

# BILLBOARD ARBITRON RATINGS

A computation of individual market's formats released by arbitron based on metro average quarter hour and share figures for Monday to Sunday 6 a.m. to midnight. All figures are reported to the nearest 100 people. Figures in lightface are from previous year.

## ST. LOUIS OCTOBER/NOVEMBER 1979

FORMATS	AVERAGE QUARTER HOUR—METRO SURVEY AREA												FORMATS	SHARES—METRO SURVEY AREA													
	TOTAL PERSONS 12+	TOTAL PERSONS 18+	MEN					WOMEN						TEENS 12-17	TOTAL PERSONS 12+	TOTAL PERSONS 18+	MEN					WOMEN					TEENS 12-17
			18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					%	%	%	%	%	%	%	%	%		
AOR	279	224	127	29	4	0	2	47	11	1	0	1	55	AOR	8.9	48.3	9.0	1.7	0.0	16.8	4.0	0.4	0.0	15.6			
AOR	229	158	66	22	2	1	1	54	10	1	1	0	71	AOR	7.3	26.6	7.2	0.9	0.5	19.1	3.2	0.4	0.5	20.5			
BEAUTIFUL	380	382	6	9	38	26	47	18	18	45	52	48	6	BEAUTIFUL	11.3	1.9	2.5	14.8	17.3	6.1	6.5	17.2	21.4	1.4			
BEAUTIFUL	311	308	1	15	10	36	35	10	26	36	33	50	3	BEAUTIFUL	10.0	0.4	4.9	4.6	18.2	3.5	8.4	14.0	17.4	0.9			
BLACK	253	191	20	27	14	2	2	39	42	16	14	7	62	BLACK	8.0	7.6	8.4	5.9	1.4	13.9	15.2	7.1	6.0	17.7			
BLACK	259	199	31	21	17	2	6	46	39	15	10	4	60	BLACK	8.2	12.4	6.9	7.9	1.0	16.3	12.5	6.0	5.2	17.4			
CONTEMP	309	270	18	64	32	1	1	43	69	15	10	4	42	CONTEMP	9.8	6.9	19.9	13.5	0.7	15.4	25.0	6.6	4.3	12.0			
CONTEMP	799	632	71	91	49	18	13	108	113	83	29	29	167	CONTEMP	25.6	28.6	29.7	22.7	9.0	38.2	36.4	33.3	15.3	48.2			
COUNTRY	284	268	13	22	45	27	13	15	19	39	26	22	16	COUNTRY	9.0	4.9	6.9	19.0	18.0	5.4	6.8	17.2	11.2	4.6			
COUNTRY	413	406	18	50	55	47	31	16	57	42	27	41	7	COUNTRY	13.2	7.2	16.2	25.4	23.7	5.7	18.3	16.8	14.2	2.0			
MELLOW	160	153	14	30	11	5	2	30	24	10	20	2	7	MELLOW	5.1	5.4	9.3	4.7	3.3	10.7	8.7	4.4	4.7	2.0			
MELLOW	90	88	16	38	0	1	1	17	10	2	3	0	2	MELLOW	2.3	2.6	9.3	2.4	0.0	4.8	4.9	0.7	0.0	1.7			
MOR	16	14	0	0	0	4	0	0	0	0	0	0	2	MOR	0.5	0.0	0.0	0.0	2.7	0.0	0.0	2.2	0.4	0.6			
MOR	0	0	0	0	0	0	0	0	0	0	0	0	0	MOR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
NEWS	81	77	2	12	6	3	6	2	6	11	3	10	4	NEWS	2.6	0.8	3.7	2.5	2.0	0.7	2.2	4.8	1.3	1.1			
NEWS	0	0	0	0	0	0	0	0	0	0	0	0	0	NEWS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
RELIGIOUS	19	19	0	0	0	0	1	0	0	5	5	1	0	RELIGIOUS	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.1	0.0			
RELIGIOUS	0	0	0	0	0	0	0	0	0	0	0	0	0	RELIGIOUS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
TALK	784	772	11	65	70	55	69	6	44	55	87	90	12	TALK	24.8	4.2	20.2	29.7	36.7	2.2	15.9	24.3	37.4	3.4			
TALK	697	688	9	39	64	60	69	5	30	46	72	88	9	TALK	22.3	3.6	12.7	29.5	30.3	1.8	9.7	18.5	37.9	2.6			
TOP 40	347	215	47	42	7	1	1	73	26	10	4	3	132	TOP 40	11.0	17.9	13.0	3.0	0.7	26.2	9.4	4.4	1.8	37.5			
TOP 40	0	0	0	0	0	0	0	0	0	0	0	0	0	TOP 40	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			

Above average quarter hour figures are expressed in hundreds (add two zeros).

## Top 40, Beautiful Vie For 2nd In St. Louis

ST. LOUIS—With the talk format out in front with nearly a quarter of the listening audience, beautiful music and Top 40 are battling for second place in Billboard's exclusive analysis of the October/November Arbitron ratings here.

Talk dominates with a 24.8 share, up from 22.3 a year ago. Beautiful music is second with an 11.3 share while Top 40 is close with 11.0.

While beautiful is up slightly from last year's 10.0, Top 40 is showing a

huge gain from not being on the chart a year ago.

Contemporary has fallen from 25.6 a year ago to 9.8, just ahead of country, which is also off from 13.2 a year ago to 9.0.

AOR is up from 7.3 a year ago to 8.9 while black is off from 8.2 to 8.0.

Among men 18 to 24, AOR dominates with a 48.3 share, up from 26.6 a year ago. Talk captures the largest share of men 25 to 34, 35 to 44 and 45 to 54 with 20.2, 29.7 and 36.7 shares respectively.

Top 40 wins the biggest share of women for 26.2 while contemporary is tops with women 25 to 34 for a 25.0 share. Talk captures women 35 to 44 and 45 to 54 for 24.3 and 37.4 shares, respectively.

Top 40 is the expected favorite among teens for a 37.5 share.

In terms of listeners for an average quarter hour talk has the most with an estimated 78,400. This is followed by beautiful with an estimated 38,800, Top 40 with an estimated

34,700, contemporary with an estimated 30,900, country with an estimated 28,400, AOR with an estimated 27,900 and black music with an estimated 25,300.

## Cincy Stations Link To Beam Rock Gigs

By VICTOR HARRISON

CINCINNATI—WEBN-FM and WCET-TV have launched a nine-week concert series which will spotlight the area's outstanding rock acts. Simultaneously broadcast live on television and in stereo on WEBN, the one hour long "Rock Around the Block" shows run from 7 to 8 p.m. each Wednesday for nine weeks.

The show, a coproduction of WCET's 22-year-old Jeff Heusser, regularly scheduled program devoted entirely to local music. The live telecasts from the tv station's studios, located in downtown Cincinnati, will combine the intimacy of a televised concert with the high quality stereo sound possible with FM transmission.

The series will be coproduced by WEBN's program director and air personality Denton Marr and WCET's 22-year-old Jeff Heusser, who has been with the station since 1972. Heusser will also direct each live telecast. Marr says it is the first time live rock n' roll has been broadcast from WCET, America's oldest licensed non-commercial tv station.

Heusser states that other types of music have been broadcast live from WCET before and he hopes to do more of this type of programming in the future.

The basic setup for each show will vary slightly. Each group will use its own sound equipment with Brightsides Audio of Cincinnati handling the broadcast mix which will be independent from the studio mix.

WEBN will provide a different on-air personality to host each show and is handling all live audience production and ticket distribution which, according to Marr, will amount to 150 per show.

WEBN, which is now and again the top rated AOR FM station in town, has produced many live remote stereo radio broadcasts from Cincinnati's Fifth Floor Recording Studios featuring many of America's top rock and jazz acts.

The "Rock Around The Block" series premiered Jan. 30 with one of Cincinnati's hottest rock groups, Wheels. Other local groups confirmed to appear on the series are Coyote Wednesday (6), the Raise Band (Feb. 13), Rockduster (Feb. 20), the Modulators (Feb. 27), Highwind (March 5), Aaron Dizzy (March 12) and Barb Kushner with Carefree Day (March 9). The ninth and last group to play has not been announced. For its participation in this series each group will receive a videotape copy of its program.

## L.A. KWST Remains AOR

LOS ANGELES—"The station was AOR, is AOR and will be AOR," says KWST-FM general manager Paul Cassidy of the recent changes here. The station has been plagued by low ratings recently in its battle with fellow rockers KMET-FM and KLOS-FM.

Three air personalities have been added as well as a program director. The personalities are J.J. Jackson, in the 2 p.m. to 6 p.m. slot; China Smith, from 6 p.m. to 10 p.m. and Rachel Donahue on Saturday afternoons. Jackson and Smith are from KLOS. Ted Ferguson, the new program director, comes from AOR WABX-FM Detroit. Cassidy himself is a relative newcomer, in his current slot since December. He was KWST's national sales director.

"We will have a more familiar rock sound," says Cassidy. To which Ferguson adds: "There's going to be some tightening but not a tremendous amount."

"We're flavoring the format for the 18 to 24-year-old female as well as the 18 to 34-year-old male. We're not going to restrict ourselves just to hard rock. And I don't think males mind hearing a softer Buffalo Springfield cut now and then."

"We plan to be more visible as far as promotions, outdoor and television advertising. Also, we want to get more involved with concerts," says Cassidy.

The playlist, which consists of approximately 150 cuts on various LPs, will not be affected in terms of the number of cuts.

Continuing at the station are air personalities Phil Hendrie, Steve Downs, Frank Bennett, Rick Dalton, Frank Densentis and Marshall Thomas.

## AM STATION UNDERGOES OVERHAUL

# New Goals At Honolulu KKUA

By DON WELLER

HONOLULU—For KKUA-AM, one of the top radio stations in the islands, 1980 brings an array of new directions, including a change of ownership, changes in key disk jockey personnel, a new program director and a change in its music format.

Last year Coca-Cola of Los An-

geles bought KKUA-AM and its sister station Q-FM from Kokua One Radio Corp. Shortly thereafter, its best-known and controversial morning DJ Ron Jacobs was fired in a programming dispute (his suit against KKUA is in litigation). Jacobs was replaced by Captain Cook, who several months later took the 2

p.m. to 6 p.m. slot and was in turn replaced by Ron Wood.

In the first week of December 1979, popular personality Kamisami Kong, who had held the 6 p.m. to 10 p.m. shift for several years, was dismissed. He was replaced by Gene Davis, an 11-year veteran of island radio who had spent the last two years in Los Angeles at KGIL-AM.

Simultaneously, Austin Vali, who had been program director of both KKUA and Q-FM, handed over the KKUA side to Lane Robinson, veteran 10 a.m.-2 p.m. DJ at the station.

Gene Davis' return to Hawaii was triggered by the dismissal of Kamisami Kong. Robinson cites programming differences as reasons for the move.

"The two years I spent in Los Angeles helped enrich my views of radio," explains Davis. "But I missed Hawaii and I found that the quality of island radio had improved in the time I was gone."

Robinson's stint as p.d. is his first at that job, but he's committed to changing both the music format and the target audience of the station.

He explains: "We're carrying out a philosophy or goal to finetune our

sound better for our main target audience of 18 to 34. We've eliminated the extremes on both ends musically. We still play some disco, but we've dropped certain songs and disk jockey bits which only appeal to 12-year-olds."

Tenement Steps.  
The Motors' new album.

**RADIO/TV  
JOB MART  
NOW APPEARS  
IN THE  
MARKETPLACE**

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