginative approach on-air and in-stops, utilizing voice impressions and special effects. Background includes news, sports, and copywriting. Not available in stores - call now! MIKE, (215) 426-9789. (3-20)

**Experienced jock with B.A. in marketing** now working part-time in Danbury, seeks full-time in Connecticut. DREW JENKINS, 1 Sherwood Green, 52 Sherwood Place, Greenwich, CT 06830, or call (203) 869-3322. (3-20)

**Dynamic lady with major market experience** seeks West Coast AOR, Pop/Adult, or Jazz station. Former programmer assistant, music coordinator, PR Director, mobile DJ, with good office skills. Expand to production/news/air. Very flexible on your terms. PD's requests of Write PHOENIX, 6849 Century St., La Mesa, CA 92041 for resume. (3-20)

**In your CHR move towards Pop/Adult?** Allow me to introduce myself. I'm a 7 year pro in both Pop/Adult and CHR, very creative, strong one-to-one ability, super production, with 1st ticket. PD experience. For the most unique check you've heard, call RICHARD, (415) 548-0953. (3-20)

**RICH LAWRENCE, 13Q, WKWK, WOMP, WBSR,** 12 years experience, 1st phone seeking air/eng/producer or air/MD position. Knowledgeable in cities and music research. Prefer Northeast or Washington, D.C. area, but will consider elsewhere. Let's talk. (412) 464-0853. (3-20)

**Programmer with solid numbers** in New Orleans, (3) CHR Fall '80 ARB; #2 CHR Nov/Feb Birch Report. Available due to corporate budget cuts. Will consider program/management positions in AOR, CHR or Pop/Adult in medium to large markets. Salary negotiable. Call JEFF GERBER, (504) 626-3678. (3-20)

**Southern California news correspondent** can make your news operation more professional, regardless of format or market. Call STEVE, (714) 620-7120. You'd be wise to call today. (3-20)

**Southern California air talent** available. 4 years in Los Angeles. All offers will be considered. Call (714) 281-2827. (3-20)

**DAVE MATTHEWS, formerly KAAY/Little Rock and WHFM, WROC/Rochester, NY,** looking for Pop/Adult or CHR medium to major market. Prefer South. Call anytime, (904) 245-1080. (3-20)

**Siamese disc jockies separated at the lips in 1978.** MITCHELL and CAPSIN. We can wake up your mornings. Mitchell in the West and Capsin in the East. Only your dollars can bring us together again. Call Mitchell at (213) 558-8385. (3-20)

**Experienced morning man, Program Director, News Director, production, copywriter** area with FCC 1st class license seeks immediate opening on medium or better market station offering realistic salary, advancement, opportunity and fringe benefits. Hard, dedicated, dependable worker. Married, stable family man. Pleasant, relaxed yet authoritative delivery; good administrator. Prefer South Central Pennsylvania, but will consider all good offers. Call LARRY KAY, (717) 653-2500 after 5pm EST. (3-20)

**MARK MONTE, medium market radio, well done.** Seeking move to larger market. 6 1/2 years experience in Modern Country, CHR, Pop/Adult and Disco. Fresh, vibrant approach. Willing to relocate for the right salary and company. Call (309) 792-1992. (3-20)

**My radio broadcasts can leap over tall buildings in a single bound.** My production and copywriting are better than a speeding locomotive. Turn on your radio... JERRY "D.J." STROTHERS, now looking to join your super team. Get my tape; don't wait for the movie. CHR, Pop/Adult, or Pop/Rhythms. Write or call Jerry at Johnson, PA 15904, or call (814) 269-3788. (3-13)

**Experienced in news anchoring, gathering and writing** in a Top 50 market. I'm an aggressive, hard-working reporter with a college degree in broadcasting. My qualifications make me the right person for your news department. Call: JIM PARSONS, (513) 298-7241 after 3pm EST. (3-13)

### Help Stop Job Searches!

Show prospects your station means business by placing an ad that gets immediate attention . . . and action.

Order an Action Ad that reflects the excitement of your station and gets quick results.

**Just call PAM at (213) 553-4330.**

## Radio & Records

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Mailed First Class

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TELEPHONE: (213) 553-4330

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1930 Century Park West, L.A., CA 90067

# Opportunities

## Positions Sought

**Music Director**, 22 of large college station (KTHK) at the University of Kansas. Graduating with B.S. in journalism in May. Looking for position in a record company or music department of a radio station. Young and aggressive! **SCOTT EPSTEIN**, 2500 West 6th St., #320, Lawrence, KS 66044, or call (913) 842-2714. (3-13)

**KIDD CRADDICK**, former Q105/Tampa, nights, KYNO-FM mornings, looking for the right opportunity. Natural, energetic, reliable. Call (209) 431-5706. (3-13)

**Contemporary, Country, Disco personality/MD**, would appreciate knowing about any opening that you have right now. Relocation is no problem. Promotions are a must, call **LARRY**, (216) 478-1206. (3-13)

**ROY ROSEN**, 8 years with WAYS/Charlotte is available. 10 years experience. Looking for medium market job position or medium or major market music research and swing position. Call (704) 568-1882. (3-13)

**DJ 2 1/2 years experience** seeks position with professionally-minded operation in Western states, 1st phone, available now. Call **BRUCE**, (213) 596-6578. (3-13)

**Don Imus, Steve Dahl, and The Grassesman** all rolled into one. The wild and crazy **JEFF CONRAD** seeks mornings of personality shift. Phone bits, sound effects and outrageous humor. 700% rating increase in Honolulu, 300% increase in Miami. Call (305) 392-1916. (3-13)

**Major market**. Currently "Talkin' Proud" at Buffalo's #11 Personality. Character. Good production and news. Will travel for bonafide opportunity, with competitive operation. Call **MIKE WARD**, (716) 875-5248. (3-13)

**Mature, dependable Operations Manager/afternoon jock** with 2 1/2 years experience, heading back to Western Pennsylvania the first part of April. If you are looking for someone who is reliable and an excellent one-to-one communicator to round out your professional air staff, I'm your man. If you are located in the greater Pittsburgh area, call **THOM HILLIARD**, (813) 294-5506 nights, or write 1805 3rd Ct. S.E., Apt. #C, Winter Haven, FL 33880. (3-13)

**Syndicator salesman**, 5 years experience with a Los Angeles syndicator, promoting programs and automated formats. Looking for similar position, 32 years employment in Southern California radio. Call **DOUG CRAMER**, (213) 841-0961 days, or (213) 245-7575 nights. (3-13)

**Solid 2 year pro** with news and sports experience seeks position. Money not important, commitment to quality is. Call **ED McDONALD**, (301) 833-6510. (3-13)

**Tired of TV**. I want to "come back home" to radio. 6 years CHR, ADR experience. 2 years as Program/Production Director. Prefer to stay in Midwest. **JON ROHRER**, 1703 E. Ave. NE#1, Cedar Rapids, IA 52402, or call (319) 362-9305. (3-13)

## Positions Sought

**#1 night jock** with Superstars AOR experience is available due to budget cuts at WIMZ/Knoxville. Comes highly recommended. Call **DAN WALSTON** at (615) 523-7222. (3-13)

There must be a California programmer looking for experience, dependability and fresh ideas. I'm trying to find a quality opening. Music format preferred. Phone **KEN MCKAY** at (714) 588-0342. (3-13)

**ARB success** in Columbus, Phoenix, Miami, and your town! Superstars MD and air. Solid 13 year career/education. Call **FRANK BAUM**, (317) 893-4549. (3-13)

Have I died and gone to disc jockey heaven? No way. I'm out of work and it's hell. Music and Production Director experience. Call **KEN E. MARKS**, (213) 568-8385. (3-13)

Bright, funny, informative morning personality. Let me get the folks feeling good by calling (216) 478-0440. Successful Music Director. I hit hard on promotions. Good references. Good ratings. Willing to relocate anywhere. Please let me know if you have any openings. **L.J. DELUCA**. (3-13)

News man with more than 2 years experience as a News Director looking for reporter spot with strong local news station. Plenty of actualities and long hours are what I provide. Call **GREGORY BRESIGER**, (717) 828-7187. (3-13)

**BOB LEONARD**, 15 year proven pro looking. WLS/Chicago, Fox & Leonard morning show #1 WYSP/Philadelphia. Prefer Philadelphia, New York, Chicago, Los Angeles or Florida. Call (815) 469-3085. (3-13)

Some people just don't appreciate results! #1 women 18-34 last book in Baltimore. Available for PD or MD position and will relocate immediately! Call **AJ ROBERTS** anytime. (301) 467-8518. (3-13)

Experienced in all facets of radio including CHR, Pop/Adult, and Country formats. Also music and programming. Looking for a better opportunity. Call **CHRIS**, (215) 461-1072. (3-13)

5 years experience in 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) 479-5868. (3-13)

**WANTED: Programming position in Southern market** with annual Arbitron. College grad with 7 years experience, presently Asst. PD at CHR in Top 50 market. Responsible, capable and ready to handle most formats. I've seen how the big guys do it. Call **S.M.**, (904) 388-2628. (3-13)

Your chance to pick up talented, creative production pro for your professional airstaff. Call **DAVE** at (916) 874-0444. Hurry! Offer ends soon. (3-13)

## Positions Sought

Time is money. Energetic DJ, Production Director, copywriter looking for career position. 5 years experience, 1st class ticket. Will consider production company. Call **T.C.**, (303) 336-9590 or write Box 831, Lamar, CO 81052. (3-13)

**STEVE RIVERS**, formerly with WNDI and WISE/Indianapolis. KRQ-FM/Tucson. Looking for afternoon drive position. Call (602) 296-2488 or (219) 288-6889. (3-13)

5 year radio pro looking for move up to medium or major market. Available immediately. Excellent production. Call **BILL THOMAS**, (319) 334-4343 or (319) 334-2549. (3-13)

Challenge me! Temple university radio/TV grad in May 1981. 5 year medium market radio, news and Public Affairs Director, Promotion Director and DJ. Capable and qualified, I will relocate anywhere if position is right. **ROBERT J. HEIM**, 2022 N. Broad St., Philadelphia, PA, or call (215) 235-5055. (3-13)

**RICK SHANNON**, former MD and evening air-talent at KRQV/Sacramento is searching for employment. Good experience with music programming and research systems, plus bright, tight air sound. Just perfect for your spring ARB needs. (916) 272-3337. (3-13)

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## Changes

**Jack Maloney** appointed General Sales Manager of WKHK-FM/Woodside, NY.

**Betsy Bucken** appointed Coordinator, Promotions and Special Events of WKHK-FM/Woodside, NY.

**Randy Kerdoon** named News and Sports Director of KIOQ-FM/Bishop, CA, formerly KPRL/KPRA/Paso Robles, CA.

**Cynthia Badie-Dashiell** and **Barbara Marshall** have been named Regional Black Product Promotion Managers for MCA Records.

**Lee Simpson** of KAEZ/Oklahoma City needs any and all product. KAEZ, 4240 N.E. 23rd St., Oklahoma City, OK 73136. (3-20)

**WRFS/Alexander City** needs record service from all labels. Have changed format to Pop/Adult. Please send to **Chris Van Dyke**, P.O. Box 72, Alexander City, AL 35010. Also will take music calls on Tuesdays at (205) 234-2566. (3-13)

**WTNC-AM (Country)** and **WTNC-FM (CHR)** have just changed to these formats and request record service from all labels. Contact **STAN CLIFTON**, GM, Box 250, Thomasville, NC 27286; or call (919) 475-7701. (3-13)

**WNDD/South Bend** requests Country service from all labels, singles and LPs. We are Indiana's new Country great. Send to **WNDD**, Box 1816, South Bend, IN, 46634. (3-13)

**WEOK/Poughkeepsie** has switched to a Country format. We need single and album service from all sources. Please contact **Rick McCaffrey**, PD, WEOK, Box 416, Pendl Rd., Poughkeepsie, NY 12602, or call (914) 471-1500 or (212) 792-3300. (3-13)

We have had great service from everyone, but we need more. Looking for Pop/Adult record service. Also, we need comedy LPs for a new show that is starting to take off. Send to **WITY**, P.O. Box 142, Danville, IL 61832, or call **Chuck Thomas** at (217) 446-1133. (3-13)

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## Changes RADIO

**Izse Kaulins** has been appointed Account Executive at KFAA/Los Angeles, CA.

**Ed Diaz** has joined KCBQ AM-1170/San Diego, CA as an Account Executive.

**Mark Pearson** doing all nights at Q-104/Atascadero, CA.

**Jan Harrison** joins the 610-KFRC/San Francisco, CA sales staff.

**Lois Gredell** appointed Local Sales Manager at WCFU/Chicago, IL.

**Michael H. Mallace** has joined KNIX-AM/FM/Tempe, AZ.

**Bud Elliott** named News Director at WAPE-AM/Jacksonville, FL.

**Elizabeth Beller** appointed Producer of the 10-noon Talk Show at WDWS/Champaign, IL, as well as the noon-5 air personality.

**Nick Bazzo**, formerly with 92Q, joins B 97/New Orleans, LA 10pm-2am.

# 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**

**"THE DONGMAN REPORT"** NOW & TOPICAL!

Carters join Armoval! Jenrette & Folwell Pictorial! Pinto Designer. Kitten Whiplash! "Hong-Gagging" sport sweeps Midwest Cronkite hostage!

**Seo Star, RD 1, Box 24**  
**Rehoboth Beach, DE 19971**

WEEKLY, two sample issues \$3.00

**FROM TM PROGRAMMING**

The sales course that meets your needs.

Watch for:  
**"The Fundamentals Of Broadcast Selling."**

The most talked about **Comedy Service** in the industry.

Complimentary snack: **"LOLA'S LUNCH"**

Call (313) 434-6142  
 Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

**O'Liners**

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

**: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

**FREE ISSUE OF Galaxy**

Radio's most complete personality biweekly. Current artist bios & update, record facts, daily calendar/almanac, trivia, etc.

ALL AIRSHIRT READY!  
 Sample: **Galaxy**  
 Box 20093R, Long Beach, CA 90801, (213) 436-0602

**Wendell's weakly**

Your L.A. Comedy Connection... Humoring America since 1978... New expanded service... Write for free sample issue.

**Wendell's Weakly, 3745 Barrington Ave., Suite 9, Los Angeles, CA 90066 — or call (213) 398-9740.**

**(((SOUND EFFECTS)))**

Complete 30 LP Sound Effects Library with over 750 different effects. Quick cue'd and produced exclusively for broadcasters. \$240 for the entire set plus \$5.00 shipping.

Send for catalog to:  
**VALENTINO, INC., 151 West 46th Street**  
**NY, NY 10036 or call (212) 246-4675.**

**Increase Sales Results**

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads. Just call **PAM** at **(213) 553-4330** for more information.

# THE BACK PAGE

## BREAKERS

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

### REO SPEEDWAGON

#### Take It On The Run (Epic)

68% of our reporters on it. Moves: Up 75, Same 29, Down 0, Adds 48 including WKBW, WBEN-FM, WXKS-FM, WPGC, CKLW, KSLQ, WZZP, WGCL, Q102, KFI, KEZR, KJR, KIMN, WAEB, WSGN. See Parallels, charts at number 26.

### STYX

#### Too Much Time On My Hands (A&M)

63% of our reporters on it. Moves: Up 52, Same 40, Down 0, Adds 49 including WFIL, WCAO, WPGC, CKLW, WZZP, WGCL, KYXX, KIMN, KOPA, WKZR-FM, WTX, WAAY, KZ93, WMEE, Y94. See Parallels, charts at number 27.

### FRANKE & THE KNOCKOUTS

#### Sweetheart (Millennium)

62% of our reporters on it. Moves: Up 69, Same 33, Down 0, Adds 36 including WKBW, F105, WROR, WXKS-FM, PRO-FM, KEARTH, KFI, WOLF, K104, KSRN, CK101, Z104, KERN, KYNO-FM, KENO. See Parallels, charts at number 28.

### WHO

#### You Better You Bet (WB)

55% of our reporters on it. Moves: Up 50, Same 31, Down 0, Adds 41 including Q105, WGCL, KFI, KIQQ, 13K, KJR, Q103, WOLF, V100, KEGL, WSEZ, Z104, WHOT, KIDD, KLUC. See Parallels, charts at number 29.

### CLIMAX BLUES BAND

#### I Love You (WB)

54% of our reporters on it. Moves: Up 91, Same 17, Down 0, Adds 13, WFIL, F105, KXOK, KIQQ, KFMK, B97, WBBO, WRJZ, KYNO-FM, KHYY, WSP7, KSLY, KDZA, 96KX 4-1, KRBE 15-11. 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, 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. **N** indicates one of this week's most added new songs.

**GINO VANNELLI "Living Inside Myself" (Arista) 101/60**  
Moves: Up 23, Same 18, Down 0, Adds 60 including WKBW, WBEN-FM, WCAO, WROR, PRO-FM, CHUM, CKGM, Z93, Y100, Q105, WDRQ, WZZP, WGCL, WOKY, KJR, KIMN, KOPA.

**RAY PARKER JR. & RAYDIO "A Woman Needs Love (Just Like You Do)" (Arista) 87/14.** Moves: Up 53, Same 20, Down 0, Adds 14, WFIL, WROR, CHUM, WOKY, KPLZ, KC101, KSET-FM, KHFI, WTVR, FM102, WKXY, KQIZ-FM, KDVV, KDZA, WPGC 24-21, Q105 17-14.

**DONNA SUMMER "Who Do You Think You're Foolin'" (Geffen) 86/3.** Moves: Up 59, Same 23, Down 1, Adds 3, WABC, WLOR-FM, WISM, WBEN-FM 29-25, WFIL 28-25, KSLQ 25-22, KYXX 28-25, WOLF 37-25, 14Q 30-26, KBFM 28-24, Y103 27-24, BJ105 19-16, YES-95 32-28, KERN 27-24.

**JOURNEY "The Party's Over (Hopelessly In Love)" (Columbia) 84/10.** Moves: Up 34, Same 20, Down 0, Adds 10, WFIL, WOLF, KBFM, KLAZ, WGH, KJRB, KRO, WGUY, KFXD, JB105 35-30, KFRC 27-21, KEGL 17-12, WBCY 15-10, WIKS 15-11.

**PHIL COLLINS "I Missed Again" (Atlantic) 80/29**  
Moves: Up 22, Same 29, Down 0, Adds 29 including WBEN-FM, WFI, KRBE, Z93, 34Q, WGCL, KPLZ, KOPA, WHFM, 92Q, WVLK, KWEN, KNBQ, WGUY, WCGQ.

**WHISPERS "It's A Love Thing" (Solar/RCA) 78/15**  
Moves: Up 45, Same 16, Down 2, Adds 15, WNBC, PRO-FM, 13K, Q106, 92Q, WRJZ, WAKX, KCPX, KZZZ, WJBO, WGUU, 14WK, WHHY, Z102, KQDI.

**ANDY GIBB "Me (Without You)" (RSO) 75/10**  
Moves: Up 30, Same 35, Down 0, Adds 10, CKGM, KVIL, WZZP, WOKY, Q103, WFBW, WHFM, KHFI, WTX, 92Q, WBEN-FM 36-33, WKZR-FM 26-23, K104 39-33, G100 30-27, KCPX 29-23.

**CHAMPAIGN "How 'Bout Us" (Columbia) 71/5**  
Moves: Up 57, Same 8, Down 1, Adds 5, KVIL, WZUW, WFME, WJDX, BJ105, WCAO 19-11, WXKS-FM 15-9, 94Q 15-10, WCKX 18-9, KSLQ 9-8, KIQQ 19-15, WSGN 17-13, 92Q 7-4, KGGI 19-14, WHEB 14-11, WHYY 17-11.

**.38 SPECIAL "Hold On Loosely" (A&M) 69/10**  
Moves: Up 31, Same 26, Down 0, Adds 10, KSFX, B104, WKZR-FM, KBFM, WTX, KQ94, WIKS, WGUY, WACZ, WBEN-FM 38-30, KBEQ 31-27, WAKX 33-27, KXXX 26-22, KPUR 25-18.

## Radio & Records

# NATIONAL AIRPLAY/30

March 20, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK	
2	1	1	1 STYX/The Best Of Times (A&M)
9	7	5	2 DARYL HALL & JOHN OATES/Kiss On My List (RCA)
1	2	2	3 JOHN LENNON/Woman (Geffen)
4	3	3	4 NEIL DIAMOND/Hello Again (Capitol)
3	4	4	5 REO SPEEDWAGON/Keep On Loving You (Epic)
22	16	10	6 STEVE WINWOOD/While You See A Chance (Island)
10	9	7	7 BARBRA STREISAND/BARRY GIBB/What Kind... (Columbia)
8	8	8	8 BLONDIE/Rapture (Chrysalis)
25	19	12	9 GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
21	15	11	10 SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
5	5	6	11 DON McLEAN/Crying (Millennium)
24	17	15	12 POLICE/Don't Stand So Close To Me (A&M)
6	6	9	13 DOLLY PARTON/9 To 5 (RCA)
27	26	19	14 JUICE NEWTON/Angel Of The Morning (Capitol)
29	24	18	15 TERRI GIBBS/Somebody's Knockin' (MCA)
—	29	23	16 JAMES TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
16	13	13	17 LEO SAYER/Living In A Fantasy (WB)
—	30	28	18 SMOKEY ROBINSON/Being With You (Tamla)
14	11	14	19 RANDY MEISNER/Hears On Fire (Epic)
28	27	25	20 ERIC CLAPTON/I Can't Stand It (RSO)
13	12	17	21 PAT BENATAR/Treat Me Right (Chrysalis)
30	28	26	22 APRIL WINE/Just Between You & Me (Capitol)
—	—	29	23 STEELY DAN/Time Out Of Mind (MCA)
—	—	30	24 JOHN COUGAR/Ain't Even Done With The... (Rival/PolyGram)
26	25	24	25 PHIL SEYMOUR/Precious To Me (Boardwalk)
—	—	→	26 REO SPEEDWAGON/Take It On The Run (Epic)
—	—	→	27 STYX/Too Much Time On My Hands (A&M)
—	—	→	28 FRANKE & THE KNOCKOUTS/Sweetheart (Millennium)
—	—	→	29 WHO/You Better You Bet (WB)
—	—	→	30 CLIMAX BLUES BAND/I Love You (WB)

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

GINO VANNELLI "Living Inside Myself" (Arista)  
STYX "Too Much Time On My Hands" (A&M)  
REO SPEEDWAGON "Take It On The Run" (Epic)  
JOHN O'BANION "Love You Like I Never Loved Before" (Elektra)  
WHO "You Better You Bet" (WB)

Complete Regionalized Listings on Pages 30 and 31.

### HOTTEST

D. HALL & J. OATES "Kiss On My List" (RCA)  
STEVE WINWOOD "While You See..." (Island)  
SHEENA EASTON "Morning Train..." (EMI America)  
STYX "The Best Of Times" (A&M)  
GROVER WASHINGTON JR. "Just The... (Elektra)

Parallels Listings Begin on Page 32.

**YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 69/1**  
Moves: Up 44, Same 18, Down 6, Adds 1, Y103, WKTY 5-2, JB105 16-10, WGCL 20-10, KEARTH 11-8, KFI 7-4, KFRC 16-12, KNUS 12-8, KFMC 28-18, KELP 6-4, B97 2-1, WAXY 15-10, KHYY 1-1, 14WK 23-18, Z102 9-2, WSP7 15-11.

**JOHN O'BANION "Love You Like I Never Loved Before" (Elektra) 65/44**  
Moves: Up 8, Same 13, Down 0, Adds 44 including WBEN-FM, KBEQ, KFI, Q103, B104, WKZR-FM, KHFI, Y103, WBCS, KGGI, KENO, 13FEA, WHHY, WTRU, KRLC.

**BARRY MANILOW "Lonely Together" (Arista) 61/13**  
Moves: Up 29, Same 19, Down 0, Adds 13, KS95-FM, WHB, WZZP, KJR, WTX, WJDX, WERC, WNAM, Y94, KTAC, WHEB, WCIR, KATI, KVIL 25-17, WBBF 23-19, KCPX 28-18.

**EMMYLOU HARRIS "Mister Sandman" (WB) 61/6**  
Moves: Up 40, Same 15, Down 0, Adds 6, WZZP, WHYN, KLAZ, WLOR-FM, KENO, WTRU, WKBW 20-17, KEARTH 26-22, WERC 20-16, WHBQ 25-20, WOH 0 22-17, WHOT 26-21, KJRB 15-8, KCPX 17-12, WACZ 26-19.

**LOVERBOY "Turn Me Loose" (Columbia) 58/1**  
Moves: Up 38, Same 17, Down 2, Adds 1, WRVQ, KRBE 19-15, WGCL 25-17, 13K 23-20, WPST 24-21, Q106 22-18, K104 11-7, WBCY 8-6, KWEN 12-8, YES-95 18-14, KJRB 17-9, KENO 22-19, WCIR 13-6, WCGO 12-9, KCBN 13-7, KRCL 1-1.

## Others Getting Significant Action

**JOHN LENNON "Watching The Wheels" (Geffen) 47/34**  
Moves: Up 7, Same 6, Down 0, Adds 34 including Q105, WLS, WLS-FM, CKLW, KFI, KIIS-FM, KIQQ, KYXX, KIMN, WFLY, KXX106, WOHQ, KJRB, WGUY, WCGQ, KFXD.

**FOOLS "Running Scared" (EMI America) 47/6**  
Moves: Up 17, Same 24, Down 0, Adds 6, WXKS-FM, CKGM, WAQY, WTX, WJDX, KBOZ, JB105 26-19, KEZR 28-25, WHYN 23-17, KCPX 36-31, WJBO 36-32, WLAM 31-29, WFLB 27-21.

**CHRISTOPHER CROSS "Say You'll Be Mine" (WB) 44/21**  
Moves: Up 14, Same 9, Down 0, Adds 21 including WFIL, Y100, KEARTH, WHFM, WTRY, KXX106, WBCY, WTVR, WNAM, KNBQ, KS9Z, KTKT, WHEB, WCGQ, KPUR.

**ROVERS "Wasn't That A Party" (Epic/Cleveland International) 41/4**  
Moves: Up 21, Same 14, Down 2, Adds 4, WTVR, KCPX, WFBG, KVOL, WKBW 8-3, WBEN-FM 3-2, WDRQ 15-5, CKLW 8-6, WGCL 14-4, WOHQ 20-15, WACZ 21-16, WLXL 28-17, KFYZ 1-1, WSP7 7-1, KYVA 13-7, KRCL 7-5.

**TASTE OF HONEY "Sukiyaki" (Capitol) 40/12**  
Moves: Up 20, Same 8, Down 0, Adds 12, WFIL, WROR, WPGC, KFRC, KPLZ, KFMK, WTX, Z104, WJBO, FM99, WFAQ, KCBN, WXKS-FM 18-11, KRLA 6-3, WFLB 23-16.

**GARLAND JEFFREYS "96 Tears" (Epic) 39/2**  
Moves: Up 9, Same 28, Down 0, Adds 2, WICC, WPST, KRBE 25-22, WOLF on, WHEM on, KEGL 27-23, WOKI 32-30, KJ100 22-18, KWEN 26-26, KZZP 26-25, KENI 31-30, KCBN 39-38, KRCL 21-18.

**JOHNNY AVERAGE BAND "Ch Ch Cherie" (Bearsville/WB) 38/2**  
Moves: Up 17, Same 19, Down 0, Adds 2, KQIZ-FM, KQDI, WBEN-FM 34-32, JB105 30-22, KRBE d-30, WHYN 25-21, WBBQ 12-11, WVIC 34-32, KYNO-FM d-25, WIGY d-30, WFBG 29-26, KKRC d-30.

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