$8.7 MILLION FOR WFTM

Hefel Enters N.Y. Market

Hefel Broadcasting has agreed in principle to purchase WFTM, New York for $8.7 million from Friendly Frost Inc. Friendly Frost had previously declined to sell the Pop/Adult-formatted station (licensed to Lack, NY), but is now expecting a pretax profit of $8.2 million from the purchase. The transaction is subject to FCC approval and a definitive contract, broker was Blackburn & Co.

Wax, WB Pictures Set Consultancy Deal

Warner Bros. Pictures has entered into a nonexclusive consultancy arrangement with Steve Wax Enterprises, the recently-formed music consultancy firm founded by former Elektra/Asylum Records President Steve Wax. Under the terms of the agreement, Wax's company will consult and advise Warner Bros. Pictures' film, TV and theatrical divisions on the use of contemporary music. The arrangement marks the first time that a major motion picture studio has enlisted a music consultant's services on a full-time basis.

Bob Shapiro, Warner Bros. Pictures Executive VP/Worldwide Production, commented, "We are pleased to have someone of Steve's musical expertise associated with Warner Bros. Pictures. With music playing an ever-increasing role in our film and TV productions, we are sure that his experience and knowledge of contemporary music will provide an invaluable resource."

A 15-year veteran of the music industry, Wax's previous film experience involves packaging and serving as executive producer for the soundtrack albums to the music-related films "Roadie" and "Mad magazine's "Up The Academy." Steve Wax Enterprises will be based at Warner Bros. Burbank Studio headquarters.

BROWN DISAGREES WITH JONES IN PUBLIC

FCC Commissioner Tyrone Brown went to Los Angeles Monday (6/23) to address the TV Critics Association, expecting to talk about children's TV, but wound up first taking sharp issue with a few of the remarks made June 11 by Commissioner Anne Jones (R&R 6-20). Pointing out that Jones is the first Commissioner in 12 years to disagree with the FCC's policies encouraging minority and female participation in radio, Brown said, "Because of the serious implications of her comments, I cannot let them pass unanswered."

"Quota" Quarrel

Jones had characterized the Commission's EEO guidelines as quotas, but Brown said that was just not true. "Fully 84% of the broadcast applications, which are closely reviewed by FCC staff because they fail to meet our processing guidelines, nonetheless are granted with no EEO-related sanctions. If our guidelines were quotas, if we considered race as a single factor, all of these applicants would fail the test," Brown said.

Similarly, I find untenable Commissioner Jones's suggestion that assignment of nine staff people to work on EEO, out of an agency workforce of 2200, represents a misallocation of a "substantial portion" of Commision resources," Brown went on to say. "If one agrees that equal employment opportunity contributes to the goal of program diversity then assignment of less than one-half of one percent of the agency's workforce to that task is certainly no waste of staff effort," Brown said.

Call For Unity

Brown ended his remarks by saying he hoped his colleague would come around. "The FCC has seen the need aggressively to FCC/See Page 22

ARBITRON ALTERNATIVE DOOMED?

RAM Makes Do-Or-Die Pitch

RAM Research contends that now is the time for the radio industry either to support the San Diego-based company as the sole alternative to Arbitron or to seize the hope of controlling Arbitron's cost spiral. This week, RAM President John Patton and Cole Industries (RAM's parent company) President Don Cole launched a whirlwind tour of the nation, taking a message to major market Arbitron TV stations.

The message: by the end of the week, RAM needs to know if there is enough financial support in the industry for the company to continue its drive to become the alternative to Arbitron. The RAM leadership is looking for commitments of at least $1 million to stay active in the radio ratings race.

Kelly Appointed VP/GM At KLAC

Don Kelly, VP/GM at Metromedia's WIP/Philadelphia for the past 10 years, has been named VP/GM at KLAC/Los Angeles, also a Metromedia station. Current KLAC VP/GM Stuart Levy will remain with the station as VP/Director of Sales, while no successor for Kelly has been named at WIP.

Kelly told R&R, "I've always loved country music, and I'm really pleased to actually run a Country radio station. Of course, I am very sad about leaving WIP, because I have spent 10 very profitable years here, and this station is one of the major forces in the community and one of the best stations in the country. So I am leaving with mixed emotions, but I do love the West Coast life, and that's where I want to be." Metromedia President George Duncan was unavailable for comment when contacted by R&R.

Kelly is a 15-year veteran of the Metromedia chain. He joined the company in 1967 as Program Manager of KMBC (now KMBZ)/Kansas City, and served as GM at WCBM/Baltimore for seven years before joining WIP.

Kranzberg Board's VP/Promotion

Scott Kranzberg has been appointed Vice President of Promotion for Boardwalk Entertainment, coming to the recently-formed firm from Chrysalis Records, where he had been National Promotion Director for the past 2½ years.

Boardwalk President Neil Borgen commented, "As a firm committed to projects in book publishing, television, records, and film, Boardwalk depends on a core of versatile people. I feel that Scott Kranzberg is one of those people. His knowledge of marketing and promotion will be invaluable, and most importantly, the high quality of professionalism that he projects is precisely what we've been seeking."

Kranzberg stated, "I welcome the opportunity to work in film KRAIZBERG/See Page 22
ROGER DALTREY'S NEW SINGLE IS MAKING THIS THE LAND OF THE "FREE ME."

"FREE ME"
THE FIRST SINGLE FROM THE FORTHCOMING ORIGINAL SOUNDTRACK RECORDING "McVICAR" THE WHO FILMS PRESENTATION STARRING ROGER DALTREY WITH JOHN ENTWISTLE, KENNEY JONES, PETE TOWNSHEND AND OTHERS. ON POLYDOR RECORDS AND TAPES.
Geffen’s Summer Signing Challenged By Polygram

Following the long-awaited official announcement last week that Geffen had been signed by David Geffen’s as-yet-unnamed Warner Bros.-distributed label, Polygram contendsthat the singer’s former label Casablanca’s contract was still “valid and binding,” and declared that it will take all “appropriate actions” to thwart the Geffen transaction. Polygram’s precise course of action remains to be seen, but could include a counterclaim with Sumner’s longstanding suit against Casablanca, former label President Neil Bogart, and his wife Joyce, Sumner’s ex-manager.

Geffen told several publications that he was not concerned about possible Polygram actions, declaring his certainty that his signing was valid. He commented earlier, “By any standards in the entertainment industry, Donna Sumner is one of the premier performers of our time, and there certainly is no better way to launch a new record company than by inaugurating it with her.”

Resnik, Buttte Join A&M Promotion Team

Steve Resnik and Gary Buttte have been appointed to national promotion positions at A&M Records by new VP/Executive Director of Promotion Charlie Mason. Resnik, most recently National Promotion Director under Minor at EMI/UA, becomes National Promotion Director, while Buttte, formerly National Promotion Director for Curb Records, is National Singles Director.

Minor commented, “I am very pleased with the addition of these two talented men to A&M’s promotion department. It is a special way to welcome RESNIK/See Page 26 and BUTTTE/See Page 26.

Hunter, Hansen New GM, PD At KSJO

Cliff Hunter and Lee Roy Hansen have been appointed General Manager and Program Director, respectively, at KSJO/San Jose, following last week’s resignation (6-19) of GM Steve Rosetta and PD Don Wright. Hunter had been GM of the AOR outlet’s AM sister station, KMRS, and will have the General Manager’s duties for both facilities. Both Hunter and Hansen, who had most recently served as KSJO’s Music Director, have been with the station since 1975. The Music Director’s position has not been filled at this time.

While both Hunter and Hansen declined comment on the changes, Hunter denied rumors of a RESNIK/See Page 26

SCOTT EXITS

Harris Named Acting PD At WBMX

Stephen Harris has been named acting PD at WBMX/Chicago, replacing the exiting Bob Scott. Formerly PD at WOL/Washington, D.C., Scott had joined the Black-formatted station less than three months ago (R&R 4-11). WBMX General Manager and owner Ron Graves told R&R that the sudden switch was due to management’s dissatisfaction with Scott’s ability “to

Knight Named PD At KCBQ

Larry Knight has been appointed PD at KCBQ/San Diego, following the departure of Bob Christo to a national programming position with Fairbanks Broadcasting after just two weeks with KCBQ (R&R 6-19). Knight, ironically, is a longtime Fairbanks programmer, having most recently been PD at Disco-formatted WZZD/Philadelphia until Fairbanks sold it, and serving as PD at the chain’s WBIC/Indianapolis and WRFM/Tuscaloosa, FL (new licensed to West Palm Beach) before that.

KCBQ GM Mike Stafford told R&R, “Larry takes his job seriously. He’s part of the new brand of PD’s KNIGHT/See Page 22

KDBW’s Chris Killed In Car Crash

Michael Christian (real name David Lapham), morning man at KDBW-FM/Minneapolis, was killed in a car accident Thursday morning (6-19) following a party for station air personality Bob Lang. The party celebrated Lang’s forthcoming wedding, for which Christian was set to be best man.

KDBW GM Louis Buron Jr. said station personnel were “devastated” by the accident. “It certainly is a loss to us here at our radio station, but also to our industry,” Buron told R&R, “when we have to lose somebody like that, because he really was talented and great to work with.”

Christian, 28, had worked his way up from assistant researcher to morning man in three years, Buron said, adding, “He was doing just a fabulous job for us.” He is survived by his parents and a sister.

PROMOTION DEPT. RESTRUCTURED

Kelley Takes New Sire VP Post

Dan Kelley has been appointed VP/Promotion & Marketing and Director of West Coast Operations for Sire Records, as previewed in R&R (6-13). The move triggers a restructuring of the company’s promotion and marketing departments, with John Montgomery moving from VP/Special Projects to VP/Album Promotion, Suzanne Emil named National Promotion KELLEY/See Page 26

First Bootleg Felony Count

Major Record Piracy Indictment

Michael Rascoe, a Long Island, NY resident, was arraigned in Suffolk County Criminal Court last week (6-19) on a 75-count indictment alleging manufacture and distribution of unauthorized recordings. Indicted along with Rascoe were M & R Records Inc., Best Record Pressing Corp., and International Picture Disc Corp. Rascoe’s indictment consists of 25 felony counts of manufacturing unauthorized recordings, including the first felony count of a bootleg recording (Bionde’s “Headlines”), and 20 misdemeanor counts of sale and possession for sale of unauthorized recordings; and 25 misdemeanor counts of sale and possession

BOOTLEG/See Page 26

R&B/Friday, June 27, 1980

ROCK STARS ON DECK FOR WPLJ — The pictured full house is part of WPLJ/New York’s special decks of cards featuring top recording artists. The decks were originally for a NYMRA/N (New York’s radio association) carnival for agencies and clients. They were such a hit that the station is making up new sets of rock cards for a listener promotion — and that’s bound to be one contest that doesn’t get lost in the shuffle.

features

What’s New

Top 40

Top 60

Top 60

AOR

AOR

AOR

This week...

ABC GETS FLOWER POWER

An exclusive interview with top ABC execs on their new production arrangement with DRR and “King Biscuit Flower Hour.”

Page 6

ARBITRON: NO EXCESS OF ACCESS

Arbitron’s new edit manual is in effect, but finding out what’s in it is another story.

Page 19

KEEPING RADIO RED HOT

The recession is hurting TV first, and radio stations can turn that trend into a long-term advantage.

Page 28

ARE THE “FORCED” REALLY WITH YOU?

A programmer’s letter reopens the controversy — are “forced" listening contests beneficial on the run?

Page 20

BLACK CABLE — OPPORTUNITY OR FABLE?

Cable just might be the most economical entry into radio for minorities.

Page 39

AOR RESEARCH VS. SHRINKING ALBUM SALES

Stumplong singles sales affect Top 40 research, what’s the LP sales side’s impact on AOR? Viewpoints from programmer and record company sources.

Page 41

FCC’S “CLEAR” THINKING FUZZY?

Bill Rust of top Pop/Adult chain Rust Communications tends to think so, and provides facts and details on the clear channel issue.

Page 58
Telecommunications Bill Delayed

The Senate was moving full speed ahead on its version of a bill (S. 2877) to amend the Communications Act of 1934. But business was postponed Tuesday (6-24) when the Commerce Committee was to have begun marking up a bill sent to it by the Communications Subcommittee (R&R 6-20), because of an injury Senator Harrison Schmidt (R-NM) sustained playing softball and Senator Barry Goldwater's absence due to recovery from hip surgery. Speed is of the essence for the bill, since Congress will recess July 2-20.

Here's where things stand:
• Radio and TV broadcasters joined newspaper lobbyists in opposing the bill, NAB, in a letter to Commerce Chairman Howard Cannon (D-NY), said the proposed legislation needed to be studied further. NRBA sent telegrams to all members of the committee asking that radio be deleted from the bill, in hopes of radio-only legislation.
• The House Communications Subcommittee, under the leadership of Rep. Lionel Van Deerlin, voted in favor of H.R. 6211, a bill dealing primarily with common carrier issues and proposing to restructure the telephone industry.
• House Commerce Chairman Harley Staggers (D-WV) has scheduled mark-up of the bill next Wednesday (7-2). (If broadcasting is to be included in a final bill, the House would have to re-attach broadcast language.)
• FCC Chairman Charles Ferris wrote Senators Hollings and Goldwater congratulating them on a great proposal which would give the FCC a wide discretion in implementing changes. Ferris said he endorsed a five-year renewal for all broadcasters, however.
• Public interest groups opposed the bill.
• Cable people loved it, as do AT&T and numerous labor groups pushing very hard for enactment.

The Week In Review

• FCC Commission Tyroone Brown criticizes fellow Commissioner Anne Jones (see Page 1).
• New Senate Communications bill stalled.
• ABC picks up exclusive rights to "King Biscuit Flower Hour."
• Summer Rerun: Reply comments on radio dereg trickle in.

Jonathan Hall

FCC At a Glance

Talking To the Commissioners

By a 5-2 vote, the Commission decided to ease up on its policy of banning communications between Commissioners and parties involved in pending rulemaking cases. Beginning next month, such "ex parte" communications (a discussion between a person outside the agency having a direct or indirect interest in the outcome of a proceeding and a Commissioner, or the Commission's professional staff) will be prohibited only in highly "valuable" competing claims — for example FM assignments — after a rulemaking order has been issued. Commissioners and staffers will now be able to meet privately with people to discuss their cases, as long as they put a record of what was said in the public file. Commissioners Anne Jones and Abbott Washburn dissented, saying even the new rules are too restrictive. Washburn said he had seen scores of information dry up since reporting requirements were imposed two years ago.

Broadcast Bureau Chief Gets More Power

The FCC amended its rules to allow it to dismiss frivolous, repetitive, or moot petitions without requesting public comment, and gave Broadcast Bureau Chief Dick Shiben authority to act on these petitions. Similar powers have already been delegated to other bureau chiefs, as well as GC Bob Bruce and Chief Scientist Steve Lakekai. The new rules do require, however, that when the FCC has asked for public comments, it may not act on a proposal until the comment period has expired. Presently, the FCC doesn't have to wait until the end of a comment period.

No Sidetracking Radio Dereg

The Commission announced last week it has denied a request by a number of public interest groups which didn't receive early notification of FCC action on radio deregulation. They claimed lack of information hindered their ability to file a court appeal during the timely

Beginning To Sort Out Radio Deregulation

A check of the letters received at the FCC recently on radio deregulation shows pro and con comments still trickling in, but not in the great numbers of a few months ago. Wednesday (6-25) was the last day for reply comments, and FCC Staff Attorney Roger Holberg, who's in charge of reviewing all 21 volumes of comments, said the beginning of the end. Holberg said he is in the process of putting together a full time staff which will eventually make recommendations to the Commission, but ventured no guess as to when those recommendations will be ready.

Congress Gets Into The Act

A number of Congressmen and Senators filed comments supporting "fairness" concepts' points of view. Senator John Melcher (D-MT) favored deregulation, saying, "I am pleased to see your agency recognize the maturity of this country's commercial broadcast radio stations." Other representatives supporting broadcasters included Rep. Hal Sawyer (R-MD), Rep. Bill Natcher (D-KY), Sen. Quentin Burdick (D-ND), Rep. Tom Railsback (R-IL), and Rep. Joe Watya (D-TX).

Speaker Speaks Out Against Deregulation

Opponents to deregulation on the Hill included House Speaker Tip O'Neill (D-MA), who backed 2CA Stations Acquitted Of "Fairness" Charges

Citizens' groups filed Fairness complaints against KABC/Los Angeles and KXHI/San Francisco prior to the June 3 primary, saying the stations' presentations of certain ballot propositions was one-sided. But after review by Art Ginsburg's Compliance Division, both stations were found to have provided balanced coverage. For example, in one case of KABC, 80 minutes of spot announcements opposing a particular proposition were offset by five 30-minute programs presenting contrasting points of view.

Hearing Still On

The Commission has refused to cancel an order designating WPCE/Portsmouth, VA and WOVI/Norfolk, VA for hearing. The stations, owned by Rev. Levi Willis, are in trouble for alleged false advertising, broadcasting a lottery, and questionable sales practices.

People

Chicago

David Nelson named GMS at NBC's WMAQ, having been Western Regional Manager for RKO Radio Sales. He previously worked in sales for Globalcom Communications and the Crystal Co.

New Orleans

Chuck Mangione will perform at NAB's Programming Conference Tuesday, August 26.

Fresno

Robert Franklin named Exec. VP of KMAK & KWOS-FM. Franklin has held executive positions with KSON/San Diego, Capital Cities, and Sondlering.

Minneapolis

Jenenger Nash, WCOS air personal- ity, is retiring after 27 years.

Wisconsin

New officers at Wisconsin Broadcasters Association: Charles Dickoff (WEAQ & WIAL/Eau Claire) President, Jack Gemar (WFRW & WRR/Wisconsin Rapids) VP/ Radio, Henry Davis (WILL/Williamasso) Secretary, and Nancy Goetz (Broadcasting Corp. , Naples, FL) Treasurer.

Washington Report

Push For Spectrum Study Continues

FCC Chairman Charles Ferris put the ball back in radio broadcasters' court last week regarding a joint industry-government master plan for spectrum allocation (R&R 6-13). After heavy lobbying by NAB's top staff, Ferris asked for specific areas needing to be discussed.

Meeting in Washington this week, seven of eight members of NAB's Radio Allocations Task Force outlined four areas, including 9 kHz, detrimental signal interference in the Southwest as a result of the possible increase in power by stations in Central Amer-
THE FOLLOW-UP TO THE GIANT SINGLE OF 1980!

"YOU'RE THE ONLY WOMAN (YOU & I)"

AMBROSIA

PRODUCED BY AMBROSIA AND FREDDIE PIRO

ON WARNER BROS. RECORDS

IT WON'T BE A "STRANGER" FOR LONG...

"STRANGER IN MY HOME TOWN" THE NEW SMASH FROM

FOGHAT

PRODUCED BY TONY OUTEDA, DON BERMAN AND FOGHAT

ON BEARSVILLE RECORDS MANUFACTURED AND DISTRIBUTED BY WARNER BROS.
ABC & DIR Confirm Contract

As rumored in Street Talk last week, ABC has signed a three-year contract for an undislosed amount with DIR beginning January 1, 1980. DIR is a New York-based syndicator, known primarily for its highly-rated AOR concert program, "King Biscuit Flower Hour."

ABC will distribute "King Biscuit Flower Hour" exclusively. In addition, DIR will produce 26 bi-weekly country music programs expanding ABC's "Country Grace Encounter" series, a one-hour special initiated by ABC last year. DIR will also take over production of various other ABC rock programs.

In his introductory remarks at a press conference at the Four Seasons restaurant in New York on Monday (6-23), ABC Radio Network President Ed McLaughlin noted, "We expect the new whole relationship between station and network may change, with the net effect being more diversity for the radio listener. Today we are again seeking the opportunity to develop new programming that could well match the great days and nights of the thirties and forties, when radio was the star of home entertainment."

McLaughlin quoted ABC Chairman and CEO Leonard Goldenson, who recently noted, "For 15 years radio has been characterized for non-stop innovation, both at the network level and the local station level. I find changes as I tune to the radio dial. Not changes in the tunes, but changes in what they are saying and doing; changes in the service that they provide. So I do not think that it is an acciden that radio listening is at a record-setting level."

DIR President Bob Meyrowitz said the alliance with ABC will give DIR an opportunity to "pro -duce programs of all kinds, not just what we have been doing."

Peter Kauff, DIR Exec. VP, noted that with all the talk about video -cassettes, etc., "The demand for radio programs remains strong."

R & R conducted the following interview with McLaughlin, IRC, chambers, network VP/GM, and Dick Foreman, VP and Director of Programming.

ABC: Why DIR?
McLAUGHLIN: Very simply we think that they are the best company in the area of producing radio programs.

FOREMAN: "King Biscuit Flower Hour," established in 1973, is bar none, we feel the leading AOR program in America. For that reason, and for other things that they do, such as the "Blind Auditions," we thought it would be wonderful for us to move forward in additional areas in working with their great expertise.}

ABC: Why, with ABC's collection of talent within its network and OEO's, wouldn't you go with arrangements similar to those with Warner Bros., Polygram Classics, and DIR's Peter Kauf?

McLaughlin: Evaluating and analyzing the situation, we want to do more, and we want to become larger and better, you go wherever you think that you can get the best product and the best programming and the "King Biscuit Flower Hour" in a 50 week ongoing program that accelerates our growth. We are doing it in a much, much longer to get where we are today. We would like to take a look from some to programs in 1980 to over 80 programs next year.

FOREMAN: Our first project in 1979 was an album and we feel that they have the capability of doing a country program. If you can do a project that is as successful as the "Blind Auditions," we think that it will be an additional benefit to our network and to our affiliates. We do not have that as a project that is in the works.

McLAUGHLIN: There is no point in speculating as to what would happen until this point is made clear. It is our plan to deal with that from this point forward.

ABC: What's the idea of adding country music?

McLAUGHLIN: We have been a great believer that radio music has been a long time coming.

R & R: Wouldn't you go to somebody who is a recognized leader in producing country music?

McLAUGHLIN: We considered that, but we have experience in country ourselves because we have had Vegetable Jars, Lynn Anderson, Johnny Paycheck and others. They have done all their work in their own fashion. When you have the capabilities of doing a country program. If you can do a program that is so successful that you can really move forward in another area.

FOREMAN: So what will we do with DIR?

McLAUGHLIN: Well, we will be using DIR, we will be utilizing other people, and we will sincerely hope to come to us and say, "Hey, this is what we have to offer, are you interested?" All we want to do is place radio stations. It's that simple. Hopefully for profit.

RAB: Do you think there is a saturation of country music stations?

McLAUGHLIN: I don't think so if you take a look at the demand on the artists, certainly country stations are playing the best places around the country. If you go to Vegas, Lake Tahoe, here, you have country stars playing the major clubs. I think at that I was at a rock concert. I couldn't believe the response that the audience had for the artists. And I don't think we have reached a saturation point. I think that it has to be done differently - as it did with the rock concerts.

RAB: Different how?

McLAUGHLIN: I believe with our association with DIR we will do it better than anybody else. We are going to play the best places around the country. You go to Vegas, Lake Tahoe, here, you have country stars playing the major clubs. I think that I was at a rock concert. I couldn't believe the response that the audience had for the artists. And I don't think we have reached a saturation point. I think that it has to be done differently - as it did with the rock concerts.

R & R: What do you think about the arrangement between the network and the local stations?

McLAUGHLIN: I believe we are working with the local stations and other stations will have the capability of having a program coming down on a lower cost that might work.

McLAUGHLIN: It is very helpful to stations from a programming standpoint, and there is no question that it is important to an advertiser from a marketing standpoint.

McLAUGHLIN: I think that the arrangement between you and your local station is very important. Of course, if the stations are going to be involved in the production of the program, we are going to give them the station number.

McLAUGHLIN: Yes, I think it is somewhat of a cooperative basis. We will take the number of spots that the network needs determines and give stations some.

R & R: Who are your prime advertising candidates with "King Biscuit Flower Hour"?

McLAUGHLIN: Right now, the current clients that are involved, of course, we will be the first contacts - Honda, TDK, IBM, and Rockwell are the main long-term clients.

Selling Up — Picturing putting the final touches on their production...
Appearing weekly on stations like:

WCBS-FM
KSLA-FM
KYA AM/FM
WSKQ
KRY
KING
KHOW
WASH-FM
KIOA
WGU-FM
KLTY
WCHN AM/FM
WCOB-FM
WTLB

New York, NY
Los Angeles, CA
San Francisco, CA
Boston, MA
Houston, TX
Seattle, WA
Denver, CO
Washington, DC
Des Moines, IA
Milwaukee, WI
Minot, ND
Norwich, NY
Rochester, NY
Utica, NY

WWJ-FM
WQBT
WCMC
WOAI AM/FM
KQAA-FM
KZFM
WYAM
KREM
WAYY
WIXX-FM
WVAQ-FM
KNVF-FM
KPPK

New Lexington, OH
Youngstown, OH
Marshall, PA
Anderson, SC
Columbus, SC
Aberdeen, SD
Corpus Christi, TX
Charlotteville, VA
Spokane, WA
Chippewa Falls, WI
Green Bay, WI
Morgantown, WV

WKIB
KKLV-FM
WPPA
KMKC-FM
KCEE
KOOL AM/FM
KGGG
WPSO-FM
WAMT
KFXD AM/FM
KPMX-FM
WCLL-FM
WGFK-FM

Manchester, NH
Bismarck, ND
Anchorage, AK
Fl. Payne, AL
Sharon Springs, AR
Tucson, AZ
Sacramento, CA
San Diego, CA
New Port Richey, FL
Tulsa, OK
Boise, ID
Jerome, ID
Carbondale, IL
Richmond, IN
Baton Rouge, LA

WLOX
WOMX-FM
KDOT-FM
KTXX
WTFM
WKIX
WXXL-FM
WHSL-FM
WHSL-FM
CKMX-FM
KCHL-FM
KHMC-FM
CKFM

Biloxi, MS
Greenville, MS
Missoula, MT
Duluth, MN
Fort Wayne, IN
Kingston, NJ
Raleigh, NC
Silver, NC
Hammond, LA
New Westminster, BC
Hamilton, ONT
Lethbridge, AB
Montreal, QUE

The '60s are back in over 100 markets on Soundtrack of the 60's, Murray the K's new weekly salute to the decade that changed our lives ... and changed our minds! It's three hours of music and memories from the '60s, produced every week by the people who bring you American Top 40, American Country Countdown, Alien Worlds and The Robert W. Morgan Special of the Week.

Exclusive radio licenses to carry Soundtrack of the 60's are available in many markets now. Call Watermark at 213/980-9490 for the Soundtrack of the 60's brochure and demo cassettes.
RAB Gives Radio High Marks In Back-To-School Buys

Although the school year is just a memory for the majority of the nation's youngsters, advertisers are just beginning to plan ahead for their fall back-to-school campaigns. With this in mind, the Radio Advertising Bureau (RAB) has published a booklet entitled "Chalk Up Back To School Sales With Radio."

The fold-out brochure lists eight reasons radio is the best media buy for advertisers of school-related items—for instance, an average of 80 percent of all women with school-age children listen to radio as opposed to a 71 percent average newspaper readership within that same demographic. Moreover, these mothers spend between six to 20 minutes more with radio daily than they do with TV. The study also points out that more students are reached through radio than any other media, with an average daily listening time of 3½ hours for high school students as compared with 2 hours 45 minutes of TV viewing and only 38 minutes of newspaper exposure. These listening levels, combined with radio's cost efficiency (only a 52 percent cost-per-thousand increase over the last 12 years, while TV's cpm soared 104 percent and newspapers' 113 percent), should prove efficient sales tools for those lucrative back-to-school buys. For further information, contact RAB, 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

TV's Message Garbled?

A recent conference on "The Do's And Don'ts Of Media Planning And Buying," conducted by ADWEEK for media buyers, was highlighted by Della Femina, Tribbiani & Partners' Ronnie Greenfield's discussion of radio as a "good advertising vehicle."
The seminar noted the "tremendous" wide-range audience available to radio advertisers, as well as the geographic flexibility radio affords. Also emphasized was the medium's creative potential and cost efficiency, having the lowest percentage of cost increases over the past decade of any major media. Ms. Greenfield, while extolling radio's virtues, nevertheless expressed an advertiser and agency desire that radio adopt a more equitable pricing policy whereby 30-second spots are priced at half the 60-second rate, as TV now does. She foresees a change in the current 75-80 percent of the minute readership within this same demographic.

Triple Your Taping Time

Previously, Sony's "Beta I" mode VCR's were limited to a mere 90 minutes of recording time. However, with the addition of a VCR changer, up to three "L-750" videocassette tapes can be automatically reloaded to triple your second (or playback) capacity. The VCR changer comes in several models with compatibility determined by the VCR you own. Price: $125.00.

CASSETTES OVERTAKE 8-TRACKS

'79 Tape Sales Continue Climb

Sales of prerecorded tapes continued their nine-year rise, according to the 1979 annual membership survey conducted by the National Association of Recording Merchandisers (NARM). Last year, prerecorded tapes accounted for 36.7 percent of NARM member dollar volume, up from 33.2 percent in 1978. Dollar volume for prerecorded tapes in 1970 was 29.6 percent.

Cassettes likewise increased to occupy their share of the prerecorded tape market, scoring 52.3 percent of NARM members dollar volume for prerecorded tapes in 1979, up from 35 percent in the year previous. According, dollar volume for 8-track tapes declined to 47.7 percent of the prerecorded tape market in 1979, down from 64.9 percent in 1978.

Singles also saw a decline in dollar volume, falling to just 10 percent of NARM members' 1979 total dollar volume, the year before, singles made up 10.3 percent of the total. This slide came despite singles and prerecorded cassette being the only two product areas to demonstrate dollar gains in the Recording Industry Association of America's 1979 annual survey. Further, more despite considerable controversy surrounding their purported effect upon record sales, blank audio tapes claimed but 3.3 percent of the 1979 NARM total dollar volume.

Cassettes Overwear 8-Tracks

One of over 1200 Great Radio Stations carrying Westwood One programs. Programs:


WESTWOOD ONE SALUTES!

WESTWOOD ONE 1980

9540 Washington Blvd., Culver City, CA 90230

(213) 204-5000

Ring Top Puller Nails

The Problem

If you've ever tackled a tab-top or ring pull can and come out with your nails (and temper) the loser, you'll love the "Tabee." Invented by Larry Harris of Coral Gables, FL, the "Tabee" takes those elusive tabs or rings and whips 'em off with a snip or scratch to that expensive manicure. At $1.49 each, the battle of man (or woman) against can is a cheap victory that anyone can get into teeth and nail
The Radio Special

the NAME says it all -
the MAN sings it all -
the DEMO explains it all -

* The Only AUTHORIZED Kenny Rogers Special.
Ad Age Poll Finds American Consumers Apprehensive

Although retailers nationwide are cutting prices in an effort to keep their stock moving, over 80 percent of the Americans surveyed in Advertising Age’s national consumer poll for May reported that they currently had no major purchases in mind. Furthermore, 76 percent of the respondents claimed that they had no desire to make major purchases either through the use of credit or by borrowing, with over 70 percent agreeing that “this is not the time to make major purchases.”

Despite consumers’ apprehension regarding major purchases, only 53 percent claim they are cutting back on their day-to-day spending — the lowest figure this year. And while 61 percent noted they were cutting back on buying clothes and 50 percent said they were cutting back on buying food,

Majority Expects No Layoffs

However, consumer cutbacks and the aforementioned apprehension notwithstanding, 70 percent of those queried said they would not be cutting back on expenditures in the coming months. A majority (54 percent) continued to expect their incomes to increase in future months with an additional 18 percent expecting their incomes to either keep pace with or increase faster than the rate of inflation.

This optimism is by no means firm, however, as 18 percent of those polled now regard recession/unemployment as a major problem, an increase of 10 percent from April’s figures. Nonetheless, 37 percent expect a lower inflation rate in the coming months, down 15 percent from April and 22 percent from March, but 53 percent still consider inflation a significant problem.

One bright spot amid the generally gloomy economic outlook is that the number of consumers who feel the energy shortage will be a trouble area in the near future has declined from 11 percent. A year ago, the comparable figure was 37 percent.

War Fear Growing

Now, foreign affairs and the threat of war appear to be uppermost in Americans’ minds as 42 percent expressed concern over this issue, an increase of 12 percent within the past month, and nearly nine out of 10 Americans agree that “things are getting worse.” Despite this national depression brought on by the recession, 50 percent of the respondents said they were happy with President Carter’s performance, although 59 percent said they would prefer someone else in the White House and an even greater number (60 percent) claimed it “didn’t matter who was President.”

Whether this latter statistic is a reflection of voter apathy or a feeling of general helplessness is something the President’s analysts will have to decide before November 4. As for now, Americans appear to be confused, but not enough to do anything about it.

50 LP SET
Rolling Stone, Time-Life
To Produce History Of Rock

Rolling Stone Press, a division of the popular consumer music magazine, and Stonehenge Press, a wholly-owned subsidiary of Time-Life Books, have joined forces to develop a comprehensive musical history of rock ‘n’ roll. The project will consist of 25 double albums, whose contents will span rock’s origins in the early 50’s up to the state of rock in the 80’s. The initial volumes will encompass rock’s musical progenitors, including blues, gospel, country swing, and jazz, with accompanying booklets providing text and pictures to flesh out the listening experience.

Editorial development will be primarily handled by Rolling Stone Press, as will rights clearances; discussions with the music industry are expected to begin shortly. Stonehenge Press will aid in the editorial development and perform the project’s mail order marketing and distribution functions.

Automatic Wax Vacuum

Dusty discs are no longer a do-it-yourself project with the aid of this automatic record cleaner from TMA. The device first applies a cleaning solution to the record’s surface, then brushes the surface to remove dirt, and finally vacuum and blow-dries the record. As an added benefit, the unit cleans both sides of the disc simultaneously. Available from TMA at 35 E. Hills Dr., New Canaan, CT 06840. Price: $695.00.

PRO: MOTIONS
Leslie Elected Chairman Of RIAA/Video Organization

Cy Leslie, President of CBR Video Enterprises, has been elected Chairman of RIAA/Video, the newly-created division of the Recording Industry Association of America (RIAIA). In this position, Leslie will chair the organization’s governing board, the 15-member RIAA/Video Council, with RIAA President Stanley Gortikov and Executive Director Stephen Traiman assuming parallel responsibility for the new division. Leslie was also elected to the RIAA Board of Directors.

Stearns Forms Indie Promo Firm

Judy Stearns has announced the formation of Judy Stearns Promotions, an independent promotion firm specializing in Pop/Adult product on a nationwide basis. An eight-year veteran of the record industry, Stearns’ previous experience includes stints at Blue Thumb, Island, and Gasolina Records, having most recently served as National Secretary and Adult/Contemporary Promotion Director at 20th Century-Fox Records as well as working with the Bruce Hinton independent promotion firm. Stearns’ new firm will be located at 8514 Sunset Blvd., Los Angeles, Ca 90069. (213) 657-8210.

Green Named Nat’l Promo Coordinator At EMIA/UA

Shelley Green (formerly Shelley Hopper) has been named National Promotion Coordinator/Trade Liaison at EM/America/United Artists Records. Most recently serving as Production Coordinator for Rick Friedman & Associates, a film production firm, Ms. Green began her music industry career in the advertising department of Dot Records in 1969, moving to the publicity department of Uni Records a year later. From 1971-78, Ms. Green worked at MCA Records where she held posts as National Promotion Coordinator, National Secondarys Promotion Director, and National Special Projects Director/Trade Liaison.

Knight Named VP/Mktg.
For Disco Vision

Robert Knight has been named Vice President of Marketing for DiscoVision Associates, the joint venture between IBM Corp. and MCA Inc., which was formed to develop, manufacture, and market laser-optical videodiscs and videogame players. A 20-year veteran of IBM, Knight most recently served as Western Region Manager for the firm’s Data Processing Division.

Posse Label Springs Into Action

Spring Records principals Julie Rikkind, Bill Spitalsky and Roy Rikkind have announced the formation of a new label, Posse Records, with former Spring artist Joe Simon as their initial signing. Simon, best known for such previous hits as “Downing In The Sea Of Love” and “Chokin Kind,” will have the distinction of being the independently-distributed label’s first single artist with “Baby, When Love Is In Your Heart (It’s In Your Eyes).” His debut album for the label is scheduled to follow in July.

Additional artists signed to the new label are the Jonets (who are also former Spring artists) and New England based groups Glory and Blitz.

Pictured along with premier artist Joe Simon (focused from right) are, from left: Posse principals Roy Rikkind (Treasurer), Bill Spitalsky (President), and Julie Rikkind (Vice President).
The RCS SELECTOR is a system written for radio to aid in the planning and scheduling of music. Not only does SELECTOR give you perfect music selection according to your rules and requirements, it also aids in music library control and provides useful management reports.

SELECTOR runs on a powerful, office-size, disk-and-memory minicomputer. Surprisingly inexpensive, easily cost-justified, the system is delivered and “tuned” to your station’s requirements.

YOUR MUSIC LIBRARY
One of your station’s valuable assets is its music library. The RCS SELECTOR offers you superb library management capabilities, seeing that the music turns over, never being lost or over-exposed.

MUSIC SELECTION & ROUTINING
You tell SELECTOR how you want to sequence and time-protect artists, titles and “Sounds,” restrict plays to dayparts, and set priorities among the twenty-one tests the system is prepared to perform on a cut before selecting it. SELECTOR takes your policy as the law for laying in music, and imposes it consistently. Of course, when your judgment and instinct tell you to do something different, you can step in and make all the exceptions you want. SELECTOR knows you know best. The system runs in either interactive or automated mode. In automated mode, it will generate a routine sheet for an hour, a day, or an entire week.

MANAGEMENT REPORTS
Because you want to keep informed on how well you’re doing what you set out to do, SELECTOR offers summaries of reach and frequency demographics, charts and graphs of past and projected frequency profiles for any artist, title or cut, by hour, daypart, day of week, or within a day range — and more. We'd like to show you how much more. Call us collect, or write us.

RCS. We're thinking about you.
As I briskly pedal down Sunset Boulevard on my stately unicycle, let me see what adorns my rucksack today:

A note from Jet Fore at 20th Century-Fox... Hmm, it seems to be a joke from Darth Vader. "Do you know what happened when an earthquake hit Polzark?" (No, what?) "It did 800 million dollars worth of improvement!"

Over here in the mailbag is a handsome poster from Las Vegas — in big type it sez: SIG SAKOWICZ FOR PRESIDENT: WHAT HAVE WE GOT TO LOSE? I first met Sig when he was doing his deejay show in Chicago years ago. At that time he was no wealthy he had paper money in his wallet with pictures of Presidents I never heard of.

One of Cleveland’s veteran personalities is momentarily between gigs. Ted Lux, however, will probably be snatched up by some powerhouse station by the time you read this.

Ted came to Cleveland from NBC in Pittsburgh some 12 years ago... and within the first six weeks was named most valuable player in the SHAKER HEIGHTS TETERBALL LEAGUE. He was a longtime star at WJW. When you are a personality, you tend to stand out in a crowd, and management can spot you gargoiling your name much faster than any automaton.

"The treacle of admiration is always tinctured with the vinegar of envy"... so many letters wondering how Mighty KCOK obtained those neat call letters.

A neat note today from J. David Slone, the Program Director of the Tule尔, California station.

Incidentally, J. David is also the PD for their FM affili... KJUG!

Their nifty letterhead says... FM107 KJUG Country.

Dolly Parton has GOT to be their poster girl!

In the book "Famous Last Words," compiled by Jonathan Green, there’s a chapter entitled: "What, Me Worry?" which contain the last words of people that might somehow be linked to Alfred e. Neuman... et. al. For example, when Caligula died at the age of 41 after being stabbed, his last words were "I am still alive!" Jim Averill, an American brothel-keeper who was lynched in 1888, said to the enraged cowboys who had strung a rope around his neck. "Stop your fooling, fellows!"

REMEMBER, RADIO & RECORDS IS NATURE'S WAY TO A MORE MEANINGFUL AND REGULAR PRINTED COMMUNICATION. (I have no idea what this means... but it was written on one of Dick Krizman’s cigarettes.)
We felt that the new Herb Alpert single "BEYOND" was a hit, but our expectations have been exceeded by radio's phenomenal reaction. "BEYOND," the single, is the next plateau in the amazing career of Herb Alpert.
Gary Davis has left Motown Records and word is that Skip Miller will take over the responsibilities in promotion immediately. No official explanation for the Davis departure was given.

WLS/Chicago has a new Music Director, Tim Kelly, who joins ABC’s Chicago AM from the FM. Tim recently joined WRCK (formerly WDAI) from KDWB/Minneapolis and now moves to WLS as weekend announcer and MD.

Tony Stone is the new MD at KSLQ/St. Louis. Tony was PD at KENI/Anchorage and KYX/Seattle prior to joining KSLQ.

On the Street Talk “Get Well” list this week ... Kenny Buttice, E/A’s VP of A&R, who is in a Los Angeles hospital with rather serious stomach problems. Kenny returned from a European trip feeling ill and his doctors put him in the hospital. Also ailing this week is 96KX/Pittsburgh PD Bobby Christian, who injured himself while mountain climbing. We wish both Gary and Bobby speedy recoveries.

And before we leave Pittsburgh, congratulations are in order for WTAE & WXKX General Manager Ted Atkins, who celebrated his seventh anniversary at the stations last week.

Michael Kienfner was rumored to be leaving Front Line Management last week, and this week the rumors came true. Michael is no longer with the Front Line New York office. He is about to announce the formation of his own company, Big Man Music.

WOW/Omaha has a new Operations Director, Don Davis joins the station from WLAV/Grand Rapids.

Ron Lanham has resigned as E/A’s West Coast Regional Promotion rep. No immediate replacement was named, and Ron has not yet announced his next stop.

Dana Morris has moved from local Los Angeles promotion for Arista into a similar position for A&M.

Bob Kagen, after a four-year stint as PD of WRJZ/Knoxville, has accepted the PD slot at Jefferson Pilot’s WBCY/Charlotte. The station, which is WBT’s FM, is currently AOR, but with Bob’s background being mostly mass appeal, there is some speculation that minor programming changes may be forthcoming.

Promoted to fill Bob’s shoes at WRJZ are J.J. Scott, who was upped from Production Director to Operations Manager, and Fred Story, moving from Assistant PD to Program Director and Music Director.

Paul Drew threw a private gala at Detroit’s Rotunda for local and national guests to meet Edward Holland, Lamont Dozier, and Brian Holland, better known as Holland-Dozier-Holland. The trio are writing and producing for several artists on Paul’s new Real World record label.

Barbara Glass has left Radio Records due to a recent illness. She is taking some time off to recuperate and can be reached at (305) 475-8098.

KY102/Kansas City morning man Jay Cooper will take on a new additional title this fall when he spends his afternoons as “Professor” Jay Cooper at Avila College. Jay’s course will be “An Introduction To Radio & Programming.”

Q107/Washington has just finalized plans for a giant free concert to be held on July 4 at the Washington Monument. The Beach Boys will appear in concert and the entire show will be broadcast live simultaneously on Q107, WLS/Chicago and WABC/New York. This event will mark the first live concerts ever for Q107 and WABC (WLS broadcast a live Styx concert last year in Chicago).

Jimmy Seals and Dash Crofts have both left the country and in doing so announced a curtain of future recording and performing projects. Seals has purchased a plantation in Costa Rica and Crofts bought property in Mexico. The two stated they would get together twice a year to record and possibly make “selected” concert and TV appearances.
"Someone That I Used To Love"
A Classic Ballad People Will Be Talking About
For Years To Come!

Natalie Cole

"Someone That I Used To Love" is produced by Michael Masser, and is taken from Natalie's latest hit album DON'T LOOK BACK produced by Marvin Yancy and Gene Barge. Management: Kevin Hunter, New Direction.

Available on Capitol Records & Cassettes

WRKO 27-22
KRLY on
KEARTH on
WTRY d-29
WICC on
WHYN add
BJ105 on
WKIX 25-19
WAYS 30-28
KRUX add
WTSN deb 27
WHEB deb 33
WISE add
WFLB add
WROV on

WGLF add
WINW 21-14
WLLH deb 30
WJOR-FM 21-18
WPPR 28-25
3WD deb 35
WARE 27-22
WBTR on
98Q on
WCOS 39-34
KAAY on
WLOF on
Z97 on
WSBR 13-7
WIFE on
KLBK 25
New Survey Rulebook In Effect

Post-survey diary review time is upon us. Many of you are about to make the trek to Laurel, Maryland — Arbitron's headquarters — to look at the diaries used to produce your respective spring reports. When you are looking at the diaries and reviewing how the entries were edited, keep in mind that this survey was edited using the newlydeveloped Edit Procedure Manual. Those of you who go to Laurel can get access to the manual (we'll tell you how below), but what about the majority of you who don't go to the trouble of reviewing your survey results? How do you keep up with the new rulebook?

Since Arbitron subscribers want to be sure they are using techniques that can benefit their numbers, they need to know what the manual says about key situations. We'll touch on how you can do that, without travelling to Laurel.

Edit Manual Update Needed

The edit manual that existed during my tenure at Arbitron was a fairly crude document. Pieced together over the years, it had sections that conflicted, rules that were difficult to understand, and generally was not a top quality document. In the latter part of 1978 a reorganization and enlargement of the radio department was planned, which created the section now headed by Lynn Turner and known as Policies and Procedures. There are approximately 10 people employed in this section, compared to the part-time efforts of one staller formerly dedicated to the edit manual and procedures. Lynn and the RAB Goals subcommittee on procedures, chaired by Terry Drucker of CBS, have worked hard to put the manual into a more logical and understandable form. This has been a good start. There will continue to be continuous review of the Arbitron procedures by the Goals subcommittee.

Access To New Manual

The process of reworking the edit manual was completed this spring, and the new and streamlined rules were utilized in processing the spring sweeps. But how do you, the average broadcaster, find out what the new rules of the game are? What changes have been made in the manual? What improvements or deletions might affect the health of your ratings? These are questions that might be resolved if you could review the edit procedure manual, but as you will see, access to that manual is somewhat limited.

"Viewing of the Arbitron radio edit manual is limited to those visiting Laurel for the post-survey diary review."

"Reasonable Inspection" Allowed

Viewing of the Arbitron radio edit manual is limited to those station clients and/or their agents that are visiting Laurel for the post-survey diary review. According to a Broadcast Rating Council standard, the manual must be available at the ratings firm's processing headquarters (Laurel) for reasonable inspection by Arbitron clients. What is "reasonable inspection," you might wonder? Perhaps reasonable is in the eye of the beholder.

Arbitron has legitimate concerns that persons may want to copy down all of the edit procedures contained in the manual, with an eye towards starting their own ratings service. As a result of this feeling, broadcasters will not be able to visit Laurel and compare the old procedure manual with the new version to note what areas have been affected. However, according to Arbitron spokesperson Constance Anthes, the stations can review the manual if they have certain editing questions. According to Ms. Anthes, here's how you can see the new manual: If, in reviewing diaries a question comes up as to why a certain entry was handled the way it was by an editor, the station or its agent is entitled to see the relevant page from the edit manual, review the procedure as contained in the manual, compare the procedure with that in the entry was actually handled, and make notes about the situation. If you want to jot down the procedure for future reference or to possibly question it at a later time, you have that privilege. Mal Beville, Executive Director of the Broadcast Rating Council, told R&R that if "a station or its representative finds any difficulty in reviewing the manual when the station has a question, I'd like to know about it. We'll see that the situation is corrected."

Not Available In Sales Offices

It may be helpful here to clarify a communication that went out recently under the aegis of the RAB. In one of the Goals subcommittee newsletters it was stated inadvertently that the new edit procedure manual would be available for review and inspection "at any Arbitron office." While at one time the edit manual was available for review in the sales offices, that is no longer the case. Only those visiting Laurel will actually be able to see the new manual and procedures, under the current Arbitron policy.

Week In Review

Metromedia Sells Metromail Division

Metromedia, Inc has sold the assets of its Metromail division, based in Lincoln, Nebraska, to create a new corporation formed by management of the division. Metromail has importance to radio broadcasters because it is the source of sample households for the Arbitron surveys. Metromail supplies to Arbitron lists of homes and telephone numbers which form a large part of the sample base for the surveys.

Arbitron Adds New Research Manager

Dave Lapovsky, Research Director for Arbitron, has hired a new Research Manager, Andrew Beshgetoor. Mr. Beshgetoor has been in the survey research field for 27 years, although little of his experience has been in the field of electronic media. Most recently he was President and Operating Manager of Market Logic, a research firm based in Atlanta.

Doug Jones To Greater Media, Inc.

Greater Media, Inc.'s Radio Division, has hired Doug Jones, from the Frank Magill Company, to serve as Corporate Research Director. Jones, who will start June 30 in his new post, will be primarily responsible for undertaking qualitative research for the Greater Media stations.

Organization Of The Manual

According to RAB VP Dick Montesano, the new manual is organized into 15 logical sections. Each section deals with a major edit situation, such as diary usability, county edit, slogans, sports edit, flagship rules, etc. Each section and rule contains examples of the instance involved and then shows how the procedure handles that particular problem. Approximately 100 situations are detailed in the manual.

What Has Changed?

A conversation with Arbitron VP Ken Wollenberg shed some light on the new edit procedures. There were 11 major areas that were affected by the new rules — some of which went into effect in J/F, while others affected the spring sweep. Items such as slogan edit, call letters/frequency match, "flagship" stations and sports edit were among the areas affected. Next week's column will detail the changes and discuss how they might affect your station operations.

Q&A

Jim Holly of WFLM-FM, in the Chicago metro, wrote recently to ask, "Could you provide me with information concerning the organization, development and specifics of focus groups?"

We receive a sizable number of requests for this type of information, so a column in the near future will deal with focus groups and how they can be used effectively by radio. Suffice it to say that these groups are a good way to obtain a cross-section of feedback from the public about station efforts. Since sample size is very small for focus groups, the broad information gleaned from them should be followed up by an in-depth telephone or general market type of survey. Major station decisions should not be based only on results from focus groups.

Johan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Johan with any research or ratings question you may have.
The Greatest Radio Event Of 1980
October 5-8, 1980
Bonaventure Hotel, Los Angeles, California

- Specially-Selected Speakers And Sessions To Prepare You For The Unique Communications Challenges Of The 80's
- Giant Exhibit Area—You'll See The Tools Of Tomorrow
- Learn The Latest American Lifestyle Trends
- Ratings Clinic: “Last-Minute Fine-Tuning For The Book”
- Special “American Radio Expo” Awards Presentations
- Superstar Concert
- Multimedia Shows And Movies

Monday Night
Starring
Paul Simon

And So Much More...

Hotel Reservations

Registration Information

RETURN TO: NRBA • 1705 Desales St. NW • Washington, D.C. 20036 • (202) 466-2030

Please Print Or Type
Name(s) & Title(s):
Station(s)/Company:
Address:
City/State/Zip:
Phone:
Arrival date:
Departure date:

FEES *
NRBA MEMBERS
1st registrant $150.00
each add'1 registrant $130.00
NON-MEMBERS
1st registrant $190.00
each add'1 registrant $170.00
SPOUSES $ 50.00

We're For Radio NRBA

Please use separate forms for each room requested.
This form may be duplicated.
Name(s) & Title(s):
Station/Company:
Address:
City/State/Zip:
Phone:
Arrival date:
Departure date:

Reservations will be held until 6:00pm unless guaranteed by a first-night deposit (payable to hotel) or a credit card.
Credit card type & #
Expiration date

Please circle preferred type of accommodation:
Single $57 $67 $77
Double (1 bed; 2 people) $69 $79 $89

NOTE: NRBA is processing initial hotel reservations as a convenience to registrants. To change or cancel your hotel reservations, you must do so directly with the Bonaventure Hotel (213) 624 1000.
If your room is not available, any available rate will be assigned.

* For Guaranteed Reservations Only.
** I understand that I am liable for one night's room and tax which will be deducted from my deposit, or billed through my credit card in the event that I do not arrive or cancel on the arrival date indicated.

Signature:
THESE STATIONS
ARE PLAYING
"THAT LOVIN’ YOU
FEELIN’ AGAIN"
AND AGAIN
AND AGAIN!

KIMN add WHB 22-21 WKIX on
WFRB add WOKY 30-28 WISM on
KHFJ add WSGN 30-28 KRUX on
WY103 add WSKZ deb 30 FM99 on
95SGF add WXNO 21-17 WFOX on
WBBQ add WLBJ 29-26 KBDF on
WLAC add WHEB 30-24 KBOZ on
WRJZ add WAAY 30-25 KRLC on
KWEN add WSEZ deb 39
WOW add WANS-FM deb 33
WTSN add KVIC 34-30
WISE add WLKY on
WTMA add WICC on
WGBF add WHYN on
KODI add Z98 on
94Q 21-18 WAPE on

ROY ORBISON & EMMYLOU HARRIS

“That Lovin’ You Feelin’ Again”

FROM THE ORIGINAL SOUNDTRACK

Original Motion Picture Sound Track
An Alive Enterprises/Steve Wax
Enterprises Production
On Warner Bros
Records & Tapes
(2HS 3411)

Brad Messer

Another Legend That’s Just A Cover-Up?

It was this time of year in 1937 that American heroine Amelia Earhart disappeared during an
around-the-world flight, presumably ditching in the Pacific Ocean during a storm; but there is sub-
stantial evidence she was instead captured by the Japanese for spying on their military installations.
Her story may be yet another cover-up, long after any reason for secrecy has disappeared.

In her time she was the female Charles Lindbergh. “Lady Lindy” set a world altitude record,
was the first woman to fly the Atlantic (as a passenger), and later solod that route. Amelia Earhart
held the cross-country speed record and many solo records over land and water, and during her at-
tempts to fly around the world near the equator she and her navigator and copilot disappeared and
became legends on July 3, 1937. There were rumors that, with World War II inevitable, she had
detoured on an undercover mission for the United States to check Japanese-controlled islands in
the remote Pacific.

The war happened and seven years later U.S. troops took Trinip Island, Japanese area head-
quarters, discovering a Lockheed Electra 10-E hangared there. “The People’s Almanac - 2” reports,
“Among Japanese possessions, some U.S. Marines found a picture album documenting Amelia’s
aviation career. They also found a suitcase with women’s clothes and a locked book which had 1946
‘Day of Amelia Earhart’ inscribed on its cover. Numerous natives recalled having seen a white
man and a white woman, under Japspanese guard, on the island in 1947. . . but the woman
had died of dysentery and the man had been beheaded.” “PA2” also says the U.S. Naval Forces com-
mander during World War II, Fleet Admiral Chester Nimitz, said shortly before his 1966 death, “I’ll
want to tell you Earhart and her navigator did go down in the Marshallas and were picked up by the
Japanese.

Several books about this mystery have been published, including a report on his six-year invest-

One of America’s legendary personalities will be noted in anniversary features this week 43
years after her disappearance, but there remains great doubt the official story and the truth are the
same.

I remember Jimmy Carter saying during his presidential campaign that, if elected, he’d see
that hitherto-secret files on UFO’s would be made public. He hasn’t done that. Then, Mr. Carter,
how ‘bout the Earhart files as consolation prize?

Rip ‘N’ Read—

Downhill From Here, ’80 Is Half Gone

MONDAY JUNE 30: The final day of the first half of 1980. One year ago independent truckers were winding
down their nationwide diesel-price protests and food shipments were returning to normal. President Carter wiped out the
B-1 Bomber program three years ago. Today is the 80th anniversary of the first linking of San Francisco and Chicago by the
Santa Fe railroad.

Country musician Doyle Holly is 44. Ex-baseballer Ron Swoboda is 36. Lena Horne and Buddy Rich were born
the same day in 1917.

********

Battle Of Gettysburg

TUESDAY JULY 1: President Lincoln had issued the Emancipation Proclamation on the first of January 1863;
the South began drafting soldiers three months later, and on this date in 63 the greatest battle of the Civil War began at
Gettysburg. Southern troops marched in parade formation into murderous artillery fire with the loss of 20,000 killed or
wounded, in the North’s first major battle victory. The battle ended on the Fourth of July, a clear signal to European
eaters that the South shouldn’t be considered for diplomatic recognition.

An atomic bomb was exploded at Bikini Atoll in 1946, inspiring the name of the swim suit, whose designer said it
was made of “four triangles of nothing.”

Actress/dancer Leslie Caron is 49. Karen Black is 38. Genevieve Bujold is 38.

********

Carter Predicts 2½% Inflation Rise

WEDNESDAY JULY 2: Last summer on this date President Carter predicted a 2½ percent rise in the infla-
tion rate by the end of 1980. Four years ago today Vietnam was reunited, eliminating the foreign designations North and
South, with Hanoi the official and Saigon renamed Ho Chi Minh City. Ninety-nine years ago President James Garfield
was assassinated at the railroad station in Washington D.C.

Joe Puerta of Ambrosia is 29. Racer Richard Petty is 63. Standup comedian Dan Rowan is 58.

204 years ago a draft of a Declaration of Independence was approved, and would be finalized two days later on the
Fourth of July 1776.

********

More Gas Crunch Of ’79

THURSDAY JULY 3: A law nearly impossible to enforce went into semi-effect on year ago as the New York
Governor ordered minimum gasoline purchases. Four-cent cases had to take at least $5 worth, others a minimum of $7
to prevent tank-topping by frightened people (NY metro area only).

One year ago the United States Supreme Court decreed that “members of the public have no Constitutional right to
attend criminal trials.” This ruling touched off widespread judicial orders closing pretrial hearings to reporters, who are
still facing exclusion from many court proceedings.

Four years ago the Israelis successfully raided Entebbe Airport in Uganda to rescue hostages. Eighty years ago today
Count Von Zeppelin flew the world’s first rigid lighter-than-air aircraft.

********

Independence Day 1980

FRIDAY JULY 4: The “Old Farmer’s Almanac” notes, “July 4th is the day in 1776 that Congress approved
the Declaration of Independence. The Declaration was first published on July 4, 1st read publicly on July 8, and first
ordered to be fairly engrossed on parchment on July 19 – so we could legitimately celebrate for half the month!”

The moon is directly over the equator tonight. Neil Simon is 53. Abigail “Dear Abby” VanBuren and Ann Landers
are 62.
Radio Is "Red Hot!"

For the past several months the RAB-sponsored ad campaign on behalf of radio has proclaimed radio to be "red hot" — the medium that reaches the most Americans every day, allows greatest advertiser flexibility, etc. A recent report in Ad Age's June 16 issue (summarized last week in R&R) indicates that the campaign claims may actually be understated.

When You're Hot... According to Ad Age, national spot radio expenditures were up 45% in the first quarter of 1980 — a total of $100 million in billings.

Increases were also seen in network billings (up 30% to $55 million for the first quarter) and in local advertising (up 20%).

Much of this increase in radio expenditures can be attributed to television's continuing problems — even higher costs coupled with shaky programming, soft ratings, and increasing competition from cable TV. With the loss of the Olympics telecast this summer, television is facing a rather dismal period over the next few months. The recession, which has manifested itself most directly in cutbacks of consumer expenditures, has advertisers even more reluctant to buy expensive TV time.

Major national advertisers such as Procter and Gamble, General Foods, Revlon, K-Mart, and Standard Brands are increasingly turning to radio as a primary advertising medium rather than using it in its more traditional role as a supplement to television. All this means that advertising dollars are presently shifting from television to radio, at least at the national level.

What's In It For You? Now do you take maximum advantage of this current burst of advertiser interest in radio? Traditionally more a local advertising medium, radio's recent growth has been greater on the national side. Marketing to a national advertiser is a different game than selling ads to the local department store. Here are a few pointers on what to keep in mind when trying to capture your slice of the national advertising pie.

Concerns Of National Advertisers

When major companies substitute radio for TV, they still have the same basic goals in terms of media efficiency — Reach and Frequency.

Reach refers to total number of target consumers (alternatively stated as a proportion of the target market) who are exposed at least once to the ad campaign. Another term for reach is coverage — i.e., what proportion of the market is "covered" by the campaign. In the past, network TV has been used as the medium for achieving reach. With its high penetration into U.S. households (99%), and the three-network, prime time structure, it was the single most efficient method for reaching lots of folks.

Frequency is really a shortened form of the term average frequency, which refers to the average number of times consumers in the target market are exposed to the ad campaign during a fixed time period. Since they believe that it takes a certain number of exposures (greater than one to move a consumer to purchase), most advertisers seek to attain a minimum average frequency of 3 to 4 within, say, a two-month period. That is, the "average" consumer will see, hear, or read an ad for the product three or four times during the two-month time span. Obviously, some target consumers will be exposed 15 to 20 times or more and others not at all. Radio, as well as spot TV and newspapers, has traditionally been used by national advertisers to fill in gaps left by network TV, either in extending reach or beefing up average frequency in particular markets.

The terms reach and frequency are constrained by the particular target market sought by the national advertiser. While target markets are usually specified in basic demographic terms, national advertisers are turning more and more to psychographic definitions as well. Thus, in contrast to the local advertiser, the national advertiser is going to be more sophisticated and hence concerned about exactly who is listening to your station (both in terms of demographics and psychographics), in what numbers (i.e., reach) and overlapping with what other media vehicles (implications for frequency). Therefore, it is incumbent upon you to know as much about your audience as possible — not just your primary demographic. You should also attempt to build a psychographic profile of your audience and analyze its listening patterns — i.e., your competing and non-competing stations.

Strength In Numbers

If all of the above sounds like a fairly complicated task, you're right. And it is clear that small market radio is not going to benefit as directly as increased national advertising as are major market stations. Ad Age noted that the strong upward trend is limited primarily to the top 25 markets. In those markets, each individual station may have enough listeners to make it worth the advertiser's effort to buy it directly. However, national advertisers have a lot of dollars to spend, and they don't have time to spend them in little dribbs and drabs (technical terms for "small amounts"). They want to be able to duplicate, as closely as possible, what network TV allows them to do — buy a lot of target consumers in one fell swoop (not to be confused with the Fall sweep!).

One solution for small market radio stations, then, is to affiliate with a rep firm or network which offers a consistent target audience. For instance, if there were a "network" of small market stations, all of which were programmed to reach a particular demographic and psychographic target, that "network" could become an attractive buy for the national advertiser. More dollars could be spent more easily, and the goals of reach and frequency would still be met. Essentially, a grouping of stations on the basis of programming and demographics offers the advertiser a readymade segment. Market segmentation is the cornerstone of modern marketing, and segmented radio "networks" may be the wave of the future which will allow radio to capitalize on the segmented character of national marketing campaigns.

What About Local Growth?

So far I've spoken only about national advertising, where the greatest percentage growth has been occurring. However, a 20% growth in local advertising is not insignificant either. How do you capitalize on this trend? Whatever you do, don't be lulled to sleep by it! Use it as an opportunity for solidifying your business objectives.

"Now is the time to be more aggressive and go after a larger share of local business. A healthy share of market is the single best predictor of long-term business survival."

For instance, it is an old marketing adage that it is easier to expand market share in an expanding market than in a shrinking one. When the market is growing, many competitors will sit back and be content with 10% growth in sales (even when the market's growing by 20%). But in a shrinking market, everybody is fighting tooth and nail for that sales dollar. Now is the time to be more aggressive and go after a larger share of local business. A healthy share of market is the single best predictor of long-term business survival. Take the opportunity now to secure more advertisers, service them well, form an ongoing rapport with them and watch them stick by you when the market shrinks again (as it inevitably will!).

If you already have the share of market you want, then consider raising your prices in order to increase profitability. In a time of increasing demand for radio time, you should be able to sell more units at the same old price, or sell the same old number units at a higher price. Carefully analyze the market and the competition before initiating a price increase, but don't just sit there. Now is not the time for complacency. Indications are that the recession is going to get worse before it gets better. Eventually the effect will be felt on radio. Happily for you, the effect has hit TV first, providing radio — or at least the most foresighted stations — with an opportunity to not only survive the recession but benefit from it! Go for it!

Dr. Richard J. Lutz is Associate Professor of Marketing, UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R (at (213) 555-4350 or write to R&R, 1930 Century Park West, Los Angeles, CA 90067.
The First Summer
Of The 80's

Seems like summer comes a little faster every year. Maybe it's because we're all working a little harder, maybe it's because we're all getting a little older (perish the thought), or maybe the pace of life in general is picking up. Whatever the reasons it got here so quickly, summer is upon us.

Summer's arrival marks another excellent opportunity for radio stations everywhere to shine right up there with the hot summer sun. Your audience can change significantly, if you target below age 25 at all demographically, the day that school lets out. Suddenly, a good chunk of your audience begins a new routine, listening to the radio at different times and perhaps for different things. That may not be a startling revelation, but it is worth remembering.

When it comes to summer, different activities come to mind as possible diversions for your audience. Things like going to the beach or lake, taking in concerts, or going to movies all become more accessible to them and you can be there with the right information, if you know what they're up to. Does your morning man give the beach forecast (if there's a nearby lake or ocean)? Does your PSA file have information about the activities that your local Park & Recreation Department are offering (tennis clinic, softball games, etc.)? Your listeners will notice if you take the time to reflect what they're into during the summer months.

Summer time is radio's time to shine and that time has come again.

-- The First Summer

John Leader

Correspondence

This week, a letter from Michael O'Connor, Program Director of KGRC/Hannibal, MO, regarding promotions in general and the "WLS Dream Home Giveaway" (R&R 5-30) specifically.

"A few thoughts on promotions. Essential or above and beyond in the programming day, they must have an important role in radio. What other medium offers the excitement of winning something? Television? Here we get only the vicarious pleasure of thinking it is us who 'completely won' the big thing, placing a make-shift coffin in the middle of the lobby and then receding from the station still mourning. Our operator opened the coffin only to find a request for Barry Manilow's 'Can't Live Without You.'"

"My principle point is that your listeners appreciate the opportunity to participate and are thrilled to hear their name over the air accompanying a description of their creative genius. Let's turn that one-way street into a two-way thoroughfare. Radio is dynamic, spontaneous, and offers the listener a chance to be a contributor."

Sincerely,
Michael O'Connor, Program Director
KGRC/Hannibal-Quincy

Michael makes some good points, but the broader issue raised in the WLS contest criticism is that there are different kinds of radio promotions used for distinctly different purposes. The WLS promotion was not designed to force listening, as John Gehron pointed out. A giveaway of the magnitude WLS undertook is strictly an image-builder. Of course only one person can win, and that is a very real drawback to any radio contest, but supplemental prizes were offered as well. The contest was designed to have a tremendous impact on the Chicago area, and according to John it did. Whether the listener drop in the Media Trends had any direct relationship to the contest, or to possible results in the upcoming ARB results, is very hard to determine.

What about contests with listener involvement, such as the one KGRC stumbled into with listener requests? Those kinds of promotions have a very real place on Top 40 radio. The rash of "outrageous stunt" contests that have been making the national rounds this spring give testimony to how many stations are letting their listeners get involved. Often these types of contest don't force listening either, but they do leave listeners and potential new listeners with a good feeling about the sponsoring station, and often that is enough.

As John Gehron pointed out in talking about "The WLS Dream Home Giveaway," radio is not the focal point of most people's day. For many listening has to be approached reasonably or the technique can backfire. The best technique to insure longer listening is still a good-sounding radio station. The right mix of music, personalities, promotions, and information will keep 'em listening and coming back for more.

Let's ask our listeners to think of the most creative way to send in a request, and we'll give away a night on the town. What it came down to was listener involvement and minimal cost. What the real prize turned out to be was the chance for the listener to give to the station. They went crazy with the challenge. People sent everything from snow tires to ice cubes (with the request frozen inside). One letter from the County Sheriff came to the front desk and asked for Charles Yates. Chuck said, "I am he," and the Sheriff of Marion County promptly handed him a summons. Chuck turned several shades of pale and took the summons only to find that it was an official summons to play 'Devil Went Down To Georgia.' Late one night four robed figures gained entrance to the station and presented everyone with a five-foot tall, making a shift coffin in the middle of the lobby and then receding from the station still mourning. Our operator opened the coffin only to find a request for Barry Manilow's 'Can't Live Without You.' The list goes on and on.

"My principle point is that your listeners appreciate the opportunity to participate and are thrilled to hear their name over the air accompanying a description of their creative genius. Let's turn that one-way street into a two-way thoroughfare. Radio is dynamic, spontaneous, and offers the listener a chance to be a contributor."

Sincerely,
Michael O'Connor, Program Director
KGRC/Hannibal-Quincy

---

Motion

Two June weddings in the South make news this week. Western City Broadcasting VP/Programming Don Benson and his wife Dunne were married in an Atlanta ceremony June 7. The couple will reside in Phoenix. WBBB/Augusta MD Bruce Stevens married John Harris June 2 in Augusta.

Congratulations and a large sigh of relief go out to the entire staff of KHTZ/Los Angeles on their recent move into new Wilshire Blvd. studios. The troops had been "making do" in the old TES-40 quarters until the new posh studios were completed. Please note the new address and phone - KHTZ, 3580 Wilshire Blvd., Los Angeles, CA 90010, (213) 381-4222.

B.J. Hunter is new Music Director at WGFR/Evansville... Mike McCarthy has joined WMFM/Baton Rouge. Mike will handle morning drive for Operations Director Raney Rieke... Jim McMann has moved from KLIX/San Francisco to WMAQ/Chicago. Jim has an interesting name change along the way. Jim will be known as Ed McMann on Y100, and with any luck at all, his new name's first name will be Johnny (you get the picture).

Congratulations are in order for CKLW/Detroit upon receiving its first Clio award. CKLW won the award for its tongue-in-cheek "I Survived Skylab" promo last June. Bill Gable (CKLW PD then). Robert Lask, and Al Creed came up with the concept, which was a 20-second promo voiced by the legendary Paul Frees offering "CKLW Skylab Hardhats!" as protection from the falling space junk. Bill wrote the dramatic script and Robert (CKLW's Production Director) produced the spot. Robert told me, "As competition on the radio band intensifies, the effectiveness of a station's in-house produced advertising and promotion must necessarily improve." I can only agree.

LETTER OF LETTERS AT WTCJ - WTCJ/Tell City, IN offered a free beach party to the local high school which sent the highest number of letters requesting the bash per capita. After 76,000 letters were counted, the winning school was found to have sent in 64 times its total student enrollment in letters. WTCJ PD Greg Strassell is pictured smothered in envelopes.
TRY ON ZZ TOP'S "CHEAP SUNGLASSES"

"CHEAP SUNGLASSES"
The New Hit From

ZZ TOP

Produced by Bill Ham
ON WARNER BROS. RECORDS
Knight Named PD At KCBQ

Continued from Page 3

who understand today’s “bottom line” radio.” Knight, an 18-year radio veteran, told R&R, “I’m really charged up. It’s a great challenge. I’ve been looking for a good adult contemporary opportunity for a while, and San Diego of course is heaven on earth. I’m a firm believer that radio is radio, and if you know it and know how to do it right, you can work successfully in any format. KCBQ has all the potential in the world, and with the help of Mike Stafford and (Charter radio chief) Russ Wittberger and the station’s fine staff, I think we can make it a winner.” Knight took up his new responsibilities, his first West Coast position, Wednesday (6-25).

COLUMBUS DISCOVERS A “10” — WCCQ/Columbus is just one of many stations that have searched for the “perfect 10” in recent months. PD Jeff Blake reports to R&R that over 4000 people jammed into a local shopping center for the finals. Pictured at the event are (standing, l-r) Jeff, 1st and 2nd runners up; the winner, 3rd runner up; and WCCQ jock Edgar Champagne; (kneeling, l-r) air personality John Weaver and Kris Van Dyke of Bang Records.

KWWL ON FUN PATROL — KWWL/Waterloo, IA shows off its Fun Patrol Truck, which travels the area giving away T-shirts, albums, food and drink, etc. Pictured with members of the KWWL “swim suit set” (each of whom won a shirt, an album and a pizza for posing) are PD/MD Drew Bentley (left) and Production Director Don Betts.

Kranzberg

Continued from Page 1

company would retreat into higher profit areas, such as a programming search. Without further industry financial support, RAM would have to spin off some assets to try to become competitive with Arbitron—a choice neither Cole nor Patton was eager to make.

Industry Reaction

Negative

The RAM nationwide presentation began Tuesday morning (6-30) with a breakfast meeting in New York. Before the heads of almost every notable broadcast group, including the networks, Patton and Cole presented their appeal and deadline for financial commitments. A cross-section of opinion after the meeting seemed to foreshadow problems for RAM. Ben Hoberman, President of ABC Radio, said the presentation was “unrealistic, but I believe the industry needs a second service.” Dick Verne, President of NBC Radio, told R&R that RAM’s proposal and timetable were “totally impractical. I’d like to see an advisory committee appointed first to see what RAM’s methodology will be.” Rick Devlin, VP/GM of WOR/New York stated, “I was shocked and surprised at the proposal which was not too well thought out.”

Perhaps another major group head summed up broadcast opinion when he told R&R, “While we were all there to express interest in an alternative source, there’s no way anyone can make this kind of decision in three days.” He thought that RAM’s “shock treatment” backfired—and that if the firm had come in with “a realistic, not arrogant, approach, they might have been more successful.” Apparently no financial commitments were made on RAM’s behalf at the New York session. In Detroit later on Tuesday, reaction from a sparse turnout was similar, with no financial commitments to RAM.

FCC Dissent

Continued from Page 1

pursue program diversity and minority ownership. It is the right course to pursue... I hope that eventually Commissioner Jones will enthusiastically join the rest of the Commission in that pursuit,” Brown said. R&R contacted Commissioner Jones for a response to Brown’s remarks, but she said she had no comment at this time.

CLOTHES MAKE THE MAN (LOOK PRETTY FUNNY) — To stir up interest in the Great Falls, MT Superwalk, KGBI’s PD Scott Greeley, MD Barry Cooper, and evening personality Craig Burns pledged that the top pledge-raiser among the trip would dress up in “unusual attire” for the Walk. Apparently, the idea suited all of them so well that they all dressed for the occasion. That’s Burns at left, Cooper at right, and Greeley looking fetching in a chartreuse bikini ensemble at center.

Scott Kranzberg

and television, and to build upon my experience in the record business. That this opportunity should come from the brightest young men in the entertainment business is even more exciting.”

Kranzberg will immediately begin work on Boardwalk’s first project, the Joe Peters film production of “Caddyshack,” starring Chevy Chase, Rodney Dangerfield, and Bill Murray, among others. Columbia artist Kenny Loggins has recorded the theme song for the film, and although the single will not appear on Boardwalk (a CBS-distributed label), Kranzberg commented that the new company will be “putting all our efforts behind it,” while Loggins’ announcement said that Kranzberg’s appointment “signals an essential step” in the “Caddyshack” campaign.

COLUMBUS’ Bill Jones for a response to Brown’s remarks, but she said she had no comment at this time.

CHICKEN NESTS IN FM102 STUDIOS — FM102/KSFM/Sacramento was visited by the San Diego Chicken (Ted Giannoules), who “helped out” afternoon air personality Billy Manders on his show. Pictured (l-r) are Manders, FM102’s Mark Preston, PD Jeff Lucifer, the Chicken, and station’s Cindy Aberley and Rick Gillette.
Russ Ballard

"On The Rebound"

Produced by Russ Ballard and John Stanley

KUPD add KEEL on WISE on
Q106 add BJ105 on WFLB on
WSKZ add KJ100 on WANS-FM deb 38
WLBN add WNAP on CK101 31-27
WSPT add 92X on KKRC on
KRLC add KJRB on WGBF on
KOAQ add KCPX on KBDF 22-20
PRO-FM on KRSP on K102 on
JB105 on K104 40-35
Q102 28-25 WFBG deb 32
KBFM 30-24

KUPD KJRB WLBZ K102 WLS (LP CUT)

THEIR LISTENERS KNOW THE
"WANGO TANGO." DO YOU KNOW
WHAT YOUR AUDIENCE IS MISSING?
THE NEW SINGLE FROM TED NUGENT
ON EPIC RECORDS
Spectacular full color photos, many never before published
Historic memorial edition
Stories and photographs - 6½ x 11", 64 page book
Printed on high quality glossy paper
Produced by The Columbia, Pacific International, and American newspapers 45 miles from Mt. St. Helens
Limited edition
Spectacular collector's item
Allow approximately three weeks for delivery

LIMITED EDITION

MOUNT ST. HELENS

HOLOCAUST

A Diary of Destruction

This book documents the events surrounding the eruption of Mount St. Helens on May 18, 1980. It includes photographs, stories, and concise reports from the area during and after the eruption. It is a comprehensive record of the tragedy and the immediate response to it.
On the occasion of its 10th Anniversary of continuous broadcasting from coast to coast and around the world, American Top 40 presents a very special program titled "The Book of Records." In this study in superlatives, Casey Kasem, the supreme high wizard of American musicology, will tell the stories and anecdotes and play the music illustrating all the hit singles that set records...like the longest record...the shortest record...the biggest grosser...the youngest charter...the hit with the most performers on it...the angriest hit and many, many more with some heavy surprises stirred into the mixture. Truly 'must' listening for anyone who's ever conjured a chart stat.

If American Top 40 is not already in your market, call Watermark to find out how you can air this fabulous 4-hour extravaganza. If AT40 is in your market, tune in! The first airing by subscribers will be this July 4th Weekend.
“Ashes” Flashes:

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFSB</td>
<td>94Q</td>
<td>3.3</td>
</tr>
<tr>
<td>WZU</td>
<td>94Q</td>
<td>30</td>
</tr>
<tr>
<td>WZLC</td>
<td>KJRB</td>
<td>32-28</td>
</tr>
<tr>
<td>KWDW</td>
<td>KLUC</td>
<td>28-20</td>
</tr>
<tr>
<td>KBEQ</td>
<td>KQW</td>
<td>28-26</td>
</tr>
<tr>
<td>WHV</td>
<td>WTSN</td>
<td>add</td>
</tr>
<tr>
<td>WAKQ</td>
<td>14WK</td>
<td>add</td>
</tr>
<tr>
<td>WOKY</td>
<td>WCSR</td>
<td>25-24</td>
</tr>
<tr>
<td>KMNO</td>
<td>KJ100</td>
<td>on</td>
</tr>
<tr>
<td>WFRR</td>
<td>KVEN</td>
<td>31-29</td>
</tr>
<tr>
<td>WTCF</td>
<td>WOW</td>
<td>24-23</td>
</tr>
<tr>
<td>KC101</td>
<td>KRUX</td>
<td>on</td>
</tr>
<tr>
<td>WKBO</td>
<td>KRG</td>
<td>27-22</td>
</tr>
<tr>
<td>WHYN</td>
<td>WAAY</td>
<td>20-13</td>
</tr>
<tr>
<td>WKEE</td>
<td>WCGQ</td>
<td>11-8</td>
</tr>
<tr>
<td>KHPF</td>
<td>WSEZ</td>
<td>18-16</td>
</tr>
<tr>
<td>KBBM</td>
<td>WISE</td>
<td>11-9</td>
</tr>
<tr>
<td>WTX1</td>
<td>WFLB</td>
<td>20-15</td>
</tr>
<tr>
<td>Z98</td>
<td>WTMA</td>
<td>26-21</td>
</tr>
<tr>
<td>WERG</td>
<td>WAMS</td>
<td>5-8</td>
</tr>
<tr>
<td>WSGN</td>
<td>FMN</td>
<td>15-12</td>
</tr>
<tr>
<td>WAXY</td>
<td>WKW</td>
<td>28-27</td>
</tr>
<tr>
<td>WAPA</td>
<td>KPUR</td>
<td>on</td>
</tr>
<tr>
<td>BJ105</td>
<td>WFOX</td>
<td>11-10</td>
</tr>
<tr>
<td>WSQA</td>
<td>KFRY</td>
<td>16-16</td>
</tr>
<tr>
<td>BSGR</td>
<td>WKX</td>
<td>24-21</td>
</tr>
<tr>
<td>WBBO</td>
<td>WSP</td>
<td>8-8</td>
</tr>
<tr>
<td>FM100</td>
<td>WNAM</td>
<td>on</td>
</tr>
<tr>
<td>WLAC</td>
<td>KBDF</td>
<td>add</td>
</tr>
<tr>
<td>92Q</td>
<td>KQDI</td>
<td>17-13</td>
</tr>
<tr>
<td>WRJZ</td>
<td>KBOZ</td>
<td>18-15</td>
</tr>
<tr>
<td>WNOX</td>
<td>KOOK</td>
<td>23-20</td>
</tr>
<tr>
<td>WAYS</td>
<td>KRCL</td>
<td>4-3</td>
</tr>
<tr>
<td>WRVO</td>
<td>WZZP</td>
<td>28-24</td>
</tr>
</tbody>
</table>

Steve back to A&M, where he began his career in the music industry a decade ago. I'm sure with the experience and abilities that Steve and Gary bring that they will become valued members of the A&M team.

Resnik began his career at A&M in 1969 as National College Promotion Director, joining ABC in 1971 for a seven-year stay culminating in National Album Promotion Director and National Secondary Director appointments. Butts also started in 1969 as a local rep for Decca in Detroit. He headed East Coast Promotion for MCA, then became VP/Promotion at Bearsville and Modern Records before joining Curb.

Hunter

Continued from Page 3

impending format switch, telling R&R, "A music modification from the standpoint of aiming more for mainstream artist programming versus all the esoteric music we've played would be more likely."

Former GM Rosetta assessed the situation, saying, "Don (Wright) and I came into San Jose together five years ago. I think our attitudes about where programming was going match. I think Sterling (KSF's owners) is looking to make some pretty dramatic programming changes at the station."

He added that he was presently checking out several different options.

Harris

Continued from Page 3

carry out the objectives for the programming department that we had set at WBAX radio.

Commenting upon Harris's appointment, Cravens said, "He had the best grasp of what we do that has to be done and he has the burning desire to be a programmer," adding that there would be no programming changes at the station.

A four-year veteran of WBAX, whose previous experience includes stints at WJMO/Cleveland and WDAO/Dayton, Harris remarked to R&R that he was "happy for this opportunity" and that he intended to give the company his "full cooperation."

Harris had most recently been the station's evening personality.

Kelley

Continued from Page 3

Coordinator, and Kenny Ostin taking the position of National Promotion Director/Director/Markets.

Montgomery and Enil are based at A&M's New York headquarters, while Ostin works with Kelley at the West Coast offices in Burbank.

Sire Managing Director Seymour Stein commented, "I am delighted that Dan has joined the Sire family. He brings to us a wealth of expertise, both as a promotion person and an administrator."

Kelley, who expressed strong optimism about Sire's future in years to come, was most recently a National Promotion Director at Sire's distributor, Warner Bros. Records. He is a 12-year industry veteran, having started his career in radio at KQV and WDVE/Pittsburgh, later serving as WEA's Local Promotion Manager in the same city.

Bootleg

Continued from Page 3

sion for sale of recordings failing to disclose the true name and address of the manufacturer.

Confused at raids made over several Suffolk County locations were three automatic record presses, tens of thousands of finished albums (including counterfeiting), and hundreds of thousands of labels. Product seized ranged from Bruce Springsteen, Led Zeppelin, and Wings to the Nazz, a long-defunct group led by Todd Rundgren-led group, whose actual label (SGC - an Atlantic subsidiary) has been similarly defunct for several years.

Meanwhile, Alton Sutton Jr. and his son, Alton Sutton III, were convicted in Alabama U.S. District Court (5-17) on nine counts of distributing and offering for sale pirate 8-track recordings. The elder Sut- ton was sentenced was sentenced to two years in federal prison and fined $500 (the he was on probation stemming from his conviction on a similar offense two years earlier). His son drew three years probation.

June 1980

Mediatrend Estimates

The material is copyrighted by Media Statistics, Inc. Non-subscribers to the Mediatrend service may not reproduce or otherwise use this information in any form.

Note -- data subject which did not rank in Mediatrend's Top 20 for the relevant month.


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

New York City

WBLX Drops Almost 2, Holds Lead As Competition Steady; WABC Takes Big Jump; WPAT-FM Continues Sharp Upward Trend; WCBS-FM Blasts From Past To 8th Out Of Nowhere; WHN Up A Share, Moves 15th-10th; WNEW-FM's Drop Of 1 Causes 10th-18th Skid

WBLX (B) 7.9  11.2  7.2
WOR (W/P) 6.7  6.7  6.8
WKTR (B/D) 6.6  6.7  6.7
WPLJ (A) 6.5  6.5  6.1
WABC (R) 4.1  4.3  6.0
WINS (N) 6.4  6.4  6.0
WXPAT (BM) 3.7  3.9  5.6
WCBS (N) 4.9  4.0  4.4
WBCS-FM (O) —  — —
WHN (C) 2.0  2.3  3.3
WNBC (R) 5.1  3.5  3.3

Los Angeles

KABC Moves Up With Dodgers; KMET Makes Strong Jump; KRLA Market's Big Gainer; KBIG Increases BM Lead; News Stations Back To Tie; KRTH Rebounds, Moves 14th-10th; KJOL Returns To Top Ten, 12th-9th; KHJ Up From Nowhere To 10th; Drops: KFI-FM (9th-10th), KLAC (6th-12th), KLOS (9th-15th)

W520806 (May '80) W520806 (June '80)
KABC (T)  6.0  8.4  9.7
KMET (A)  6.6  6.7  7.9
KRLA (O)  4.2  3.6  5.9
KBIG (BM)  3.8  3.9  5.1
KFWB (N)  5.1  4.3  4.0
KNX (N)  3.5  4.5  3.9
KRTH (R)  4.7  2.5  3.7
KXFM (A)  2.5  2.7  2.9
KJOL (BM) —  — —
KHJ (R) —  — 2.8

Chicago

WGN Up 3+ With Cubs To Regain Lead; WLS Regains Most May Losses, Up 4+; WIND Up, WBBM Slides Almost 5 To Below April Level; WLUW Resurges Slightly; WGCI, WKQX Continue Upwards; WLOO, WLAK Both Down; WRCK (EX-WDAI) Debuts At 16th

W520806 (May 90) W520806 (June '80)
WGN (PA) 9.6  9.6  11.7
WLS (R)  9.3  3.7  8.1
WIND (N)  5.8  5.1  6.8
WBBM (N)  6.2  10.4  5.7
WJOL (A)  6.1  5.0  5.7
WGCI (C)  2.9  3.7  5.5
WLAK (BM)  4.4  6.0  5.1
WKQX (PA)  3.2  3.4  4.9
WLOO (BM)  7.6  6.8  4.9
WMAQ (C)  5.8  5.4  4.9

Resnik

Continued from Page 3

Steve Resnik  Gary Butts
QUEEN

Play The Game

The New Single from The Game

Playing On
F105 WKBO
PRO-FM WHYN
JB105 1Q
Q105 WKEE
Q105 KRBE
KWK WTIX
KSLQ WNOE
KBEQ WFMF
KJR KXX106
K1K WERC
KMN 96X
KUPD Y103
WBEN-FM 95SGF
WHFM WBBQ
WTRY WLAC
WFLY KX104
WBLL WSKZ
WICC WQRK
WPST WDRQ

KSTT WSEZ
WNAP WISE
WMEE WFLB
KERN WTMA
Y94 WANS-FM
KROY WROV
KJRB CK101
KTAC KSEL
KRSP KWBR-FM
KRUX KFVR
KTKT WAKX
FM102 WRBR
WGUY WGBF
WLBR WROK
WIGY KDVY
Y100 KDZA
WCHK KBDF
WXIL KOO9
WAAY KRLC
G100 KBIM
WCGQ

The Game includes
"Crazy Little Thing Called Love"

On Elektra Records & Tapes
Produced by Queen
EAST
PARALLEL ONE
ADD S & HOT S

PARALLEL TWO

SOUTH
PARALLEL ONE

SOUTH
PARALLEL TWO

ADD S & HOT S

EAST
PARALLEL ONE
Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.
<table>
<thead>
<tr>
<th>TIME</th>
<th>OUTLET</th>
<th>CITY</th>
<th>SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Q107</td>
<td>Providence</td>
<td>Westerly, R.I.</td>
</tr>
<tr>
<td>9:00</td>
<td>GO/WCAO</td>
<td>Baltimore</td>
<td>King Features Syndicate</td>
</tr>
<tr>
<td>9:00</td>
<td>WFIL</td>
<td>Philadelphia</td>
<td>National Comedy Center</td>
</tr>
<tr>
<td>9:00</td>
<td>Q102</td>
<td>Cincinnati</td>
<td>World News</td>
</tr>
<tr>
<td>9:00</td>
<td>WHB 71</td>
<td>Kansas City</td>
<td>KNOTE/Donbow Marketing</td>
</tr>
<tr>
<td>9:00</td>
<td>CFTR 680</td>
<td>Toronto</td>
<td>King Features Syndicate</td>
</tr>
<tr>
<td>9:00</td>
<td>F-105</td>
<td>Boston</td>
<td>National Comedy Center</td>
</tr>
<tr>
<td>9:00</td>
<td>WKBH</td>
<td>Buffalo</td>
<td>King Features Syndicate</td>
</tr>
<tr>
<td>9:00</td>
<td>WFTI</td>
<td>Philadelphia</td>
<td>National Comedy Center</td>
</tr>
<tr>
<td>9:00</td>
<td>WPCC</td>
<td>Washington D.C.</td>
<td>World News</td>
</tr>
<tr>
<td>9:00</td>
<td>FM99 WXLO</td>
<td>New York</td>
<td>National Comedy Center</td>
</tr>
<tr>
<td>9:00</td>
<td>WRKO</td>
<td>Boston</td>
<td>King Features Syndicate</td>
</tr>
<tr>
<td>9:00</td>
<td>WSKY</td>
<td>Milwaukee</td>
<td>World News</td>
</tr>
<tr>
<td>9:00</td>
<td>KS95 FM</td>
<td>Minneapolis</td>
<td>KNOTE/Donbow Marketing</td>
</tr>
</tbody>
</table>
HERE'S...

IN
TRANSIT

Rock'N' Roll That Moves!

THE FIRST SINGLE

"TURN ON YOUR LIGHT"

Produced by:
DINO AIRALI, BILL CUOMO
BOB SILER and
CLARK GARMAH for
STILL LIFE PRODUCTIONS

A FIRST FROM RICHARD GREEN & THE BARBIS BROTHERS

RCA
<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
<th>Year</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genesis</td>
<td>Misunderstanding</td>
<td>Atlantic</td>
<td>1981</td>
<td>85%</td>
</tr>
<tr>
<td>Jermaine Jackson</td>
<td>Little Jeannie</td>
<td>MCA</td>
<td>1981</td>
<td>95%</td>
</tr>
<tr>
<td>Elton John</td>
<td>Let's Get Serious</td>
<td>MCA</td>
<td>1981</td>
<td>28%</td>
</tr>
<tr>
<td>Carole King</td>
<td>One Fine Day</td>
<td>Capitol</td>
<td>1981</td>
<td>56%</td>
</tr>
<tr>
<td>Meco</td>
<td>The Empire Strikes</td>
<td>WSO</td>
<td>1981</td>
<td>57%</td>
</tr>
<tr>
<td>Mickey Gilley</td>
<td>Stand By, Put Mocca's</td>
<td>LP Glass Houses</td>
<td>1981</td>
<td>90%</td>
</tr>
<tr>
<td>Journey</td>
<td>Walk Like A Lady</td>
<td>Columbia</td>
<td>1981</td>
<td>47%</td>
</tr>
<tr>
<td>Manhattans</td>
<td>Shining Star</td>
<td>Columbia</td>
<td>1981</td>
<td>83%</td>
</tr>
<tr>
<td>Paul McCartney</td>
<td>Coming Up</td>
<td>Columbia</td>
<td>1981</td>
<td>31%</td>
</tr>
<tr>
<td>Ray Parker Jr. &amp; Raydio</td>
<td>Two Places At The</td>
<td>LP Ray Parker Jr. &amp; Raydio</td>
<td>1981</td>
<td>98%</td>
</tr>
</tbody>
</table>
Solar System Works For Whispers

Solar's Whispers recently performed at the Greek Theatre in Los Angeles, and were later given a party by RCA Records as a setting for ASCAP award presentations. Pictured are left: ASCAP's Todd Brabec, group member Marcus Hurton, Solar's Publishing Division head Margaret Nesh, Whispers' Lou Lee Degree, Nicholas Caldwell, Wallace 'Scotty' Scott, and ASCAP's Michael Gorfine.

Ferguson Takes Pleasure Cruise To Capitol

Capitol Records has announced the signing of Jay Ferguson to an exclusive worldwide recording contract. His fourth solo LP (first on Capitol) is due in July. Pictured at the signing are (l-r) Ferguson's manager Bud Carr, Capitol's Bruce Revid, Capitol VP Rupert Perry, Ferguson, Capitol VP Bobby Colomby and Capitol's Bruce Garfield.

KRLA Throws A Party

KRLA Los Angeles staged a reception June 11 for its new Board of Directors, which kicked off the station's new advertising campaign. KRLA Exec. VP/RD Robert H. Forward (left) is shown welcoming part owners Art Linkletter (center) and Bob Hope (right).

EMI/UA Inks Susie Allanson

EMI/UA Records has announced the signing of Nashville-based singer Susie Allanson. Her debut LP, entitled "Susie," is due for July release. Shown at the inking are from left: EMI/UA President Jim Mace, Allison, and EMI/UA VP Don Grierson.

A Haunting Anniversary

To commemorate the first anniversary of Drake-Cheneault Enterprises' "Weekly Top 30" program, the company held a contest, with the winner receiving tickets to a Barry Manilow concert at the Greek Theatre, a tour of Disneyland, and a VIP visit through Universal Studios. The show's host, Mark Elliot, is pictured with two of Universal's famous tour guides and attractions, Frankenstein and the Phantom of the Opera.
This ‘Night’ Is Just Beginning...

“Give Me The Night”

GEORGE BENSON

Produced By Quincy Jones

Direction: Ken Fritz/Dennis Turner — Ken Fritz Management

‘Million’ To 1

“One In A Million You”

LARRY GRAHAM

Produced By Larry Graham For Maval Music Productions

ON WARNER BROS. RECORDS

WXLO
KRLY
Y100
WOKY
KEARTH
KHJ
KFRC
Z98
KXX106
WERC
BJ105
95SGF
WLAC
92Q
WAYS

WYRE
WISE
WROV
CK101
WFOX
KBDF
KBIM

WHBQ 27-13-6
WCAO 28-23
WPGC 26-21
KRLY on
CKLW add
WFBR 25-18
KFMK deb 30

WTIX deb 36
WSGN add
WSGA 24-21
KX104 add
WKIX 10-7
WRVQ add
WYRE 27-24
A&M's Supertramp became the first group to receive Canada's "Diamond" award, a newly-created gem to commemorate the sales of the equivalent of 10 Canadian platinum albums. Pictured at the presentation are (back, I-r): A&M Canada President Gerry Lacoursiere, Supertramp's Dougie Thomson, A&M VP Doug Chappell, group manager Dave Margeson, and A&M VP Bill OTC; (middle, I-r) group member Roger Hodgson, A&M's J.P. Guibert, Supertemper Rick Davis, Bob C. Benberg, and John L. Helliwell, and A&M's Jim Monaco; (kneeling, I-r): A&M Sr. VP/PGM Joe Summers and A&M's Lorna Richards.

A Country Comedy Reunion

Kenny Rogers and Dottie West recently joined comedian Gallagher at the opening of Reunion Hall in Dallas. Shown backstage after the gala are (I-r): Kragen & Company VP Guy Thomas, Gallagher, ICM's Randy Bragina, Kenny Rogers, manager Ken Kragen, Dottie West, Kragen & Company VP Michael Brokaw, and EM/WA's Garry McDowell and Jack Setter.

Long Beach Blessed By Judas Priest


Cook's Farewell Party

RCA Records gave retiring exec Robert Cook a farewell reception to show gratitude for his 37 years of service to the label. Cook headed RCA's Canadian, Australian, and Argentinean operations, and was most recently VP/Far East & South Pacific Operations. Shown are (I-r) RCA VP Arthur Martinez, RCA President Robert Summer, and Cook.

Jan And Dean Make The L.A. Scene

Proving once again that old surfers never die, they just join the establishment, Jan and Dean were recently made the official ambassadors of the California lifestyle by the Los Angeles City Council. Pictured on proclamation day are (I-r): L.A. City Council President John Ferraro, Jan Barry, Councilwoman Joel Wachs, and Dean Torrence.

"Ruffin It" In the U.K.

Jimmy Ruffin recently completed a promotional tour of the United Kingdom for his RSO LP "Sunrise." Pictured relaxing after the hectic schedule are (I-r): RSO's Ashley Newton and Arthur Sheriff, Ruffin, and RSO's Alexander Sindler.
The COOL Approach To Cable Radio

Last week on Page 3, R&R spotlighted what owner Louis Dinwiddie believes to be the first Black cable radio franchise, COOL in Ft. Wayne, IN. I felt our readers would be interested in a more detailed look at this unique minority radio venture. Dinwiddie is convinced that Black cable radio, and cable cable radio is an overlooked means of entering the communications media for minorities. Here's how it's set up:

R&R: Can you give us some background on how this came about?

Dinwiddie: I had been looking at radio for quite some time for our community. We are centrally located between Chicago and Detroit, about 150 miles from each. But they have no stations down in each of us. We've got about 30,000 blacks here with no Black programming. In 1976 we did have an FM station, WCMX.

R&R: Your Community Board?

Dinwiddie: No. It was owned by a group of whites out of Evansville, but they decided to go with the Black format. For one or another reason, they stayed on only two years. I had no involvement in that. I had been thinking about radio for a long time before WCMX went on. After they went off, I started looking for other avenues for Black programming. Along the way, the white stations wouldn't budge a bit. Then I began investigating cable and I found that basically you don't need an FCC license to own a cable station. You have cable. There are some cable people in Ft. Wayne and we came to an agreement. That's basically how the station was born.

R&R: How has it responded?

Dinwiddie: I would say it's tremendous, it has had a devastating effect on the entire community. One of the radio stations just about changed its entire format to soul. For an example, they were playing crossovers of black artists maybe four or fifth record. Now they are playing four to five back to back. So the knowledge we're here. We've got about 30,000 blacks here with no Black programming. In 1976 we did have an FM station, WCMX. In order to receive our station, you have to have a cable hook-up.

R&R: And how does that work?

Dinwiddie: We are basically governed by all FCC rules, because the cable is. But you don't have to have an FCC license to have a cable station. We've got some dozens of people in Ft. Wayne and we came to an agreement. We're the background for a news station, for coming attractions of movies and that type of thing. When the information flashes across the screen our station comes behind that. So you don't necessarily need cable radio to pick us up.

R&R: You said earlier a license isn't required. Isn't there some kind of governing factor?

Dinwiddie: We are basically governed by all FCC rules, because the cable is. But you don't have to have an FCC license to have a cable station. We've got some dozens of people in Ft. Wayne and we came to an agreement. We're the background for a news station, for coming attractions of movies and that type of thing. When the information flashes across the screen our station comes behind that. So you don't necessarily need cable radio to pick us up.

R&R: So cable radio is working for you.

Dinwiddie: Yes. It is. As I said before, we still reach a new to most parts of the country. Ted Turner, owner of the Atlanta Braves, owns Ft. Wayne Cable. As a matter of fact, they just got a franchising license. It is a good idea for minority communities. We've got 15-20,000 people hooked up and by the end of this year, the whole city will be hooked up and we'll be that much hotter. With a clean record of surveys to find out what your people are and when they're definitely listening to us and buying the records. I had one occasion where I talked to a gentleman who had heard me in the black community and when he said he was interested in the idea of advertising. He told us he had taken a survey at the store and that no one was listening to our station. I had my whole station come to us and the people started talking about the adversting. "I know you're out there. I know you're out there. There are some people in the community who don't have our station." I said, "We really want you to do is to call a friend to call a friend to call a friend. And then call this number. Just tell them you are listening to COOL radio and tell them you will get a free tape of your favorite song and we'll send you off the hook. Ten minutes later he calls back again and he says, "Listen to this phone number. I do any . . ."

R&R: What does it cost to buy the music?

Dinwiddie: We are very supportive, they voice their opinions in news articles and to just about anyone we'd like them to voice their opinions.

People

Carl Connors, former Program Director of WVOH/Chicago, assumes the same position at WAO/Atlanta. Also in Atlanta, Tom Alexander has departed as Program Director of WGO with J.C. Floyd named his successor. Floyd was formerly Music Director at WDRQ/Detroit... WYLD/New York, where he was Program Director, Promoted from the in-house airstaff, Ashe will also be acting Program Director, replacing Willie Jay Johnson, who departed this week (R&R 5/31). .. Joining WABQ/Cleveland as station programming personality is Mike Love. Mike moves over from neighboring WDMT ... And speaking of WDMT, former KY/Phoenix Francisco staffer Carol Ford is now a mem- ber of its news team... Memphis listeners are waking up to a new voice in the mornings. It belongs to Ken Hayes who is now doing mornings at WBBK/Los Angeles. She traveled across the country to News/Talk-formatted KFWP. Our congratulations to Station Manager Amos Brown at WTL/Washington, DC. He was recently named recipient of the station's Award, which recognized station efforts on behalf of Census '80. The award is sponsored by the local Community Service Council... Former WDLA/Memphis personality, Rosco, became the proud father of a 8 lb, 9 oz boy on June 11. Rosco is now with TEC Records... Chuck Denson has resigned his post as head of the record promotion department of RCA Records, and the KGFJ family is new to the KGFJ family is Jesus Sweet, newly signed on. He was formerly with KDIA/Oakland... Joining WLB/Dallas as midday personality is Melodie McLean. She most recently worked for WKNW/Philadelphia, Director of Sales and Field Sales Manager for MCA Records, has exuded that position. He can be reached at (212) 677-7782, or (213) 620-3464... Chip Donaldson, former National Promotion Director for Crusaders Records, has launched his own management firm, Chips In Management. The firm has already signed artist Fred Wesley... and up into the millions for regular radio stations. The only drawback I see is drive time. There is no drive time for us.

R&R: Why is that?

Dinwiddie: Because you can't get cable in your automobile. With American knowhow and ingenuity, I wouldn't be surprised if in the next year or so, someone might find a little gizmo that you can attach to your on-board radio.

R&R: So you're strictly an off-air station?

Dinwiddie: Right. What we've found here in the community, with our station taking off so hot, is that business people can have the radio without the television hookup. Actually, there are certain stations on the cable hookup, 30 radio stations in the WRMX out of Bayway, you and us as the soul-formatted stations. Then there are some hard rock stations out of Toledo and I think CKLW. The want to continue their programing. They've got everything from hard rock, adult rock, classical, you name it. It's an advantage to have the radio. It costs $1.50 a month.

R&R: Are you encountering problems with compan-ies and people underestimating your impact?

Dinwiddie: We do need record service, and we find a lot of times is we are so new and a lot of people think that cable is some kind of college station. We're strictly a commercial station. We've got a real light listening audience in our community, and we've been on air at the same time we've got 15-20,000 people hooked up and by the end of this year, the whole city will be hooked up and we'll be that much hotter. With a clean record of surveys to find out what your people are and we're definitely listening to us and buying the records. I had one occasion where I talked to a gentleman who had heard me in the black community and when he said he was interested in the idea of advertising. He told us he had taken a survey at the store and that no one was listening to our station. I had my whole station come to us and the people started talking about the adversting. "I know you're out there. I know you're out there. There are some people in the community who don't have our station." I said, "We really want you to do is to call a friend to call a friend to call a friend. And then call this number. Just tell them you are listening to COOL radio and tell them you will get a free tape of your favorite song and we'll send you off the hook. Ten minutes later he calls back again and he says, "Listen to this phone number. I do any . . ."

R&R: What does it cost to buy the music?

Dinwiddie: We are very supportive, they voice their opinions in news articles and to just about anyone we'd like them to voice their opinions.

Things

BLACK MUSIC ASSOCIATION: The 2nd annual BMA Conference will convene in Washington, D.C. on June 26-30. Convention highlights include panels on preparing record production, songwriting, the FCC and Black Radio, and concert promotion. In conjunction with the BMA Conference, June has been designated Black Music Month with stations across the country pre- senting tributes to the history and future of Black Music. WCIN/Cincinnati is playing pre-Motown era artists such as the Platters, Brothers and Sister Cece, Program Director Michael Roberts has also integrated old station jingles from that period as well as current artists' singles taped especially for WCIN's use. KAPE/San Antonio's tribute spotlights the blues stylings of Ella Fitzgerald, Billie Holiday, and others with brief biographies preceding each record... Stephanie Ayers and Melba Moore and LaWhite are among the many artists who have cut public service announcements on behalf of Black Music Month. RCA Records is taking a novel approach to radio promotions. The theme will run from the 16 to 19 years of age are being offered an RCA internship. Three lucky winners will work with RCA employees as well as be sponsored in association with John's Music, a Southern California one-stop. Entry dates were June 9-27 with forms available at local radio stations. RCA's Program Directors: Director Program, Savannah Ayers of KAPE/San Antonio announces the station raised $21,000 during its seventh annual UNCF (United Negro College Fund) Radiothon... The Mississippi State University choral group, Chipmsick Cell Foundation benefit, sponsored by KJLH/Los Angeles, netted $45,000 in listener pledges. A highlight of the event was a concert supported by Senator Edward Kennedy, who was later interviewed by Dr. Made Mellin, General Manager and fellow Harvard alumni.
**HOTTEST**

Following are listed in order of their airplay activity.

**S.O.S. BAND**
- "Take Your Time" (Tabu/CBS)
- Larry Graham

**One In A Million You** (WB)
- ROCCIE ROBBINS

**You And Me** (ABM)
- STACY LATTISAW

**Dynamite** (Cotillion)
- BROTHERS JOHNSON

**Light Up The Night** (ABM)
- CAMEO

**We're Goin' Out Tonight** (Chocolate City)
- GLADYS KNIGHT & THE PIPS

**Landlord** (Columbia)
- FIVE SPECIAL

**Jam** (Elektra)
- SPINNERS

**Cupid/I've Loved You For A Long Time** (Atlantic)
- CHANGE

**A Lover's Holiday** (RCA/F/WB)
- GQ

**Sitting In The Park** (Arista)
- GEORGE BENSON

**Give Me The Night** (WB)

**NEW & ACTIVE**

**GENE CHANDLER**
- "Does She Have A Friend?" (20th) 32% reporting airplay.
  - Climbing at WJMO, WKWM, KATZ and WJLB in the Midwest, Hot at WDJ and WWX in the South. The East shows hot rotation at WIL and WWIN with medium airplay at WAMO and WKND. New at KYAC and climbing at KSOL in the West.

**SKY "Skyzo" REYNOLDS**
- "Rollsoul" 32% reporting action.
  - Hot at WKMD and climbing at WILD in the East. Medium airplay at WJWI and WPDQ with hot rotation at WIGV in the South. Heavy airplay at WTLC, WDAO and showing medium activity at WLOU, WCN, WJMO and KATZ in the Midwest. Added at KSOL in the West.

**B.T. EXPRESS**
- "Give Up The Funk" (Columbia) 30% of our reports are on it. New at WATL, climbing at WLOU, and hot at KAPE in The South. Climbing at WAMO, WILD and WJMO in the East. Medium airplay at WJMI, hot at WBMX and WJLB in the Midwest. Climbing at KDAY and KAY in The West.

**A TASTE OF HONEY**
- "Rescue Me" (Capitol) 30% reporting. Debuted at WLOU, WTLT, WDAO and WBXM in the Midwest. Added at KOKY, WJMI, WQMD and KAPE in the South. New at WCNM and WJMI with medium airplay at WFXI and WLOU. Hot at WJWR and climbing at WLOU and WWIN in the East.

**ISAAC HAYES**
- "I Ain't Never" (Polydor) 30% of our reports are on it. Hot at WDIQ, climbing at WQXI and WGVQ in the South. The Midwest reflects hot rotation at WDAO with medium airplay at WCNM, WJMO, WJWX, KATZ and WJLB.

**CURTIS MAYFIELD & LINDA CLIFFORD**
- "Love's Sweet..." (Curtom/RSO) 30% reporting activity. Climbing at WILD, WJLD and WWRL in the East. Medium airplay at WPXQ, hot at KOKY and WGVQ in the South. New at WCNM while climbing at WDAO and WJLB in the Midwest. Debuted at KDAY and KSOL in the West.

**WILLIAM DeVAVUGHN**
- "Figures Can't Calculate" (TEC) 30% reporting. Added at WDDK while climbing at WKSS and WIL in the East. New at WJMI and KOBY with medium airplay at WFXI and WLOU. Debuted at WTLT, WDAO and WJMI with medium airplay at WFXI and WDLN. Climbing at WLOU and WWIN in the East.

**RAYDO**
- "For Those Who Like To Groove" (Arista) 30% reporting airplay. Added at WDDK and climbing at WDAO while hot at KOBY. New at WJMI and KOBY with medium airplay at WFXI and WWWS in the Midwest. Added at WJKR and WVEE while climbing at KOKY in The South. The East shows an add at WWNS and hot rotation at WWIN.

**BOZ SCAGGS**
- "Jojo" (Columbia) 27% reporting action. Hot at WWRL and climbing at WOL in The East. The South shows adds at WAO and WJDA while climbing at KOKY. New at WDLT, WBMX, WWX and WWDC while climbing at WJMI and WOKY in the West.

**COMMODORES**
- "Old-Fashion Love" (Motown) 27% reporting. Added at WLOU, WKWD and WDAO with medium airplay at WTLT in the Midwest. New at KAPY, climbing at WQYQ and WGVQ in the South. Hot rotation at WJWR and WGWU with medium airplay at WOL in the East.

**TEDDY PENDERGRASS**
- "Can't We Try" (Philips International) 27% of our reports are on it. Added at KATZ, WBMX, KJOKM and WCN in the Midwest. The South reflects an add at KOKY, WGVQ and WJMI. New at WCNM while climbing at WDAO and WJLB in the Midwest.

**FRANK HOOKER & POSITIVE PEOPLE**
- "I Wanna..." (Panorama/RCA) 27% reporting. New at WDDK while climbing at WDAO and climbing at WLOU in The East. New at WJMI and KOBY with medium airplay at WFXI and WWWS in the Midwest. Added at WJKR and WVEE while climbing at KOKY in The South. The East shows an add at WWNS and hot rotation at WWIN.

**JEFF LORBER FUSION**
- Various Cuts

**FREDDE HUBBARD**
- Various Cuts

**CHICK COREA**
- Various Cuts

**GEORGE CABLES**
- Various Cuts

**PHAROH SANDERS**
- Various Cuts

**EARL KLUGH**
- Various Cuts

**LONNIE LISTON SMITH**
- Various Cuts

**GEORGE DUKE**
- Various Cuts

**NEW & ACTIVE**

**JAZZ HOTTES**

**BOZ SCAGGS**
- "Jojo" (Columbia) 27% reporting action. Hot at WWRL and climbing at WOL in The East. The South shows adds at WAO and WJDA while climbing at KOKY. New at WDLT, WBMX, WWX and WWDC while climbing at WJMI and WOKY in the West.

**COMMODORES**
- "Old-Fashion Love" (Motown) 27% reporting. Added at WLOU, WKWD and WDAO with medium airplay at WTLT in the Midwest. New at KAPY, climbing at WQYQ and WGVQ in the South. Hot rotation at WJWR and WGWU with medium airplay at WOL in the East.

**FRANK HOOKER & POSITIVE PEOPLE**
- "I Wanna..." (Panorama/RCA) 27% reporting. New at WDDK while climbing at WDAO and climbing at WLOU in The East. New at WJMI and KOBY with medium airplay at WFXI and WWWS in the Midwest. Added at WJKR and WVEE while climbing at KOKY in The South. The East shows an add at WWNS and hot rotation at WWIN.
### Regionalized Adds & Hots

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

#### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWNO, New Orleans, LA</td>
<td>Ray Allen</td>
</tr>
<tr>
<td>WLEX, Lexington, KY</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>WQAD, Roanoke, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>WDDO, Denver, CO</td>
<td>Hot Adds</td>
</tr>
</tbody>
</table>

#### SOUTHWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMFR, Dallas, TX</td>
<td>John Andrew</td>
</tr>
<tr>
<td>KTRH, Houston, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>KSLA, Shreveport, LA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>KSAX, San Antonio, TX</td>
<td>Hot Adds</td>
</tr>
</tbody>
</table>

#### SOUTH

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>W250CD, Richmond, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Norfolk, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Richmond, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Norfolk, VA</td>
<td>Hot Adds</td>
</tr>
</tbody>
</table>

#### MIDWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWMS, St. Louis, MO</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>WWMO, Omaha, NE</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CD, Richmond, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Norfolk, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Richmond, VA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>W250CA, Norfolk, VA</td>
<td>Hot Adds</td>
</tr>
</tbody>
</table>

#### WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGAI, Los Angeles, CA</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>KFBQ, Dallas, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CD, Houston, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, San Antonio, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, Houston, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, San Antonio, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, Houston, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, San Antonio, TX</td>
<td>Hot Adds</td>
</tr>
<tr>
<td>K250CA, Houston, TX</td>
<td>Hot Adds</td>
</tr>
</tbody>
</table>

#### KODA, Denver, CO | Hot Adds                          |
| KGAI, Los Angeles, CA | Hot Adds                          |
| K250CD, Houston, TX | Hot Adds                          |
| K250CA, San Antonio, TX | Hot Adds                          |
| K250CA, Houston, TX | Hot Adds                          |
| K250CA, San Antonio, TX | Hot Adds                          |
| K250CA, Houston, TX | Hot Adds                          |
| K250CA, San Antonio, TX | Hot Adds                          |
| K250CA, Houston, TX | Hot Adds                          |
As John Leader pointed out in his Top 40 column last week, the radio and record industry has been hard hit by the current recession. Since music isn’t selling the way it used to, all formats of radio must look for new methods to research the strength of new, untired artists as well as the staying power of those artists who are already established.

One of the things that makes AOR radio unique is its history of willingness to experiment with a great deal of music by unknown performers. Before the record recession, stations could choose a key track, put it in a regular rotation, and see if resultant local or national sales figures warranted adding more cuts and moving up the album’s rotation.

Numbers Game

Now, as Capitol National AOR Promotion Manager Ray Tusken points out, stumping sales have changed the rules of the game. “Even the major artists are selling a fraction of what they used to. New artists are not retailing very quickly at all. Before, we figured if we did 100,000 on a new artist we had done well, we’d need another 25,000 or 40,000; we’d be lucky with those numbers, in fact. We were, for example, very consistent on Red Rider, a group we really believe in. It has done around 80,000 for us and we feel very happy about that, two years ago that may have equaled with 200,000 or 250,000 albums.”

One Cut Rut

How does the record company respond to radio when a new album doesn’t take off in sales? Tusken encourages the station to add a second cut. “I don’t think the consumer is going to make his buying choice based on one cut right now. Exposing one cut is all well and good if that cut has multiple format appeal. But that’s unlikely right now, since Top 40 has gone so much in the P/A direction, while AOR has gone in a much harder direction.”

Meanwhile, what are the record companies doing to help support new artists and their albums? Tusken responds “We have to be prepared to stick a new project longer. It’s an expensive proposition for the label, so we’re going to have to make those decisions carefully.”

How about decreasing the number of new releases so that those that are released automatically receive greater attention, both at radio stations and at the retail end? Tusken offers. “That could be part of the solution. But for some reason, the feedback I’m getting is that the quantity of releases is up again from all labels. Radio seems deluged with product. I would like to see both record companies and radio stations are little more selective as to who they choose to expose, but then do so with a little more enthusiasm.”

As John Leader pointed out in his Top 40 column last week, the radio and record industry has been hard hit by the current recession. Since music isn’t selling the way it used to, all formats of radio must look for new methods to research the strength of new, untired artists as well as the staying power of those artists who are already established.

One of the things that makes AOR radio unique is its history of willingness to experiment with a great deal of music by unknown performers. Before the record recession, stations could choose a key track, put it in a regular rotation, and see if resultant local or national sales figures warranted adding more cuts and moving up the album’s rotation.

Numbers Game

Now, as Capitol National AOR Promotion Manager Ray Tusken points out, stumping sales have changed the rules of the game. “Even the major artists are selling a fraction of what they used to. New artists are not retailing very quickly at all. Before, we figured if we did 100,000 on a new artist we had done well, we’d need another 25,000 or 40,000; we’d be lucky with those numbers, in fact. We were, for example, very consistent on Red Rider, a group we really believe in. It has done around 80,000 for us and we feel very happy about that, two years ago that may have equaled with 200,000 or 250,000 albums.”

One Cut Rut

How does the record company respond to radio when a new album doesn’t take off in sales? Tusken encourages the station to add a second cut. “I don’t think the consumer is going to make his buying choice based on one cut right now. Exposing one cut is all well and good if that cut has multiple format appeal. But that’s unlikely right now, since Top 40 has gone so much in the P/A direction, while AOR has gone in a much harder direction.”

Meanwhile, what are the record companies doing to help support new artists and their albums? Tusken responds “We have to be prepared to stick a new project longer. It’s an expensive proposition for the label, so we’re going to have to make those decisions carefully.”

How about decreasing the number of new releases so that those that are released automatically receive greater attention, both at radio stations and at the retail end? Tusken offers. “That could be part of the solution. But for some reason, the feedback I’m getting is that the quantity of releases is up again from all labels. Radio seems deluged with product. I would like to see both record companies and radio stations are little more selective as to who they choose to expose, but then do so with a little more enthusiasm.”

Going For The Gut

From radio’s point of view, the record sales slump has resulted in a number of different reactions, including regional in terms of changing policies on adding untired artists. KOME/San Jose MD Dana Jang reports, “Our policy for adding a record stays exactly the same regardless of the market format. For our station, it’s an ever-war for sales response before adding a new artist. The initial add decision is all gut level. We’re looking for good songs of an energy level that is consistent with the station’s direction.”

What happens if an album doesn’t sell through immediately? “It varies with each record. We’ll check other barometers: telephone, airplay at other stations in the market (not necessarily the same format). And it also depends on how many great tracks are on the album. We’ll probably stay on an album longer if it has several great tracks than one with one or two key cuts. But, we’ve always been a gut-level radio station. We use the other barometers as a sort of reality check of our listeners’ tastes.”

Gut feeling came up in a lot of my discussions about new music with AOR Music Directors. Even John Sebastian, well-known for his extensive music research system, said in our conversation in last week’s R&R that he researches new music after it has already been added to the station’s playlist. In this area more than any other, perhaps, does AOR radio differ from Top 40 in terms of the manner by which it chooses its new music. Whereas many Top 40 music programmers will now just begin a new format policy of the new music choice making process (since sales barometers won’t work), gut-level instincts are a cornerstone of AOR radio. WMRR/Philadelphia MD Joe Bannister says, “If for some reason while you sort of know what your market likes, is used to hearing, and will react to when you play it for them.”

Turntable Hits

Another AOR tradition is the turntable hit: the track that has gained heavy AOR listener response yet which has never been a hit Top 40 single. The turntable hit may regain an important role in AOR programming if the record slump continues. Bonersadoma notes, “The latest Squeeze album is a project I personally believe in and get phone reaction for. However, when I look at my retail sheet, it’s nowhere. Or the Pretenders: Even when ‘Brass In Pocket’ was a hit single, the album was never in our top ten sales here. But we have to figure if it weren’t for the recession that’s the kind of record that would be selling for us, so we play it anyway.”

Echoing those sentiments is Joe McBride, MD at KY102/Kansas City. “If we believe in it, we’ll stay with it. Jon & Vangelis, for instance: It started out with no sales, but we got a lot of curiosity calls. So we were encouraged to move it up in rotation, and now it’s getting calls like crazy. There are other things we’re playing that are just not seeing any sales at all but we’re sure they’re right for our station.”

He adds, “We rely on the trades; they help an awful lot. and we’re an Abrams station so we rely on their research.”

Riding The Crest Of The New Wave

One kind of AOR music that’s hard to research is new wave, or as KZAM-AM/Seattle calls it, “rock of the 80’s.” The station, which specializes in airplay of such material, is caught in the peculiar liai bind that a great deal of that kind of material just doesn’t sell, recession or no. How, then, to determine what’s right for the station and how long to stay with it? MD Marion Seymour responds, “We wanted to achieve an energy level that wasn’t happening on any other radio station here in town, certainly not on any AM station anyway. In experimenting with combining the new music with the old ‘industrial rock’ heavy metal, it became clear that a certain sound worked, and the music that didn’t have that appeal to me is one we’re look for that certain energy level in everything we play.”

“I feel we move product here,” Seymour continues. “We can usually get the immediate response from our audience when we add a record, because our playlist is fairly tight. If it hasn’t sunk in with our listeners, it’s a problem. The sales reaction doesn’t have to be huge or national, because we know we’re working with a whole new facet of music. We took a chance with the station, and we’re taking a chance with the groups.”

Hit And Miss

Many stations mentioned the importance of telephone response in gauging the active listener’s response to new music. KISS/San Antonio takes it one step further in its weekly “Hit and Miss” show, which runs Tuesdays at midnight for an hour. PD/MD Joe Anthony picks a lead cut from the albums he hasn’t added that week, airs those cuts, and solicits listener yea’s and nay’s by phone. Listener response helps determine what music may be added in subsequent weeks.

Regional Hits

WMMS/Cleveland PD Kid Leo is bullish on the returning phenomenon of the regional hit. “For the time-being, I don’t think you’ll see a Boston or Foreigner; the sort of act that takes off everywhere at once. I think radio is going to get back to breaking music regionally or locally. Albums that will work well in the Southwest may not work well in your own market, or vice versa. Program and Music Directors will have to learn to trust their own ears, and they’d better know their markets damn well.”

—Kid Leo

“Program and Music Directors will have to learn to trust their own ears, and they’d better know their markets damn well.”

Leo has a suggestion for the record companies: “They should go back to the ‘three album plan’: the first album gains a name for the group, the second a cult following, and the third, maybe, national exposure.” At the same time, Leo is certai that even in the current recession, an AOR station playing the right new music can sell that music to its listeners. “If I thought that a radio station could not sell a new act, I would go into construction like my father told me to. Of course, that’s not doing too well either these days!”

Telephone turntable hits, instinct regional hits, trades, just some of the tools AOR radio is using to stay on top of the constant flow of new music until the current record recession is over.
PAUL WARREN & EXPLORER
ONE OF THE KIDS

JUST RELEASED
THE NEW ALBUM "ONE OF THE KIDS"
ON RSO RECORDS & TAPES
PRODUCED BY PETER COLEMAN
**UPDATE**

WLQV/Columbus delivered a $9000 check to the Secret Santa Fund (benefiting underprivileged children) from the sale of the station's homegrown album project. KWOD/Tulsa held its first annual "Campout" for 3000 listeners. For $15, each camper got meals, music, accommodations and canoeing for two days. To spur sales of albums in its market, KXXY/Oklahoma City (KXK) offered 90% discounts to people bringing in and trading an old album toward the purchase of a new one. 504 donated albums went to charity. Congratulations to WVQA/Morgantown, now a 24-hour live AOR.

**Tribute to Mike**

Glad tidings as well to WRNW/Briarcliffe Manor on its 30th anniversary, and to WNCs/Montpelier on its third. KSANY/Phoenix celebrated the summer solstice on Saturday, June 21st with a series of archive interviews with people like Grateful Dead, Jefferson Airplane, and Quicksilver. KQRS/Minneapolis has opened four "KQRS Rock Stores," station merchandise at area record stores. Grand Rapids TV viewers can weekly tune in the "WLAV Rock World," an hour long compendium of record company video and focuses on groups, hosted by station air personalities. WMMS/Cleveland, in cooperation with WB's Fleetwood Mac, donated its second penguin to the city's zoo. KGB-FM/San Diego is offering a credit card to listeners who will be able to use it for substantial discounts with station advertisers. "Two On Tuesday." Each Tuesday, WMET/Chicago plays two tunes per artist all day long. WBCN/Boston is sponsoring its second annual "Rock 'n Roll Rumble At The Rat," an 80's version of a battle of the bands with 24 groups participating. Prizes include studio time, free newspaper ad space for the band, musical gear, and $1000 cash. KML/San Francisco, in conjunction with BAY Magazine, are offering a free series of summer outdoor rock concerts. WMMS/Cleveland presented a diabetic cup with a $475 check from the sale of the station's hibbards scatter pins. Some internation marriages to announce: WSAL-FM/Cincinnati's Mary Kozan to WTUE/Dayton's Allen McDonnell, and ZETA 4/Miami's Robin Martin with WINZ-AM's Jeff Chase. WVUD/Dayton needs jazz album service from all labels for its weekly jazz program. Contact MD Steve Mehall at (513) 229-4246.

**UNIQUE HOMEGROWN PROJECT**

Mushroom Records has announced a unique twist on the homegrown album projects that have become FM AOR promotional staples. The company is inviting FM AOR's to form bands comprised of radio station personnel and submit demo tapes to them. From the tapes submitted, ten will be chosen by a group of independent judges and signed to a recording contract for that song. The songs will be produced professionally and released by Mushroom to AOR's across the country and in the markets represented by the album's songs, with a percentage of the profits going to the charity of the stations' choice. Stations will be contacted with more news about the contest, which begins in July.

**PROMOTION OF THE WEEK**

**WMMR Kicks Ash**

While Mount St. Helens was erupting in Washington, WMMR was busy preparing its listeners for any ashes that might make their way to the Philadelphia area.

WMMR's "Volcanic Ashtrays" are manufactured by a Philadelphia-based company. A thousand were produced at a cost of $50 each and are free to listeners who phone in when the ashtrays are mentioned on the air.

**E.V.O.L.U.T.I.O.N**

Joe Krause has resigned his post as PD at WDBZ/Orlando. Bob Church serves as Acting PD until a permanent choice is made. Kerry Peace is the new PD and Randy Lynch the new MD at cable AOR WDBZ/Carbondale. Bernie Lucas has dropped his morning airshift at WLWX/Milwaukee to devote full-time to his Promotion Director duties. Jim Cirecan is his on-air replacement, from WLAV/Grand Rapids. Peri Appolito has joined WBAB/Long Island from WYBR/Huba for news. Dave Greenwald, former Western Regional Promotion Manager for Polydor, has joined Mushroom as National Director of Promotion... Mike Adams has joined WCCC/Hartford for mornings. Mike was formerly in sales at neighboring WHCN, as well as PD at WMAS-FM/Springfield. Brian Battles has exited nights at WCCC for production work at WBAI/Long Island...

**COLOR**

**CONCERT CONTESTS** Summertime is concert-time and AOR radio is helping listeners catch some special shows: KSWF/Los Angeles is paying expenses for two pairs of listeners to fly to Germany to see Led Zeppelin. Meanwhile, WCIF/Rochester is holding a random drawing of entries for an expenses-paid trip to see Pink Floyd in England. And, WXKR/Memphis will send two listeners to see Sammy Hagar headlining an outdoor concert at Busch Stadium in St. Louis.

**ROW YOUR BOAT** Sacramento is nearly divvied by a river boat as a favorite boating spot for residents. KZAP/Sacramento made boating easier for listener by purchasing 50 6-man rafts, which it will give away daily from random drawings.

**INSTANT FAME:** WBEN/Cincinnati, in conjunction with the local opening of the film "Fame," picked a winning postcard entry to receive star treatment for the film's opening night. The winner got $100 spending money for dinner, a limo to the theatre, and his or her name on the theatre marquee.

**DUKE IT OUT:** M16/Cleveland listeners have been invited to call the station and predict who will win an on-air "Battle of the Bands" to simulate a matched boxing match between station air personalities. The contest, held in conjunction with Atlantic and the new Genesis album, will award a winner front row seats to the band's Cleveland concert.

**AOR REPORTERS PLEASE NOTE:** The R&R offices will be closed for the July 4 holiday. AOR reports for next week will be taken Tuesday and Wednesday from 9:30am to 5pm (West Coast time), and Thursday from 8:30am til 1pm. This change in reporting schedule will be in effect for next week's issue only to accommodate the Friday holiday. Thanks for your cooperation.

**PRESENTATIONS:** WNOR/Northport presented Robbie Thompson for $3.99. WOUR/Utica presented Jags for $1.96. WKDD/Bridgeport presented Sterling for $1.99. WALK/Syracuse presented Robin Lane for $2.95. WCMF/Rochester presented Jonathan Richman for free.


CONFIDENTIALLY SPEAKING, HERE'S THE WORD...

ROGER LIFESET MULTI-REGIONAL ALBUM PROMOTION

ROGER LIFESET, INC. WISHES TO THANK

175 ALBUM RADIO REPORTERS

WARNER BROS. RECORDS
FRED LEWIS ORGANIZATION
LEFT LANE MGMT.
MUSHROOM RECORDS
JET RECORDS
ECM RECORDS
MIKE'S MGMT.
PAT METHENY
CASABLANCA RECORDS
POINT BLANK
CASTLE MUSIC PROD.
ZAPS PROMOTIONS
DELI PLATTERS RECORDS
RICKIE LEE JONES
FRONT LINE MGMT.
EMI/UA RECORDS
DIRE STRAITS
UNITED ARTISTS MUSIC
PHIL GERNHARD ENTERTAINMENT
ROBIN LANE & THE CHART BUSTERS
MK PRODUCTIONS

FOR A GREAT 2nd YEAR ON EVE OF A 3rd

ROGER LIFESET PROMOTION

the largest independent promotions company for albums in the United States of America.
Roger LifeSet, Inc. • 5810 Lankershim Boulevard • North Hollywood, California 91601 • (213) 584-41 **
### Album Airplay/40

**June 27, 1980**

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist/Band</th>
<th>161 REPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Empty Glass</strong></td>
<td>Atco, Empty Glass</td>
<td>1</td>
</tr>
<tr>
<td><strong>Against The Grain (Capitol)</strong></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Duke (Atlantic)</strong></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Go To Heaven</strong></td>
<td>Arista</td>
<td>4</td>
</tr>
<tr>
<td><strong>Adams (Full Moon/Asylum)</strong></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>The Up Escalator (Arista)</strong></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Scream Dream (Epic)</strong></td>
<td>9</td>
<td></td>
</tr>
<tr>
<td><strong>One For The Road (Arista)</strong></td>
<td>21</td>
<td></td>
</tr>
<tr>
<td><strong>Blues Brothers (Atlantic)</strong></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td><strong>Blues Brothers (Atlantic)</strong></td>
<td>11</td>
<td></td>
</tr>
<tr>
<td><strong>Blues Brothers (Atlantic)</strong></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td><strong>Blues Brothers (Atlantic)</strong></td>
<td>13</td>
<td></td>
</tr>
<tr>
<td><strong>McCartney (Epic)</strong></td>
<td>15</td>
<td></td>
</tr>
<tr>
<td><strong>Tommy Tutone (Columbia)</strong></td>
<td>19</td>
<td></td>
</tr>
<tr>
<td><strong>British Steel (Columbia)</strong></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>DANGER ZONE (Capitol)</strong></td>
<td>18</td>
<td></td>
</tr>
<tr>
<td><strong>Tight Shoes (Bearseal/WB)</strong></td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>Love Is A Sacrifice (Mercury)</strong></td>
<td>24</td>
<td></td>
</tr>
<tr>
<td><strong>The Hard Way (MCA)</strong></td>
<td>21</td>
<td></td>
</tr>
<tr>
<td><strong>The Tale Of The Tape (Capitol)</strong></td>
<td>28</td>
<td></td>
</tr>
<tr>
<td><strong>Fixin’ Up (Casablanca)</strong></td>
<td>35</td>
<td></td>
</tr>
<tr>
<td><strong>SPIDER (Dreamland)</strong></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td><strong>Me Myself I (A&amp;M)</strong></td>
<td>38</td>
<td></td>
</tr>
<tr>
<td><strong>There And Back (Epic)</strong></td>
<td>40</td>
<td></td>
</tr>
<tr>
<td><strong>Peter Gabriel (Mercury)</strong></td>
<td>39</td>
<td></td>
</tr>
</tbody>
</table>

**MEDIUM**

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist/Band</th>
<th>162 REPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>4</td>
</tr>
<tr>
<td><strong>Bob Dylan</strong></td>
<td>Columbia</td>
<td>5</td>
</tr>
<tr>
<td><strong>Roxie Music</strong></td>
<td>Arista</td>
<td>9</td>
</tr>
<tr>
<td><strong>Kinks</strong></td>
<td>Columbia</td>
<td>8</td>
</tr>
<tr>
<td><strong>Volunteer Jam V</strong></td>
<td>Arista</td>
<td>11</td>
</tr>
<tr>
<td><strong>Volunteer Jam VI</strong></td>
<td>Arista</td>
<td>10</td>
</tr>
<tr>
<td><strong>Santana</strong></td>
<td>Arista</td>
<td>13</td>
</tr>
<tr>
<td><strong>Iron City</strong></td>
<td>Atlantic</td>
<td>12</td>
</tr>
<tr>
<td><strong>Black Sabbath</strong></td>
<td>Atlantic</td>
<td>14</td>
</tr>
<tr>
<td><strong>Buddy Rich</strong></td>
<td>Atlantic</td>
<td>15</td>
</tr>
<tr>
<td><strong>Volunteer Jam XII</strong></td>
<td>Arista</td>
<td>16</td>
</tr>
<tr>
<td><strong>Wanted Dead Or Alive (Atlantic)</strong></td>
<td>17</td>
<td></td>
</tr>
<tr>
<td><strong>The Outlaws</strong></td>
<td>Atlantic</td>
<td>18</td>
</tr>
<tr>
<td><strong>George Lynch</strong></td>
<td>Atlantic</td>
<td>19</td>
</tr>
<tr>
<td><strong>Lies</strong></td>
<td>Atlantic</td>
<td>20</td>
</tr>
<tr>
<td><strong>You Can’t Catch Me</strong></td>
<td>Atlantic</td>
<td>21</td>
</tr>
<tr>
<td><strong>Dynamite</strong></td>
<td>Atlantic</td>
<td>22</td>
</tr>
</tbody>
</table>

**MOST ADDED**

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist/Band</th>
<th>163 REPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>1</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>2</td>
</tr>
<tr>
<td><strong>Bob Dylan</strong></td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td><strong>Tom Petty And The Heart Breakers</strong></td>
<td>Warner Bros</td>
<td>4</td>
</tr>
<tr>
<td><strong>M虹桥...</strong></td>
<td>A&amp;M</td>
<td>5</td>
</tr>
<tr>
<td><strong>Judas Priest</strong></td>
<td>Columbia</td>
<td>6</td>
</tr>
<tr>
<td><strong>Stryper</strong></td>
<td>Warner Bros</td>
<td>7</td>
</tr>
<tr>
<td><strong>Alice Cooper</strong></td>
<td>Warner Bros</td>
<td>8</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>9</td>
</tr>
<tr>
<td><strong>Judas Priest</strong></td>
<td>Columbia</td>
<td>10</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>11</td>
</tr>
<tr>
<td><strong>Tom Petty And The Heart Breakers</strong></td>
<td>Warner Bros</td>
<td>12</td>
</tr>
<tr>
<td><strong>Kiss</strong></td>
<td>Atlantic</td>
<td>13</td>
</tr>
<tr>
<td><strong>Iron Maiden</strong></td>
<td>EMI</td>
<td>14</td>
</tr>
<tr>
<td><strong>Bruce Springsteen</strong></td>
<td>Columbia</td>
<td>15</td>
</tr>
<tr>
<td><strong>Judas Priest</strong></td>
<td>Columbia</td>
<td>16</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>17</td>
</tr>
<tr>
<td><strong>Blue Oyster Cult</strong></td>
<td>Columbia</td>
<td>18</td>
</tr>
<tr>
<td><strong>Tom Petty And The Heart Breakers</strong></td>
<td>Warner Bros</td>
<td>19</td>
</tr>
</tbody>
</table>

The above charts represent the information obtained from a combination of airplay, record stores, and hot reports. The artists listed here are determined based on the number of stations playing the albums, the number of listeners, and the overall impact of the albums. The charts are updated weekly to reflect the current trends in the music industry.
## MIDWEST

### MOST ADDED

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Network</th>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROSSINGTON COLLINS BAND</td>
<td>Anything (MCA)</td>
<td>4394</td>
<td>WHTQ</td>
<td>96.3FM</td>
<td>WHTQ</td>
</tr>
<tr>
<td>JEFF BECK</td>
<td>There Are Back (Epic)</td>
<td>2625</td>
<td>WCKY</td>
<td>105.5FM</td>
<td>WCKY</td>
</tr>
<tr>
<td>BLUE OYSTER CULT</td>
<td>Cultusaurus (Columbia)</td>
<td>2020</td>
<td>WVNU</td>
<td>91.5FM</td>
<td>WVNU</td>
</tr>
<tr>
<td>BOB DYLAN</td>
<td>Saved (Columbia)</td>
<td>1512</td>
<td>WCBY</td>
<td>99.5FM</td>
<td>WCBY</td>
</tr>
<tr>
<td>ROXY MUSIC</td>
<td>Roxx &amp; Blood (Arthst)</td>
<td>2542</td>
<td>WRIF</td>
<td>96.5FM</td>
<td>WRIF</td>
</tr>
<tr>
<td>VOLUNTEER JAM VI</td>
<td>Various Artists (Arthst)</td>
<td>129</td>
<td>WIOX</td>
<td>103.7FM</td>
<td>WIOX</td>
</tr>
</tbody>
</table>

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

### MEDIUM

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Network</th>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>POINT BLANK</td>
<td>The Hard Way (MCA)</td>
<td>2720</td>
<td>WPFR</td>
<td>106.3FM</td>
<td>WPFR</td>
</tr>
<tr>
<td>GRAHAM PARKER &amp; RUMOUR</td>
<td>The Up Escalator (Arthst)</td>
<td>3019</td>
<td>WWRY</td>
<td>99.5FM</td>
<td>WWRY</td>
</tr>
<tr>
<td>SAMMY HAGAR</td>
<td>Danger Zone (Capitol)</td>
<td>2519</td>
<td>WWOP</td>
<td>96.3FM</td>
<td>WWOP</td>
</tr>
<tr>
<td>GRATEFUL DEAD</td>
<td>Go To Heaven (Arthst)</td>
<td>3716</td>
<td>WOUB</td>
<td>91.3FM</td>
<td>WOUB</td>
</tr>
<tr>
<td>CHEAP TRICK</td>
<td>Found All The Parts (Epic)</td>
<td>3076</td>
<td>WQCD</td>
<td>98.5FM</td>
<td>WQCD</td>
</tr>
<tr>
<td>TOMMY TUTONE</td>
<td>Tommy Tutone (Columbia)</td>
<td>2218</td>
<td>WMRU</td>
<td>104.9FM</td>
<td>WMRU</td>
</tr>
<tr>
<td>SCOFIELD</td>
<td>The Tale Of... (Capitol)</td>
<td>1816</td>
<td>WJUX</td>
<td>94.5FM</td>
<td>WJUX</td>
</tr>
</tbody>
</table>

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

### THE HOTTEST

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Network</th>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>PETE TOWNSHEND</td>
<td>Empty Glass (Arthst)</td>
<td>4326</td>
<td>WJRT</td>
<td>105.3FM</td>
<td>WJRT</td>
</tr>
<tr>
<td>ROSSONER &amp; SILVER BULLET BAND</td>
<td>Against The Wind (Capitol)</td>
<td>3832</td>
<td>WGGY</td>
<td>102.3FM</td>
<td>WGGY</td>
</tr>
<tr>
<td>GENESIS</td>
<td>Duke (Arthst)</td>
<td>3832</td>
<td>WJQX</td>
<td>98.5FM</td>
<td>WJQX</td>
</tr>
<tr>
<td>URBAN COWBOY</td>
<td>Various (Epic)</td>
<td>3176</td>
<td>WABX</td>
<td>94.1FM</td>
<td>WABX</td>
</tr>
<tr>
<td>VAN HALEN</td>
<td>Women &amp; Children... (WBZ)</td>
<td>3226</td>
<td>WGBR</td>
<td>105.9FM</td>
<td>WGBR</td>
</tr>
</tbody>
</table>

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

Country radio looks real good in the early Arbitron returns. Upward progress seen at WCKJ-Detroit, WKY-Cleveland, WPAC-Miami, WFLF-Baltimore, and WZQ2 FM/Washington, D.C., which KIKE-FM remains the top country station in Houston, moving into the overall number two spot, 12 plus, with an 8.6. Good shows! (More details and other ratings begin on Page 1 of this week's R&R.)

Have excellent time this past weekend doing the third annual KLAC broadcast from the Califonia Island Chili Cookoff. (When was the last time you had to go “26 miles across the sea” to do a remote?) KLAC’s Jerry Naylor and I did the broadcast from 2 to 11pm. It was really a gas! (You chill lovers will know what I mean.)

By the way, a VP/GM joining the station next Tuesday. He is Don Kelly from P/A-formatted WIP/Philadelphia, also a Metromedia station. Stu Levy will remain with KLAC as VP/Director of Sales. (See Page 1 for the complete story.) R&R Nashville Editor Bill Colley will be among the guest speaker-panelists at the second FICAP (Federation Of International Country Air Personalities Radio Mini-clinic this Friday and Saturday (6/27 & 28) in Columbus, OH. WMNI will be the host station of the event at the Southern Hotel. Other participants will include King Edward from WSL/Roseoke, VA; Bobby Denton of WIK/Knoxville, TN; Chris Taylor, KYNN/Omaha; and everyone’s favorite “Southern Gentleman,” Sonny James. RCA’s Steve Wariner and Mercury’s Larry G. Hudson will provide the musical entertainment. If you are a die hard country fan, you will be in the area, please stop in... Contrary to some rumors, there is no truth to the fact that XWWX/Allentown, PA will be changing formats from Country to Top 40. Operations Director Jeff Frank tells R&R the station is alive and cooking with Country music. George Conrad, formerly of WSUN/St. Petersburg, FL, has been named MD of WIXL-FM/Newton, NJ. Conrad is programming a weekly bluegrass show and could use some fresh product. If you can help: WIXL-FM, Box 40, Newton, NJ 07860... KVI/FM/Kihei (Maui in Hawaii) is now programming Radio America’s “Bright ‘n’ Easy” Country format... Mike Horey (Brady), former PD of KUZZ/Bakersfield and for the past year with KNIX/Phoenix, will be exiting the station as of this Friday (6/27). Horey will be joining a Houston Top 40 station to do middays. Mike is also getting married on July 3 to Mary Smith, a lady he met in Bakersfield. She worked for sister FM station KXXX. Good luck to both... Chris Michaels, PD of WDLB, sends out an “SOS” from Marshfield, WI. The earlier part of this month, the area was hit with severe thunderstorms and flooding. The station was flooded in the basement, the location of their sales offices and music storage library. It lost a portion of its newly-formed library of Country oldies as well as some albums. If you can send a care package of “greatest hits” albums or singles to get the station on the right track again, it would be greatly appreciated.

Since WDLB is in operation, Chris says one copy will be fine. WDLB’s address is P.O. Box 630, Marshfield, WI 54449... So what’s news with you?

PICTURE PEOPLE — At the top, Mutual Broadcasting System’s Director of Music Programming, Glen Morgan (right) visits with RCA recording artist Ronnie Milsap, Orlando Records’ Leon Everette, and Wheeling, WV “Jamboree USA” director Garry Gaffey. The “Jamboree” show airs twice weekly and aired on some Mutual affiliates in the middle. Picture below deals with a KOSO cocktail reception for station sponsors and performers at the KSO Spring Concert. Other performers included Ronnie McDowell, Big Al, Down and The Webb Brothers. KSO reports 12,000 fans were in attendance... Gail Davies at a KSO cocktail reception for station sponsors and performers at the KSO Spring Concert. Other performers included Ronnie McDowell, Big Al, Down and The Webb Brothers. KSO reports 12,000 fans were in attendance... Gail Davies’ fellow Warner Brothers recording artist Con Hunley is seen being visited by WVOJ/Jacksonville, FL. Staffers Linda Byrd and Karen Cohen. Hunley was appearing in Jacksonville recently with the Oak Ridge Boys... CBS performer Johnny Johnson, WUBE Promotion Manager, WUBE’s PD Paul O’Brien, Johnny, WUBE Promotion Manager, and WUBE afternoon personality Dave Williams.

Air Waves

WKMF/Flint, MI PD Lee Philips (center) is seen here with the winners of the recent WKMF “Tough Man Contest.” The station sponsored elimination-style boxing to determine Flint’s main-man-man. Also seen (1-r) is WKMF’s Gary De Santa, second place winner Brian Greenfield (an area gravedigger), Mike White, the first place winner, and WKMF’s afternoon man Terry Lough. In case you are not sure of which one of the above is winner Mike White and which is PD Lee Philips, here is an easy way: White is the really mean looking tall dude with that “I think I’d like to cram this silly-trophy-down-your-throat” look in his eyes. Philips is the guy in the middle with the big grin. (“Why is he grinning?” you ask.) You see, Philips is happy to report he will be sporting a whole new wardrobe at the next year’s Country Radio Seminar. Do you think it has anything to do with the fact that Mike White is a Flint-area clothing salesman? (Can’t wait to see Philips in that purple paisley leisure suit.)... WSU/Mobile claims to be the first radio station to buy a mechanical bull, like the one being made popular by the new “Urban Cowboy” movie. They debuted the bull at the local Hilton Hotel Western food feast. The all-you-can-eat barbeque was held in the Hilton’s parking lot, which was set up like a corral. Country and bluegrass music were featured all evening. WSU listeners paid $10 per person and the money went to the Cancer Research Fund at the University of So. Alabama... WAC/Charleston ran an “Urban Cowboy” weekend in which listeners won theater tickets by calling in and correctly guessing which one of the air personalities would ride or be thrown from the imaginary mechanical bull... WJB/Tuscaloosa is having “Western Swing” night every Sunday at an area Ramada Inn. Besides special drink prices and prizes, the station will have Arthur Murray instructors teach some of the now-popular Texas-oriented dances... KIJK/Denver just ran its third “Classic Weekend” playing oldies, some that go back as far as the 1920’s... KIJK/Des Moines is sponsoring a “Monte Carlo Night” featuring games of blackjack and roulette to benefit Houston’s Big Brothers and Sisters. Area media personalities, many from television, will act as dealers for the fundraiser, as will the KIJK air staff... Bill Anderson will perform at his station’s third annual listener appreciation show on June 28. Special guests on the KPTN/Pt. UT show will include the Statler Brothers and Stephanie Winders... KEJN/San Jose has Lee Don Gibson and the Kendals for the city’s Cultural Arts Festival... Let’s hear from you: R&R Country 1990 Century Park West, Los Angeles, CA 90067...

WHAT’S WRONG WITH THIS WHN PICTURE?

ANSWER:

NOTE: The opinions of individual editors expressed in photo captions do not necessarily reflect R&R’s official editor or representing standards.
“Breakers” are those newer records that have the greatest level of station activity on any given week.

BARBARA MANDRELL
Crackers (MCA)
On 67 of reporting stations. Some adds this week include:

KENNY ROGERS
Love The World Away (UA)

RONNIE MILSAP
Cowboys And Clowns (RCA)

NEW & ACTIVE
All other new and recent releases getting substantial play. These are listed in order of activity for the week. You can find the station names immediately below each using this chart's format (example: 35-31: WBN). The first list contains the total number of reporting stations playing the record this week. The second is the number of stations that report the record as active on the week.

ROSAINE CASH
“Take Me, Take Me” (Columbia) 69-52: KNEW KLJ WJJO WBN. WBNY, WGNR, WSCC, WTHI KETU CHETU, 29-19 KMP, 16-14 WSC, 14-4 WCY, 36-29 KKEV, 43-20 KKEV, 36-26 KIRK. RRR Chart: Debut 36.

LORETTA LYNN

DON KING

JAY DEE HARRIS

ROBBY ROBINSON & EMILY HARRIS
“That Lovable” (Epix) 52-1: KIRK, KIRK, KIRK, KIRK, KIRK, KIRK, KIRK, KIRK, KIRK, KIRK. RRR Chart: Debut 40.

GEORGE JONES & JOHNNY PAYCHECK
“When You’re Older” (Epix) 44-11: KISS, KISS, KISS, KISS, KISS, KISS, KISS, KISS, KISS, KISS. RRR Chart: Debut 41.

STONEY EDWARDS
“No Way To Draw A Memory” (Music America) 39-12: WABX, WABX, WABX, WABX, WABX, WABX, WABX, WABX, WABX, WABX. RRR Chart: Debut 42.

STEPHANIE ANDERSON

DONNY SCOGGIN
“We’re Back In Love Again” (Mercury) 27-8: WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN. RRR Chart: Debut 44.

JOHN CONLEE
“Bedroom Ballads” (Capitol) 27-8: WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN, WBN. RRR Chart: Debut 45.

BILIE JOE SPARLES
“Natural Attractions” (USA) 32-10: WPO, KXPO, KZY, KZY, KZY, KZY, KZY, KZY, KZY, KZY. RRR Chart: Debut 46.

GEORGE JONES
“He Stopped Loving Me Today” (Epix) 32-10: WPO, KXPO, KZY, KZY, KZY, KZY, KZY, KZY, KZY, KZY. RRR Chart: Debut 47.

ALLAN REED

TOMMY OVERSTREET
“Try It On” (WBB/Curb) 30-11: KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA. RRR Chart: Debut 49.

KENNY DALE

JOE STAPLEY
“Clear Skies, Full Hearts” (Epix) 26-8: KEW, KEW, KEW, KEW, KEW. RRR Chart: Debut 51.

EDDY RAVEN
“You’ve Got Those Eyes” (Dimension) 26-9: KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA, KWWA. RRR Chart: Debut 52.
Honky Tonk Heroes!

Dean Dillon

what good is a heart

BB*42  CB*42  RW*39

Danny Wood

a heart's been broken

BB*61  CB*46  RW*54

Gary Stewart

a cactus and a rose

BB*57  CB*66  RW*62
Biff Collie
Inside Nashville

NAMED & NUMBERS: Johnny, June, and Jo Cash holidayed in their vacation villa overlooking Montego Bay last week. Country Music at the Crossroads has a Johnny Cash Silver Anniversary issue honoring Cash's first 25 years in the music business. Merle Haggard pleased many fans by being his first appearance in four years. WHN/New York did a live broadcast of the show from the Lone Star Cafe. WHN's Mike Fitzgerald did the encore characters. All this past week has been Anne Murray Week in Los Angeles. L.A. Mayor Tom Bradley proclaimed Wednesday (6-25) as "Anne Murray Day" for the Canadian Country Pop performer. She headlines four shows this week at L.A.'s Greek Theatre. . . . Johnny Duncan and Janie Fricke duetted again, with a CBS album due in October. Janie was the "mythical lady's voice" on Duncan's first major hit recording back in 1976, "Strangers." (It helped launched Janie's career from studio vocalist to fulltime recording artist and performer.) . . . Foster Brooks, Jimmy Dean, James Garner and Dallas Cowboy Lee Roy Jordan are the first announced celebrities to appear in the 6th Roy Clark Celebrity Golf Classic September 13-14 in Tulsa. The tournament annually benefits the city's Children's Medical Center. . . . Willie Nelson's annual July 4th "picnic" will again be held at Willie's Country Club in Pedernales, TX. Stars will include Haggard, Ernest Tubb, Ray Price, Johnny Paycheck, the Charlie Daniels Band, and Delbert McClinton. Charley Pride is working on a "live" album for RCA . . . Otis Akins and Doc Watson are in studio together. . . . Charly McClain was just in L.A. to tape a segment of the CBS Sports Spectacular's off-road racing special. McClain and seven other celebrities competed against each other in four-wheel drive jeeps. The show will air sometime in August. . . . Donna Fargo just completed studio work with Larry Butler as producer. . . . Margo Smith, just recovered from a case of flu she brought back from Stuttgart, Germany, has an appropriately-titled album called "Diamonds & Chills!" After Charlie Daniels's appearance on "Tennessee Mountain Music" last Thursday, bumper stickers are already popping up with "Charlie Daniels For President!" on them. Snyder was warm with the comfort and attractive atmosphere on the show with Daniels, Larry Gatlin, and newcomer Larry J. Dalton. They'll be back. I'll bet. . . . John Nettles celebrated her first 16 years as Kitty Wells's personal secretary. . . . The Charlie Walker's got their first boy (he's got 10) . . . Top Billing Agency's Tandy Riebe named Jack Sublette VI in sales. . . . Fan Fair visitors pumped $3 million into the Nashville economy this year. . . . The Johnny Paycheck-Glen Foggus feud continues with charges and countercharges, many apparently having no real bearing on the case. Among the latest charges are the Ferguson camp claim that Paycheck experimented with cocaine, threats to ruin a career, and use of city office facilities in administering Paycheck's career. . . . Betty Foley Cummins, here for Fan Fair Reunion with her son Clyde (named after his Hall of Famer Grandfather), operates three Kentucky Fried Chicken franchises in Kansas. (She and Shirley [Mrs. Pat] Boone are sisters). . . . Loretta Lynn calls Metropolitan Opera Star Luciano Pavarotti (they sang together on "Omni- bus" TV recently) the "Ernest Tubb of Grand Opera" . . . Avis Lee Parton, mother of 12, including Dolly, and her sister, Dorothy Jo, sang in their first public singing performance (except in church) at the opening of the Century III Celebration of Arts in Nashville's Centennial Park. . . . Five Country acts, Emmylou Harris, Johnnie Lee Lewis, Eddie Rabbit, Hank Williams, Jr., and Asleep At The Wheel, are featured in the new Warner Bros. movie "Roadie" . . .

HANK WILLIAMS, JR. says he's tired of Country fans thinking he should live his life "like father, like son." Some diehard traditionalists dissaproved of Hank Jr.'s treatment of the Hank Williams classic "Kaw-liga." Hank says "I'm not gonna put up with this. I refuse to try to be a carbon copy of Hank Wlliams. Besides, in nine out of 10 cases those who are complaining wouldn't buy my records anyway. I'm doing 24 shows this month and they're all sold out. I guess I would describe my new record of "Kaw-liga" as, 'me, 1980.' What would you say of the record? Hank Jr. who was 1½ when his dad died, said: 'He'd be proud but he'd probably say, 'That's pretty good, Junior: but don't you need another fiddle??'"

FAN FAIR FOTOS & FACTS — More than 15,000 persons took part in the recent 9th annual Fan Fair with fans coming from as far away as Japan, England, Sweden, and Australia. In the annual softball tournament that begins the week long Fan Fair, Die Dady music festival, RCA's team won in the championship game and the Warner Bros. "Cowboy Wabbits" won the men's division for the second year. Many Country radio stations brought in groups of listeners as part of station promotions. Music ranged from Bluegrass to a Grand Masters Fiddling Championship. All the major record companies provided shows for the many fans. Five new stars were inducted into the Country Music Hall Of Fame "Walkway of Stars," including Ronnie McDowell, Doyle Holly of Buck Owens' Buckaroos, Randy Bethune of Bill Anderson's Po' Folks, and two of Roy Acuff's Smokey Mountain Boys, Sonny Day and Tommy Magness. McDowell, an Epic recording artist, is seen at the induction with Country Music Foundation Chairman of the Board Frank Jones, who is the new GM of WTVN/Nashville. Also pictured is Ronnie Milsap and fans, Donna Fargo, and Jerry Clower helping to ease the pain of a little fan's broken arm.

MUSIC CITY MEMO PAID: Charlie Daniels, guesting on Huel Houser's New York City TV daily, commented that Heul's lie and shrug didn't match, and remedied the situation by whipping out his pocketknife and shortening the tie! . . . Bill Anderson goes back for another two episodes of "One Life To Live" on July 16 and 17, this time for a steak barbecue out on Long Island . . . Eddie Rabbit's TV special is set for Thursday, July 10. He'll have Emmylou Harris, Jerry Lee Lewis, Wendy Holcombe, Henny Youngman, and Stooker Channing. Tanya Tucker cut a new album at Woodland Studios here last week with Jerry Crutchfield (a little more country?)! The Nashville Superpickers for their first single release, just did the Wild Turkey Jamboree, the Music City News "New Faces," the Tammy Wynette TV special yet to be aired, and now provide all the back-up music for the syndicated "That Nashville Music" TV show. In August they go to Portsmouth, England's Music Festival to perform with Ronnie Prophet, Johnny Cash, Glen Campbell, and other Country superstars. The Superpickers are comprised of Terry McMillan, Phil Baugh, Buddy Harman, Buddy Speicher, Willie Rainford, Harry Strzelecki, and Buddy Emmon with Vic Jordan making guest appearances.

UPDATE: Dolly Parton writing music for Jane Fonda's new movie "The Dollmaker," to be shot here next spring. Dolly is also writing and performing the title song from her new album "To Five." . . . Dolly will appear in the Christmastime release with Jane Fonda and Lily Tomlin. . . . Connie Bradley, RCA VP, Jerry Bradley's wife and Hall Of Fame Owen Bradley's daughter-in-law, named Southern Regional Executive Director of ASCAP, heading the Nashville office. (She is seen here with newly-elected ASCAP President Hal David.) She takes over for Ed Shea, who was just named ASCAP's National Coordinator of Public Affairs. . . . Ronnie Milsap hosted a party for 600 of his 3000 fan club members during Fan Fair. All three major television networks were here filming footage for their own particular shows. NBC-TV was here to film a feature on Nashville Sounds' first baseman-slugger Steve "Bye-Bye" Balbois, which was seen last Saturday preceding the "Game of the Week." . . . Bobby Goldsboro is back on the singles release list, his first in 2½ years. (He waited until his contract was up before he returned.) . . . Magician Larry Butler produced the session . . . IT'S A COUNTRY FACT: Scotty Moore, Elvis Presley's first guitarist, owns a tape cassette tape production firm in Nashville. . . . Ernest Tubb's Texas Troubadour reunion on the Fan Fair Reunion Show brought together over 40 ex-Troubadours, plus a man, and Rockin' Charlie Daniels. . . ."named Willie Nelson, Patsy Montana and Zeke Clements both celebrated 50 years in the Country Music business at Nashville Superpicker's Street Talk here is that People magazine will do a feature on the Mac Davis/Sarah/Glen Campbell love triangle.

NASHVILLE: Seven million people came to Nashville in 1978 and spent over $200 million. "Be nice to our visitors: they're very nice to us."
### Most Added.
- **MERLE HAGGARD** - Military Man (MCA)
- **COUNTRY BAND** - The Ballad Of Forty Dollars (MCA)
- **JOHNNY CASH** - Boy (MCA)
- **ELTON JOHN** - Don't Go Breaking My Heart (A&M)
- **ANNE MURRAY** - Let's Go Steppin' Too (MCA)

**REGIONAL ADDS & HOTS**

### WEST

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOE BANDY</td>
<td>&quot;Beethoven Was Before My Time&quot;</td>
<td>Columbia</td>
</tr>
<tr>
<td>BRONCO BILLY</td>
<td>&quot;Born To Be With You/Endlessly&quot;</td>
<td>Elektra</td>
</tr>
<tr>
<td>CORNELIUS</td>
<td>&quot;One Man, One Woman&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>ED BRUCE</td>
<td>&quot;Girls, Woman And Ladies&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>MERLE HAGGARD</td>
<td>&quot;I'm The One Who Loves You&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>TOM T. HALL</td>
<td>&quot;Soldier Of Fortune&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>EMMYLOU HARRIS</td>
<td>&quot;Roses In The Snow&quot;</td>
<td>WB</td>
</tr>
</tbody>
</table>

### SOUTH

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONCO BILLY</td>
<td>&quot;Bronco Billy&quot;</td>
<td>Elektra</td>
</tr>
<tr>
<td>CORNELIUS</td>
<td>&quot;One Man, One Woman&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>BRUNO &amp; BERNARD</td>
<td>&quot;Girls, Woman And Ladies&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>MERLE HAGGARD</td>
<td>&quot;I'm The One Who Loves You&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>TOM T. HALL</td>
<td>&quot;Soldier Of Fortune&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>EMMYLOU HARRIS</td>
<td>&quot;Roses In The Snow&quot;</td>
<td>WB</td>
</tr>
</tbody>
</table>

### MIDWEST

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOE BANDY</td>
<td>&quot;Beethoven Was Before My Time&quot;</td>
<td>Columbia</td>
</tr>
<tr>
<td>BRONCO BILLY</td>
<td>&quot;Born To Be With You/Endlessly&quot;</td>
<td>Elektra</td>
</tr>
<tr>
<td>CORNELIUS</td>
<td>&quot;One Man, One Woman&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>ED BRUCE</td>
<td>&quot;Girls, Woman And Ladies&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>MERLE HAGGARD</td>
<td>&quot;I'm The One Who Loves You&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>TOM T. HALL</td>
<td>&quot;Soldier Of Fortune&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>EMMYLOU HARRIS</td>
<td>&quot;Roses In The Snow&quot;</td>
<td>WB</td>
</tr>
</tbody>
</table>

### EAST

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOE BANDY</td>
<td>&quot;Beethoven Was Before My Time&quot;</td>
<td>Columbia</td>
</tr>
<tr>
<td>BRONCO BILLY</td>
<td>&quot;Born To Be With You/Endlessly&quot;</td>
<td>Elektra</td>
</tr>
<tr>
<td>CORNELIUS</td>
<td>&quot;One Man, One Woman&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>ED BRUCE</td>
<td>&quot;Girls, Woman And Ladies&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>MERLE HAGGARD</td>
<td>&quot;I'm The One Who Loves You&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>TOM T. HALL</td>
<td>&quot;Soldier Of Fortune&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>EMMYLOU HARRIS</td>
<td>&quot;Roses In The Snow&quot;</td>
<td>WB</td>
</tr>
</tbody>
</table>

### Hottest
- **MERLE HAGGARD** - Military Man (MCA)
- **CONWAY TWITTY** - I'm Gonna Win That Love Of You (MCA)
- **ROY ORBISON & EMMYLOU HARRIS** - That Lovin' You Thang (MCA)
- **ANNE MURRAY** - I'm Happy Just To Dance With You (MCA)
- **JOHN CONLEE** - Friday Night Blues (MCA)

### Country

**HOTTEST TRACKS:**
- "Dukes Of Hazzard" Theme from The Dukes Of Hazzard
- "Sweet Music Man" Do It Again Waltz Across Texas Good Ol' Boys
- "I Fall To Pieces" Night Life Release Me Faded Love Funny How Time Slips Away San Antonio Rose Deep Water
- "I Know You When I See You" Say Goodnight You're The Only One I Ever Needed
- "You Were A Good Friend" No Good Scots Rounder Somebody Help Me
- "After Hours" This Should Go On Forever Them's Another Woman Whiskey Fever How Many Love Songs
- "Rein On My Paradise" Don't Make You Wanna Dance Looking For Love Hearts In The Wind
- "I'm Happy Just To Dance With You" Cherokee Fiddle Falling In Love For The Night
- "Blues Man" American Way Dinosaur All In Alabama

---

*Country Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.*

**MOE BANDY** - The Champ (Columbia)

**BRONCO BILLY** - Soundtrack (Elektra)

**BRUNO & BERNARD** - One Man, One Woman (RCA)

**ED BRUCE** - Ed Bruce (MCA)

**MERLE HAGGARD** - The Way I Am (MCA)

**TOM T. HALL** - Soldier Of Fortune (RCA)

**EMMYLOU HARRIS** - Roses In The Snow (WB)
Mike Kasabo

50,000 Watt Owner "Clears" Thinking About FCC Cutback

Bill Rust is a man that Howard Cosell might identify with. Specifically, Rust "tells it like it is." More specifically, he is the owner of Rust Communications Group Inc. He became a milestone figure when his company manufactured the first remote control unit that enabled engineers to run transmitters unattended, and now for the first time in R&R, submits more than three decades of broadcasting experience with his observations on the recent FCC move toward "cutting back the clears." Rust owns and operates 12 AM-FM combinations in New York State, Pennsylvania, Virginia and Ohio — including the 1180 Pop/Adult monster, WHAM/Rochester.

R&R: Please elucidate to R&R readers your views on the planned "clear" cutback.
BR: Well, the problem is really the loss to the public and not the clears. There is an audience out there that can't be over a million people in this country so thinly populated that there's no practical way to reach them. They don't get FM or television or anything but clear channel AM. The skywave service (AM signals bouncing off the ionosphere at night and coming back to Earth) truly is not perfect service, but it's a whole lot better than nothing.

Way back the concept of clear channel was a very sound concept. It's the only way to serve the entire country. That's until now. The Commission is without an engineer in the crowd — they're not technical people, and this is a very technical concept they don't understand.

R&R: Surely the Commission is aware, as you say, that a million people will be without a radio signal.
BR: Of course, and now with FM, TV and cable penetration, it's down to that figure. But it means to me that in terms of serving the public, the first priority should be to serve everybody at least one way. There will actually be more than a million people out there that you won't reach in times of a national crisis — and in today's climate, who knows? In the future maybe that'll change, but right now there's no way to reach them.

R&R: The FCC did not include (as of June 2) several clear in the 750-mile signal restriction — namely WLS/Chicago, KDKA/Pittsburgh, WHO/Des Moines, WWVE/Cleveland, KMOM/St. Louis and WCAU/Philadelphia. What would be the reasoning for this?
BR: I believe they are also included, but will not be affected at the right moment. In the early 60's, many clears were brought up into Class-B status. Many of them used to be clear, now they have two or more high-powered stations on their channel. Stations like WWVA in Wheeling, WOFO/F. Wayne, or WRVA in Richmond are now assigned Class-B status. Now, there was a problem with too many F.A.'s in the East and not enough in the West and other places. In the case of my station, WHAM, it was set up for anybody in Manhattan to apply for the 1180 frequency, but they would have to protect it at night. It laid around for years until somebody applied for it, and then a competitor applied for it, not wanting to help out anybody getting it. He took a worse dial spot just to get full-time.

R&R: As for the new potential assignments, how do you see that?
BR: Their (FCC's) computer has selected certain cities where they thought those new stations could be assigned. Two kinds of cities, 1) over 50,000 minority population where they're looking for a minority station, and 2) small towns with no night-time service. Those stations you mentioned earlier were left out merely because the computer didn't bolt another possible channel down. You see, we've shared 1180 since the miracle crisis in Cuba when the government put Voice Of America on some clear channels — directing them toward Cuba. It's funny because we found many complaints from people here who would go down to Florida in the winter and were used to hearing us then finding out that they couldn't get WHAM — that wasn't the vital matter, of course, but we couldn't help but notice it.

Way back the concept of clear channel was a very sound concept. It's the only way to serve the entire country. That's until now. The Commission is without an engineer in the crowd — they're not technical people, and this is a very technical concept they don't understand.

Color

Transition

Noted meteorologist Gordon Barnes has joined WMAL/Washington to provide the station with weather service reports, plus long-range forecasts. Barnes's broadcasting credits include positions as chief meteorologist for WBBM/Chicago, WCBS/New York, and is currently under contract to the Aviation Safety Unit of the U.S. Justice Department as a weather consultant.

Play Ball: KNBR/San Francisco has again produced, along with the SF Police Department, the 1980 version of the Giants/KNBR Baseball Trading Cards. The set of 31 was distributed several weeks ago to the first 15,000 youngsters entering Candlestick Park. "The cards are designed to bring law enforcement personnel together on a one-to-one basis," explained station General Manager Bill Dewey, who added, "Last year's immediately became a collector's item — this set should do the same."

ARE YOU SURE THIS IS IN MY CONTRACT?" We just ran one a successful fun-type promotion that involved the station's personalities making house calls. In the "WDIF Clean Sweep," listeners were invited to send in home cleaning tips to become eligible for the grand prize, seven man-hours of cleaning their home. And yes, by now you've guessed it, the jocks were volunteered as the cleanup crew that went out and did what was necessary, like painting, mowing the lawn, washing windows, etc.

update

Give 'Em Hell, Harry: Actually that's what WORAM Mount St. Helens Hospital Art Therapy Program is doing. Dying 70-year-old Harry Truman when he exploded May 18 Known in that section of Washington state as "The Old Man of the Mountain,"" the 85-year-old got the warnings of state and federal officials last month and stayed on as the operator of the Mount St. Helens Lodge. The fact that he disappeared without a trace is beginning to qualify him as a martyr. KEX/Portland, according to Music Director Bob Swanson, has been flooded with requests for a song (written just before the big blast) called "Ode To Mount St. Helens." Sample of the lyric, "It's gonna rock, it's gonna roll, it's gonna leave a hole." Come on, Harry, come on off that mountain — getcher tail down here. Harry, molly morn cum lava." More than 10,000 copies were sold immediately after the eruption. All this has spurred others to write their own versions of Truman's demise, and Swanson says there's no end in sight.

The Chesapeake Association Press has honored WASH/Washington as the area's leading news operation for the last few months. WCBM/Baltimore picked up six news awards bestowed by the same organization. WCBM has scheduled three music specials for summertime enjoyment — Bette Midler, the Johnny Cash Silver Anniversary package, and the Olivi Nelba "Roads" special. Chuck Finney, Bay Area broadcaster and attorney, is hosting a new consumer-oriented talk show featuring studio guests and telephone calls on KYU/San Francisco Sunday nights. Said Finney, "We have an overall theme of almost every show and topics will deal with all aspects of living, law, medicine, finances, housing, entertainment — anything that affects the lives of our listeners." WCBM broad cast the Harrisburg Symphony's 50th Anniversary Concert last week — and included a spectacular fireworks display reminiscent of Stalin's attack on Munich, the event that inspired Tchaikovsky to write the "1812 Overture."
AIRCRAFT

Supply

All Of Love (Arista)

55% of our reporters are on it. Another case of Supply and demand. Adds include WLW, WHIO, WSGW, WISN, KUHI, KSU, WDAE, KMB, WCAC, WBBM, WMAZ. Key moves: 25-19 KFBM, 19-12 WMBF, 23-14 WAMK, 19-18 WHAG, 19-21 K approaching.


FRANKIE VALLI “Where Did We Go Wrong” (MCA/Curb) 49/10 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ, 19-21 KMAZ.

CHRISTOPHER CROSS “Sailing” (WB) 51/20 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 22-19 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF, 21-17 WMBF.

DORIS DAY “One More Time For Love” (Moto/M) 30/7 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF, 18-22 WMBF.

BOZ SCAGGS “Jojo” (Columbia) 37/1 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 21-21 WBBM, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF, 21-21 WMBF.

AL THOMSON “Take A Little Rhym” (ABC) 34/10 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 16-21 WMBF, 16-21 WMBF, 16-21 WMBF, 16-21 WMBF, 16-21 WMBF, 16-21 WMBF, 16-21 WMBF, 16-21 WMBF.

BILLY PRESTON & SYREETA “More Time For Love” (Moto/M) 30/4 add KFQD, WRR, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF.


Northern Country

LIVESTON TAYLOR “First Time Love” (Epic) 22/7 add KFQD, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 11-13 WMBF, 11-13 WMBF, 11-13 WMBF, 11-13 WMBF.

LAMIN HALL “I Don’t Want You To Go” (ABC) 22/2 add KFQD, WRR, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 22 WMBF, 22 WMBF, 22 WMBF, 22 WMBF, 22 WMBF, 22 WMBF, 22 WMBF.

RODNEY CROWELL “Ashes By Now” (WB) 20/8 add KFQD, WRR, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 10-13 WMBF, 10-13 WMBF, 10-13 WMBF.

MECO “The Empire Strikes Back (Medley)” (RSI) 20/8 add KFQD, WRR, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 10-13 WMBF, 10-13 WMBF.

JOHN DENVER “Dancing With The Mountains” (Columbia) 20/5 add KQV, KYW, WISN, WMAZ, WBBM, WBBM. Key moves: 21 WMBF, 21 WMBF, 21 WMBF.

BRICK “All The Way” (Bng/2) 8/2 add WMFV, WRR.

PHILADELPHIA LUV ENSEMBLE “Love Fantasy” (Pavillion) 19/3 add WMFV, WRR.

Others Getting Significant Action

FIREBALL “Love That Got Away” (Atlantic) 33/15 adds include WSBM, WVSN, WGCM, WYAR, KZQ, WSTR, KFQD, KQV, KYW, WISN, WMAZ. Key moves: 12-15 WMBF, 12-15 WMBF, 12-15 WMBF, 12-15 WMBF.


ROY ORBISON “In My Dream” (MCA/Curb) 7/2 add KFQD, WRR, WISN, WMAZ. Key moves: 15-13 WMBF, 15-13 WMBF, 15-13 WMBF, 15-13 WMBF.

ELO “All Over Now” (Walt) 2/17 add WMFV, WRR, WISN, WMAZ. Key moves: 19-17 WMBF, 19-17 WMBF, 19-17 WMBF, 19-17 WMBF.

LIVINGSTON TAYLOR “First Time Love” (Epic) 22/7 add KFQD, KQV, KYW, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 11-13 WMBF, 11-13 WMBF, 11-13 WMBF, 11-13 WMBF.

BILLY PRESTON & SYREETA “More Time For Love” (Moto/M) 30/4 add KFQD, WRR, WISN, WMAZ, WBBM, WBBM, WMAZ. Key moves: 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF, 14-21 WMBF.
<table>
<thead>
<tr>
<th>EAST</th>
<th>MIDWEST</th>
<th>WEST</th>
</tr>
</thead>
</table>

### Album Airplay Tracks

The following album tracks, alphabetically listed by artist, are getting significant play on many of our P/A Adult stations:

**AIR SUPPLY** (Arista) "Old Habits Die Hard" "Every Woman In The World"

**NEIL DIAMOND** (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"

**EAGLES** (Asylum) "Set Sail""Barry Manilow (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Funday" "Where Are They Now" "One Voice"

**ANNE MURRAY** (Capitol) "You've Got Me Hold On To" "Nevertheless. I'm In Love With You"

**ANNE MURRAY** (Full Moon) (Asylum) "Could I Have This Dance"

**KENNY ROGERS** (Full Moon) (Asylum) "Love The Way" "Out For My Love" "Madd Love"

**LINDA RONSTADT** & J.D. SOUTHER (Full Moon) "When I Was Your Man"

**BOZ SCAGGS** (Columbia) "You Can Have Me Anytime"

**BOB SEGER** (Capitol) "You'll Accompany Me"

**FRANK SINATRA** (WB/Reprise) "Just The Way You Are" "Tell Me Just One More Time"

---

The Lovin'"
Opportunities

Radio

WIKI/Chambersburg, PA is looking for talented experienced individual for a key opening. Good company, working conditions and chance for advancement. Tape and production assistance to Bill Matthews, Box 479, Chambersburg, PA 17201. E.O.E. M/F

WNJ/Winfield, PA is accepting tapes and resumes for future openings. No calls please. Send info to Max Kirkaldy, 1 Broadcast Plaza, Winfield, PA 15080. E.O.E.

WIX/Chambersburg, PA is looking for talent who can develop and present ideas to audience. Applicant must be self-starting, hard-working and enjoy working in a professional setting. Send all work, resume and any promising ideas to: John Roberta, Box 213, Chambersburg, PA 17202. E.O.E.

WJK/Winfield, PA is accepting tapes and resumes for future openings. No calls please. Send info to Max Kirkaldy, 1 Broadcast Plaza, Winfield, PA 15080. E.O.E.

Radio

Hiring a Program Director: The station seeks a Program Director with vision and an ability to generate fresh ideas. A minimum of two years in a similar role is required. Send resume to: John W. Smith Media, Inc., 112 Ontario Street, Ottawa, Ontario, Canada. E.O.E.

Hiring a Sales Manager: The station requires a Sales Manager with at least five years of experience in sales and account management. A minimum of three years in a similar role is required. Send resume to: John W. Smith Media, Inc., 112 Ontario Street, Ottawa, Ontario, Canada. E.O.E.

Record

Eliza Brownjohn has been appointed to the position of International Manager at Chrysalis Records. Rose Gross-Marino has been named Administrative Assistant at Arista Records. Jep JAX has been appointed to the position of West Coast Regional Marketing Director for Radio Records.

Station Line-Ups

WKY/Winfield, Ks: Openings. Send tape and resume to: John W. Smith Media, Inc., 112 Ontario Street, Ottawa, Ontario, Canada. E.O.E.

Chances

Eliza Brownjohn has been promoted to the position of International Manager at Chrysalis Records. Rose Gross-Marino has been named Administrative Assistant at Arista Records. Jep JAX has been appointed to the position of West Coast Regional Marketing Director for Radio Records.

Station Line-Ups

WKY/Winfield, Ks: Openings. Send tape and resume to: John W. Smith Media, Inc., 112 Ontario Street, Ottawa, Ontario, Canada. E.O.E.

Radio

WIX/West Warwick, R.I.: Openings. Send tape and resume to: Eric L. Reinsch, WXIX, 100 Fifth Ave., Providence, R.I. 02903. E.O.E.

Record

Arthur Levit has been appointed Associate Director of Media Service and Press & Public Information for Columbia Records. Robert Smith has been named Product Manager, East Coast for Epic/Portraits/CBS Associated Labels.
Radio news onchronicler: Minimum 3 years experience in all aspects of radio news. Excellent editing skills. Ability to handle emergencies and to work on deadline. Available for nights. Send resumes to Jack Moore, WQAM, 2219 W. Flagler St., Miami, FL 33122. EOE M/F 16-201.

MIDWEST

WMC-McMinnville free opening for air personality. If you have talent, we have openings. Send resumes to WMU, Box 1299, Mt. Vernon, IL 62864. EOE M/F 16-201.

WTVW/Dayton, Ohio, looking for air personality. Send resumes to Steve Cardone, WTVW, 3000 S.W. Third St., Dayton, Ohio 45405. EOE M/F 16-201.

WALL/Modesto, CA, needs strong air personality. Excellent production skills a must. Send resumes to Chris Johnson, WALT, 3501 R Street, Modesto, CA 95350. EOE M/F 16-201.

Radio personalities with strong production for 5,000 watt Adult Contemporary station serving Northwestern Ohio and Southwestern Michigan. Excellent production skills a must. Send resumes to Chris Johnson, OM, WFUN, 7288 S. Main St., Toledo, OH 43606. EOE M/F 16-201.

WDBZ-Independent professional, production and copy production talent, all shifts. 100,000 watt Midwest college call. Excellent experience a must. Send resumes to Chris Johnson, WMML, 2853 N. Main St., Toledo, OH 43606. EOE M/F 16-201.

WCHZ/Indianapolis looking for morning personality. Excellent copywriting and production skills a must. Send resumes to J. Charles Walker, WCHZ, 3800 W. 106th St., Indianapolis, IN 46260. EOE M/F 16-201.

WIXM/Cedar Rapids, IA, needs strong air personality. Must have excellent on-air presence. Send resumes to Steve Cardone, WIXM, 909 14th Ave. SE, Cedar Rapids, IA 52401. EOE M/F 16-201.

WAVY/Dayton, OH, needs opening drive jock with strong production for a #1 rated Top 40 station. 50,000 watts, pair air, go on lunch, and work events. Send resumes to Greg Reavis, WAVY, 7000 N. Fifth St., Toledo, OH 43615. EOE M/F 16-201.

WAFV/Savannah, GA, looking for strong air personality with 5 years experience in music. Send resumes to Steve Cardone, WAFV, 2000 Bull St., Savannah, GA 31401. EOE M/F 16-201.

KANSAS-FM currently accepting applications for the position of drive news producer/engineer. Applicants for news position should know newscast writing, production, writing for the Internet, on-air techniques, and off-air newscast editing. Contact Ron Kight, KMBC, 11300 Wornall Rd., Kansas City, MO 64153. EOE M/F 16-201.

Looking for responsible, mature, locally interested News Director. Should possess big city attitude while always trying to get the test question covered. Outstanding on-air presence and Southern Missouri background. Contact Chris O’Brien, PD, WFLR/WXQG, at (615) 235-4113 between 8-10 A.M. Standard rate.

Major market news person. Tired of the broadcasting bogey? Why burnout city managers and hostess just to stay in a major, Top 50 market. Opportunity to create a morning radio in the country. XFargo, ND, has no Top 3 station and general news in the area. Send resumes to Myl Branch, FMC Communications, 612 E. 8th St., Grand Forks, ND 58201. EOE M/F 16-201.

Looking for responsible, mature, locally interested News Director. Should possess big city attitude while always trying to get the test question covered. Outstanding on-air presence and Southern Missouri background. Contact Chris O’Brien, PD, WFLR/WXQG, at (615) 235-4113 between 8-10 A.M. Standard rate.

Major market news person. Tired of the broadcasting bogey? Why burnout city managers and hostess just to stay in a major, Top 50 market. Opportunity to create a morning radio in the country. XFargo, ND, has no Top 3 station and general news in the area. Send resumes to Myl Branch, FMC Communications, 612 E. 8th St., Grand Forks, ND 58201. EOE M/F 16-201.

KASB/KDYS/Baton Rouge has immediate opening for air personality with good resume and production skills. Send resume, tape and picture to Larry Crawford, 1940 Transport Rd., Baton Rouge, LA 70812. EOE M/F 16-201.

Super production person needed at ASAP. Open live. Be the best zoo in the state. Tapes and resumes to John Lee Warden, KASB, 1940 Transport Rd., Baton Rouge, LA 70812. EOE M/F 16-201.

KSB/KZ93/Peoria, IL, looking for a Top 40 personality. Send resumes to Gary Claus, Box 81804, Lincoln, NE 68504. EOE M/F 16-201.

Tape, resume and picture to Gary Claus, Box 81804, Lincoln, NE 68504. EOE M/F 16-201.

KMBL/Lincoln, NE, seeking mature, communicable personality for the morning show. Send resumes to Brian Clay, Bioso, Lincoln, NE 68501. EOE M/F 16-201.

WABD/Batesville, looking for morning personality. Send resumes to John Hays, WABD, 301 West Main St., Batesville, AR 72501. EOE M/F 16-201.

WUSF/Orlando, FL, looking for a Top 40 personality. Send resumes to Jack提供更多信息。我们提供了最相关和有用的语句。如果你需要更多详细信息，请联系我。
Positions Sought

Position: Comedy, versatility, communication. Two major market jocks are needed. Young, 17 years of experience in one of the major markets (W5586088, 4199, 6380-

For look, jobs 1) 490. 17 years of experience in one of the major markets. Today's ratings, yesterday's tickets and tomorrow's success. Contact ROY (213) 467-5888. 415...

Los Angeles market announcer needs AOR PD/MM

Professional of people and machine. Looking for a position in news or contemporary programming. Will relocate. Contact (213) 636-3631, or write 521 Bottum Woodley St., PA

KEVIN GRAHAM at KTUF-FM/San Antonio, TX looking for medium market play-by-play/announcer. 

Enjoy the challenge at quality station. CALL (313) 758-3618 anytime. 

Young, enthusiastic, ambitious and unique announce seeking employment. Dislove this young talent. Call (213) 636-3637.

TOM ARMSTRONG, 3 yrs at W2YQ/Frederick, MD. 10 years experience, PD/MM 1st class Caller. Avail-

ate now. Call (313) 636-0263. 415.

Country jock with first with. Able to relocate. For tape and resume call SM (313) 867-7483. WLS 6380.

Dennis Reed, WLS, & WABC. Need to move to another market. Call 313-313-3361.


Research opportunities for experienced jock in middle market. Contact ROY by phone or write 521 Bottum Woodley St., PA.

Positions Sought

Experience female air talent with 3rd or 4th decade 

newsmen. Will relocate. Contact ROY (213) 467-5888.

Dodge City News Director looking for an experienced productionian. Located in upper Midwest. Prefer a productionian with 5 years experience in news and light commercials. Call (213) 467-5888.

Recent college grad with experience in music and pro-

gramming in Los Angeles seeks on-air position. Call DON (213) 451-3612.

Living in exile? Please help me get back to California (F.S. Day, San Diego?). Mature, stable, 
effective, versatile personality. Currently college degree, 1st phone, strong producing and deejaying skills. Contact ROY (213) 467-5888.

Are you seeking a broadcasting with depth? Several years experience. Backing in all major markets. Call ANDY TIPPER (213) 628-2818.

Top 10 market, Production Director, Currently em-

ployed, or semi-free, or full-time shift. Hard worked and versatile. Looking for challenge. Call BOB (313) 689-5766.

WKRQ Where Are You? Hot young jock still looking for major market. Do you have what it takes? A professional mindedjock who doesn't mind hard work and the long hours. Looking for a position in major market. Call (213) 430-6895, or write to Bruce Armonn 12099 Ocean Ave., Seacliff, CA 90740.

STEVE MICHAELS, 10 years radio in Washington 

DC area, 7 years in Cincinnati, 3 years in Philadelphia, 4 years in Minneapolis, Minnesota. Call THE POSITIVE (213) 645-8140.

Top 10 market, Production Director, Currently em-

ployed. Regionally syndicated format. Call BOB (313) 689-5766.

AOR air personality with 1st phone, good knowledge of market. Yes, I can do it. Call DARRYL EVANS (213) 639-3873.

Do you want to be the man who gets you your break around your county? You can reach me at (213) 635-6034 or write to Box 1588, Ave. White Mesa Lake, Rockaway Beach, NJ 07726.

Jocks available for all formats. Strong production and tan voice. Call Media Consultants at (213) 474-5888.

#1 rated Top 40 morning man employment but looking. Also experienced in gather that is preferred but will consider all eg. If you have good performance with a great deal of the work at (213) 783-2102. 4199.


DAVIS LONDON formally with John Rock Kelu

Davina and her twin, KFI and other Challenge. Looking for college experience, college announcers, majors, etc. 


Looking for a PD gig. Successful track record...on to see...JIM MCKELVEY.

MICHAEL TAYLOR former PD at KDKT-DTV/Des 

Moines, IA. Successful AOR programmer with 14 year radio experience. Includes college and mid-market programming. Prefer AOR programming or anyons in top 50 market. 

Call ROY (213) 467-5888.

16-year broadcasting veteran desires position on Pop/Adult or station heavy on hits or PD position. Contact ROY (213) 467-5888.

Get me out of the Country. Young experienced DJ with PD and MD experience wishes to get out of auto-

mated Country station and back into rock 95.9 medium. Medium market personality, 10 years experience. Will relocate. Call ROY (213) 467-5888, 4199.

OPPORTUNITIES
**NEW & ACTIVE**

**MECO**
The Empire Strikes Back (Medley) (RSO) 57% of our reporters on it.

**RICK PINE TTE**
Take A Little Rhythm (A&M) 88% of our reporters on it. Moves: Up 68, Same 26, Down 0, Adds 45 including WKWB, WRKO, PRO-FM, WPFG, WHB, WGCI, KFI, KIMM, WTIC-FM, KSIA, 855GF, WISM, Y94. See Parallels, charts at number 28.

---

**ALI THOMSON**
Take A Little Rhythm (A&M) 88% of our reporters on it. Moves: Up 68, Same 26, Down 0, Adds 45 including WKWB, WRKO, PRO-FM, WPFG, WHB, WGCI, KFI, KIMM, WTIC-FM, KSIA, 855GF, WISM, Y94. See Parallels, charts at number 28.

---

**MICKY GILLEY**
"Stand By Me" (Full Moon/A SYLAM ) 94/15 Moves: Up 58, Same 11, Down 1, Adds 15 including WCAC, JB100, WKY, WENM. BFM, 920, WNO, KRAY, KINO, 14.9, WAQF 24-K, KVIS 21.6.

---

**QUEEN**
"Love the Game" (Elektra) 78/8 Moves: Up 36, Same 25, Down 0, Adds 16 including F105, KIMM, WBKO, NS, KFLD, 950, KFTY, 99.7, W07, WW2-K, 25K-14.9, WW2-17.

---

**R OLLING STONES**
"Emotional Rescue" (Rolling Stones) 88/8 Moves: Up 0, Same 0, Down 0, Adds 6 including WIF, F105, PRO-FM, JB106, Q107, WPQC, CFR, Z93, Y100, Q105, CWLW, KBEQ, OQ10, KWOY, KEF, KFCR, 13K, KUDP, 86.9, KFLY, 64, 13.4, 14.9.

---

**AMA ROSS**
Rolling Stone's "Rollin' Stone" (Rolling Stones)

---

**ERIC CLAPTON**
"Tulsa Time" (RSO) 10/13 Moves: Up 28, Same 14, Down 0, Adds 17 including WOKY, WHMF, WKBB, JB105, WVC, WKNQ, KENO, KEN, KENS, WGBF, 93.4, 64, 20.2, 24.

---

**J EANNINE JACKSON**

---

**JACKSON BROWNE**
"Boulevard" (A&M) 53/52 Moves: Up 0, Same 0, Down 10, Adds 52 including WRI, Q107, 23, KQBE, OQ10, WOKY, KEF, KPOA, WPZE, KAUM, KMUK, CX101.

---

Others Getting Significant Action

**RICK PINETTE & OAK**
"King Of The Hill" (Sky's The Limit/ Mercury) 49/7 Moves: Up 12, Same 10, Down 0, KJY, WW2, KEK, KX106, 103, KXW, WED, WKBD-1090, KEN, WGBF, 84.

---

**P AUL MCCARTNEY**
"Coming Up" (SYLAM ) Moves: Up 10, Same 9, Down 4, Adds 2 including WPW, WHB, 250, WW2, KWOY, KX2, 84, 86.7, Q107, 23.

---

**FIREBALL**
"Love Got Away" (Atlantic) 41/10 Moves: Up 12, Same 10, Down 0, KJY, WW2, KEK, KX106, 103, KXW, WED, WKBD-1090, KEN, WGBF, 84.

---

**JOE H M**
"It's Still Rock & Roll To Me" (Columbia)

---

**ELTON JOHN**
"Little Jeannie" (MCA)

---

**PAUL McCARTNEY**
"Coming Up" (SYLAM )

---

**BOB SEGER**
"Against the Wind" (Capitol)

---


---

**OLIVIA NEWTON-JOHN""Magic (MCA)

---

**ROBBIE DUPREE/Steel Away (Elektra)

---

**MANHATTANS/"Shining Star (Columbia)

---

**BETTE MIDLER""The Rose (Atlantic)

---

**ELECTRIC LIGHT ORCHESTRA/I'm Alive (MCA)

---

**CHARLIE DANIELS BAND/"In America (Epix)

---

**KIM CARNES/"More Love" (EMI America)

---

**JOE WALSH/"All Night Long (Full Moon/A Sylam )

---

**GENESIS""I'm Not Alive (Atlantic) Moves: Up 25, Same 19, Down 14, Adds 7, WW2-26, 40, KPOA, WPZE, 104, 10.9, 109, 107, 64, 112, 25.

---

**CAROLE KING/"The Time of My Life (Capitol)

---

**REGGIE BROTHERS/"Some Love 4 (Atlantic)

---

**KENNY ROGERS/Love the World Away (UA)

---

**AMBROSIO/"Biggest Part Of Me" (WB)

---

**MICHAEL JACKSON/"She's Out Of My Life (Epix)

---

**PETE TOWNSHEND/"Let My Love Open The Door" (Atco)

---

**RAY PARKER JR. & RAYGO/"Two Places At The (Arista)

---

**BOB SCAGGS/"Jojo (Columbia)

---

**CHRISTOPHER CROSS/Sailing (WB)

---

**S.O.S. BAND/"Take Your Time (Do It Right)" (Tabu)

---

**ALI THOMSON/"Take A Little Rhythm (A&M)

---

**MECO/The Empire Strikes Back Medley (RSO)

---

**N.E.DAKA & DARA SEDAKA/"Should've Never Ever... (Elektra)

---

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 50% of our reporters.

---

**KISS/"Shandi" (Columbia)

---

**ROY ORBISON & EMMYLOU HARRIS/"That Lovin' You Feelin' Again" (WB)

---

**EDDIE RABBIT/"Drivin' My Life Away" (Elektra)

---

**R USS BALLARD/"On The Rebound" (Epix)

---

**FRANK SINATRA/"Theme From New York, New York" (Reprise)

---

**FRANK CAMPBELL & RITA WYONDE/"Somethin' Bout You Baby I Like" (Capitol)

---

**GEOFF BONSON/"Give Me The Night" (WB)

---

**RAY CHARLES/"Let Me Go" (Columbia)

---

**W OOKI S/"Shado" (Atlantic)

---

**BILLY JOEL/"It's Still Rock & Roll To Me" (Columbia)

---

**OLIVIA NEWTON-JOHN/"Little Jeannie" (MCA)

---

**JEFF BECK/"Smoke On The Water" (Capitol)

---

**ROY ORBISON & EMMYLOU HARRIS/"That Lovin' You Feelin' Again" (WB)

---

**EDDIE RABBIT/"Drivin' My Life Away" (Elektra)

---

**R USS BALLARD/"On The Rebound" (Epix)

---

**ERSHAD BLOOM/"I'm Back In Love Again" (Arista)

---

**TOM JONES/"I'm Not In Love" (Capitol)

---

**BOB SCAGGS/"Jojo (Columbia)

---

**CHRISTOPHER CROSS/Sailing (WB)

---

**S.O.S. BAND/"Take Your Time (Do It Right)" (Tabu)

---

**ALI THOMSON/"Take A Little Rhythm (A&M)

---

**MECO/The Empire Strikes Back Medley (RSO)

---

**N.E.DAKA & DARA SEDAKA/"Should've Never Ever... (Elektra)

---

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 50% of our reporters.