



**WHO'S FOR LUNCH** — When WB's Who played San Francisco, KRQR spotted singer Roger Daltrey backstage, enjoying a light snack. The singer obviously wanted to show his appreciation for the station's support of the band.



**A SHINING EXAMPLE** — As previewed in the December 3 edition of R&R, KQAK/San Francisco broadcast the entire day December 6 using solar power exclusively. The photographic proof shows (l-r) PD Bob Heymann and GM Les Elias standing in front of "Solar Genny I," which captured the power for the historic broadcast.



**GABRIEL GRABS KEY** — It was "Shock the Superstar" time when Geffen's Peter Gabriel played Utica recently. After the show, in a presentation arranged by WOUR, Gabriel was presented with the keys to the city by the Utica Mayor. Pictured (l-r) are WOUR Promotion Director Jerry Kraus, Mayor Steve Pawlinga, Gabriel, WOUR PD Dale Edwards and MD Tom Starr.



**WINNERS' WHEELS** — WKLS/Atlanta and WIMZ/Knoxville are two AOR's that recently gave away new cars in contests co-sponsored with soft drink manufacturers. WKLS's "96 Rock" black and gold Trans-Am is pictured, along with WIMZ's Camaro. Alongside the Camaro (l-r) are WIMZ GM Bruce Dodge, air personality Mike Beach, winner and husband, air personality Phil Williams and PD Kerry Lambert.



**YOUR T-SHIRT PLEASE** — T-shirts served as tickets when WNOR/Norfolk offered four regional bands plus RCA's Steel Breeze in a special concert admissible only to those wearing the station's T-shirts. 10,000 shirts were sold at \$1.98 each for the overflow show.

UPDATE

KISW/Seattle PD Beau Phillips filmed what may be the only TV interview granted any radio station by the Who during the band's U.S. tour. Phillips taped the interview with Pete Townshend in Chicago, then flew back to Seattle to produce a Who TV special that ran prior to the band's Seattle concert date. Footage from the interview has also been used by such stations as KSRH/Houston, WAAF/Worcester, and WQXM/Tampa . . . Speaking of the Who, 50,000 Syracuse fans signed WAQX's petition to bring the band to the city, and the campaign was a success . . . Consultant Rick Carroll was cover-profiled in the latest BAM magazine . . . In conjunction with BAM and L.A.'s Museum of Rock Art, KLOS/Los Angeles held a rock auction benefitting the Jim Morrison Scholarship Fund at UCLA, which provides financial assistance to film students . . . WDHA/Dover held three recent listener concerts, including one that headlined RCA's Steel Breeze, that were admissible only to those showing WDHA cards . . . WRKI/Danbury sponsored a town meeting on the subject of drunk driving which resulted in the formation of a "Safe Rides" program for the community. The campaign has high school students providing rides home for drunk drivers . . . WQDR/Raleigh co-sponsored a half-day stress reduction workshop for listeners. The free program featured discussions and exercises . . . KRQR/San Francisco has begun listing listeners' unemployment ads free in BAM magazine as a public service . . . WIYY/Baltimore co-sponsored the "Steelworker's Ball," a low-dough concert with Polydor/PolyGram's Pat Travers and regional favorites DC Star. All profits went to unemployed local steelworkers . . . KZOZ/San Luis Obispo held a contest that sent two listeners to Boston to participate in the Boston marathon . . . Record reps: Be on the lookout for new Homegrown offer-

ings from WCMF/Rochester, KOMP/Las Vegas, WIYY/Baltimore, and WIQB/Ann Arbor . . . WIMZ/Knoxville just upped its effective power to 100,000 watts . . . Congratulations to KBPI/Denver MD Karen Allen and hubby David on the birth of their first baby, Elizabeth . . . WHKC/Evansville celebrated its third anniversary with a listener concert by Rare Earth . . . WCKO/Miami held a contest with Jet/CBS that awarded a winning listener with Ozzy Osbourne's European tour wardrobe . . . EON-FM/Melbourne, Australia is sponsoring free aerobics classes for listeners, who exercise to the music of EON-FM . . . New phone number for KIDQ/Boise: (208) 336-0939 . . . KQDS/Duluth is preparing its own rock video TV show and needs record company assistance. Contact Brian Taylor at (218) 728-6421 . . . WIYY/Baltimore just released its annual rock concert photo calendar. Profits from the 98¢-per calendar sales benefit the local Children's Hospital, while calendar buyers also benefit from attached coupons for discounts at area Burger Kings.



**T-SHIRT ANYONE?** WDVE/Pittsburgh just opened a series of "Rock" shops of station merchandise. To publicize the openings, the station held a random ticket drawing to send two to see the Who in Orlando. Pictured modeling station shirts and jackets (l-r) are listener, contest winner, store buyer, WDVE Sales Manager Shawn Portmann, WDVE PD Howie Castle, and store rep.

COLOR

**VIDIOT'S DELIGHT:** WLWQ/Columbus gave away a complete video system, including a color TV, VCR, and an Atari game system. The system went to the first listener to correctly identify a montage of themes from 16 old TV series.

**TURKEY TUNES:** WSWF/Ft. Myers gave away Thanksgiving turkeys to listeners who called to correctly identify song titles that had been altered to include the word "turkey."

**THANKSGIVING ON THE MAYFLOWER:** WQXM/Tampa invited listeners to have Thanksgiving dinner on the Mayflower in a recent random drawing contest. The Mayflower, by the way, was a moving van, where 10 winners were served a complete turkey dinner by WQXM morning man Baxter, and then limo'ed to see Billy Joel in concert.

**WALKMAN STARTIME:** This could become the biggest thing since "air guitar" contests: KLAQ/EI Paso held a listener party at a local club, where contestants were invited to take the stage to sing along with the tapes playing on their Walkman headphone stereos. The catch is that only the singer can hear the song, and all the audience can hear is the singer's (often off-key) voice. Partiers decided who won the Walkman, plus \$100, while others received headphones and cassettes.

**EDDIE MONEY FOR LITTLE MONEY:** WQXM/Tampa held an early Christmas party concert headlining Columbia's Eddie Money for \$5.98. During the sold-out show,

the station gave away 100 prizes, including car and home stereo systems.

**TALK TALK IS CHEAP:** In conjunction with EMI America and the Talk Talk album, WLPX/Milwaukee has set up a phone booth in a local record store so that listeners can place free 3-minute long distance calls anywhere in the U.S. for personalized holiday greetings. In a related contest, one winner will have his December phone bill paid by WLPX.

**PERSONALIZED GREETINGS:** WRIF/Detroit's morning crew, Jim Johnson and George Baier (better known as "Dick the Bruiser") are picking a listener's postcard daily and conveying the holiday greeting of his or her choice personally over the phone to the winner's friend, regardless of location.

**NIGHTS ON THE TOWN:** WKJS/Atlanta's ongoing promotion picks winners in random drawings for nights on the town with three friends. Included are limo drives to restaurants, free concert tickets, movies, and a grand prize trip for two to New Orleans for the upcoming Sugar Bowl.

**DJ FOR A DAY:** WBCN/Boston, in conjunction with WB and Donald Fagen's "Nightfly" album, cooked up a promotion themed around the cover of the album, which shows Fagen playing DJ. Listeners can register at local record stores to win their own one-night-stand radio show on WBCN, chauffeured to and from the show in the station's van. 103 runners-up receive Fagen cassettes and posters.

CONCERTS & CONVERSATIONS

**GUEST DJ'S:** Wolfman Jack on KMOD/Tulsa. **CONVERSATIONS:** Who on KSHE/St. Louis, KWK/St. Louis, WDIZ/Orlando . . . Yoko Ono on WXRT/Chicago . . . Pat Travers, Rose Tattoo on WILS/Lansing . . . Steel Breeze on WDHA/North Jersey, KUFO/Odessa . . . George Thorogood on WLWQ/Columbus . . . Fabulous Thunderbirds on KYTX/Amarillo . . . Jack Mack on KFMQ/Lincoln, KTYD/Santa Barbara . . . 38 Special, Eddie Money on KNCN/Corpus Christi . . . Stray Cats on WIOT/Toledo, WLPX/Milwaukee . . . Nicolette Larson on KRKN/Anchorage . . . Rory Gallagher on DC101/Washington . . . Pat Benatar, Aerosmith on WIOT/Toledo . . . 38 Special on WQDR/Raleigh . . . Scandal on WDHA/North Jersey . . . Joe Perry, Rough Trade, Phil Collins on Q107/Toronto . . . Greg Kihn on KOZZ/Reno . . . Steve Forbert, Sly Stone on WPDH/Poughkeepsie . . . Who, Saga on WAAF/Worcester . . . Fabulous Thunderbirds on KTIM/San Rafael . . . Producers on KLAQ/EI Paso . . . Motels on WQBK/Albany . . . Country Joe McDonald on KVRE/Santa Rosa.

The Music Section

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