

Radio & Records

ISSUE NUMBER 330

THE INDUSTRY'S NEWSPAPER

MAY 2, 1980

Long Named PD At KULF

John Long has been named Program Director at Southern Broadcasting's KULF/Houston. The move reunites Long, who last year resigned his post as PD of WHBQ/Memphis to head his own programming consultancy firm, with former WHBQ GM Dick French, who is currently General Manager at KULF.

Commenting upon Long's appointment, Southern Broadcasting National PD George Williams told R&R: "I'm delighted to have a man of the caliber of John Long join the PD ranks of Southern Broadcasting. I'm sure John's long history of programming successes will continue at KULF, and he and the General Manager, Dick French, can duplicate the tremendous job they did at WHBQ/Memphis."

French said, "When you're looking for someone to program your radio station in what is now the ninth largest market, in one of the most competitive situations in the U.S., how could one do better than to bring John Long aboard as Program Director?"



John Long

"Only a unique opportunity such as this could lure me back into radio programming on a fulltime basis," Long told R&R, adding, "Southern Broadcasting is a very professional broadcast group with outstanding people; I'm delighted that I'll be a part of their family. I also welcome the opportunity to work again with Dick French. The success I enjoyed at WHBQ was directly attributable to Dick's leadership as General Manager there." Long also noted that he would continue his involvement with his programming consultancy operations in addition to his KULF duties.

CITIZENS' GROUPS POISED TO KILL DEAL

FCC Says Yes, Cox Says No To GE Merger

Cox Implies More Money Needed; Minorities Will Lose Out

The Federal Communications Commission removed itself as a potential barrier this week by unanimously approving a proposed half-billion dollar merger of Cox Broadcasting Corp. into the General Electric Co. The action came one working day after Cox sent a press release to the FCC saying the merger had been "abandoned." GE immediately countered to the Commission with a release saying in effect Cox had significantly upped its asking price. Because Cox failed to ask that its application be withdrawn, the FCC went ahead with its already-scheduled meeting.

GE attorney Bob Coll of McKenna, Wilkinson, and Kittner told R&R after the decision it is still technically possible to reach an accord prior to May 31. After that time, either party can back out of the deal legally.

How It Could Still Happen

Although unlikely, an alternative open to GE may be to take Cox to court alleging Cox has breach-

ed their original contract. First, GE will attempt to talk Cox into extending their deadline. *Barring that, the following must happen before May 31 in order to consummate the merger:*

- A final FCC order must be released (likely to happen).
- Cox must agree to the FCC's conditions (see below) established this week. (Cox has refused comment.)
- No party which initially petitioned the FCC to deny the merger (National Citizens' Committee For Broadcasting, Friends of the Earth, Marcus Garvey Wilcher's Community Coalition for Media Change, and the Virginia Beach Telecommunications Co.) can ask for the

decision to be overturned (not likely).

R&R contacted three of these four groups, with the following reactions:

- Wilcher said he will definitely ask for reconsideration. He alleged GE and Cox have been very insulting and that there is a conspiracy between GE and the National Black Media Coalition.
- NCCB Executive Director Sam Simon said the group was prepared to go to court, and if the deal doesn't fall through, it will petition for reconsideration.
- Friends of the Earth attorney Andrew Baldwin told R&R the group was uncertain at this time if it would ask for reconsideration, but that it was outraged at the Commission's decision, noting

COX/GE/See Page 28

Stein Heads E/A Promotion; Buttice Appointed A&R VP

Burt Stein has been named National Promotion Director for Elektra/Asylum, following the long-anticipated official promotion last week of former E/A VP/Promotion Kenny Buttice to VP/A&R. Buttice, an eight-year E/A veteran, will now head talent acquisition efforts and supervise artists' recording.

Stein, National Album Promotion Director at E/A since 1976, will have complete responsibility for all areas of promotion, reporting to VP/Director of Marketing Vic Faraci. Faraci commented, "The National Promotion Director must be the key motivator on the marketing staff, and we feel that Burt, who has a long history in promotion,



Burt Stein

coming up through the ranks, is eminently qualified to administer the department and fulfill all the duties of a national director." Faraci added that further realignments in the promotion department would be forthcoming.



HAYNES REIGNS OVER HOLLYWOOD — KLAC morning man Dick Haynes was saluted by hundreds of fans and friends at the Hollywood Palladium last week. Top stars and radio compatriots joined to honor Haynes and his 35 years as an L.A. air personality, and he will receive a star on Hollywood's "Walk Of Fame" and an official proclamation announcing "Dick Haynes Day" in Los Angeles. Pictured (l-r) at the banquet in front of a Haynes banner are Roy Rogers, former KMPC morning man Dick Whittinghill, and, at right, Haynes himself.

KYAC BACK ON AIR

Seattle Station Staffers Sue Owner

KYAC/Seattle, whose entire staff walked off the job recently (R&R 4-25), has returned to the air with volunteers from local Bates Vocational School operating the Black-formatted station under a "closed-mike" format. Meanwhile, former KYAC PD Robert L. Scott told R&R that station staffers had filed suit against the station's owners (GM Don Dudley and several investors) seeking back wages plus damages. No court date has yet been set in this suit.

According to Scott, the payroll problems began in October of last

year when employees' paychecks became subject to two-week delays. These delays soon stretched into month-long waits despite the staff's reduction from 33 to 15 employees. Dudley, Scott said, attempted to sell the station and to placate the employees with promises of restitution once the sale occurred. "We honestly believed there was an effort being made to improve the situation," Scott claimed.

75-Day Wait For Checks

In March, 1980, faced with an in-

creasingly irate staff, Dudley, citing long-standing cash-flow problems, asked them to sign an agreement under which they would receive their paychecks within 30 days of their due date, Scott said. He claimed that the checks then started arriving from 45 to 60 days late, adding that he personally waited 75 days for his most recent check. "There was a total lack of communication," said Scott.

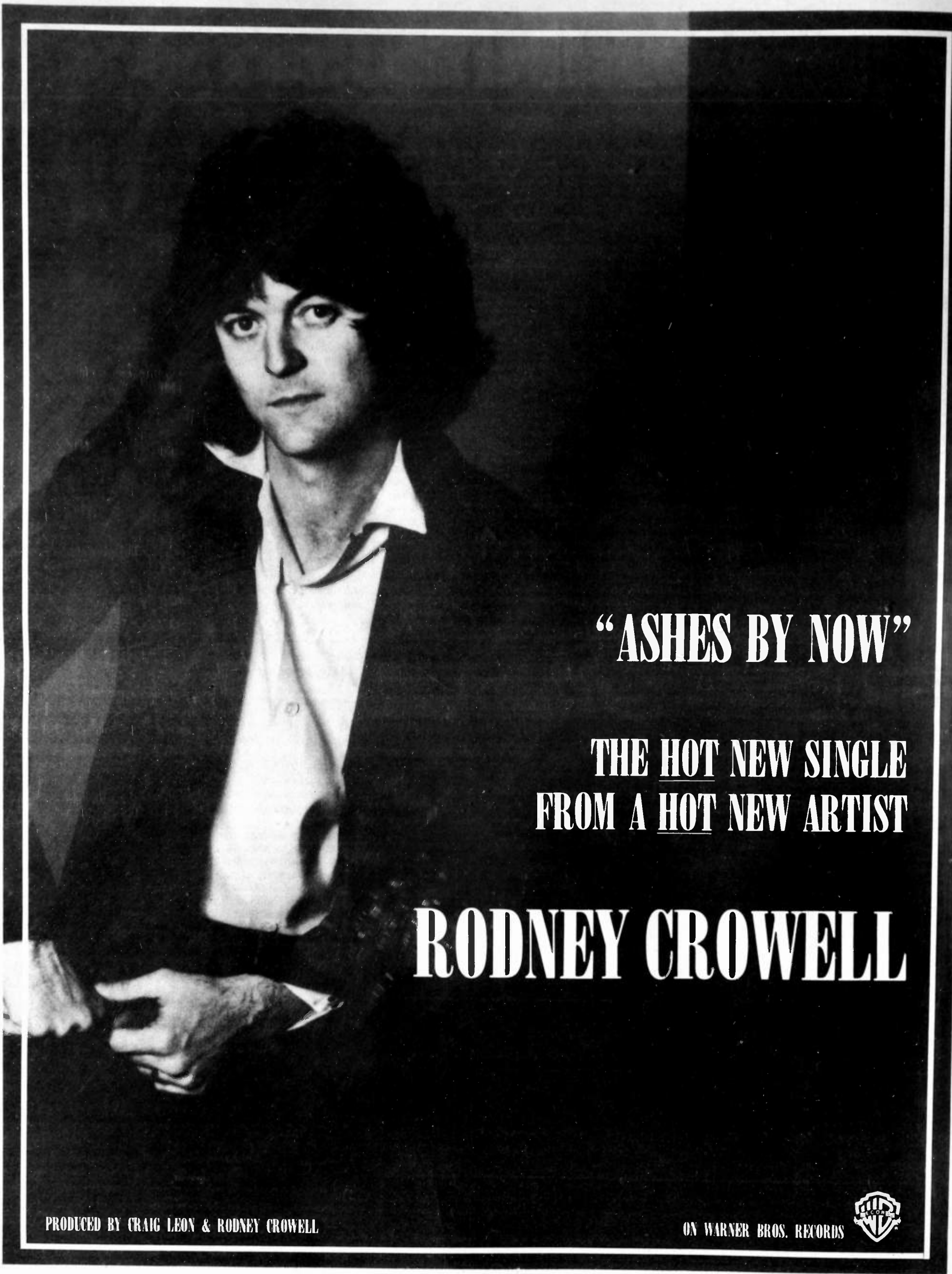
Since the walkout, Dudley publicly announced at a news conference that an account would be

KYAC/See Page 28

THE BIG ONE Is Coming In October



- October 5-8, 1980 • Bonaventure Hotel, Los Angeles
- Registration Details Coming This Month



“ASHES BY NOW”

**THE HOT NEW SINGLE
FROM A HOT NEW ARTIST**

RODNEY CROWELL

PRODUCED BY CRAIG LEON & RODNEY CROWELL

ON WARNER BROS. RECORDS



"War Of The Worlds" Revisited

"The United States is under attack. This is not a test. The United States is under attack." That broadcast on WPFW/Washington literally had federal em-

ployees running for bomb shelters last Friday. One man reportedly ran to a close friend's office so they could spend their final seconds together.

But what they were really hearing was a 19-minute dramatization of a nuclear attack, a promo for an anti-nuclear demonstration which took place in the nation's capital the next day. Although the station aired a disclaimer before the broadcast, some people apparently didn't hear it, and filed complaints with the FCC. R&R has learned that the FCC's Complaints and Compliance Division will institute an investigation. WPFW Station Manager Loren Cress Love told R&R she got many more favorable calls about the show than complaints. "Some people said it was the best piece they'd ever heard on WPFW and asked us to repeat it," she said.

(WPFW is owned by Pacifica, long known for controversial programming, including the "seven dirty words" case.)

Bad Timing

Love speculates that the reason some listeners reacted with such alarm was because the broadcast aired at 9:00am last Friday (4-25) when people were in shock over the news of the aborted rescue attempt of the American hostages in Iran. "The piece aired on WBAL/New York and on a station in Portland at different times, and there were no complaints," she said.

Love told R&R the radio dramatization was based on a 1979 government report documenting a nuclear disaster that wipes out New York, with resulting fallout in Charlotte, NC. "We're very sorry the piece distressed some people, because it's supposed to do good. It's really intended to raise consciousness about the horror of nuclear warfare," she concluded.



DAVIS HONORED AT LARGEST MARTELL BANQUET — Arista President Clive Davis was the recipient of the T.J. Martell Leukemia Research Foundation's annual Humanitarian Award, bestowed at the Foundation's annual dinner in New York. Over 1500 music business representatives, said to be the largest entertainment industry charity dinner gathering ever, contributed over \$700,000 to the cause, and witnessed performances by Barry Manilow, Aretha Franklin, and Dionne Warwick, and a speech by Davis saluting the durability, generosity, and general health of the industry. Pictured at the event are (l-r) Columbia President Bruce Lundvall, Davis, A&M President Gil Friesen, and Epic VP/IGM Tony Martell, founder of the organization. More Martell pictures on Page 37.

FIRST BLACK STATION ORIGINATING BIG LEAGUE BASEBALL

KDIA Puts A's On Air

In what is apparently the first instance of a Black-formatted radio station originating major league baseball broadcasts, KDIA/

Oakland has arranged to air Oakland A's games this season.

Jerry Boulding, PD of the Viacom station, told R&R that research had indicated that KDIA's audience had a strong interest in sports. He stated, "There's a need for Black radio to expand and include areas other than music, and we saw an opportunity to become the head station of a small network for the A's. It's going to mean some money and new advertising for us, and it enhances our image." Viacom National PD Bill Figenshu indicated to R&R earlier that he felt with the strong interest in sports on the part of black audiences, the KDIA move was a positive step in broadening Black radio's appeal.

KDIA began its broadcast schedule April 28, a few weeks after the start of the season. A's broadcast arrangements, however, have run into difficulties in the recent past, with a college station taking on the team's games after the 1979 season had already started, and KDIA coming into the picture belatedly this year. Boulding commented that the A's organization "felt good with what they heard on the station and its image," and called the move a step in making KDIA a "mass appeal station for the 80's."

O'Hair Named PD At KQFM

AOR veteran Thom O'Hair has been named PD at Golden West AOR outlet KQFM/Portland. A former programmer at WQIV/New York, as well as KSAN and KMEL/San Francisco, O'Hair had also worked at ABC and Capricorn Records and had been engaged in independent projects most recently.

Golden West National PD Michael O'Shea told R&R, "Thom O'Hair brings a tremendous amount of knowledge, experience, and the ability to understand that radio is both an art form and a business."

O'Hair told R&R, "I'm as excited as I have been in years. I've worked in Oregon radio before, and I'm happy to be back here. We'll be developing and growing with the people who are here. I don't have 26 guys hiding around the corner waiting to take over. We're taking it with this staff." O'Hair starts at KQFM May 5.

Hal David Elected ASCAP President

Hal David, one of pop music's leading lyricists for over two decades, has been unanimously elected President of ASCAP by the organization's board of directors. David succeeds the retiring Stanley Adams, who held the position for over 20 years. David, still active as a songwriter, is best known for his 60's collaborations with Burt Bacharach, and has received numerous Oscar and Grammy nomin-

ations. Artists ranging from Herb Alpert to Elvis Costello have covered his songs, with Dionne Warwick, Dusty Springfield, and Gene Pitney scoring multiple hits with David material. Among his best-known songs are "Wishin' And Hopin'," "Only Love Can Break A Heart," "Sea Of Heartbreak," "Don't Make Me Over," and "What's New Pussycat."



SPORTSCASTER HONORED FOR 50 YEARS IN RADIO — Jim McCarthy Sr., a sportscaster in Wilkes-Barre, PA radio for 50 years, was honored by the community recently, with a number of top national sports and political figures in attendance, plus a congratulatory note from President Carter and a reading of McCarthy's biography into the Congressional Record by Speaker of the House Tip O'Neill. McCarthy, still Executive Sports Director at WILK, where he's been for the last 22 years, started his radio career at WBRE in town and did sports for that station for 28 years. He's pictured at right with Wilkes-Barre Mayor Thomas McLaughlin presenting an official city proclamation.

BLACK POP/ADULT COMES TO CHICAGO

WVON/Chicago's New PD Lee Armstrong Is Aiming For Adult Listeners In The Black Community And Expanding The Format.

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this week ...

EVERYBODY'S TALKING IN SEATTLE

KAYO and KVI have turned the talk to local concerns, and they're happy with audience response.

Page 6

WHY STATIONS SHOULD KEEP DIARIES

Not Arbitron diaries, but internal records of what went on during the ratings at your station, the competition, and in the outside world — all important factors that could affect your numbers.

Page 16

KPRI — WINNING IN A TOUGH MARKET

AOR's evolution in San Diego calls for the survival of the fittest, and KPRI has been leading the pack by playing the hits.

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First April Mediatrends

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Washington Report

WJQS & WIBV GET SHORT-TERM RENEWALS

FCC Cracks EEO Whip

16 More Stations Hit; 1980 Radio Total Reaches 30

The Commission, for the second time in April, doled out a batch of new EEO sanctions. Last week, short-term renewals were given to WJQS/Jackson, MS and WIBV/Bellefonte, IL.

The following stations must submit goals for minority and female hiring and timetables showing when they will attempt to have the new employees: KXAR/Hope, AK; WMNI & WRMZ/Columbus, OH; and WCEH/Hawkinsville, GA.

Eight more stations must report periodically to the Commission on the status of female and minority employees: KELD & KAYZ/El Dorado, AK; KMCW/Augusta, AK; KWKH & KROK/Shreveport, LA; WJW/Cleveland; WSUM/Parma, OH and WYDE/Birmingham, AL.

Two weeks ago, nine stations in the Washington, D.C. area were cited for EEO violations (R&R 4-18).

Jones Dissents

Commissioner Anne Jones refused to go along with the sanctions against KMCW and WSUM, saying she felt they were too small

to meet stringent EEO requirements. As of April 1, tougher EEO standards went into effect, including a requirement that stations with five or more employees must hire minorities and women at a rate of 50% of their availability in the work force (R&R 2-22). The latest Commission action brings to 30 the number of stations which have been given short-term or conditional renewals for EEO shortcomings so far this year.

ASKS BROADCASTERS FOR IDEAS

Should The FCC Change Form 324?

The FCC last Thursday (4-24) responded to an NAB request and asked for comments on changing the requirements on Financial Reporting Form 324. The Commission noted it had been 18 years since the form had been revised. Specifically the FCC wants to know if it should:

- Drop the requirement that full-time and part-time employment and tangible assets be reported.

- Require reporting of federal, state, and local income tax so the FCC can see what profits are after taxes.

- Gather the same information from an FM as from an AM in an AM-FM combo.

- Change the expense schedule

so it better resembles standardized accounting forms.

"Basically we want broadcasters to tell us how Form 324 could be better and we want to know how much it costs them to file the

form," Alan Stillwell, an economist in the Broadcast Bureau's Policy and Rules Division told R&R.

The rulemaking also asks whether radio and TV should be treated differently with respect to the amount of data required. The Commission stressed the rulemaking addresses the annual financial report, not financial qualifications of applicants. No due dates have been set for comments.

The Week In Review

- FCC approves GE/Cox merger despite Cox's desire to pull out (see Page 1).
- More stations punished for EEO shortcomings.
- FCC wants to know how to improve Form 324.

— Jonathan Hall

FCC At A Glance

KBMR Goes To Hearing

A request by KBMR/Bismarck, ND asking the Commission to reconsider a hearing designation was denied last week. The FCC noted it seldom will reconsider a designation order.

KBMR had asked the FCC for permission to increase power from 10 to 50 kw, add nighttime service, and change its community of license to Lincoln, ND, a small community outside Bismarck. Since KBMR is prohibited from operating as a fulltimer in Bismarck, the FCC ordered a hearing last October to determine whether the station really intended to serve Lincoln.

Booth Denied Consolidation

Booth American, already undergoing revocation hearings for WJLB/Detroit on payola/plugola issues, asked the FCC to consolidate the revocation proceeding with its renewal application for WJLB and its Detroit FM, WMZK. But the Commission last week (4-24) refused because it said Booth failed to show that the consolidation would "contribute to a more

orderly and prompt disposition of the proceeding."

More Power To WJRO

WJRO/Glen Burnie, MD, a 500-watt daytimer, was given permission last week to increase power, over an objection from WINX/Rockville, MD.

FCC Okays Build First. Test Later

KGUG/Gunnison, CO complained to the Commission that the tower of a new FM was going up

only 400 feet from its tower, and asked that its construction be stopped until readings on potential interference could be made. But the FCC denied the request, noting that the new licensee, Mountain Valley Broadcasting, would be required to demonstrate a lack of interference after the tower was built.

Commission Okays Cross Ownership

The transfer of WIYN-AM-FM/Springfield, MA was approved last week even though a minority stockholder of the buyer, Affiliated Broadcasting, owns 10% of a TV station in the same market. The Commission said it would waive the one-to-a-market rule in this case since it is considering a new rule which would allow minorities to own up to 10% of several broadcast stations in the same market. The seller, WHYN Stations Corp., which also owns WHYN-TV, was given a tax certificate for the media concentration breakup.



HONORING THE CODE — The NAB Radio Code Board met in Washington this week and revealed the results of a study of commercials aired on 3236 stations. Virtually all stations (97% of AM's and 99% of FM's) met or fell below the Code's 18 minutes per hour restriction.

It was further reported that the Radio Code has an all time high of 3878 subscribers. Citations of recognition were given to two past board members: McGavren-Guild's Erica Farber and Mutual VP & GC Bruce Goodman. Code members pictured are: (l-r rear) KFQD/Anchorage Exec. VP/GM Roy Robinson, NBC Broadcast Standards Director Leighton Saville, WRQC & WRCH/Farmington, CT GM Enzo DeDominicis, and Communications Properties Inc. Pres. Phillip Kelly; (l-r seated) WILM/Wilmington Pres./GM Sally Hawkins, Plough Broadcasting Pres. H. Wayne Hudson, and Golden West Radio Pres. Richard Kale. Not present were KPEL & KTDY/Lafayette, LA Pres./GM Ron Gomez and CBS Radio Director of Program Practices Hal Kormann.

People

New York

Jim Arcara named Exec. VP/Radio for Cap Cities Communications. Arcara is former VP/GM of WPAT/Paterson, NJ and has been GM at WPRO/Providence and Sales Manager at WKBW/Bufalo.

Washington

Christine Philpot will be FCC Chairman Charles Ferris's new legal assistant. She is Special Assistant to the President of WNET-TV/New York and a former CBS attorney.

Iowa City

KRNA, Inc. elected corporate officers, with KRNA GM Eliot Keller reelected as President of the corporation, Sales Manager David Hoehne as Exec. VP, PD Robert Norton Jr. VP, and Community Affairs Director Elizabeth Hoehne Asst. Secretary. Also reelected were Thomas Spaight (Asst. VP) and Robert Downer (Sec'y), with Steven Richardson newly-elected as Asst. Treasurer.

Los Angeles

Barbara Goldfarb named legal counsel at Shamrock Broadcasting, from Montgomery Ward.

Miles Sexton, former KFIG/Fresno GM, becomes National/Retail Sales Manager at KNX-FM/Los Angeles.

Former Golden West VP/Advertising & Promotion John Asher has formed his own firm, John Asher & Associates, and will represent KRLA.

KGIL/San Fernando News Director Dick Spangler has been named President of the Valley Press Club, a group dedicated to bettering San Fernando Valley journalism and protecting its rights.

Little Rock

Phillip Zeni named VP of Multimedia's KAAV & KLPQ. He became GM of the stations in January, coming over from positions at NBC and Westinghouse.

Sales Talk

Is AM dying? Billing at WNBC/New York in the first quarter exceeded all of 1979 and is close to matching combined 1978 and 1979 total revenue.

65% of KZOZ/San Luis Obispo, CA and KKAL/Arroyo Grande, CA sold by Charles and Betty Scott for \$950,000 plus \$50,000 for an agreement not to compete. Other two original principals, Gary Owens (25% owner) and Jim Mouyeos (10% owner), will keep their shares. New owners are Lawrence and Anthony Brandon and George Stobely, who also own WWWG/Rochester, NY; KERN & KMRG/Bakersfield, CA; and the huge animated sign which dominates Times Square. Broker was John Grandy.

WKOL/Amsterdam, NY sold by Joe Sabatino and Manuel Panosian to Ohio businessman Ed Stanley for \$300,000. Panosian owns WIQT and WQTX/Horseheads, NY. Broker was Keith Horton.

Rita Starr promoted to account exec at Blair's Detroit office, and Beverly Fisher joins Blair as account exec in Portland, OR. Fisher is former Media Director for Marketing Systems in Portland.

Blair Wired State Networks named rep for the Houston Oilers Radio Net.

Jerry Goodin joins Katz in Los Angeles as account exec, a position he held previously at Western International Media Corp. Mike Chires joins Katz in Detroit as account exec. He is former media buyer for Campbell-Ewald.

Bonnie Abdelnour joins WOR/New York as account exec, a position she held formerly at WIIN/New York.

Sharon Rosenbush becomes Manager, Advertising and Promotion at KYUU/San Francisco. She had been Promotion Director at KYA/San Francisco.

Patricia Pearce joins WXYZ/Detroit as Research Director. She was a media analyst with Campbell-Ewald.

KFIG-FM/Fresno sold by Kadota Wireless Co. to Davis-Fowler Corp., which also owns KLOK/San Jose and KWIZ-AM-FM/Santa Ana. Davis-Fowler has also applied to purchase KARM/Fresno.

The 60s Begins June 7, 1980!



SOUNDTRACK OF THE 60s



A New Weekly 3-Hour Radio Series
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Join the legendary **Murray the K** and celebrate the 60's through its music every week.

Just for the record, the 60's were set to music. Pictures fade but the music, the very "SOUNDTRACK OF THE 60's" lives on. "SOUNDTRACK OF THE 60's," a new weekly three-hour radio series from Watermark captures the spirit of the 60's as only **radio** can — you recreate the pictures! The music brings back experiences — the laughter and the tears. Seems like so long ago, but feels like only yesterday.

For full details and a presentation tape of "SOUNDTRACK OF THE 60's" with Murray the K, call Watermark 213-980-9490.



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Talk Comes To Seattle

The growth of Talk radio is evident everywhere, as more markets are supporting not only one but sometimes two News/Talk stations, often in addition to a well-established all-News outlet. Seattle is such a market; since the first of the year two stations, KAYO and KVI, have started talking. Seattle's number one station is all-News KIRO, which pulled a 10.2 in the O/N book and is consistently in double digits.

KAYO Switches From Country

"We were 26th in the market with a one share. We could have been playing Kabuki music and had a one share, so really there was no place to go but up," KAYO OM Alex Simis told R&R. KAYO changed format from one day to the next on January 11 after the station was bought by Obie Communications of Eugene, OR.

Obie Exec. VP Al Emerick told R&R he was a little apprehensive at first. "I was worried because 24-hour news didn't work in Eugene. I thought KAYO should continue to play some music, but GM Ralph Petti convinced me personality Talk would work in Seattle," Emerick said.

"Once Is Never Enough . . ."

When asked about the decision to program talk, Petti said, "It really wasn't very scientific; there was a hole in the market. Every music format was duplicated but people were starved for talk."

Simis told R&R listener response has been positive. "At first we had trouble lighting all the phone lines, but

not anymore. We used to limit callers to three times a week, but now so many people want to get on the air we ask them to call only once a week," Simis said. "We produce our own overnight show and believe we're taking audiences away from Larry King (on KVI) and KGO (San Francisco's 50,000 watt station which reaches Seattle at night), because people want a local show they can respond to," Simis continued.

On KAYO's open phone lines, callers may discuss whatever topic interests them. "Our success will be general appeal. We're going after a mass audience, not a specialized audience," Simis said, although he added he was planning more specialty segments on weekends.

KVI Initiates Gradual Change

Unlike KAYO, which switched to talk to try to improve its market share, KVI made its decision while it was making peak profits. Dick Kale, Pres./Radio Division, Golden West Broadcasting (KVI owner), told R&R although the money was good, ratings were down.



Dick Kale

"KVI's ratings dropped consistently with the growth of FM in Seattle. It was clear to us that the future of AM was talk, and we wanted to make the change when we were financially strong, rather than when we had problems," Kale said.

KVI OM Bruce Marr, formerly News Director at KABC/Los Angeles, said his philosophy is to wait until the right talent is found. "We're still playing music at certain times during the day, and I think it will be another month or so before we're all-Talk," he said.

Marr told R&R he looks for content, not style in a talk host. "The people I hire may not even have been on

News/Talk

the radio before, but they can tell a lot of good stories," he said. Marr indicated KVI will be tightly formatted; the lines will seldom be open for general comments. KVI also carries Mariners baseball and Mutual's "Larry King Show" at night.

What About AM Stereo?

KAYO GM Ralph Petti agreed AM stereo would not be necessary for Talk, adding, "I wonder if it will even affect music. FM is long past having to prove itself, and I think listeners will stick to FM for music," Petti said.

Golden West's Dick Kale said he was shocked the FCC had approved one AM stereo system (Magnavox). "With all the flak I understand engineers are giving the Commission, I don't expect any station will actually switch to stereo for several years. We're certainly not going to rush to put it on a Talk station," he told R&R.

News/Talk Personalities

Rosalynn Carter was Dr. Sonya Friedman's guest on WXYZ/Detroit last week. Live from the White House, the First Lady shared her thoughts about the influence of political wives and the sacrifices involved in being the wife of the President.

At KYW/Philadelphia, Gordon Williams, Asst. Managing Editor of Business Week, will broadcast business reports, and angler Ben Calloway will provide fishing reports during the summer.

In conjunction with the Chicago Cubs' home opener April 17, WGN/Chicago morning talk host Roy Leonard started the station's "Play Ball Contest." Listeners call WGN when they hear the crack-of-the-bat "Play Ball" theme. The caller selects three numbers, each corresponding to a live action play in a Cubs' broadcast. If a run scores on the play, the caller wins two box seats.

WXYZ this week ran a series designed to help listeners deal with the recession. "Recession Roulette: How Not To Lose" featured such topics as money manage-

ment, general assistance, and coping with the emotional stress of hard times.

Meryl Cohen has joined WXYZ as Advertising and Promotion Director, a position she formerly held at WTOP/Washington. WXYZ's Sportstalk Producer George Eichorn won the Sigma Delta Chi Mark of Excellence Contest for his PBP account of Wayne State University football on Detroit public radio.

Bob Hyland, KMOX/St. Louis VP/GM, has been elected President of the St. Louis Zoo Commission; and Ed Karl, KMOX Chief Engineer, was elected Sec./Treas. of the National Society of Broadcast Engineers.

KOA/Denver sports reporter Larry Zimmer provided complete coverage of the NFL draft April 29 and 30. KOA sports also welcomes Denver Post sportswriter Charlie Myers, who will provide weekly fishing reports. KOA announced its February promotion to help the multiple sclerosis fund raise \$12,000.



Ed Hartley, Frank Blair

"Easy Ed" Hartley, KBX/Savannah talk show host, interviewed former "Today Show" newsman Frank Blair recently on the early days of radio and Blair's latest book, "Let's Be Frank About It."



Ralph Howard

Liz Richards joins WERE/Cleveland as Thursday morning talk show host. Her first guest was Dr. Barbara Boat, an expert in step-parenting.

Ralph Howard named WCFL/Chicago PD. Howard is former WCBS/New York anchor and Assignment Editor.

KNX/Los Angeles celebrated its twelfth anniversary as an all-News station April 15. VP/GM George Nicholaw said it's the listener's need to know what's happening in such a fast-paced world that makes KNX so successful.

Tom Woods, KFVB/Los Angeles State House reporter, presented a series last month on Howard Jarvis's

latest tax cutting proposal. Proposition 9 is on the California ballot in June.

KABC/Los Angeles shuffles its Saturday entertainment block. Ken Levine's "California Lifestyle" moves to 6-8pm, and from 8-10pm it's a new show with Bill Moran called "Entertainment World," devoted to theater, music, and films.

KABC hosts Bob Arthur and Ken Minyard were aboard the Ranger, a 103-foot schooner providing coverage of the Newport to Ensenada Yacht Race last Saturday.

Former Red Sox catcher Bob Montgomery joins WITS/Boston as Sportstalk cohost on the "Clif and Calf Show" weeknights 5-8pm. And former Boston Bruin Johnny Bucyk will provide color coverage of NHL play-off action.

WRC/Washington psychic Sallee Rigler originated her show from Las Vegas during the NAB Convention April 13-15, where her psychic powers were also on display at the NBC Network Hospitality Suite.



Dave Tunell

Jim Peterson

Dave Tunell promoted to KTAR/Phoenix Sports Director. He had been a sports reporter. Replacing Tunell is Jim Peterson, formerly sports reporter at KXEG/Phoenix.

WOR/New York was runner-up in Scripps-Howard's awards for public service broadcasting. The only radio station to be honored, WOR won \$1000 for "Cystic Fibrosis - The Secret Disease."

WRC/Washington talk hosts Tom Braden and Pat Buchanan had a live hook-up with London Radio last Friday after the attempted rescue of U.S. hostages in Iran. London callers were able to ask questions in the U.S. and U.S. callers could talk to London Radio's Mike Dickin and NBC correspondent Clark Todd. WRC-TV carried a half hour of the discussion.

Steve Hall has been named Operations Mgr./PD at WAVI/Dayton, coming from a Director of Education post at the International Broadcasting School. He had been Sports Director and Asst. News Director at WAVI previously, as well as PD at WTRS-AM-FM/Dunnellon, FL.



KYW PHILS HOSPITAL KIDS' LIVES - To kick off the 1980 baseball season Philadelphia Phillies mascot the Philly Phanatic and KYW Newsradio visited Children's Hospital, giving away baseball caps, bats and stickers. Group W's KYW carries Phillies play-by-play.

Ian Hunter

Live

WELCOME TO THE CLUB

Features the single

"WE GOTTA' GET OUT OF HERE"



Ian Hunter proves he puts on the hottest show in town on this double live album, "Welcome To The Club." It contains 18 of your favorite songs, including 4 new ones. By the way, if you want to know why all of these critics are raving, Ian Hunter will be back on tour beginning in June.

Chrysalis
Records

The single CHS 2405. The album CH2 1289.
Produced and Arranged by Mick Ronson and Ian Hunter
Management and Direction: Cleveland Management Co.

Radio Plays Tutone In Drive Time!



WIN A '57

- * Tommy Tutone & Columbia Records Invite You And Everyone At Your Station To Participate In Our '57 Chevy Giveaway.
- * You Can Be Behind The Wheel Of This Beautiful Bronze And Cream Tutone Chevy Sedan By Correctly Guessing What We've Placed In The Car's Glove Compartment. Guess Right and You're The Winner. In Case Of A Tie, All Correct Entries Will Be Placed In A Chrome Hubcap And Tommy Will Pick The Final Winner.
- * Clues Will Be Given Every Week In Radio & Records. Just Look For The Chevy. Enter As Often As You Like.
- * Some Of The More Interesting Incorrect Answers Will Also Be Printed Weekly (Anonymously, Of Course) To Help You Narrow Down Your Choices.

Just Fill Out The Entry Blank Below And Send To: **Tutone, c/o Radio & Records, 1930 Century Park West, Los Angeles Calif. 90067.**

All entries must be received by R&R no later than June 4, 1980.

The winner will be announced in the June 13 issue of R&R. Have fun!

NAME _____	STATION _____
ADDRESS _____	
HERE'S WHAT'S IN THE GLOVE COMPARTMENT: _____	



Now Tutone And Radio Play To Drive A '57 Chevy!



Photography Lester Cohen

TUTONE

Take Advantage Of A Good Driving Record

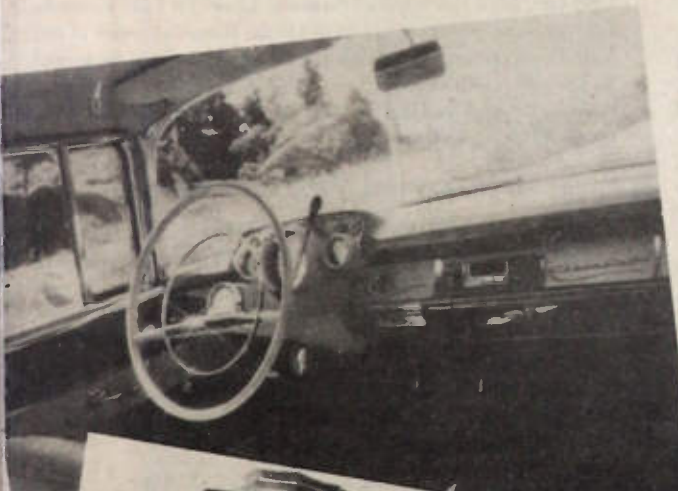
“Angel Say No” Tommy’s First Single Out This Week!

Cherry Condition, Tu-Tone Bronze & Cream, Corvette Wheels. Gutsy 6, Extra Custom Chrome & Pinstriping, AM-FM Stereo & Cassette Tapedeck. 47,000 Original Miles. T&A Estimated Miles Per Gallon: 18 Hwy, 15 City. Use these figures for comparison only. Your mileage may differ!

Official Contest Rules:

1. NO PURCHASE IS NECESSARY.
2. CBS will deliver the car to the winner.
3. All employees of radio stations are eligible to submit entries, subject to the terms below.
4. All entries must be submitted on official Radio & Records contest forms (or reasonable facsimiles). (Forms will be printed weekly in R&R.)
5. All materials submitted become the property of CBS and CBS shall have the right to use any such material in connection with this contest. By entering this contest, the winner agrees that CBS may use his or her name and/or photo in advertisements without compensation and grants CBS all rights to said use.
6. All entrants must be eighteen years of age or older to be eligible to win. Employees, independent contractors, agents or representative of CBS Inc., CBS Records, Terry Powell, Radio & Records and/or their affiliates or subsidiaries, including without limitation, those involved in the creation or

- production of this contest, and members of their immediate families, are not eligible to win the car.
7. CBS' determination as to what is in the glove compartment shall be conclusive.
8. By participating in this contest, the winner of the car releases CBS Records, CBS Inc. and Radio & Records, their agents, representatives, and employees from any and all liability with respect to the car of any kind, and acknowledges that said parties have neither made nor are in any manner responsible for any warranty, representation or guarantee, express or implied in fact or in law, relative to the car, including but not limited to the car's quality, merchantability, fitness for purpose or mechanical condition.
9. Any necessary insurance and all applicable taxes with respect to the car, including but not limited to all local, state and federal taxes are the sole responsibility of the winner of the car.
10. This contest is void where prohibited by law.



WHAT'S NEW

SOUNDTRACK

OF THE



Syndicated Show Spotlights 60's Sounds

The sights (mini-skirts and bell-bottoms, "Beach Blanket Bingo" and "Easy Rider"), the sounds (the British Invasion, folk-rock, and soul), the slogans ("The New Frontier" and "The Great Society," "Make Love Not War," and "the light at the end of the tunnel"), the Sixties... Return with us now to those thrilling daze of yesteryear 'cause the magic's in the music when **Watermark** presents "Soundtrack Of The 60's," a weekly three-hour syndicated radio series featuring the tunes from the times that were a-changin' and hosted by legendary air personality and "Fifth Beatle" **Murray the K**. For further information contact **Watermark** toll free at (800) 423-2502.

Metromedia 1st Qtr. Profits Up 21%

Citing gains in all areas, **Metromedia** announced that net profits for the first quarter of 1980 rose 21 percent to \$8.3 million, up from \$6.8 million in the equivalent period of 1979, while first quarter revenues for the firm increased 13 percent to \$107.3 million, up from \$95.3 million in the year-previous period. **Metromedia** noted that the first quarter gains in the broadcast division reflected an increased advertiser demand for radio and TV time.

CBS Lowers List Price On New Artists' LP's

CBS Records has established a marketing plan aimed at making new artists' records more appealing to distributors and consumers alike. All

releases through its "Developing Artist" program will carry a suggested list price of \$5.98, \$2.00 less than established artists' discs, and will be distinguished by an "N" prefix.

credit lines and, on initial orders, will carry 120 days dating plus exemption from shipping charges and minimum order requirements.

"Brainstorm" Barnstorms Radio!

"Brainstorm," a half-hour weekly syndicated series which will premiere on **KGB-FM/San Diego** and **KMET/Los Angeles**, is the brainchild of **Western Audio** in cooperation with the **Radio Syndication Corporation**. The series, hosted by **Gabriel Wisdom** and produced by **Bill Hergonson**, will be available on a barter basis.

The Public Affairs program is a unique blend of humorous celebrity interviews (**Rachel Sweet**, **Cretones**, **Cheap Trick**, etc.) and little-known facts and information; e.g., scientific evidence that sleep is biologically unnecessary, newly-legalized vitamins that increase intelligence, and computer sounds that can get you high legally! Various commentators and humorists (**Stan Lee**, **Timothy Leary**, etc.) will be featured from time to time as well as other odd and curious slices of life. For further information, contact **Harlan Lanskey** at **Western Audio** (714) 292-9805.

Distributors, hesitant in the past to take a chance on new artist product for fear of stock overloads, may exchange 100 percent of this "N" material, which will not affect their regular 20 percent exchange allowance. As an added incentive, a 10 percent discount will be given on initial orders of a minimum specified quantity. All billings for this "N" series will be over and above established

Lin Profits Up 12% In 1st Qtr.

Lin Broadcasting reported that net profits climbed 12 percent to \$2.4 million in the first quarter of 1980, as revenues rose 15 percent to \$12.9 million.

Streamlined Line Of Sound



These half-inch thick portable radios from **Toshiba** have been streamlined for size without skimping on quality. The slimmed line includes two AM-FM digital clock radios, an AM-FM radio, an AM-FM radio with built-in calculator and clock, and two synthesizer-tuned radios, which enable the user to electronically switch to the exact preprogrammed dial position instantaneously.

PRO:MOTIONS

Whorf Unveils Art Hotel Design Firm

Chris Whorf has announced the formation of **Art Hotel**, a marketing design firm created to serve the entertainment industry. Most recently Vice President of Creative Services for **Casablanca Records** and **FilmWorks**. Whorf's 15 years' experience in entertainment industry design includes co-founding the graphic design company **Gribbitt** as well as serving as art director for **Paramount**, **A&M**, and **Warner Bros. Records**. **Art Hotel** is located at 6609 Santa Monica Blvd., Hollywood, CA 90038. (213) 466-3591.

Dash Named VP/GM At CBS Masterworks

Joseph Dash has been promoted to Vice President and General Manager for **CBS Masterworks**. An 11-year veteran of the label, Dash most recently served as VP/Business Development for **CBS Records**.

In his new post, Dash will be responsible for supervising all worldwide A&R, marketing and administrative activities on behalf of **Masterworks** classical product. Along with directing these activities for **Masterworks**' New York office, he will be responsible for the label's A&R office in London as well as its marketing staff in Paris.

Rogan & Wax Form Video, Jazz & BM Promo Firm

Tom Rogan and **Mort Wax** have announced the formation of a joint venture which will involve the promotion of videocassettes and videodiscs to cable, regional and national TV outlets as well as the promotion of records in the jazz and beautiful music areas.

A 25-year veteran of the record industry, Rogan most recently served as National Promotion Manager for **C.T.I. Records**, having previously held promotion posts at **20th Century-Fox**, **Motown**, **Crewe** and **Capitol Records**. Wax currently serves as President of **Morton Dennis Wax & Assoc.**, an international promotion/public relations firm.

NewScript Trio Forms SRM Radio Consulting Firm

Nancy Stevens, **Bob Rogers** and **David McQueen**, partners in **NewScript Media Services**, have announced the formation of **SRM**, a radio consulting firm. To be operated as a **NewScript** company, **SRM** will offer programming consultation services in the non-music aspects of music radio, emphasizing improved performance in information programming. **KSJO/San Jose** has signed on as the newly-created firm's initial client.

Stevens, currently Editor-In-Chief of the **NewScript** and **Starship** services, has been a newscaster and reporter for **KFWB/Los Angeles**, **KSAN/San Francisco**, **KNEW/Oakland**, and **KTIM/San Rafael**. General Manager of **NewScript Media Services** **Bob Rogers** formerly served as GM of **KPRI/San Diego**, **KNIX/Phoenix**, and **KPFT/Houston**, having also worked in various sales, sales management and programming posts at Phoenix stations **KDKB**, **KCAC**, **KRIZ** and **KUPD**. A 21-year veteran air talent, **NewScript Media Services** President **David McQueen** most recently served as **KSAN's** News Director and morning personality. For further information contact **Bob Rogers** at (415) 362-3045.



From left: Bob Rogers, Nancy Stevens and David McQueen.

Tyrrell To Head Legal Dept. For CBS/Records

Thomas Tyrrell has been appointed Associated General Counsel of the Records Section of the Law Department at **CBS Inc.** Most recently VP/Business Affairs for **CBS Records International**, Tyrrell joined CBS in the Records Section of the Law Department. Prior to his association with CBS, he served as Director of Business Affairs at **RCA Records**. In his new position, Tyrrell will act as head of the Law Department for the **CBS/Records** Group.

Meis Named VP/Nat'l Promo For MSS Records

Allen Meis has been named Vice President of National Promotion for **MSS Records**. Most recently National Promotion Director for **Island Records** for the past year, Meis formerly served in a variety of promotion positions for **RCA** and **United Artists Records**, having spent five years as an air personality at **WEBN/Cincinnati** as well. He will be headquartered in the Los Angeles offices of **Capitol Records**, manufacturers and distributors for the **MSS** label.

Berkowitz Named Exec. VP At Lookout Mgt.

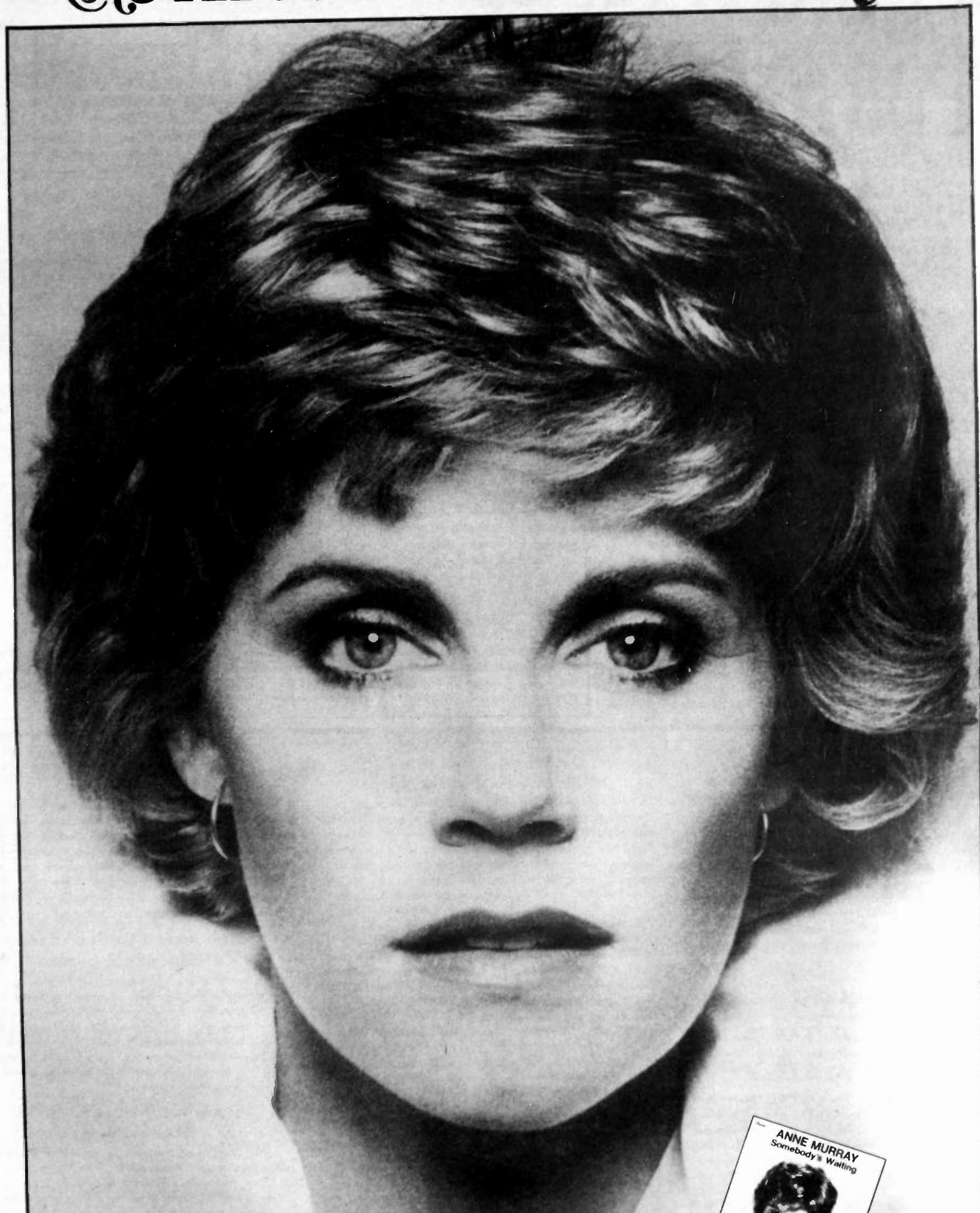
Steve Berkowitz has been appointed Executive Vice President for **Lookout Management**. Formerly tour manager for the **Cars**, Berkowitz will continue to work directly with the group as well as heading up the new Boston office of the management firm, which also handles **Neil Young**, **Joni Mitchell**, **Tom Petty** and the **Heartbreakers**, and **Devo**.

Cook Named Dir./Promo; Skidmore, Dir./Sales, At Haiku Records

Ray Cook has been named Director of Promotion and **Richard Skidmore** has been appointed Director of Sales and Marketing for **Haiku Records**, the recently-formed reggae label based in Los Angeles.

In a related move, **John Sutton-Smith** has been named Publicity Director for the firm, located at 6525 Sunset Blvd., Hollywood, CA 92008. (213) 464-8708.

REFLECTOR
The Artist: **Anne Murray**



The Song: **"Lucky Me"**
The Album: **Somebody's Waiting**



COOPER'S "CLONES" CONTINUES CLIMB

WDRQ 30-20

14Q 25-18

WVIC deb 39

CKGM on

WICC on

WKEE on

KXX106 add

WIGY add

WCGQ add

WFLB add

WANS-FM add

KQWB-FM add

WSPT add

KQDI add

KRLC add



ALICE COOPER "CLONES (WE'RE ALL)"

Produced By Roy Thomas Baker
ON WARNER BROS. RECORDS



STREET TALK

Apparently word has come down from PRO USA to Mercury, Casablanca, and Polydor to cut their artist rosters and not to sign any new "deals" without prior approval from PRO. In another economic move, we hear that PRO USA will also trim some of the marketing personnel and money from the three labels.

Is Warner Brothers Sr. VP Eddie Rosenblatt about to accept the presidency of David Geffen's as-yet-unnamed new label? Insiders say yes!

And while we're on the subject . . . strong talk on the West Coast that Dave Urso, Vice President/Promotion of Planet, has been offered the VP opening at A&M. No report, however, on Dave's decision.

The official word is that newly-signed KLOS/Los Angeles consultant Jeff Pollack is acting as interim PD at the station while he and KLOS GM Bill Sommers interview candidates for the PD slot. But Street Talk says look for a major Northeastern AOR name to wind up as KLOS's new PD within the week.

WPIX-FM/New York is still in a bit of a transitional stage somewhere between the old format and the new one, but the station began the search for a new morning personality. Interested parties should contact PD Chuck Morgan at the station.

Joel Denver has now officially landed as PD of Scripps-Howard's newly-acquired WITH-FM/Baltimore. The format will become more mainstream Top 40 and a call letter change is in the offing.

Our condolences to the members of the Marshall Tucker Band on the loss of their bass player Tommy Caldwell. Tommy died Monday (4-28) from injuries he sustained in an automobile accident in Spartanburg, SC. A spokesman for the group said they have cancelled their upcoming Midwestern tour.

Banana Joe Montione has exited KHJ/Los Angeles, where he had been Chuck Martin's Assistant PD and PM-drive jock. No immediate replacement was named, so KHJ may have a prime slot open.

As rumored, Gary Deeb is crossing the street in Chicago to become Radio & TV Editor for the Chicago Sun Times. His contract with the Chicago Tribune ended Wednesday (4-30) and Gary took a few weeks off to honeymoon with his new bride Sandra Siepak (a Chicago TV newswoman). He'll begin his new duties at the Sun Times May 21.

Congratulations to R&R's Gary Owens (who also does a bit of josh-dickey work at KMPC/Los Angeles) on being the first radio announcer to be inducted into the Hollywood Hall Of Fame. John Barbour of NBC-TV's "Real People" presented Gary with the radio personality award at the first annual Hollywood Hall Of Fame Awards Ball.

Speedy recovery wishes to WMMS/Cleveland's Al "The Bear" Koski, who broke his jaw in a car accident recently. Cards should go to Al c/o WMMS.



ENOUGH IS ENOUGH — Remember KRLY/Houston's recent contest offering one ounce of gold to the listener who would perform "the most outrageous" stunt in public? Well, when R&R covered the story (so to speak) we noted that the eventual winner was a young lady who shaved her head, replaced her hair with cow manure, and sang "I Feel Pretty." We're not sure why, but we felt duty bound to offer photographic proof that this event really took place. So here you have it. Incidentally, the lovely winner's troy ounce of gold was valued at \$600, which would buy her all the shampoo she could ever want.

**THESE ARE THE FIRST TWO SINGLES FROM
AN ALBUM THAT IS GOING TO CHANGE
THE WAY YOU LOOK AT MUSIC.**

**JOE
WALSH**

**MICKEY
GILLEY**

**"All Night
Long"**

**"Stand By
Me"**

96KX WICC KRSP
Q107 KRBE KPUR
94Q KFMK KQWB-FM
KWK KHFI WSPT
KBEQ KX104 KBDF

KJR
KFMK
KHFI
KJRB
KRLC




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**URBAN
COWBOY**
ORIGINAL MOTION PICTURE SOUNDTRACK

**A two-record set from the forthcoming
motion picture.**

It's more than just music. It's a way of life.

Original Soundtrack Album
From the PARAMOUNT PICTURE 
starring

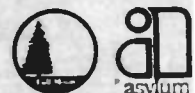
JOHN TRAVOLTA
in

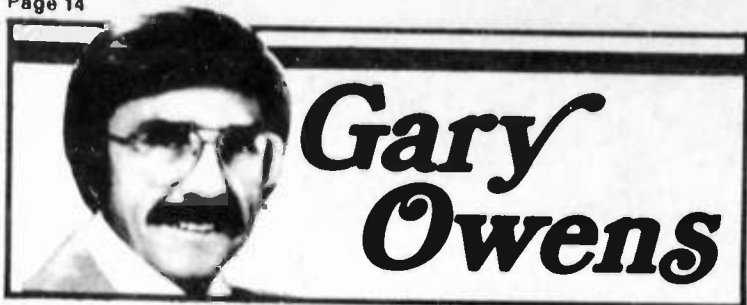
URBAN COWBOY

An IRVING AZOFF/ROBERT EVANS Production A JAMES BRIDGES FILM Screenplay by JAMES BRIDGES and AARON LATHAM
Produced by IRVING AZOFF and ROBERT EVANS Directed by JAMES BRIDGES

Available on Full Moon/Asylum Records and Tapes

© 1980 Elektra/Asylum Records A Warner Communications Co





Question: What famous musician had his nose broken three times while boxing? . . . has sold over 17 million albums? . . . has recorded over 60 LP's? . . . and loves terrible puns? (Phronk . . . time's up!) That's correct . . . Roger Williams! Although he's been a pal of the GO Column for many years, I hadn't realized how deep into jazz R.W. (as he is seldom referred to) went. At Julliard, he studied with Lennie Tristano and Teddy Wilson. Incidentally, Roger's favorite all-time pianist hero was Art Tatum. Currently Roger, under the a.k.a. of Studio 88, is getting all kinds of airplay with "The Bee Side" (Rimsky-Korsakoff's "Flight Of The Bumblebee," 1980 style).

As for puns . . . he hit me with a groaner last week . . . "Garish," he explained, "did you realize that I did the A&R work on my new LP down in Newport Beach?" I said, "No." Roger continued, "Yes, each day at the pier I would take a ragged old stick and brush it across the slits in the pier and create piano-like sounds to equate what would eventually be produced on record." "That's amazing," I shrugged, setting fire to my tongue. "However," he said, "I finally came to the waterline and had to stop playing with my stick . . . there were no more slits in the wood to play . . . and Gary, you know the old saying, 'When you're out of slits . . . you're out of pier!'" (Groaning in the outer foyer only.)

Speaking of guys who love puns, I just heard from Hal Murray. Hal has been a silly twerp since the McLendon and Crowell-Collier days. He's now doing the morning show, "The Murray-Go-Round," at WGTW in Leesburg, FL in the giant Orlando market. I mentioned that Roger Williams had just left me with a

mild case of paranomasia. Hal said, "Isn't Roger from Des Moines?" "Yes," I cleverly retorted, "he was born there! Did you ever work in Des Moines?" "Right," recalled Hal. "In Des Coal Moines . . . and occasionally Des Salt Moines." (May Bennett Cerf have mercy on your soul!)

This week, en route to the annual lynching of tourists on Sunset Boulevard, the gang from Spyro Gyra zoomed in to say howdy. Most of the members of the group are from Buffalo . . . although two of them said they had normal parents. The name 'Spyro Gyra' is not that of a Greek musician, but the green stuff that lurks around your pool . . . it's from their 10th grade biology teacher. They should have recorded "What's It All About, Algae?"

Incidentally, I loved Gary Nosacek's delightful April Fool's song "I May Be Dead." Gary is at WBCS in Milwaukee, and is doing a great job. After I played his tape on the air, our necrophiliac demographic shot straight up. It's definitely not a stiff!



ABC Back In Front For First Postseason Race

The Nielsen week ending April 27 was a brief respite in the ratings war, as the barrage of movies and specials slotted in by the three networks for the end of the official season (last week) dropped off and the new round of "stunting" for the May sweeps hadn't started yet. With reruns in full swing, viewing levels fell noticeably, as ABC won the race with a 16.8 average rating, ordinarily good enough for a fairly distant third place. CBS was second with 16.1 and NBC third with 14.6.

ABC had an excellent week for Top 20 shows with 12 qualifiers, as CBS was held to five (all in the top eight, however) and NBC three. Leading ratings-earner was "60 Minutes" (CBS), followed by "That's Incredible" (ABC), which missed the top spot by an incredible three-tenths of a point. Following were 3) "Three's Company" (ABC) 4) "MASH" (CBS) 5) "20/20" (ABC) 6) a tie between CBS's Friday powerhouses "Dallas" and "Dukes Of Hazzard" 8) "Flo" (CBS) 9) "Love Boat" (ABC), and 10) "Taxi" (ABC).

ABC's "Benson" led the second ten, followed by 12) "Laverne & Shirley" (ABC) 13) a tie between NBC's "Real People" and "Diff'rent Strokes" 15) "Quincy" (NBC) 16) "Waikiki" (ABC movie) 17) ABC's Mikhail Barishnikov special 18) "Fantasy Island" (ABC) 19) a tie between "Happy Days" (ABC) and ABC's new "Sunday Sports," described as a sporting version of "That's Incredible," another incredibly creative spinoff.

MUSIC ON TV: Dan Fogelberg makes his live TV debut May 2 on ABC's "Friday Night Live At The Kentucky Derby" special . . . Barry Manilow — One Voice, the singer's latest special, airs May 19 on ABC with Dionne Warwick as sole guest . . . Spyro Gyra appears on "Merv Griffin" May 13 . . . Devo is scheduled for "Fridays" May 2 . . . Hiroshima is on the "Tonight Show" May 9 . . . Bernadette Peters is on "Merv Griffin" May 14, "American Bandstand" June 14 . . . Fleetwood Mac stars on "Rock Concert" throughout May, depending on local schedules . . . Barbara Mandrell is on Bob Hope's latest special May 28 on NBC . . . The Pretenders guest on "Midnight Special" via video May 9.

VIDEOSCOPE:

GETTY OIL, 4 FILM FIRMS FORM NAT'L PAY-TV NET: The Getty Oil Co. and Columbia Pictures Industries Inc., MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. have joined as equal partners in a national subscription pay-TV network which will begin broadcasting in 1981. Initial value of the venture, viewed as an attempt for film producers to get a larger slice of the pay-TV pie, is estimated at \$200 million, with Getty putting up \$30 million in cash to get the satellite-delivered movie channel off the ground. A significant feature of the new venture, according to the announcement, is that films from the four firms involved will not be shown on any other satellite-fed pay-TV network programming service for nine months following their availability to the venture, a move which has raised eyebrows among the existing pay-TV competitors (Home Box Office, Showtime, Warner Amex, and regional channels) and the U.S. Dept. of Justice, which has decided to probe potential anti-trust implications of the venture. There are currently six million pay-TV subscribers in the U.S., double the number of a year ago, and this figure is expected to grow by three million per year over the next several years . . . PHILIPS, DISCOVISION PEN CROSS-LICENSING PACT: North American Philips Corp., its Dutch parent N.V. Philips, and the U.S. Philips Corp. have signed a cross-licensing agreement with DiscoVision Associates, the joint venture of MCA and IBM. Under the terms of the pact, the firm will exchange licenses on each other's patents pertaining to videodiscs and videodisc players in accordance with the standard specifications of the Philips (Magnavox in the U.S.) and MCA systems . . .

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ COMBINED COMMUNICATIONS/GLOBETROTTERS MERGER CALLED OFF — Combined withdraws from extensive radio combination.
- ★ AOR FOUNDER TOM DONAHUE DIES AT 48
- ★ NUMBER ONE FIVE YEARS AGO: "Philadelphia Freedom" — Elton John (MCA)
- ★ NUMBER ONE COUNTRY: "I'm Not Lisa" — Jessie Colter (Capitol)
- ★ NUMBER ONE LP: "Straight Shooter" — Bad Company (Swan Song)

HUMBLE PIE ROCKS ON TO VICTORY
WITH THEIR HOT NEW DEBUT SINGLE

“FOOL FOR A PRETTY FACE”



HUMBLE PIE

FROM THEIR WINNING ALBUM
“ON TO VICTORY”



ON ATCO RECORDS

DISTRIBUTED BY ATLANTIC RECORDS

"Don't just note what took place during the actual four or twelve weeks of your local Arbitron survey."

Why Stations Should Keep A "Diary"

Before you all glance at the headline and dash out to obtain one of Arbitron's booklets, I'm not referring to an Arbitron diary this week. I'd like to propose that each station manager and PD keep an *internal* diary, one document that can help you in two ways — give you a written history of what happened during the sweep so you can check later to see who did what to whom; and the data will give you a better perspective when you review the diaries in Laurel after your local Arbitron report has been issued.

Why A Diary?

All too often in this industry we sit around stations at staff meetings musing about what station X did during a certain sweep period. Usually our information is based on recollections that can be influenced by the faulty nature of our memories. Wouldn't it be better if the GM and PD kept written records of what took place in proximity to the Arbitron sweep (or another ratings period for that matter)? In building a history of happenings in your market you may be better prepared to deal with future surveys, and you'll have a track record to judge what worked, and what didn't.

Why Two Diaries?

It is my suggestion that both the GM and PD keep a diary or log of what took place in and around the sweep. Given the different perspectives of the two positions, this makes sense. The GM can pay attention to the advertising and outside promotion campaign conducted by his/her station and the competition, and can be responsible for reviewing the post-survey results to see what has positive impact as shown in the Arbitron results. The PD can pay closer attention to what programming moves were made by the competition, note what his/her station did in terms of programming and on-air events, and look at the Arbitron results with that aspect in mind. Another good reason for having two logs of the survey events is that with travel and other duties one person may

miss something significant that took place during the sweep. The two-diary system serves as a double-check to cut down the possibility that a notable occurrence was overlooked.

What To Record

What kind of information should end up in this diary? I'd say the following list covers many of the key areas, but might not be all-inclusive in your area — feel free to add local events that have potential impact on diarykeepers:

1. Advertising/promotion campaigns: Yours and theirs. What media were used, relative dollar amounts, and the placement and timing of such a campaign.
2. Programming strategies: Were new personalities added, new music rotations used, lower spot loads, etc? Keep track of your effort and theirs, then note in the book if there appears any payoff for the station involved.
3. Outside events: Sports playoffs or exciting games, crime or political developments, weather or natural happenings that might have altered "typical" listening patterns during the sweep.

While listening is usually atypical in times of crisis, it helps to know when these events took place so you can track their impact, if any, when looking through the diaries post-survey. If an unusual happening took place a post-survey diary review can tell you just how much impact the item may have had. You can then factor that impact into your sales and programming evaluations of the Arbitron results. However, if you don't know what took place when during the relevant sweep, you can't really track the possible impact of sports, acts of God, or other strange goings-on.

When To Keep The Diary

Unlike the regular Arbitron diary, I'd suggest the station personnel keep track of events over a multi-week period. Don't just note what took place during the actual four or twelve weeks of your local Arbitron survey. Remember that the weeks preceding and following are important also. If a com-

RAM Issues New York Book

RAM Research has issued the first-quarter 1980 estimates for New York City this week. The first RAM sweep since last summer shows that WBSL has a 10 share of the total average persons metro audience to lead the market January-March. Following WBSL were, in descending order: WOR, WINS, WRFM, WCBS, WPLJ, WKTU, WNBC, WPAT-FM, and WABC. WNBC, RAM's client in New York, scored just over a four share, while WABC was slightly under that threshold.

In an unrelated development, RAM President John Patton told R&R that the firm has just hired an additional account executive. Bob Goode, most recently involved in a TV production firm in Phoenix, and before that PD at WROK and WSAI, has just joined the company. Goode may eventually be based in Chicago to bolster the RAM effort in the Midwest.

Mediatrend In Memphis?

Concerns about the health of the Media Statistics, Inc. ratings effort in major markets may be premature. R&R has learned that stations in the Memphis area will soon have the opportunity to subscribe to the service. Mediatrend monthly reports were recently discontinued, at the company's behest, in Detroit and Atlanta, but the firm continues to seek new markets for the service.

Arbitron Improves Condensed Market Reports

Condensed Market Reports, an Arbitron service for smaller markets, will see additional demos added to the ratings data. The 58 markets that will receive CMR's based on spring surveys in their areas will see data for seven new dayparts and three new demos. The dayparts are mainly weekend breakouts, while the new demos are adults 18-49, 25-54, and 35+.

petitor starts an ad campaign eight weeks before the actual sweep begins, that may be important (especially if the station looks good in your post-book analysis). Generally, I'd recommend that stations keep detailed logs at least four weeks prior to and several weeks after the actual survey period.

The Past Is Prologue . . .

Over the entrance to the National Archives building in Washington is the inscription "The past is prologue . . . study the past." By keeping station diaries or logs during Arbitron surveys you'll be much better able to plan for the future success in the ratings by having a better record of what took place in past efforts. If you'd like an example of what such a station diary can look like, please let me know and I'll send you a copy similar to one used by some stations I'm familiar with. It may not be an Arbitron diary, but it can help your future ratings almost as much.

Q&A

Dave Lange, PD of WDVE/Pittsburgh, recently wrote to ask about the Arbitron weighting system: "Why, in smaller markets like Lansing (where Dave was from) does Arbitron have to multiply diary values by four to make the in-tab balance?"

In demos such as men 18-24, Arbitron historically has a difficult time getting back enough diaries to adequately represent the metro population for the demo. Basically, the heavier the diary return, the lower the PPDV (persons per diary value) or cume value of the diary. However, if, as in men 18-24 in smaller markets, there are very few diaries in-tab, each diary must be weighted or multiplied to compensate for the return shortfall. The fewer the number of diaries, the higher the value each will have. Naturally, the higher diary values can lead to fluctuations in the estimates, especially when a station is not mentioned in, for example, any of the seven male 18-24 diaries returned in a metro.

Unless additional return can be garnered from the younger demos, this type of problem will continue, given the Arbitron methodology.

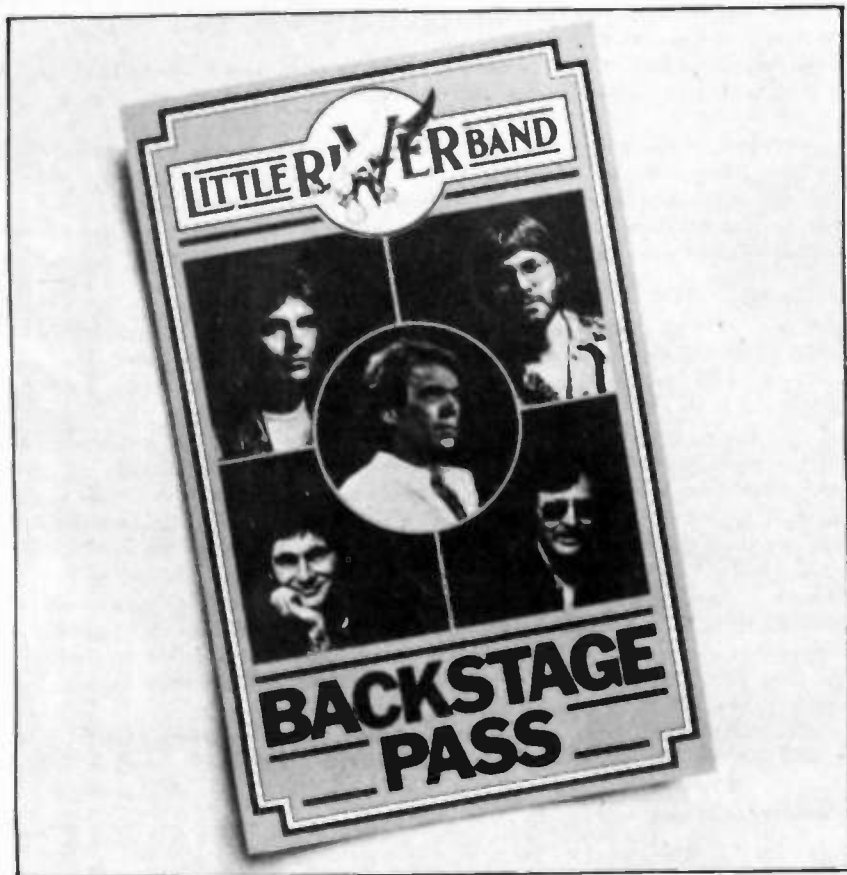
Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.



Win a FREE Trip to LOS ANGELES or NEW YORK

(or a U. S. 1980 tour city of your choice)

In The LITTLE RIVER BAND BACKSTAGE PASS CONTEST!



RULES

1. THE CONTEST IS OPEN TO ANY U.S. BASED RADIO STATION MANAGER, PROGRAM DIRECTOR, MUSIC DIRECTOR OR DISC JOCKEY.
2. THERE WILL BE TWO FIRST-PLACE WINNERS WHO WILL RECEIVE FIRST-CLASS AIRFARE FOR THEMSELVES AND ONE GUEST EACH TO A LITTLE RIVER BAND CONCERT IN LOS ANGELES, NEW YORK OR ANY OTHER CITY ON THE 1980 UNITED STATES TOUR. INCLUDED WILL BE 3 DAYS AND 2 NIGHTS HOTEL ACCOMMODATIONS AND MEALS, CONCERT TICKETS, BACKSTAGE PASSES, LIMOUSINE SERVICE AND AN AUTOGRAPHED PERSONALIZED PLAQUE.
3. THERE WILL BE 50 RUNNERS-UP WHO WILL RECEIVE PLAQUES AS WELL AS TICKETS AND BACKSTAGE PASSES TO A U.S. 1980 LITTLE RIVER BAND CONCERT NEAREST THEIR STATION.
4. TO ENTER ALL YOU HAVE TO DO IS CORRECTLY ANSWER THE QUESTIONS LISTED BELOW AND SEND THEM ON A 3x5 CARD WITH YOUR PRINTED NAME, ADDRESS, PHONE NUMBER AND STATION NAME TO: LITTLE RIVER BAND BACKSTAGE PASS CONTEST, CAPITOL RECORDS, 1750 N. VINE ST., HOLLYWOOD, CA 90028. ENTRIES MUST BE RECEIVED BY MAY 14. LIMIT ONE ENTRY PER MAILED ENVELOPE. NOT RESPONSIBLE FOR ENTRIES LOST, MISDIRECTED, OR DELAYED IN THE MAIL. AT THAT TIME 100 SEMIFINALISTS WILL BE CHOSEN RANDOMLY FROM CORRECT ENTRIES AND THEIR NAMES WILL BE PUBLISHED IN THE RADIO & RECORDS ISSUE DATED MAY 23.
THE FIRST-PLACE WINNERS AND RUNNERS-UP WILL BE ANNOUNCED IN THE RADIO & RECORDS ISSUE DATED MAY 30.
5. THE ODDS OF WINNING DEPEND ON THE NUMBER OF TIMES YOU ENTER AND THE TOTAL NUMBER OF ENTRIES. ALL SEMI-FINALISTS, WINNERS AND RUNNERS-UP WILL BE DETERMINED IN A RANDOM DRAWING BY CAPITOL RECORDS WHOSE DECISIONS ARE FINAL. WINNERS WILL BE NOTIFIED BY MAIL OR TELEPHONE. ALL PRIZES ARE NON-TRANSFERABLE AND NO CASH ALTERNATE OR SUBSTITUTION FOR PRIZES IS OFFERED. ALL WINNERS MUST PROVIDE AFFIDAVIT OF ELIGIBILITY AND RELEASE OF LIABILITY UPON REQUEST. IF A WINNER IS A MINOR, PRIZE WILL BE AWARDED IN THE NAME OF A PARENT OR GUARDIAN WHO MUST ACCOMPANY THE MINOR. WINNERS ARE RESPONSIBLE FOR ALL APPLICABLE TAXES AND ASSUME ANY AND ALL LIABILITY IN CONNECTION WITH THE PRIZES. ALL FEDERAL, STATE AND LOCAL LAWS APPLY. ALL HOTEL ACCOMMODATIONS, MEALS AND TRANSPORTATION SELECTED BY CAPITOL. ALL WINNERS GRANT CAPITOL THE RIGHT TO USE THEIR NAMES AND LIKENESSES IN CONNECTION WITH ANY PUBLICITY RELATING TO THE CONTEST.
6. EMPLOYEES AND THEIR FAMILIES OF CAPITOL RECORDS AND BUSINESS AND PLEASURE TRAVEL, INC., THEIR CORPORATE PARENTS, SUBSIDIARIES AND AFFILIATED COMPANIES ARE NOT ELIGIBLE TO PARTICIPATE. VOID WHERE PROHIBITED BY LAW.

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LITTLE RIVER BAND 1980 NORTH AMERICAN TOUR

JUNE 10 TARRYTOWN, N.Y.
JUNE 11 NEW YORK, N.Y.
JUNE 12 HARTFORD, CT.
JUNE 13 BOSTON, MA.
JUNE 14-20 EAST COAST DATES TO BE ANNOUNCED.
JUNE 21 ST. LOUIS, MO.
JUNE 22 KANSAS CITY, MO.
JUNE 23 WICHITA, KS.
JUNE 24 OKLAHOMA CITY, OK.
JUNE 25 TULSA, OK.
JUNE 27 DENVER, CO.
JUNE 29 SANTA BARBARA, CA.
JUNE 30 LOS ANGELES, CA.
JULY 1 LOS ANGELES, CA.
JULY 2 LOS ANGELES, CA.
JULY 3 SAN FRANCISCO, CA.
JULY 5 VANCOUVER, B.C.
JULY 6 PORTLAND, OR.

Management: Glenn Wheatley
BACKSTAGE PASS Produced By Little River Band & Ern Rose.

CONTEST QUESTIONS:

1. What was the first Little River Band single released in the United States?
(Hint: a live version appears on *Backstage Pass*).

2. Name at least two ingredients of a "Diamantina Cocktail."
_____ & _____
3. "Sleeper Catcher" is an Australian term for . . .
_____ a bouncer in a bar. _____ a gambler.
_____ the front of a train.
4. Name one of the new songs on *Backstage Pass* that doesn't appear on any of the studio albums. _____

NO OFFICIAL ENTRY BLANK IS NEEDED! JUST PRINT YOUR NAME, STATION, JOB DESCRIPTION AND ANSWERS ON A 3x5 CARD TO: LITTLE RIVER BAND "BACKSTAGE PASS" CONTEST, CAPITOL RECORDS, 1750 N. VINE ST., HOLLYWOOD, CA 90028.



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PHOTOGLO

A 20TH CENTURY SUCCESS STORY!

NEW THIS WEEK:

KFI WTIK WKBO
 WAKX WLCY

ON:	WZUU	KAFM
WKBW	Z96	KNX-FM
KRBE	KSTT	KPAM
KILT	WSEZ	KQWB-FM
94Q	FM99	WINW
KTSA	WANS-FM	KIFM
WGH	WFOX	WUSL
KCBN	WFOM	WBAL
WROV	KLIF	WSB
WTMA	WPRO	KOMO
WAYS	KRSP	KIXI
WKIX	WORD	WKY
KING	WAMS	WBBG
KAAY	KZZP	K101
KSLY	WBZ-FM	KWEN
WAKY	KULF	WING
WKEE	WGR	KBOZ
KRLA	WEEI-FM	WGY
WPTR	WBEN	KOLO
KREM	KOIL	WIOD

THANK YOU FOR BELIEVING!

PHOTOGLO

"We Were Meant To Be Lovers"

From The Debut Album "Photoglo"



Brad Messer



How Long Is A News Story?

Know how long radio newscasts are? The average length of individual news stories? Know how long actuality inserts and voice wraparounds are?

You know. You have a darned good idea anyway. And you know the general structure of newscasts (lead story, body, sports, weather) just as you know the general structure of various program formats (hot song, spot cluster, promo A, sweep). Aw, hell, even the listeners know "inside" stuff like that. Perhaps that's why most of them are as unimpressed as most of us once they comprehend the normal basics. There's very little extraordinary and an overwhelming amount of ordinary on the radio, including what comes from the newsrooms.

People who handle news, and the people who handle the people who handle the news, usually act usual and commonly think commonly. The average thing to do is to be average. Now that I've belabored the heck out of that point, onward to innovation.

Radio news has few innovators because the environment of nearly all stations actively discourages creativity. Stations encourage us to learn the rules, follow them, and when new ways are finally accepted then we're to do those new things. Unaccepted or unheard-of ways are God-forbidden; even the very thought of them is made frightening.

When a creative newperson finds himself/herself at a station where innovation is encouraged, the heaven-like experience is later remembered as a briefly-shining Camelot in an otherwise workaday business career.

"You Want *What* In The Newsroom?"

Years ago I had a turntable installed in the newsroom. Absolutely stupid idea, said the station engineer as he wired it in. Within a year, the technique of using bits of songs to illustrate news stories had become widely used at Progressive AOR stations. At least one syndication outfit still produces and sells news/music packages. But after a year I got tired of that and we moved along to the Radio Slide Shows.

A reporter covering a feature-interest event recorded ambient sounds as he experienced them, and the air presentation was 35 or 40 sound bites rolling past as the reporter narrated. Because this was low-age demographic and "hip" psychographic, we Hollywooded up the presentation with sound effects. As a Radio Slide Show began we turned out the lights, switched on the projector sound and then listened as the reporter showed us his slides and explained "Here's the lady selling me a four-dollar ticket . . . me going thru the turnstile . . . now the man selling balloons . . . here are about 300 people wearing T-shirts, and now the MC introducing the first act . . ."

People loved those Slide Shows. We got tired of 'em after a few months and moved on to doing newscasts live from remote locations, such as from the bayshore where oil-gunked birds were being cleansed by volunteers after a tanker spill. Just took a handful of copy with us to cover the heavy stuff, then did the main body of the 'cast on the story we were at. That got old after a few months. Next, I think, we got into seeing how many long-distance calls we could make to generate stories no one else had . . . then into as much live coverage as possible.

Those stations allowed completely free rein. Each was on top in ratings. The management never knew what to expect next. Neither did the listeners, who kept listening because they knew they could trust what we said, and trust we'd never say it the same way twice.

The way I remember it, it was kinda like Camelot . . .

Rip 'N' Read

Leftover Chunks Of Comet?

MONDAY MAY 5: In the early morning hours there may be a meteor shower, average peak 18 "shooting stars" an hour. These events have a couple days' leeway, so the Eta Aquarid shower may have come during the weekend, or by tomorrow night. If you see a meteor, the rest of them will come from about the same section of sky. They're little chunks of debris left in the orbital track of, in this case, Halley's Comet.

Tammy Wynette is 38. A fellow named Jean Nicot died on this date in 1606. As a French diplomat he's all but forgotten, but his name made the history books because he imported the first tobacco. Nicotine, hey?

The first U.S. manned space flight was 19 years ago today. Alan Shepard flew a suborbital track 116 miles up.

The Declaration Of Civil War

TUESDAY MAY 6: The actual fighting had been going on nearly a month, but it was on this date in 1861 the Confederate Congress formally declared a State of War with the United States.

Orson Welles, now seen on TV wine commercials but famed for earlier radio work, is 65 today. The German dirigible Hindenburg, which had been making regular long-distance passenger flights, exploded 43 years ago today. 36 of the 97 people aboard died in the tragedy at Lakehurst, NJ. Now they don't use hydrogen in blimps, they use gas that doesn't burn. Asbestos gas. Naw . . . helium.

The First Air Battle At Sea

WEDNESDAY MAY 7: During World War II U.S. naval and air forces intercepted a Japanese fleet in the Coral Sea. It was 38 years ago today, in 1942, and the battle was fought entirely with air power . . . a first in the history of sea warfare. Japanese plans to invade Australia were ended.

Johnny Unitas is 47. Teresa Brewer becomes 49.

Thirty-five years ago today World War II ended. The Pulitzer prizes were created 68 years ago today.

The Burning Ring Of Fire

THURSDAY MAY 8: All the world's volcanoes lie along the Ring of Fire. The line of it intersects the American Northwest, so while Mount St. Helens makes little wavelets of news, there are plenty of other volcanoes not far from it with their own potential. Mount Shasta in California, Mount Rainier and others are in the Ring of Fire, which extends to the island Martinique, where a massive eruption of Mount Pelee killed 30 to 40-thousand people 78 years ago today.

Rick Nelson is 40 today. So is Peter Benchley ("Jaws"). Don Rickles turns 54. Melissa Gilbert is 16. Toni Tennille is 37. The first Coca-Cola was made in Atlanta, GA 94 years ago today.

Nixon Impeachment Hearings

FRIDAY MAY 9: Six years ago the Richard Nixon impeachment hearings began in Washington, D.C. You've heard the story. He quit, became a writer and so on. The first airplane flight over the North Pole was 54 years ago, by Commander Richard Byrd and Floyd Bennett. (A compass needle at the North Pole doesn't know where to point because everything is north. A special compass was created for the trip, taking bearings from the sun.)

Mike Wallace is 62. Richie Furay is 36. Dave Mason hits 35. Billy Joel is 31. Country legend Hank Snow was born this date in 1914.

PURE PRAIRIE LEAGUE



THE HOT NEW SINGLE

“LET ME LOVE YOU TONIGHT”

NB2766

From their debut album on Casablanca Records **FIRIN' UP**

NBLP 7212



Produced by John Ryan for Chicago Kid Productions



Media Marketing

What Makes A Successful Record?

Are there a few universals which doom some records to failure before they ever hit the racks? Do those same universals virtually guarantee "hit" status for other records? Or, alternatively, is each record so unique that predicting its market acceptance is a hopeless cause?

In one sense, the business of producing and releasing records is the business of forecasting consumer tastes and preferences. Consumers are the kings and queens of the marketplace, and a product which doesn't please these rulers will suffer dire consequences. Thus, every time a new artist is signed or a new album is cut, someone is at least implicitly assuming that the artist or product will be marketable. The question running through my mind today is how that forecasting process might be formalized to a greater degree in order to try to avoid releasing bad product and concentrate efforts on good records.

The Search For Universals

One of the problems in seeking universal factors which will help distinguish good from bad product is that each industry is so unique in terms of the key factors to be considered. That is, the universals for toothpaste, automobiles, or canned peas are most likely not going to be too useful for predicting the success of an album or tape. Further, I am not aware of any published research which has been brought to bear on this issue. Accordingly, all I can do is to

tribute (negative or positive) the product made to company profitability. If a number one record costs more than it delivers in sales, then it isn't successful (the exception being if the record is serving the purpose of setting up other records — a sort of "loss leader" concept applicable to many singles).

With that thought in mind — profits rather than sales are the key definition of success — let's proceed with some exploration of a few factors which may differentiate successful from unsuccessful products.

The Artist

The recording artist would appear to be a major contributing factor to a record's success. Consumers anxiously await new releases by their favorite artists and know that they are on their way months in advance. Unfamiliar or less popular artists, in contrast, may even be a detriment to the success of a good piece of product (the old "who's he?" phenomenon). Thus, general artist popularity and/or past track record of hit songs may be a good predictor of record success. Obviously, a part of this may be artists' "visibility" — artists have traditionally gone on tour in conjunction with the release of a new album. An assessment of tours and concerts, and their timing relative to a record's release, may help to discover the real importance of this activity to a record's success. It is necessary? Helpful? Of no consequence?

"Viewed from a marketing perspective, airplay without identification is like an ad without the name of the product in it. The consumer may love it and want to rush out and buy it, but doesn't know the brand name!"

speculate about some of the potential factors which may underlie record success/failure — in order to verify my guesses, a record company, or the industry as a whole, would need to undertake some direct research.

Defining "Successful" Product

Before examining possible factors which predict a record's success, it is first necessary to consider exactly what is meant by a successful record. Success could be defined by position in the national charts — certainly that is one measure of success. More important, however, is the profitability of a product. It's more glamorous, of course, to worry about gold and platinum records and Grammy Awards, but firms cannot be expected to survive solely on the basis of the "big winners." Rather, some of the more mundane releases may in fact be successful from the perspective of generating revenues in excess of production, marketing, and overhead expenses. A record company should be able to ascertain, for each and every product, the con-

The Creative Product

How about the product itself? What makes a "good" song — one that people just love to listen to? Certainly the tune is a critical component, but it can be broken down into much finer parts. Number of beats per measure, the lyrics, use of harmony, minor chords, different arrangements, etc. "Mixing" of a recording is a major element of record production — but what is really known about each one of those buttons, dials and levers? Are there any universal trends in terms of which kinds of "mixes" seem to pop up more often in successful records? With respect to albums, how many "good" cuts are necessary in order to attract large numbers of buyers? Is there a minimum cutoff, as some have suggested?

Context Effects

Context effects may be a vital component of record success, in that a record is perceived differently due to the surrounding circum-

stances. I have two factors in mind here. One is the social "mood" of the market at the time the album is released. Some songs seem to become statements for their time, reflecting the basic values and concerns of the public. A product which may be enthusiastically embraced at one time may be doomed at another time, simply due to the type of music people are in the mood for.

A second factor, somewhat related to the first, is the nature of the other music which is currently popular. For instance, during the rise of disco, a disco album may have enjoyed relatively greater acceptance than it would right now. In other words, people were just falling in love with disco and wanted all they could get. At other times, music seems to fall into a pattern and people become bored with it (e.g., disco again?), making them much more receptive to a release which is somehow different from the rest. Are more successful records *trendsetters* or *trend followers*? That is, are they bucking the stream of surrounding music or simply "going with the flow?" Examination of the charts at the time of a record's release could help to document which trend has been more evident.

Marketing Programs

Obviously, from my perspective, I would expect that the marketing effort engaged in by the record company should have at least some impact on a record's success. How much advertising was devoted to the release — where and when did that advertising run? What promotional activities accompanied the release — were they successful in generating airplay (for more on airplay, see below). What about packaging — does the makeup of the album jacket have an impact, or is packaging unimportant? What is the impact of tapes, which contain far less "information" about the artist than record jackets? Does this lack of information turn off some buyers — is that information an important aspect of "identifying" with the artist?

More On Airplay

Airplay is perhaps the single most important aspect of music marketing, according to many industry observers, but how important is it really in distinguishing successful from unsuccessful records? If a record doesn't quite have that lasting appeal, too much airplay might actually hurt it, for instance. One problem I have with airplay is the lack of identification of the artist or name of the song in many instances. Viewed from a marketing perspective, airplay without identification is like an ad without the name of the product in it. The consumer may love it and want to rush out and buy it, but doesn't know the brand name! This problem may be particularly acute for new artists or songs when the title is non-obvious from simply hearing the song played.

In summary, there are a myriad of possible factors which may explain a record's success — a few of them have been outlined here. Systematic study of past successful and unsuccessful releases could help to determine if these or other factors constitute a set of universals for the prediction of future record success.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



Roadie

THE ROADIE RADIO NETWORK THANKS

WABC—NEW YORK
AL BRADY
KLOS—LOS ANGELES
DAMIEN BRANDON
WLS—CHICAGO
JOHN GEHRON
KFRC—
SAN FRANCISCO
LES GARLAND
WYSP—
PHILADELPHIA
STEVE SUTTON
WDRQ—DETROIT
BILL GARCIA
F 105—BOSTON
REG JOHNS
WPGC—
WASHINGTON, D.C.
SCOTT SHANNON
KAUM—HOUSTON
GARY FIRTH
KNUS—
DALLAS/FT. WORTH
JIM WHITE
KSLQ—ST. LOUIS
KEVIN METHANY
WDVE—PITTSBURGH
DAVID LANGE
KDWB—MINNEAPOLIS/
ST. PAUL
DAVE COOPER
WGCL—CLEVELAND
BOB TRAVIS
KYYX—SEATTLE
JERRY O'DAY
WZGC—ATLANTA
JOHN YOUNG

KFMB-FM—
SAN DIEGO
GLEN McCARTNEY
Y100—MIAMI
BILL TANNER
Q105—TAMPA
MASON DIXON
KTLK—DENVER
ED GREENE
JB-105—PROVIDENCE
TODD CHASE
WLPX—MILWAUKEE
TOM DANIELS
WSKS—CINCINNATI
BOB LAWRENCE
WKBW—BUFFALO
SANDY BEACH
KBEQ—KANSAS CITY
RANDY LANE
KUPD—PHOENIX
JOHN SEBASTIAN
WGH—NORFOLK
BOB CANADA
WNAP—
INDIANAPOLIS
CHRIS CONNER
WTIX—NEW ORLEANS
BOB MITCHELL
KLBJ—AUSTIN
GLEN MASON
WLRS—LOUISVILLE
DRAKE HALL
KX-104—NASHVILLE
LEE MASTERS
BJ-105—ORLANDO
DAVE WRIGHT

92X—COLUMBUS
BUDDY SCOTT
WGRD—
GRAND RAPIDS
RON WHITE
KOFM—
OKLAHOMA CITY
MIKE MILLER
WTMA—CHARLESTON
JOHN TRENTON
WQDR—
RALEIGH/DURHAM
DANIEL BRUNTY
KCPX—
SALT LAKE CITY
GARY WALDRON
WKXX—BIRMINGHAM
STEVE DAVIS
KTSA—SAN ANTONIO
MIKE SCOTT
WOHO—TOLEDO
IRWIN YOUNG
KWEN—TULSA
DAVE MICHAELS
WRJZ—KNOXVILLE
BOB KAGHAN
WROV—ROANOKE/
LYNCHBURG
BARRY MICHAELS
KIOA—DES MOINES
GARY STEVENS
WRVQ—RICHMOND
BILL THOMAS
96-ONE—OMAHA
DAN CHARLESTON
WAIV—JACKSONVILLE
REGGIE BLACKWELL

WSKZ—
CHATTANOOGA
DAVID CARROLL
KJRB—SPOKANE
JOHN STEVENS
KZZX—
ALBUQUERQUE
KRIS CARRY
KKLS—RAPID CITY
RANDY SHERWIN
KQWB—FARGO
BILL RICHARDS
KILE—GALVESTON
LEE VICTOR
WFMF—
BATON ROUGE
RANDY RICE
KELP—EL PASO
STAN MAIN
KROY—SACRAMENTO
DON EARLY
WISM—MADISON
JONATHAN LITTLE
K104—FRESNO
JIM SUMPTER
KEEL—SHREVEPORT/
TEXAKANA
HOWARD CLARK
WRHY—
HARRISBURG/YORK
TOM MARTIN
WMC-FM—MEMPHIS
MARK WILLIAMS
WTIC—HARTFORD
ARNOLD CHASE
WDBR—SPRINGFIELD
JIM MOORE

FOR ONE SOLID WEEK IN JUNE THESE RADIO STATIONS WILL
PARTICIPATE IN A MAJOR PROMOTION SURROUNDING THE
UPCOMING FILM ROADIE.

A MOVIE: A UNITED ARTISTS FILM—PREMIERES JUNE 13TH
A SOUNDTRACK ALBUM: AVAILABLE SOON ON WARNER BROS. RECORDS AND TAPES.

Alive

Maui
Productions



TOP-40

John Leader

A POWERFUL PROMOTION

WAAY Goes To 50,000 Watts

After four years of planning, WAAY/Huntsville has boosted its daytime power from 5kw to 50kw, thereby effectively increasing its coverage area by 2660 square miles. To say the station is pleased would be the understatement of the year.

In announcing the April 11 power increase, Jerry Dean, National Program Director for Smith Broadcasting, sent along details of a promotion WAAY implemented as a way to promote both the station and its newly-acquired coverage area.

Commemorative Coin

As Jerry explained, "To mark the occasion we minted '50,000 watt Commemorative Coins.' Each coin carries a number on the back and was attached to a 'carrier card' which listed some of the prizes to be won and how to win them. These coins were then distributed throughout Huntsville as an insert in the local paper. We also inserted them in numerous papers published in towns that are in our new coverage area. We backed this up with billboards and a heavy television schedule. A few days later we began calling coin numbers and parts of numbers on the air, hourly, for prizes. Needless to say, the response has been fantastic, not only in Huntsville, but also in the new areas, which brings up an interesting programming problem.

"WAAY's past success was built on the fact that we were a Huntsville station and our programming related solely to what was going on in Huntsville. Now that we have ten times the power and are serving more than just Huntsville listeners, we want to broaden our programming to include our new listeners. But at the same time

we don't want to alienate our Huntsville listeners."

Jerry brings up a good point. Although I haven't seen too many AM stations granted a giant power increase in recent years, there are daily cases of FM's boosting their power and therefore their coverage areas significantly. Naturally, with new coverage area comes new programming responsibilities for any station, AM or FM. As TSA's increase in size it may be wise for programmers to take a look beyond their metros for ways to please (serve) their audiences.

Dual Service

Jerry's early response to the potential problems caused by WAAY's coverage increase started with his current contest. "When we take our station van into one of these new towns to call out coin numbers, we'll plan to spend twice as long here in Huntsville calling out numbers. When we cover a news event in one of our new towns, we'll make sure all news in Huntsville is covered first.

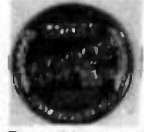
"I feel that many programmers who run high-power stations with a large coverage area overlook the fact that their first responsibility is to the home town. If you don't have a strong metro base, it's going to be hard to get good numbers especially if your smaller towns out in the TSA have local stations of their own."

The easy mistake to be made with a power increase such as the one WAAY has just received would be to overextend yourself promoting heavily to your new coverage areas totally ignoring your metro base. WAAY is not forgetting its "home town" but at the same time it's courting new listeners in its expanded coverage area with the coin promotion.

Jerry told me, "Our coin is easy to carry around in the pocket and using a newspaper distribution is a natural. This gets your promotion into the hands of a lot

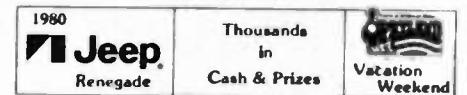
WAAY

50,000 WATT
COMMEMORATIVE COIN



Here's One Way You Win

Keep your WAAY Coin with you at all times and listen to WAAY Radio 1550 AM. We'll be calling out coin numbers or parts of numbers every hour for thousands in cash and prizes*.



Listen For More Details
On
YOUR WAY OF THE 80's

WAAY

50,000 WATTS OF POWER IN 1980

*You can only win once. Employees of Smith Broadcasting not eligible.

of people who aren't regular listeners. And of course the listener doesn't have to drive anywhere to pick up your promotion. It comes to him, right in his own home. If the promotion is impressive enough, such as a coin, he might sample your station just out of curiosity. Naturally then it's up to you to keep him.

"Not every programmer gets the opportunity to program a 50,000-watt AM station. I'm very excited about it and feel our promotion has gotten the increase off to a good start. If any of your readers would like to know more about our coin promotion, they are welcome to call me here in Huntsville."

50,000 watts of AM power has been a dream situation for most of us, I'm sure, and Jerry Dean is obviously quite proud of WAAY's new coverage and possible increase in ratings. The coin promotion is a simple but effective way of promoting the station's new regional importance while trying to attract new listeners both in Huntsville and 2660 newly-acquired square miles of coverage area.

A Note To R&R Reporting Stations

A bit of confusion has arisen lately over what categories of music should be reported to R&R and which should not. The problem seems to be most apparent in regards to non-charted records in a daypart situation. R&R's policy has always been to reflect all the records your station is playing. If something is being exposed in an "Extra" or "On" category only in a certain daypart, then it should be reported. The same is true for any album cuts you may be playing only in the evening hours, for example.

Conversely, many stations have stopped reporting records that may still be numbered on their current charts, but are no longer receiving airplay in a "current status" and that procedure is proper. An example might be a former "top 5" record that is currently working its way back down your numbered list but has gone into a "recurrent" rotation. Leaving such "recurrents" off your weekly playlist report to R&R is quite acceptable.

The weekly music reports we receive from you should contain all the records you are playing that week in a current rotation. Any record on your report can be "dayparted" if you wish to show that it is not in a full-time rotation. And, if you wish to skip numbers in your report for records that are in your recurrent category, that's fine, since it more closely represents what your current weekly playlist contains.

If you are in doubt about which songs should be reported and which should not, just ask. The general rule of thumb is that all songs on your current playlist should be reported each week.



Outrageous Information From Seattle

A radio contest that is sweeping the nation has surfaced again, this time on KJR/Seattle. The contest KJR has just completed offered a pound of gold to the listener who could conceive of and perform "the most outrageous stunt" in public.

Well the entrants came pouring in and there were those brave Seattle residents ready to eat live worms, sail across Puget Sound in a bathtub, or stuff 22 farm animals into a new Camero, including a 500-pound cow!

The KJR panel of judges carefully considered each written entry and skeptically selected four finalists for the outdoor competition on March 25th. Shown in the photo is the winner who walked away with KJR's pound of precious gold. Beryl Hudson constructed a frame around his motorcycle so that the two-wheeler resembled a "cruise missile." Using a trailer, which doubled as a ramp, placed at the edge of Angle Lake, Hudson raced his motorized "missile" down a long driveway, up the ramp and crashed himself into a paper billboard depicting the Ayatollah bending over with a red target painted on his backside. His vehicle, being somewhat heavier than water, quickly took up residence on the lake's murky bottom, while Hudson splashed his way to shore ready to collect his prize. Asked if he would do it again Hudson replied, "You drag the bike out of the water, start it up, and I'll do it again!" A very large crowd of KJR listeners witnessed the event, which should keep most of Seattle talking for several weeks to come.

"AGAINST THE WIND" THE SINGLE RADIO DEMANDED FROM THE NO. 1 ALBUM

RADIO & RECORDS ALBUM AIRPLAY/40
#1 SEVENTH STRAIGHT WEEK

Bob Seger
The Silver Bullet Band

THE BACK PAGE®

BREAKERS®

BOB SEGER

Against The Wind (Capitol)

72% of our reporters on it. Moves: Up 77, Same 18, Down 0,
Adds 49 including PRO-FM, JB105, CKLW, WGCL, KFI,
KIMN, WHYN, KRBE, WKIX, WNCI. See Parallels, charts at
number 27.

BILLBOARD ALBUM CHART #1*



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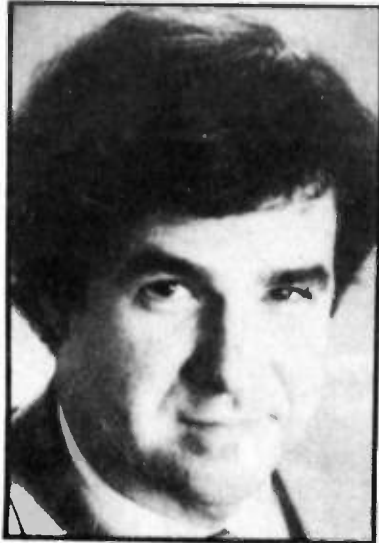
Bobby Poe's POP MUSIC SURVEY Presents

George Williams



Southern
Broadcasting

John Young



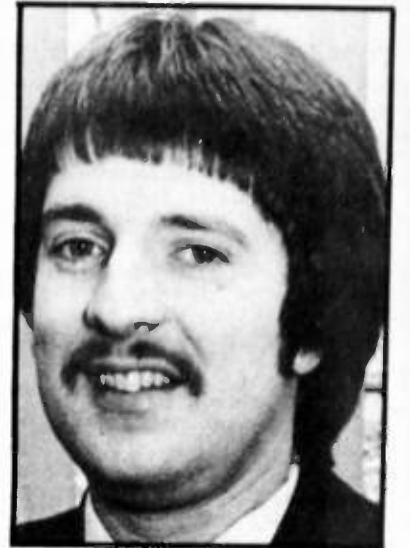
Z-93

Ron Riley



WCAO

Ray Quinn



WFIL

THIS YEAR'S MASTERS OF CEREMONIES

Record Presenters

GEORGE WILSON
STEVE RIVERS
STEVE RODDY
BOB LAURENCE
SCOTT SHANNON
JOEL DENVER
BOB HUGHES
HARV MOORE
JERRY ROGERS
MIKE ST. JOHN
SHERRY TOENNIES
JIM BROWN
JACK O'BRIEN
BOB CANADA
TIM POWELL
SCOTT SLADE
JIM ELLIOT
SCOTT RICHARDS
PAUL CHRISTY

Radio Presenters

HAROLD CHILDS
BRUCE WENDELL
DANNY DAVIS
VINCE FARACI
RICHARD PALMESE
BILLY BASS
AL GUREWITZ
BOB SMITH
ED HYNES
JIM JEFFRIES
JIM COLLINS
JOHN BETANCOURT
CHARLIE MINOR
GARY DAVIS
REEN NALLI
STEVE MEYER
CHARLIE LAKE
MIKE MANOCCHIO
T.J. LAMBERT

Record Panelists

JERRY SMALLWOOD
GORDON ANDERSON
MARGO KNESZ
SHEILA CHLANDA
BILL CATALOO
LARRY GREEN
RED RICHARDS
PAUL PIERETTI
SKIP MILLER
JOE GROSSMAN
JOEL NEWMAN
SCOTT KRANZBERG
CHUCK THAGARD
DAVE PARKS

Radio Panelists

JIM BUCHANAN
BILL THOMAS
MASON DIXON
BOB SAVAGE
MARK DAMON
RUSS SPOONER
BRADY McGRAW
DICK PHILLIPS
SANDY NERI
DAN STEELE
JAY MICHAELS
MIKE McVAY
GARY PETERS
DAVE BISHOP

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\$135.00 Seminar/Cocktail Party/Awards Banquet

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Pop Music Survey - 3286 M St., N.W., Washington, D.C. 20007

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Badges & Tickets are mandatory for admittance to all functions - strictly enforced.

BOBBY POE'S POP MUSIC SURVEY

Presents

The 9th Annual Radio/Records Seminar/Awards Banquet
At The Sheraton National Motor Hotel, Arlington, Va. 22204
(Columbia Pike & Washington Boulevard)—5 minutes from National Airport

June 19 & 20

Final Nominees for Radio Industry '79*

- RADIO EXECUTIVE OF THE YEAR '79:** Sis Kaplan (Sis), Dick Jansen (Scripps Howard), Jim DeCaro (Lin), Charles Giddings (First Media), Jerry Rogers (Wisc), Dan Mason (Waterman), Ted Atkins (Hearst), Russ Whittberger (Charter), John Tonaglia (GCC), Ron Bledsoe (Sumner), Eddie Sachs (Capitol), Todd Chase (Providence Journal)
- NATIONAL PROGRAMMER OF THE YEAR '79:** Tom West (Roumville), Steve Rivers (GCC), George Williams (Southern), E. Carl (Scripps Howard), Lee Randall (Waterman), Bob Burch (Century), Bill Tanner (Metro-Plex), Jay Cook (Combined), Jerry Dean (Smith), Glen Powers (South Central), Michael O'Shea (Golden West), Craig Scott (Plough)
- RADIO CONSULTANT OF THE YEAR '79:** George Wilson, George Burns, E. Alvin Davis, Paul Christy, Glen Morgan, Bob Lanihan, Jerry Clifton, Todd Wallace, Dwight Douglas, Jeff Selgo, Garry Allan, Lee Michaels
- MAJOR MARKET RADIO STATION OF THE YEAR '79:** KRTH (Los Angeles), KWK (St. Louis), Z-93 (Atlanta), KVIL-FM (Dallas), WLS (Chicago), 94-Q (Atlanta), WCAO (Baltimore), WXXK (Pittsburgh), WVBF (Boston), KRLY (Houston), CKLW (Detroit), WGCL (Cleveland)
- MAJOR MARKET PROGRAM DIRECTOR OF THE YEAR '79:** Bobby Hatrick (KWK), Bob Hamilton (KRTH), Don Benson (94-Q), Chuck Martin (KHJ), John Young (Z-93), Scott Shannon (WPKC), Bobby Christian (WXXX), John Garhon (WLS), Ron Riley (WCAO), Bob Travis (WGCI), John Rook (KFI), Dave Thompson (KIDW)
- MAJOR MARKET MUSIC DIRECTOR OF THE YEAR '79:** Scott Richards (WCAO), Dale O'Brien (Z-93), Jeff McCartney (94-Q), Rob Sisco (99X), Jerry DeFrancesco (WHII), Roger Collins (KFI), Phil Irons (KSLQ), J.J. Jackson (WQXI), Alan Burns (WLS), Guy Zapoleon (KRTH), Bob McKay (WZZP), Karen Travis (WGCI)
- MAJOR MARKET AIR PERSONALITY OF THE YEAR '79:** Dude Walker (KHJ), Don Cox (WEFM), Larry LuJack (WLS), Jim Elliot/Scott Woodside (Q102), Rick Dee (KJL), Liz Klay (WAB), Tom Kent (WGCI), Charlie Tuna (KHTZ), Marc Dricoll (WDRQ), Dan Ingram (WAB), Mark Stevens, Jim Pruett (KJL), Al Loman/Roger Barkley (KFI)
- LARGE MARKET RADIO STATION OF THE YEAR '79:** WOKY (Milwaukee), Q106 (Lampa), KGW (Portland), WTIK (New Orleans), KBEQ (Kansas City), KIMN (Denver), WNCI (Columbia), ROCK-102 (Buffalo), KUPD (Phoenix), Q102 (Cincinnati), WNAP (Indianapolis), WKBW (Buffalo)
- LARGE MARKET PROGRAM DIRECTOR OF THE YEAR '79:** Jim Brown (WOKY), Bob Mitchell (WLN), Jan Jeffries (WLCY), Steve Rivers (KOPA), Sandy Beach (WABW), Mason Dixon (Q106), Art Ortega (WNCI), Bob Wood (RXX-102), John Sebastian (KFI), Beau Matthews (KDAQ), Chris Connors (WNAP), Tracey Mitchell (KIR)
- LARGE MARKET MUSIC DIRECTOR OF THE YEAR '79:** Roger Christian (ROCK-102), Jerry Steele (WIFE), Jon Summers (WKBW), Steve Edwards (WNCI), Terry Young (WTIX), Mark Elliot (Q102), J.J. Walker (KOPA), Rusty Ford (WOKY), John Volpe (KOPA), Steve Casey (KKAQ), Chris Curtiss (WZUU), Frank Walsh (96-X)
- LARGE MARKET AIR PERSONALITY '79:** Harv Moore/Robert W. Taylor (WYSI), Bob Berry (WOKY), Adam Smasher (WNAP), Danny Neverath (WKBW), Bobby Rivers (KRUN), Gary Craig (KOPA), Rob Edwards (WOKY), John Shomby (KJMA), Kid Curry (Y100), Don Geronimo (WHDH), George Hamburger (WKBW), Dino Matsala (WPHI)
- MEDIUM MARKET RADIO STATION OF THE YEAR '79:** WPRO-FM (Providence), KTSA (San Antonio), WRVQ (Richmond), WKJJ-FM (Louisville), WMC-FM (Memphis), WXXX-FM (Birmingham), JB106 (Providence), WAMS (Wilmington), WIVY-FM (Jacksonville), WLAC (Nashville), BJ106 (Orlando), WGH (Norfolk)
- MEDIUM MARKET PROGRAM DIRECTOR OF THE YEAR '79:** Bill Thomas (WRVQ), Scott Sherwood (WIVY-FM), Jay Michaels (WGSN), Gary Guthrie (WMC-FM), Dave Mason (WBBF), Rich Harris (WLAC), Mike McVay (WAKY), Mike Scott (KTSA), Mike St. John (WXXX-FM), Scott Slade (WAYS), Bob Canada (WGH), Dan Vellie (92-Q)
- MEDIUM MARKET MUSIC DIRECTOR OF THE YEAR '79:** Steve Davis (WXXX-FM), Mike O'Brien (WIFE), Dave Nichols (WHBQ), Chris Michaels (WAMS), Nick Bazoo (92-Q), Mark Williams (WMC-FM), Jeff Ryan (V-97), Don Davis (WOKY), Dave Manders (FM102), Rick Donahue (WTIC-FM), Ron Reger (WVOR), John Reed (WGSN)
- MEDIUM MARKET AIR PERSONALITY OF THE YEAR '79:** Tommy Nast (WBBF), Jeff Lucifer (FM102), Mark Damon (92-Q), Robert Murphy (WAYS), Smokey Rivers (WLAC), Russ Spooner (WKY), Bear Bradley (M-96), Bruce Kelly (WRVQ), Bobby Hatfield (WAKY), Coyote McCloud (KX104), The Birdman (WERC), Paul Sebastian (WAPF)
- SECONDARY MARKET RADIO STATION OF THE YEAR '79:** WBBQ (Augusta), WHHY (Montgomery), WCRO (Johnstown), WICC (Bridgeport), WRJZ (Knoxville), WZDQ (Chattanooga), WNOX (Knoxville), Z104 (Frederick), 14-Q (Worcester), KC101 (New Haven), WTRY (Albany), WIGY (Bath)
- SECONDARY MARKET PROGRAM DIRECTOR OF THE YEAR '79:** Gary Peters (WICC), Jack O'Brien (WIGY), Larry Stevens (WHHY), Gary Hill (WAGY), Dan O'Toole (V100), Bob Kagan (WRJZ), Pat Martin (WSP), Dick Phillips (WEVA), Bob Savage (WNOX), Jim Buchanan (WKBQ), Brady McGraw (WGA), Pete Salant (KC101)
- SECONDARY MARKET MUSIC DIRECTOR OF THE YEAR '79:** Steve Kingston (WYRE), Mark Thompson (WRJZ), Scott Majors (WNOX), Jonathan Little (WISM), Sam Church (WWLD), Curt Hanson (KC101), Barry Michaels (WROV), Steve McKee (QV93), Chuck Leonard (WKM), Kris O'Kelly (Y102), Gary Kirk (WRF), Tom Taylor (WPST)
- SECONDARY MARKET AIR PERSONALITY OF THE YEAR '79:** Kemosabi Joe (Z104), Kerry Jackson (WGSV), Ron McKay (WKIX), Kirk Clatt (WSSC), Owen Holmes (WLOW), Robert St. John (WGN), Ray Thomas (WZIX), Pete Berry (WSEZ), Roger Gaither (Q104), Ben Barber (WID), Boomer Hough (WGGG), Gary Michaels (WQCM)

Final Nominees for Record Industry '79*

- RECORD COMPANY OF THE YEAR '79:** (Corporate) Capitol, Polydor, Arista, Warner Brothers, MCA, RCA, Epic, EMI America/United Artists, CBS Custom, Mercury, Atco, Elektra/Asylum
- RECORD COMPANY OF THE YEAR '79:** (Independent) Chrysalis, Bearsville, Motown, Island, Sire, A&M, Philadelphia International, 20th Century Fox, Cleveland International, Bang, Warner/Curb, Arise 11
- RECORD COMPANY PRESIDENT OF THE YEAR '79:** (Corporate) Jim Mazza (EMI America), Clive Davis (Arista), Doug Morris (Atco), Bob Sherwood (Mercury), Fred Haayen (Polydor), Bob Siner (MCA), Don Zimmerman (Capitol), Walter Yetnikoff (CBS), Joe Smith (Elektra), Mo Ostin (Warner Brothers), Irwin Steinberg (Polygram Records Organization), Robert Summers (RCA)
- RECORD COMPANY PRESIDENT OF THE YEAR '79:** (Independent) Terry Ellis (Chrysalis), Gil Friesen (A&M), Don Kirshner (Kirshner), Marshall Blonstein (Island), Kenny Gamble (Philadelphia International), Jimmy Ienner (Millennium), Al Teller (Windsong), Ilene Berns (Bang), Albert Grossman (Bearsville), Steve Popovich (Cleveland International), Seymour Stein (Sire), Henry Stone (TK)
- RECORD COMPANY EXECUTIVE OF THE YEAR '79:** (Corporate) Don Dempsey (TK), Vic Faraci (WEA), Joe Mansfield (Columbia), Bob Feed (RCA), Tony Martell (CBS), Harry Anger (Polydor), Jack Craig (Columbia), Stan Monteiro (Epic), Denny Rosencrantz (MCA), Tony Montgomery (RCA), Al Bergamo (MCA), Elliot Goldman (Arista)
- RECORD COMPANY EXECUTIVE OF THE YEAR '79:** (Independent) Harold Childs (A&M), Neil Portnow (20th), Peter Woodward (Casablanca), Rich Fitzgerald (RSO), Herb Corsack (Island), Gary Davis (Motown), Tom Shoven (Arista), Gene Armond (Windsong), Stan Snyder (Cleveland International), Mike Pomer (Radio), Bruce Bird (Casablanca), Sal Licata (Chrysalis)
- VICE-PRESIDENT OF PROMOTION OF THE YEAR '79:** (Corporate) Larry King (MCA), Vince Faraci (Atlantic), Richard Palmese (Arista), Jim Jeffries (Mercury), John Betancourt (RCA), Charlie Minor (EMI America), Russ Thymre (Warner), Al Gurewitz (Epic), Jim Collins (Polydor), Reeh Nelli (Atco), Ed Hynes (Columbia), Rick Blohweiss (Polygram)
- VICE-PRESIDENT OF PROMOTION OF THE YEAR '79:** (Independent) Danny Davis (Casablanca), Bob Smith (RSO), Peter Giddon (Infinity), Skip Miller (Motown), Dave Parks (20th Century), David Urso (Planet), Don Ienner (Millennium), Gary Buttice (Bearsville), Rich Sargent (Sire), Don Wright (Arista), Linda Alter (Bang), Kurt Norlinger (Vergin)
- NATIONAL PROMOTION DIRECTOR OF THE YEAR '79:** (Corporate) Jerry Smallwood (TK), Charlie Lute (Warner Brothers), Mike Manocchio (Atlantic), Bill Cataldo (Polydor), Margo Kneez (MCA), Bob Stern (Elektra), Sammy Alfano (Asylum), Don Colberg (Columbia), Red Richards (Warner Brothers), Chuck Thagard (RCA), Steve Resnick (EMI America), Gordon Anderson (CBS), (Chrysalis), Larry Green (A&M), Rick Swig (Infinity), Michael Dundas (RSO), T.J. Lambert (Casablanca), Randy West (Arista), Bud Samuels (Motown), Bill Bennett (Bearsville), Allen LeWinter (Arista), Moe Presnell (TK), Marty Mooner (Cleveland International), Tom Mazotta (IA)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Corporate) Mike Becca (RCA), Sheila Chianda (Columbia), John Schoenberger (Arista), Frank DiLeo (CBS), Louis Lawow (TK), Rip Polley (Elektra), Glen Lajestki (Arista), Sue Emmer (Warner Brothers), Sandi Lifson (MCA), Larry Douglas (E.P.A.), Cynthia Cox (Polydor), Susan Wax (RCA)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Independent) Kevin Keogh (Casablanca), Freddy Mancuso (Horizon), Rick Smulian (Spector), Marc Ratner (RSO), Andrea Ganis (Infinity), Michael Abramson (Chrysalis), Barry Abrams (Philadelphia International), Bobb Applegate (Casablanca), Janis Ross (Chrysalis), Bill Catina (Cleveland International), Sue Emil (Sire), Joel Newman (Infinity)
- REGIONAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Corporate) Rish Wood (Polydor), Bill Smith (Elektra), Danny Devanport (Warner Brothers), Alan Smith (Atco), Ron Berger (Mercury), Arthur Field (Capitol), Sammy Vargas (MCA), Gary Triozzi (Mercury), Alan Orem (Columbia), Michael Prince (Atlantic), Ed Mascolo (RCA), Rob Senn (MCA)
- REGIONAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Independent) Al Twanmo (Chrysalis), Kelly West (Motown), Long John Silver (RSO), Joe Bilello (A&M), Jeff Haskett (Chrysalis), Bruce Green (Motown), Bill Jerome (TK), Don Tolle (A&M), Jello Haskett (Chrysalis), Bruce Green (Motown), Jim Sellers (Chrysalis), Skip Pope (20th Century Fox)
- LOCAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Corporate) Jerry Goodman (Elektra), Danny Lyons (Capitol), Frank Fatias (MCA), Gerry Thompson (Epic), Gino Rumpel (Capitol), Robbie Vogt (Mercury), T. Morgan (Arista), Joe Grossman (Mercury), Mike Lesner (Capitol), Rich Tamburro (United Artists), Ron Gregory (Warner Brothers), Chris Hensley (EMI America)
- LOCAL PROMOTION EXECUTIVE OF THE YEAR '79:** (Independent) Bob Brady (RSO), Phil Quarataro (A&M), Fred DiSipio Jr. (RSO), Al Cafaro (A&M), Wayne Fogle (Motown), Mark Weiss (Infinity), Butch Waugh (A&M), James Bishop (Motown), John Schuler (A&M), Wayne McManners (Infinity), Paul Pieretti (Casablanca), Ed Duncan (Fantasy)
- INDEPENDENT PROMOTION EXECUTIVE OF THE YEAR '79:** Freddy DiSipio...Gary Bird...Jerry Brenner...Jerry Meyers...Jonas Cash...Tim Riley...Bob Robbins...Dick Wooley...Bob Spandlove...Bobby Hurt...Barry Resnick...Sam Karamanos...Perry Stevens...Merv Pilgrim...Carl Strube...Howie Goodman...Chuck Dembrak...Ernie Phillips...Leo North...Lu Fields...Bruce Hinton...Bly/Hakim...Jerre Hall...Deve Carrico...Marcy Doherty...Vic Perrotti
- RECORD DISTRIBUTOR OF THE YEAR '79:** (Corporate) CBS (Washington, D.C.), MCA (Cherry Hill), Capitol/EMI (Los Angeles), RCA (Washington, D.C.), Phonodisc (New York City), CBS (Atlanta), Capitol/EMI (Washington, D.C.), CBS (Philadelphia), RCA (New York City), MCA (Washington, D.C.), W/E/A (Washington, D.C.), Phonodisc (Washington, D.C.)
- RECORD DISTRIBUTOR OF THE YEAR '79:** (Independent) Schwartz Bros. (Philadelphia), Tone (Hialeah), Zamoiski (Baltimore), Universal (Philadelphia), Progress (Cleveland), Alpha (New York City), Transcontient (Buffalo), MS Distributing (Chicago), Malverne (New York City), Lieberman (Atlanta), Big State (Dallas), A-1 (New York City)

TOP-40



WPST GIVES AWAY WARNER BROS. — WPST/Trenton awarded a listener the complete Warner Bros. record catalogue for 1980 in a recent "Spring Weekend" contest. Pictured with the winner picking up his first quarter's installment are (l-r) WPST morning man Lee Tobin, Station Manager/PD Tom Taylor, and Warners' George Silva.



WISM HEIDENS EXCITEMENT — WISM/Madison designed a special T-shirt declaring Madison the "City of Olympic Champions" as part of a citywide celebration of the state's Winter Olympics stars (who accounted for nine of the nation's 13 medals during the games). Pictured at the festivities, which were attended by over 30,000 fans, are (l-r) WISM PD Jonathan W. Little (modelling T-shirt), Olympics stars Eric and Beth Heiden, and WISM's Charlie Simon and Ria Michaels.



Y100 HOMES IN ON HOLMES — Rupert Holmes visited Y100/Miami recently while on a concert tour. Pictured (l-r) are Holmes and air personalities Madame Shelly and Cox-on-the-radio.



HOFFMAN SENDS THE CLOWNS — WABC evening personality Howard Hoffman joins the Ringling Bros. circus clowns upon their arrival in town. That's Hoffman on the left.



CARDINAL VIRTUES PRAISED AT WAKY — Cheerleaders from the NCAA basketball champion University of Louisville Cardinals, along with the school mascot, visited WAKY/Louisville for an on-air pep rally. WAKY's Harry Lyles and Multimedia Broadcasting VP and WAKY GM George Francis (flanking the "Cardinal") are pictured in step with the pep reps.



A VISIBLE PROMOTION — WCIR/Beckley, WV concluded its "Radio Contest You Can See," in which listeners had a chance to win a Sony Beta-max and color TV worth over \$1500. The winner was selected from the winners of 40 prize packages chosen from registrants at participating sponsor locations. Pictured (l-r) are WCIR PD Jay Q, and eye-rolling grand prize winner, and MD Ron Hill.



KFOX DELI — Gina Hecht, who plays the co-proprietor of the New York deli on "Mork & Mindy," visited KFOX/Redondo Beach, CA for an interview aired on Rick Pamplin's "South Bay Live" show. Hecht and Pamplin are pictured.



FRANK SINATRA

"Theme From New York, New York"

The Legend continues to grow:

WXLO 26-23
WKBW on
WFIL on
WCAO on
WRKO deb 28

JB105 on
CKLW on
WHB 25-20
KEARTH 26-21
KFRC on
WFBR on

WICC 26-22
WHYN add
WAXY deb 29
WRJZ on
KULF add
WZZP add

WIFE add
KTAC on
WJBQ add
WTSN deb 23
WHEB deb 35
13FEA deb 29

WYRE add
WTMA add
WROV add
KFYR on
KSLY on

*Produced by Sonny Burke • Orchestra and Chorus Arranged and Conducted by Don Costa
On Reprise Records*



Distributed By Warner Bros.

FCC Says Yes, Cox Says No To GE Merger

Continued from Page 1

that GE's reported 115 top employees included only one black.

Minorities Stand To Lose Six Stations

Pluria Marshall, who directs the National Black Media Coalition (NBMC), labeled these groups "neophytes in the communications arena." He added that minorities don't need "white folk (he named NCCB head Ralph Nader and Friends of the Earth) deciding for us." As for Wilcher, Marshall said he had been expelled from NBMC. Marshall had been instrumental in overseeing minority interests during the merger agreement which called for spinning off six properties to blacks at an extremely reduced price.

Marshall noted it's up to Cox to save the deal and felt if it failed to do so, it shouldn't be considered for a possible lucrative cable franchise for Washington, D.C., which

has a predominantly black population.

Apparently, Cox's cable properties went up tremendously in value since the time GE and Cox first announced their merger. "There was some merit in Cox's position and we tried to accommodate them, but evidently it wasn't enough. I'm very disappointed because of the substantial social gains that would have occurred if the merger had gone through," said Norm Blake, VP/GM GE Commercial Financial Division.

FCC's Conditional Approval

The Commission imposed the following conditions (many on a 4-to-3 split vote) on the merger should it occur:

- Principal Cox stockholders Barbara Cox Anthony and Anne Cox Chambers, who would become the largest single GE stockholders, would have to divest any GE stock above one percent each of the total.

- Samuel Pierce and James Boswell must resign as directors of

GE or as directors of companies with attributable stock interests in media properties which are in conflict with GE's media holdings.

- If the FCC ultimately adopts a rule breaking up AM-FM ownerships in the same market, GE would have to divest one of its properties in Los Angeles, Dayton, and Miami. Any spinoffs in Baltimore, Atlanta, Nashville, Charlotte, and Schenectady which had a resulting combo ownership would also be forced to divest.

- The FCC may take any action it considers appropriate as a result of: 1) a grand jury investigation into the advertising practices of Cox's WHIC-TV/Pittsburgh, 2) a grand jury investigation in New Jersey concerning payments to foreign governments by GE, 3) a court case involving allegations that GE entered into reciprocal purchasing agreements with certain Federal government customers in violation of Section 1 of the Sherman Antitrust Act, 4) the hearing before the Atomic Safety and Licensing Board (ASLB) and further review, if any, by the Department of Justice with respect to the shutdown of a GE nuclear reactor at Vallecito, CA, built 200 yards from a fault line, and 5) final judgment on employment discrimination proceedings brought by Lee Dosier and Ronald Johnson against Cox's KTVU-TV/Oakland, CA.

- GE must divest within 120 days its Tracy, Vacaville, and Walnut Creek, CA cable systems.

Washburn, Quello Dissent

In a separate statement released this week, FCC Commissioners Abbott Washburn and Jim Quello disagreed that GE stock acquired by Barbara Cox Anthony and her sister Anne Cox Chambers should be considered on an aggregate basis. Roy Stewart, Broadcast Bureau Renewal & Transfer Division Chief, and Transfer Branch Chief Stuart Bedell argued successfully that whether or not you considered their proposed GE holdings together, each Cox sister would own more than one percent of GE's stock, which violates a previous multiple ownership rule.

Both Commissioners, as well as Commissioner Anne Jones, opposed forcing two of GE's directors off its board unless they divested of their separate broadcast and cable interests. Washburn and Quello noted that "voluntary assurances were given which convince us that adequate measures will be taken to insulate the directors from conflicts of interest."

The GE Post-Merger Schematic

Should the Cox/GE merger go through, GE will administer the following broadcasting holdings (six AM, seven FM, five TV), in addition to Cox's cable properties:

- WSB-TV/Atlanta (C)
- WCBM & WLIF-FM/Baltimore (C)
- WJIB-FM/Boston (GE)
- WSOC-TV/Charlotte (C)
- WHIO-AM-FM/Dayton (C)
- KOA-AM-TV & KOAQ-FM/Denver (GE)
- KFI & KOST-FM/Los Angeles (C)
- WIOD & WAIA-FM/Miami (C)
- KTVU-TV/Oakland (C)
- WWSH-FM/Philadelphia (C)
- WHIC-TV/Pittsburgh (C)
- WGY/Schenectady (GE)

- The following properties had been set to be sold:
- WSB/Atlanta (C) to Metromedia for \$8.65 million plus WCBM/Baltimore.
 - WSB-FM/Atlanta (C) to minority-controlled BENI Broadcasting of Georgia for \$5.5 million.
 - WSOC-AM-FM/Charlotte (C) to minority-owned Charlotte Broadcasting Co. (subsidiary of black-owned North Carolina Mutual Life Insurance) for \$2.08 million.
 - WHIO-TV/Dayton (C) to Ohio Valley Broadcasting Co. for \$47.5 million.
 - WSIX-AM-FM/Nashville (GE) to Katz Broadcasting Corp. of Nashville for \$3 million.
 - WNGE-TV/Nashville (GE) to black-owned Nashville Television Inc. (another subsidiary of NCMLI) for \$25 million.
 - KFOG-FM/San Francisco (GE) to black-controlled Cardinal Communications Corp. for \$3 million.
 - WGFM-FM/Schenectady (GE) to black-owned Mountain Radio Inc. for \$1.6 million.
 - WRGB-TV/Schenectady (GE) to Station WRGB (subsidiary of Group Six Broadcasting) for \$24 million.

KYAC

Continued from Page 1

opened with all of the station's current revenues directed to it that would pay the staffers' back wages within two to three weeks. Scott claims that a week has gone by without the account being opened.

While Dudley, who has taken leave of his post as head of Seattle's Department of Human Resources, has yet to detail the station's financial situation, claiming such information might possibly jeopardize the pending sale, the FCC has not yet received notice of the proposed license transfer. Dudley could not be reached for comment.



KOFM GETS BABIED — The Babys visited KOFM/Oklahoma City recently for an interview. Pictured at the station are (l-r) group's Jonathan Cain, KOFM MD Chuck Morgan, and group's Ricky Phillips.

April 1980 Mediatrend Estimates

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

Note: — denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

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

New York City

WBSL Up 2, Takes Lead;
WKTU Also Up; WOR Stable;
WINS Gains In News Battle;
WPLJ, WNBC Improve Impressively;
WABC Gains; WRFM Moves To Tenth As
Competitor WPAT Falls Out

	Feb. '80	Mar. '80	Apr. '80
WBSL (B)	7.8	5.6	7.7
WOR (T/PA)	8.4	6.9	6.8
WINS (N)	3.7	6.2	6.6
WKTU (B/D)	8.7	6.0	6.6
WPLJ (A)	5.7	5.5	6.6
WNBC (R)	3.9	4.0	5.1
WCBS (N)	3.4	5.3	4.9
WADO (S)	4.3	5.2	4.8
WABC (R)	3.3	3.5	4.1
WRFM (BM)	3.6	2.6	3.2

Los Angeles

KMET Down But Leads As
KABC Falls Further;
KFWB Takes Solid News Lead;
KRTH Jumps Two For Return To Top 10;
KDAY In Big Jump For Debut;
KLAC (With Lakers) Resurges Back
To Top 10; KRLA Falls Back;
KBIG Dives, Competitors KJOI, KOST
Drop From Top 10; KLOS Loses Big,
Out Of Top 10

	Feb. '80	Mar. '80	Apr. '80
KMET (A)	5.6	7.5	6.6
KABC (T)	6.9	8.3	6.0
KFWB (N)	4.3	4.8	5.1
KRTH (R)	4.0	2.7	4.7
KLAC (C)	3.2	2.6	4.4
KRLA (R)	3.1	5.7	4.2
KDAY (B)	2.2	—	4.1
KIIS-FM (D/R)	4.3	3.6	3.9
KBIG (BM)	5.2	6.5	3.8
KNX (N)	5.2	5.8	3.5

Chicago

WGN Regains Some Lost Ground,
First Place; WBBM Skids 3+;
WLS Vaults Almost 4 For Second;
WLOO Walks Away With BM Battle;
WMAQ In Nice Gain; WMET Moves In
On WLUP; WIND Up; WLAK Down;
WMET, WFMT-FM Debut;
WGCI, WEFM Drop Out

	Feb. '80	Mar. '80	Apr. '80
WGN (N/T)	13.5	7.7	9.6
WLS (R)	9.0	5.5	9.3
WLOO (BM)	7.6	6.2	7.1
WBBM (N)	9.4	9.5	6.2
WLUP (A)	6.4	6.7	6.1
WMAQ (C)	4.2	4.1	5.8
WIND (N)	4.5	4.0	5.4
WMET (A)	3.0	1.7	4.7
WLAK (BM)	4.8	6.0	4.4
WFMT-FM (CL)	1.1	—	3.6

RECORDED AT THE AIR STATION
11/10/71

THERE'S NOTHING SUBTLE ABOUT IT.
ROBBIE DUPREE'S FIRST SINGLE
IS A SMASH.

"STEAL AWAY"

E-46621



R&R * 20
BB * 33
RW * 39
CB * 37

FROM HIS FORTHCOMING ALBUM,
ROBBIE DUPREE 6E-273

AND PETER BUNETTA
PRODUCED BY RICK CHUDACOFF

EAST Most Added® Hottest

Elton John
Bob Seger
Paul McCartney

Ambrosia
Blondie
Billy Joel

ADDS & HOTS

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

SOUTH Most Added® Hottest

Elton John
Paul McCartney
Billy Joel

Ambrosia
Gary Numan
Rogers & Carnes

EAST

PARALLEL ONE

PRO/FM/Providence, RI
Q104/Dallas, TX
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL TWO

WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL THREE

WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

SOUTH

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL ONE

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL TWO

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL THREE

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

SOUTH

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL ONE

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL TWO

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

PARALLEL THREE

WARY/Louisville, KY
WRJZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL
WJZZ/Knoxville, TN
KNTV/El Paso, TX
CRK101/Cocoa Beach, FL

MIDWEST Most Added Hottest

Eton John, Bob Seger, Paul McCartney, Ambrosia, Rogers & Carnes, Blondie

ADDS & HOTS

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

WEST Most Added Hottest

Eton John, Paul McCartney, Michael Jackson, Ambrosia, Boz Scaggs, Billy Joel

MIDWEST PARALLEL ONE

- Cher & Sonny W, Bridesmaids, Pat Benatar, Robert Wolders, Bob Seger, Paul McCartney, Bill Medley, Billy Joel, Amy & Olivia, Linda Ronstadt, etc.

PARALLEL TWO

- Cher & Sonny W, Bridesmaids, Pat Benatar, Robert Wolders, Bob Seger, Paul McCartney, Bill Medley, Billy Joel, Amy & Olivia, Linda Ronstadt, etc.

WFO/Sea/Los Angeles

- Paul McCartney, James Last Band, Ambrosia, Pure Prairie League, etc.

WMA/Sea/Los Angeles

- Paul McCartney, James Last Band, Ambrosia, Pure Prairie League, etc.

WEST PARALLEL ONE

- WFO/Sea/Los Angeles, WMA/Sea/Los Angeles, WFLA/Sea/Los Angeles, etc.

PARALLEL TWO

- WFO/Sea/Los Angeles, WMA/Sea/Los Angeles, WFLA/Sea/Los Angeles, etc.

WFLA/Sea/Los Angeles

- Paul McCartney, Bob Seger, Eton John, etc.

WFLA/Sea/Los Angeles

- Paul McCartney, Bob Seger, Eton John, etc.

PARALLEL THREE

- WFLA/Sea/Los Angeles, WMA/Sea/Los Angeles, WFLA/Sea/Los Angeles, etc.

PARALLEL ONE PLAYLISTS

EAST

92 PRO FM Providence

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 CHARLIE DORE/Pilot Of The Airwaves
- 5 LINDA RONSTADT/Heart So Bad
- 6 AMBROSIA/Biggest Part Of Me
- 7 BETTE MIDLER/The Rose
- 8 ANDY & OLIVIA/Can't Help It
- 9 FLEEWOOD/MC/Think About Me
- 10 BLONDIE/Call Me
- 11 FOODS/Beautiful Girls
- 12 JIMMY RUFFIN/In The Mood To Love
- 13 BOB SEGER/Breakdown Dead Ahead
- 14 FELIX CAVALIERE/Only A Lonely Heart
- 15 LINDA RONSTADT/Heart So Bad
- 16 BERNADETTE PETERS/Steal Away
- 17 PETER MCANULTY/Steal Away
- 18 JAMES LAST BAND/The Seduction
- 19 JOURNEY/Any Way You Want It
- 20 CLASH/Train In Vain
- 21 FRENCH KIDS/Headed For A Fall
- 22 RICHIE TIEB/Running Up The Hill
- 23 M. MANCHESTER/In The Morning
- 24 JERMAINE JACKSON/Let's Get Serious
- 25 PAUL DAVIS/Do Right
- 26 J. GILTS BAND/Love Stinks
- 27 DAN FOGELBERG/Heart Hotels
- 28 BROTHERS JOHNSON/Steal
- 29 PAUL McCARTNEY/Coming Up

ADDS: BOB SEGER/Against The Wind
NEIL SEDARA/Should've Never Let
MURPHY/Don't Push It On Me
FRANK SINATRA/Theme From NY NY
DOLLY PARTON/Starting Over Again

Q107 FM MUSICRADIO Washington D.C.

- 1 BLONDIE/Call Me
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 BILLY JOEL/You May Be Right
- 5 PINK FLOYD/Another Brick In The Wall
- 6 CHARLIE DORE/Pilot Of The Airwaves
- 7 LINDA RONSTADT/Heart So Bad
- 8 AMBROSIA/Biggest Part Of Me
- 9 BOB SEGER/Against The Wind
- 10 BOB SEGER/Against The Wind
- 11 BOB SEGER/Against The Wind
- 12 BOB SEGER/Against The Wind
- 13 BOB SEGER/Against The Wind
- 14 BOB SEGER/Against The Wind
- 15 BOB SEGER/Against The Wind
- 16 BOB SEGER/Against The Wind
- 17 BOB SEGER/Against The Wind
- 18 BOB SEGER/Against The Wind
- 19 BOB SEGER/Against The Wind
- 20 BOB SEGER/Against The Wind
- 21 BOB SEGER/Against The Wind
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Against The Wind
- 24 BOB SEGER/Against The Wind
- 25 BOB SEGER/Against The Wind

60 WCAO Baltimore

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 CHARLIE DORE/Pilot Of The Airwaves
- 5 LINDA RONSTADT/Heart So Bad
- 6 AMBROSIA/Biggest Part Of Me
- 7 BETTE MIDLER/The Rose
- 8 ANDY & OLIVIA/Can't Help It
- 9 FLEEWOOD/MC/Think About Me
- 10 BLONDIE/Call Me
- 11 FOODS/Beautiful Girls
- 12 JIMMY RUFFIN/In The Mood To Love
- 13 BOB SEGER/Breakdown Dead Ahead
- 14 FELIX CAVALIERE/Only A Lonely Heart
- 15 LINDA RONSTADT/Heart So Bad
- 16 BERNADETTE PETERS/Steal Away
- 17 PETER MCANULTY/Steal Away
- 18 JAMES LAST BAND/The Seduction
- 19 JOURNEY/Any Way You Want It
- 20 CLASH/Train In Vain
- 21 FRENCH KIDS/Headed For A Fall
- 22 RICHIE TIEB/Running Up The Hill
- 23 M. MANCHESTER/In The Morning
- 24 JERMAINE JACKSON/Let's Get Serious
- 25 PAUL DAVIS/Do Right
- 26 J. GILTS BAND/Love Stinks
- 27 DAN FOGELBERG/Heart Hotels
- 28 BROTHERS JOHNSON/Steal
- 29 PAUL McCARTNEY/Coming Up

ADDS: BOB SEGER/Against The Wind
NEIL SEDARA/Should've Never Let
MURPHY/Don't Push It On Me
FRANK SINATRA/Theme From NY NY
DOLLY PARTON/Starting Over Again

CFTR 680 Toronto

- 1 BLONDIE/Call Me
- 2 GARY HUMAN/Cars
- 3 SPINERS/Morbin' My Way
- 4 CHRIS CROSS/Ride Like The Wind
- 5 BILLY JOEL/You May Be Right
- 6 PINK FLOYD/Another Brick In The Wall
- 7 AIR SUPPLY/Lost In Love
- 8 PRETENDERS/Brass In Pocket
- 9 LINDA RONSTADT/Heart So Bad
- 10 DR. HOOD/Sexy Eyes
- 11 BOB SEGER/Against The Wind
- 12 DAN FOGELBERG/Heart Hotels
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 BOB SEGER/Against The Wind
- 15 BRUCE COCKBURN/Wondering Where The
- 16 CHARLIE DORE/Pilot Of The Airwaves
- 17 ANDY & OLIVIA/Can't Help It
- 18 BOB SEGER/Against The Wind
- 19 BOB SEGER/Against The Wind
- 20 BOB SEGER/Against The Wind
- 21 BOB SEGER/Against The Wind
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Against The Wind
- 24 BOB SEGER/Against The Wind
- 25 BOB SEGER/Against The Wind

wifi 92 Philadelphia

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 CLASH/Train In Vain
- 5 AIR SUPPLY/Lost In Love
- 6 BOB SEGER/Breakdown Dead Ahead
- 7 BOB SEGER/Breakdown Dead Ahead
- 8 RUSH/Spirit Of The Radio
- 9 PAT BENATAR/We Live For Love
- 10 FRENCH KIDS/Headed For A Fall
- 11 GARY HUMAN/Cars
- 12 JOURNEY/Any Way You Want It
- 13 DAN FOGELBERG/Heart Hotels
- 14 TOURISTS/Only Want To Be With
- 15 AMBROSIA/Biggest Part Of Me
- 16 CHARLIE DORE/Pilot Of The Airwaves
- 17 J. GILTS BAND/Love Stinks
- 18 BLONDIE/Call Me
- 19 TRIUMPH/Can Survive
- 20 WARREN ZEVON/A Certain Girl
- 21 LINDA RONSTADT/Heart So Bad
- 22 SPIDER/How Romance
- 23 JAGS/Back Of My Hand
- 24 EAGLES/Can't Tell You Why
- 25 TOM PETTY/Runnin' Down The Road
- 26 DBY'S/Midnight Rendezvous
- 27 JAMES LAST BAND/The Seduction
- 28 RED RIDER/White Hot
- 29 FIREBALL/Headed For A Fall
- 30 HUMBLE PIE/Foot For Pretty Face

ADDS: 23 BERNADETTE PETERS/Steal Away
PAT TRAVERS/This Love
PAT TRAVERS BAND/Whiskey And
FIREBALL/Headed For A Fall
JOHN COUGAR/Night Dancing

ON: ELTON JOHN/Little Jeannie
M. MANCHESTER/In The Morning
PETER MCANULTY/Steal Away
BOB SEGER/Against The Wind

F-105 Boston

- 1 DR. HOOD/Sexy Eyes
- 2 PRETENDERS/Brass In Pocket
- 3 ROGERS & CARNES/Don't Fall In Love
- 4 FOODS/Beautiful Girls
- 5 BILLY JOEL/You May Be Right
- 6 BLONDIE/Call Me
- 7 JOURNEY/Any Way You Want It
- 8 CHRIS CROSS/Ride Like The Wind
- 9 BILLY JOEL/You May Be Right
- 10 BILLY JOEL/You May Be Right
- 11 BOB SEGER/Fire Lake
- 12 J. GILTS BAND/Love Stinks
- 13 AIR SUPPLY/Lost In Love
- 14 LINDA RONSTADT/Heart So Bad
- 15 BOB SEGER/Breakdown Dead Ahead
- 16 PINK FLOYD/Another Brick In The Wall
- 17 PALE DARTIS/Do Right
- 18 FLEEWOOD/MC/Think About Me
- 19 BETTE MIDLER/The Rose
- 20 ANDY & OLIVIA/Can't Help It
- 21 JIMMY RUFFIN/In The Mood To Love
- 22 PEACHES & HERB/Pledge My Love
- 23 BRUCE COCKBURN/Wondering Where The
- 24 PAUL McCARTNEY/Coming Up
- 25 GARY HUMAN/Cars
- 26 EAGLES/Can't Tell You Why
- 27 MICHAEL JACKSON/She's Out Of My Life
- 28 DAN FOGELBERG/Heart Hotels
- 29 GARY HUMAN/Cars
- 30 LINDA RONSTADT/Heart So Bad
- 31 BROTHERS JOHNSON/Steal
- 32 CHARLIE DORE/Pilot Of The Airwaves
- 33 BOB SEGER/Against The Wind
- 34 BOB SEGER/Against The Wind
- 35 HAY, GOODMAN & B/Special Lady

ADDS: RUBIE DURRÉE/Steal Away
ELTON JOHN/Little Jeannie

WRKO Boston

- 1 DR. HOOD/Sexy Eyes
- 2 PEACHES & HERB/Pledge My Love
- 3 ROGERS & CARNES/Don't Fall In Love
- 4 BETTE MIDLER/The Rose
- 5 BOB SEGER/Fire Lake
- 6 BLONDIE/Call Me
- 7 FOODS/Beautiful Girls
- 8 AIR SUPPLY/Lost In Love
- 9 JIMMY RUFFIN/In The Mood To Love
- 10 BILLY JOEL/You May Be Right
- 11 LINDA RONSTADT/Heart So Bad
- 12 M. MANCHESTER/In The Morning
- 13 ANDY & OLIVIA/Can't Help It
- 14 AIR SUPPLY/Lost In Love
- 15 CHRIS CROSS/Ride Like The Wind
- 16 BOB SEGER/Breakdown Dead Ahead
- 17 CHARLIE DORE/Pilot Of The Airwaves
- 18 AMBROSIA/Biggest Part Of Me
- 19 DOLLY PARTON/Starting Over Again
- 20 MICHAEL JACKSON/She's Out Of My Life
- 21 NEIL SEDARA/Should've Never Let
- 22 BERNADETTE PETERS/Steal Away
- 23 BROTHERS JOHNSON/Steal
- 24 BOB SEGER/Against The Wind
- 25 FRANK SINATRA/Theme From NY NY
- 26 DENY ROGERS/Love The World Away
- 27 ELTON JOHN/Little Jeannie

ADDS: BRUCE COCKBURN/Wondering Where The
M. MANCHESTER/In The Morning
DAN FOGELBERG/Heart Hotels

60 WCAO Baltimore

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 CHARLIE DORE/Pilot Of The Airwaves
- 5 LINDA RONSTADT/Heart So Bad
- 6 AMBROSIA/Biggest Part Of Me
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- 13 BOB SEGER/Breakdown Dead Ahead
- 14 FELIX CAVALIERE/Only A Lonely Heart
- 15 LINDA RONSTADT/Heart So Bad
- 16 BERNADETTE PETERS/Steal Away
- 17 PETER MCANULTY/Steal Away
- 18 JAMES LAST BAND/The Seduction
- 19 JOURNEY/Any Way You Want It
- 20 CLASH/Train In Vain
- 21 FRENCH KIDS/Headed For A Fall
- 22 RICHIE TIEB/Running Up The Hill
- 23 M. MANCHESTER/In The Morning
- 24 JERMAINE JACKSON/Let's Get Serious
- 25 PAUL DAVIS/Do Right
- 26 J. GILTS BAND/Love Stinks
- 27 DAN FOGELBERG/Heart Hotels
- 28 BROTHERS JOHNSON/Steal
- 29 PAUL McCARTNEY/Coming Up

ADDS: BOB SEGER/Against The Wind
NEIL SEDARA/Should've Never Let
MURPHY/Don't Push It On Me
FRANK SINATRA/Theme From NY NY
DOLLY PARTON/Starting Over Again

CFTR 680 Toronto

- 1 BLONDIE/Call Me
- 2 GARY HUMAN/Cars
- 3 SPINERS/Morbin' My Way
- 4 CHRIS CROSS/Ride Like The Wind
- 5 BILLY JOEL/You May Be Right
- 6 PINK FLOYD/Another Brick In The Wall
- 7 AIR SUPPLY/Lost In Love
- 8 PRETENDERS/Brass In Pocket
- 9 LINDA RONSTADT/Heart So Bad
- 10 DR. HOOD/Sexy Eyes
- 11 BOB SEGER/Against The Wind
- 12 DAN FOGELBERG/Heart Hotels
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 BOB SEGER/Against The Wind
- 15 BRUCE COCKBURN/Wondering Where The
- 16 CHARLIE DORE/Pilot Of The Airwaves
- 17 ANDY & OLIVIA/Can't Help It
- 18 BOB SEGER/Against The Wind
- 19 BOB SEGER/Against The Wind
- 20 BOB SEGER/Against The Wind
- 21 BOB SEGER/Against The Wind
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Against The Wind
- 24 BOB SEGER/Against The Wind
- 25 BOB SEGER/Against The Wind

wifi 92 Philadelphia

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 CLASH/Train In Vain
- 5 AIR SUPPLY/Lost In Love
- 6 BOB SEGER/Breakdown Dead Ahead
- 7 BOB SEGER/Breakdown Dead Ahead
- 8 RUSH/Spirit Of The Radio
- 9 PAT BENATAR/We Live For Love
- 10 FRENCH KIDS/Headed For A Fall
- 11 GARY HUMAN/Cars
- 12 JOURNEY/Any Way You Want It
- 13 DAN FOGELBERG/Heart Hotels
- 14 TOURISTS/Only Want To Be With
- 15 AMBROSIA/Biggest Part Of Me
- 16 CHARLIE DORE/Pilot Of The Airwaves
- 17 J. GILTS BAND/Love Stinks
- 18 BLONDIE/Call Me
- 19 TRIUMPH/Can Survive
- 20 WARREN ZEVON/A Certain Girl
- 21 LINDA RONSTADT/Heart So Bad
- 22 SPIDER/How Romance
- 23 JAGS/Back Of My Hand
- 24 EAGLES/Can't Tell You Why
- 25 TOM PETTY/Runnin' Down The Road
- 26 DBY'S/Midnight Rendezvous
- 27 JAMES LAST BAND/The Seduction
- 28 RED RIDER/White Hot
- 29 FIREBALL/Headed For A Fall
- 30 HUMBLE PIE/Foot For Pretty Face

ADDS: 23 BERNADETTE PETERS/Steal Away
PAT TRAVERS/This Love
PAT TRAVERS BAND/Whiskey And
FIREBALL/Headed For A Fall
JOHN COUGAR/Night Dancing

ON: ELTON JOHN/Little Jeannie
M. MANCHESTER/In The Morning
PETER MCANULTY/Steal Away
BOB SEGER/Against The Wind

FM99 WXLO New York

- 1 BLONDIE/Call Me
- 2 DR. HOOD/Sexy Eyes
- 3 CHRIS CROSS/Ride Like The Wind
- 4 BILLY & SYREETA/With You I'm Born
- 5 LIPPS, INC./Funkeytown
- 6 BROTHERS JOHNSON/Steal
- 7 AIR SUPPLY/Lost In Love
- 8 EAGLES/Can't Tell You Why
- 9 BILLY JOEL/You May Be Right
- 10 BOB SEGER/Fire Lake
- 11 BILLY JOEL/You May Be Right
- 12 PEACHES & HERB/Pledge My Love
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 HAY, GOODMAN & B/Special Lady
- 15 ROGERS & CARNES/Don't Fall In Love
- 16 MANHATTAN TRANSFER/Flight Zone
- 17 AMBROSIA/Biggest Part Of Me
- 18 LINDA RONSTADT/Heart So Bad
- 19 SPINERS/Morbin' My Way
- 20 BERNADETTE PETERS/Steal
- 21 JAMES LAST BAND/The Seduction
- 22 MICHAEL JACKSON/She's Out Of My Life
- 23 MICHAEL JACKSON/She's Out Of My Life
- 24 QUEEN/Crazy Little Thing Called Love
- 25 BOB SEGER/Breakdown Dead Ahead
- 26 BOB SEGER/Against The Wind
- 27 BETTE MIDLER/The Rose
- 28 ROBBIE DURRÉE/Steal Away
- 29 JOURNEY/Any Way You Want It
- 30 DAN FOGELBERG/Heart Hotels
- 31 SPINERS/Morbin' My Way
- 32 JAMES LAST BAND/The Seduction
- 33 ROBBIE DURRÉE/Steal Away
- 34 ELTON JOHN/Little Jeannie
- 35 WHISPERS/Lady

ADDS: 28 MANHATTAN/Shining Star
DAN FOGELBERG/Heart Hotels
BILLY JOEL/You May Be Right

WVLT Philadelphia

- 1 BLONDIE/Call Me
- 2 BILLY JOEL/You May Be Right
- 3 AIR SUPPLY/Lost In Love
- 4 BILLY JOEL/You May Be Right
- 5 CHRIS CROSS/Ride Like The Wind
- 6 EAGLES/Can't Tell You Why
- 7 STEVE FORBES/By Your Side
- 8 DR. HOOD/Sexy Eyes
- 9 LINDA RONSTADT/Heart So Bad
- 10 SPINERS/Morbin' My Way
- 11 BROTHERS JOHNSON/Steal
- 12 M. MANCHESTER/In The Morning
- 13 BARRY MANILOW/Don't Want To Walk On the Water
- 14 BOB SEGER/Fire Lake
- 15 ANDY & OLIVIA/Can't Help It
- 16 BOB SEGER/Breakdown Dead Ahead
- 17 AMBROSIA/Biggest Part Of Me
- 18 DAN FOGELBERG/Heart Hotels
- 19 PAUL DAVIS/Do Right
- 20 JIMMY RUFFIN/In The Mood To Love
- 21 KOD & THE GANG/Too Hot
- 22 PEACHES & HERB/Pledge My Love
- 23 BETTE MIDLER/The Rose
- 24 DAN FOGELBERG/Heart Hotels
- 25 JAMES LAST BAND/The Seduction
- 26 NEIL SEDARA/Should've Never Let

ADDS: PALE PRAIRIE LEAG/Let Me Love You
ELTON JOHN/Little Jeannie

ON: BERNADETTE PETERS/Steal Away
BRUCE COCKBURN/Wondering Where The
DOLLY PARTON/Starting Over Again
ANNE MURRAY/Lucky Me
FRANK SINATRA/Theme From NY NY

WPGC Washington D.C.

- 1 BLONDIE/Call Me
- 2 BILLY JOEL/You May Be Right
- 3 AIR SUPPLY/Lost In Love
- 4 LIPPS, INC./Funkeytown
- 5 BILLY JOEL/You May Be Right
- 6 BROTHERS JOHNSON/Steal
- 7 CHRIS CROSS/Ride Like The Wind
- 8 LINDA RONSTADT/Heart So Bad
- 9 GARY HUMAN/Cars
- 10 DR. HOOD/Sexy Eyes
- 11 AMBROSIA/Biggest Part Of Me
- 12 CHARLIE DORE/Pilot Of The Airwaves
- 13 BOB SEGER/Against The Wind
- 14 PEACHES & HERB/Pledge My Love
- 15 AMBROSIA/Biggest Part Of Me
- 16 ROGERS & CARNES/Don't Fall In Love
- 17 JERMAINE JACKSON/Let's Get Serious
- 18 BOB SEGER/Fire Lake
- 19 PRETENDERS/Brass In Pocket
- 20 MICHAEL JACKSON/She's Out Of My Life
- 21 MICHAEL JACKSON/She's Out Of My Life
- 22 KOD & THE GANG/Too Hot
- 23 PINK FLOYD/Another Brick In The Wall
- 24 DAN FOGELBERG/Heart Hotels
- 25 BARRY MANILOW/Don't Want To Walk On the Water
- 26 BOB SEGER/Breakdown Dead Ahead
- 27 BOB SEGER/Against The Wind
- 28 BETTE MIDLER/The Rose
- 29 PAT BENATAR/We Live For Love

ADDS: ELTON JOHN/Little Jeannie
NEIL SEDARA/Should've Never Let

ON: BOB SEGER/Against The Wind
CLASH/Train In Vain

96 KR Pittsburgh

- 1 EAGLES/Can't Tell You Why
- 2 JOURNEY/Any Way You Want It
- 3 LINDA RONSTADT/Heart So Bad
- 4 KENNY LOGGINS/Keep The Fire
- 5 LINDA RONSTADT/Heart So Bad
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BOB SEGER/Breakdown Dead Ahead
- 8 PINK FLOYD/Another Brick In The Wall
- 9 BILLY JOEL/You May Be Right
- 10 AMBROSIA/Biggest Part Of Me
- 11 BOB SEGER/Fire Lake
- 12 LINDA RONSTADT/Heart So Bad
- 13 BILLY JOEL/You May Be Right
- 14 BLONDIE/Call Me
- 15 SHOOTING STAR/You Got What I Need
- 16 OFF BROADWAY/Stay In The Game
- 17 J. GILTS BAND/Love Stinks
- 18 BOB SEGER/Against The Wind
- 19 EAGLES/Can't Tell You Why
- 20 PAT BENATAR/We Live For Love
- 21 TOMMY TUNNEY/Angel Say No
- 22 SKATT BROS/Don't Be Cruel

ADDS: 26, 27, 30
PETE TOMEHEND/Let Me Love Open The
JAGS/Back Of My Hand

ON: TOMMY TUNNEY/Angel Say No
SKATT BROS/Don't Be Cruel

WABC MusicRadio 77 New York

- 1 BLONDIE/Call Me
- 2 PINK FLOYD/Another Brick In The Wall
- 3 CHRIS CROSS/Ride Like The Wind
- 4 DR. HOOD/Sexy Eyes
- 5 AIR SUPPLY/Lost In Love
- 6 BILLY & SYREETA/With You I'm Born
- 7 LIPPS, INC./Funkeytown
- 8 BROTHERS JOHNSON/Steal
- 9 BOB SEGER/Fire Lake
- 10 BOB SEGER/Fire Lake
- 11 BILLY JOEL/You May Be Right
- 12 HAY, GOODMAN & B/Special Lady
- 13 ROGERS & CARNES/Don't Fall In Love
- 14 SPINERS/Morbin' My Way
- 15 ISLEY BROS./Don't Say Goodnight
- 16 EAGLES/Can't Tell You Why
- 17 MANHATTAN TRANSFER/Flight Zone
- 18 HAY, GOODMAN & B/Special Lady
- 19 RUPERT HOLMES/Hi
- 20 GARY HUMAN/Cars
- 21 JERMAINE JACKSON/Let's Get Serious
- 22 LINDA RONSTADT/Heart So Bad
- 23 JIMMY RUFFIN/In The Mood To Love
- 24 KOD & THE GANG/Too Hot
- 25 CHARLIE DORE/Pilot Of The Airwaves
- 26 QUEEN/Crazy Little Thing Called Love
- 27 AMBROSIA/Biggest Part Of Me
- 28 PRETENDERS/Brass In Pocket
- 29 DAN FOGELBERG/Heart Hotels
- 30 DENY LOGGINS/This Is It

ADDS: 15, 23, 34
CAPT. & TERRILLIE/Happy Together

ON: FLEEWOOD/MC/Think About Me
BILLY JOEL/You May Be Right

WBLO Providence

- 1 BLONDIE/Call Me
- 2 DR. HOOD/Sexy Eyes
- 3 CHRIS CROSS/Ride Like The Wind
- 4 BILLY JOEL/You May Be Right
- 5 LIPPS, INC./Funkeytown
- 6 BROTHERS JOHNSON/Steal
- 7 AIR SUPPLY/Lost In Love
- 8 EAGLES/Can't Tell You Why
- 9 BILLY JOEL/You May Be Right
- 10 BOB SEGER/Fire Lake
- 11 BILLY JOEL/You May Be Right
- 12 PEACHES & HERB/Pledge My Love
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 HAY, GOODMAN & B/Special Lady
- 15 ROGERS & CARNES/Don't Fall In Love
- 16 MANHATTAN TRANSFER/Flight Zone
- 17 AMBROSIA/Biggest Part Of Me
- 18 LINDA RONSTADT/Heart So Bad
- 19 SPINERS/Morbin' My Way
- 20 BERNADETTE PETERS/Steal
- 21 JAMES LAST BAND/The Seduction
- 22 MICHAEL JACKSON/She's Out Of My Life
- 23 MICHAEL JACKSON/She's Out Of My Life
- 24 QUEEN/Crazy Little Thing Called Love
- 25 BOB SEGER/Breakdown Dead Ahead
- 26 BOB SEGER/Against The Wind
- 27 BETTE MIDLER/The Rose
- 28 ROBBIE DURRÉE/Steal Away
- 29 JOURNEY/Any Way You Want It
- 30 DAN FOGELBERG/Heart Hotels
- 31 SPINERS/Morbin' My Way
- 32 JAMES LAST BAND/The Seduction
- 33 ROBBIE DURRÉE/Steal Away
- 34 ELTON JOHN/Little Jeannie
- 35 WHISPERS/Lady

ADDS: 33, 34, 35
SPIDER/How Romance
LIPPS, INC./Funkeytown

ON: GARY'S NIGHT/Landlord
FRANK SINATRA/Theme From NY NY
ELTON JOHN/Little Jeannie

CKGN Montreal

- 1 BLONDIE/Call Me
- 2 LIPPS, INC./Funkeytown
- 3 MANHATTAN TRANSFER/Flight Zone
- 4 MARIANNE FAITHFUL/African English
- 5 AIR SUPPLY/Lost In Love
- 6 PUZZLE/Headed Rock
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 FLEEWOOD/MC/Think About Me
- 9 BROTHERS JOHNSON/Steal
- 10 AMBROSIA/Biggest Part Of Me
- 11 BILLY JOEL/You May Be Right
- 12 EAGLES/Can't Tell You Why
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 BILLY & SYREETA/With You I'm Born
- 15 HAY, GOODMAN & B/Special Lady
- 16 PRETENDERS/Brass In Pocket
- 17 CLASH/Train In Vain
- 18 OFF BROADWAY/Stay In The Game
- 19 STRIP/First Time
- 20 BOB SEGER/Breakdown Dead Ahead
- 21 BOB SEGER/Breakdown Dead Ahead
- 22 PAUL McCARTNEY/Coming Up
- 23 NEIL SEDARA/Should've Never Let
- 24 ROBBIE DURRÉE/Steal Away
- 25 QUEEN/Crazy Little Thing Called Love
- 26 TERENCE/Can't Control Myself
- 27 MI SER/Compassion
- 28 LINDA RONSTADT/Heart So Bad
- 29 ROGERS & CARNES/Don't Fall In Love
- 30 CHRIS CROSS/Ride Like The Wind

ADDS: PEACHES & HERB/Pledge My Love
LEON HAYWOOD/Don't Push It On Me
MICHAEL JACKSON/She's Out Of My Life
MURPHY/Don't Push It On Me
SPIDER/How Romance
TOURISTS/Only Want To Be With
BETTE MIDLER/The Rose
ANNE MURRAY/Lucky Me

ON: ALICE COOPER/Clothes Make the Girl
PAT BENATAR/We Live For Love
MARIANNE JACKSON/She's Out Of My Life
J. GILTS BAND/Love Stinks

MIDWEST

WHB 71 Kansas City

- 1 M.C. DAVIS/Head To Be Humble
- 2 AIR SUPPLY/Lost In Love
- 3 ROGERS & CARNES/Don't Fall In Love
- 4 EAGLES/Can't Tell You Why
- 5 LINDA RONSTADT/Heart So Bad
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BLONDIE/Call Me
- 8 BETTE MIDLER/The Rose
- 9 CHARLIE DORE/Pilot Of The Airwaves
- 10 AMBROSIA/Biggest Part Of Me
- 11 ANDY & OLIVIA/Can't Help It
- 12 AMBROSIA/Biggest Part Of Me
- 13 BOB SEGER/Against The Wind
- 14 BILLY & SYREETA/With You I'm Born
- 15 BILLY JOEL/You May Be Right
- 16 BOB SEGER/Against The Wind
- 17 EDDIE RABBITT/Come Top Far
- 18 SPINERS/Morbin' My Way
- 19 ROBBIE DURRÉE/Steal Away
- 20 FRANK SINATRA/Theme From NY NY
- 21 BERNADETTE PETERS/Steal
- 22 ANNE MURRAY/Lucky Me
- 23 DOLLY PARTON/Starting Over Again
- 24 MICHAEL JACKSON/She's Out Of My Life
- 25 NEIL SEDARA/Should've Never Let

ADDS: 24, 25

96 KR Pittsburgh

- 1 EAGLES/Can't Tell You Why
- 2 JOURNEY/Any Way You Want It
- 3 LINDA RONSTADT/Heart So Bad
- 4 KENNY LOGGINS/Keep The Fire
- 5 LINDA RONSTADT/Heart So Bad
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BOB SEGER/Breakdown Dead Ahead
- 8 PINK FLOYD/Another Brick In The Wall
- 9 BILLY JOEL/You May Be Right
- 10 AMBROSIA/Biggest Part Of Me
- 11 BOB SEGER/Fire Lake
- 12 LINDA RONSTADT/Heart So Bad
- 13 BILLY JOEL/You May Be Right
- 14 BLONDIE/Call Me
- 15 SHOOTING STAR/You Got What I Need
- 16 OFF BROADWAY/Stay In The Game
- 17 J. GILTS BAND/Love Stinks
- 18 BOB SEGER/Against The Wind
- 19 EAGLES/Can't Tell You Why
- 20 PAT BENATAR/We Live For Love
- 21 TOMMY TUNNEY/Angel Say No
- 22 SKATT BROS/Don't Be Cruel

ADDS: 26, 27, 30
PETE TOMEHEND/Let Me Love Open The
JAGS/Back Of My Hand

ON: TOMMY TUNNEY/Angel Say No
SKATT BROS/Don't Be Cruel

WVLT Philadelphia

- 1 BLONDIE/Call Me
- 2 PINK FLOYD/Another Brick In The Wall
- 3 CHRIS CROSS/Ride Like The Wind
- 4 DR. HOOD/Sexy Eyes
- 5 AIR SUPPLY/Lost In Love
- 6 BILLY & SYREETA/With You I'm Born
- 7 LIPPS, INC./Funkeytown
- 8 BROTHERS JOHNSON/Steal
- 9 BOB SEGER/Fire Lake
- 10 BOB SEGER/Fire Lake
- 11 BILLY JOEL/You May Be Right
- 12 HAY, GOODMAN & B/Special Lady
- 13 ROGERS & CARNES/Don't Fall In Love
- 14 SPINERS/Morbin' My Way
- 15 ISLEY BROS./Don't Say Goodnight
- 16 EAGLES/Can't Tell You Why
- 17 MANHATTAN TRANSFER/Flight Zone
- 18 HAY, GOODMAN & B/Special Lady
- 19 RUPERT HOLMES/Hi
- 20 GARY HUMAN/Cars
- 21 JERMAINE JACKSON/Let's Get Serious
- 22 LINDA RONSTADT/Heart So Bad
- 23 JIMMY RUFFIN/In The Mood To Love
- 24 KOD & THE GANG/Too Hot
- 25 CHARLIE DORE/Pilot Of The Airwaves
- 26 QUEEN/Crazy Little Thing Called Love
- 27 AMBROSIA/Biggest Part Of Me
- 28 PRETENDERS/Brass In Pocket
- 29 DAN FOGELBERG/Heart Hotels
- 30 DENY LOGGINS/This Is It

ADDS: 15, 23, 34
CAPT. & TERRILLIE/Happy Together

ON: FLEEWOOD/MC/Think About Me
BILLY JOEL/You May Be Right

WBLO Providence

- 1 BETTE MIDLER/The Rose
- 2 BLONDIE/Call Me
- 3 BOB SEGER/Fire Lake
- 4 CHRIS CROSS/Ride Like The Wind
- 5 BERNADETTE PETERS/Steal
- 6 WHISPERS/Against The Wind
- 7 BILLY JOEL/You May Be Right
- 8 ROGERS & CARNES/Don't Fall In Love
- 9 NEIL SEDARA/Should've Never Let
- 10 AMBROSIA/Biggest Part Of Me
- 11 LINDA RONSTADT/Heart So Bad
- 12 LINDA RONSTADT/Heart So Bad
- 13 DAN FOGELBERG/Heart Hotels
- 14 EAGLES/Can't Tell You Why
- 15 LIPPS, INC./Funkeytown
- 16 BARRY MANILOW/Don't Want To Walk On the Water
- 17 DR. HOOD/Sexy Eyes
- 18 JAMES LAST BAND/The Seduction
- 19 AIR SUPPLY/Lost In Love
- 20 WILLIE NILES/It's All Over
- 21 JIMMY RUFFIN/In The Mood To Love
- 22 ANDY & OLIVIA/Can't Help It
- 23 BOB SEGER/Against The Wind
-

98 KSLQ Stereo St. Louis. Playlist for KSLQ station in St. Louis, featuring artists like Rodgers & Hammerstein, Pink Floyd, and others.

93.5 FM Minneapolis. Playlist for WGLB 93.5 FM in Minneapolis, featuring artists like The Beatles, The Rolling Stones, and others.

105 FM Tampa. Playlist for 105 FM in Tampa, featuring artists like The Beatles, The Rolling Stones, and others.

WEST DENVER. Playlist for WEST DENVER station, featuring artists like The Beatles, The Rolling Stones, and others.

13 K San Diego. Playlist for 13 K station in San Diego, featuring artists like The Beatles, The Rolling Stones, and others.

93.5 KRLD Los Angeles. Playlist for 93.5 KRLD station in Los Angeles, featuring artists like The Beatles, The Rolling Stones, and others.

KDUB Minneapolis. Playlist for KDUB station in Minneapolis, featuring artists like The Beatles, The Rolling Stones, and others.

WGLB 98 Cleveland. Playlist for WGLB 98 station in Cleveland, featuring artists like The Beatles, The Rolling Stones, and others.

W-100 Miami. Playlist for W-100 station in Miami, featuring artists like The Beatles, The Rolling Stones, and others.

MUSIC 104 KFM Los Angeles. Playlist for MUSIC 104 KFM station in Los Angeles, featuring artists like The Beatles, The Rolling Stones, and others.

610 KFM San Francisco. Playlist for 610 KFM station in San Francisco, featuring artists like The Beatles, The Rolling Stones, and others.

OPERA 100 Phoenix. Playlist for OPERA 100 station in Phoenix, featuring artists like The Beatles, The Rolling Stones, and others.

WOLK Milwaukee. Playlist for WOLK station in Milwaukee, featuring artists like The Beatles, The Rolling Stones, and others.

SOUTH 2-93 Atlanta. Playlist for SOUTH 2-93 station in Atlanta, featuring artists like The Beatles, The Rolling Stones, and others.

Z-100 Ft. Worth/Dallas. Playlist for Z-100 station in Ft. Worth/Dallas, featuring artists like The Beatles, The Rolling Stones, and others.

KURD ALL ROCK FM 98 Phoenix. Playlist for KURD ALL ROCK FM 98 station in Phoenix, featuring artists like The Beatles, The Rolling Stones, and others.

B-100 San Diego. Playlist for B-100 station in San Diego, featuring artists like The Beatles, The Rolling Stones, and others.

KEARN Los Angeles. Playlist for KEARN station in Los Angeles, featuring artists like The Beatles, The Rolling Stones, and others.

KWK STEREO WK St. Louis. Playlist for KWK STEREO WK station in St. Louis, featuring artists like The Beatles, The Rolling Stones, and others.

KVIL Dallas. Playlist for KVIL station in Dallas, featuring artists like The Beatles, The Rolling Stones, and others.

94-Q Atlanta. Playlist for 94-Q station in Atlanta, featuring artists like The Beatles, The Rolling Stones, and others.

KRLA 107.1 Los Angeles. Playlist for KRLA 107.1 station in Los Angeles, featuring artists like The Beatles, The Rolling Stones, and others.

KJR 950 Seattle. Playlist for KJR 950 station in Seattle, featuring artists like The Beatles, The Rolling Stones, and others.

KJZZ Phoenix. Playlist for KJZZ station in Phoenix, featuring artists like The Beatles, The Rolling Stones, and others.

KWK STEREO WK St. Louis. Playlist for KWK STEREO WK station in St. Louis, featuring artists like The Beatles, The Rolling Stones, and others.

KVIL Dallas. Playlist for KVIL station in Dallas, featuring artists like The Beatles, The Rolling Stones, and others.

94-Q Atlanta. Playlist for 94-Q station in Atlanta, featuring artists like The Beatles, The Rolling Stones, and others.

KURD ALL ROCK FM 98 Phoenix. Playlist for KURD ALL ROCK FM 98 station in Phoenix, featuring artists like The Beatles, The Rolling Stones, and others.

KRLA 107.1 Los Angeles. Playlist for KRLA 107.1 station in Los Angeles, featuring artists like The Beatles, The Rolling Stones, and others.

KJR 950 Seattle. Playlist for KJR 950 station in Seattle, featuring artists like The Beatles, The Rolling Stones, and others.

PARALLELS

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

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

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

Note: (*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS

200 REPORTS
197 LAST WEEK

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

Regional	100/25	65%	National
Reach	100/25	65%	Summary
E	33%		Up 51
M	21%		Same 24
S	56%		Down 0
W	19%		Adds 25

AMBROSIA
"Biggest Part Of Me (WB)"
LP: One Eighty

Regional	194/2	97%	National
Reach	194/2	97%	Summary
E	33%		Up 51
M	21%		Same 24
S	56%		Down 0
W	19%		Adds 25

EXAMPLE

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

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

Regional
Reach — Percentage of this week's reporting stations playing the song within the four tracking regions.

National Summary
Up 51 — Number of stations moving it UP on their charts.
Same 24 — Number of stations holding it STATIONARY on their charts (on to on, add to on, 31-31, etc.).
Down 0 — Number of stations moving it DOWN on their charts.
Adds 25 — Again, number of stations ADDING it this week.

CHRISTOPHER CROSS
"Ride Like The Wind (WB)"
LP: Christopher Cross

Regional	165/0	78%	National
Reach	165/0	78%	Summary
E	54%		Up 27
M	8%		Same 21
S	34%		Down 0
W	7%		Adds 0

AIR SUPPLY
"Lost In Love (Arista)"
LP: Air Supply

Regional	170/0	85%	National
Reach	170/0	85%	Summary
E	5%		Up 34
M	5%		Same 74
S	84%		Down 16
W	1%		Adds 0

PAT BENATAR
"We Live For Love (Chrysalis)"
LP: Pat Benatar

Regional	95/23	48%	National
Reach	95/23	48%	Summary
E	62%		Up 46
M	26%		Same 25
S	12%		Down 17
W	1%		Adds 23

BRUCE COCKBURN
"Wondering... (Millennium)"
LP: Bruce Cockburn

Regional	98/12	49%	National
Reach	98/12	49%	Summary
E	58%		Up 23
M	4%		Same 23
S	34%		Down 6
W	4%		Adds 12

CHARLIE DORE
"Plot Of The Airwaves (Island)"
LP: Where To Now

Regional	140/3	70%	National
Reach	140/3	70%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

BLONDIE
Call Me (Chrysalis)
LP: "American Gigolo" Soundtrack

Regional	175/0	88%	National
Reach	175/0	88%	Summary
E	33%		Up 15
M	0%		Same 0
S	67%		Down 0
W	0%		Adds 0

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

CLASH
Train In Vain (Epic)
LP: London Calling

Regional	140/20	70%	National
Reach	140/20	70%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

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

Regional	100/25	65%	National
Reach	100/25	65%	Summary
E	33%		Up 51
M	21%		Same 24
S	56%		Down 0
W	19%		Adds 25

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

FIREBALL
Hended For A Fall (Atlantic)
LP: Undertow

Regional	128/16	64%	National
Reach	128/16	64%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

CHRISTOPHER CROSS
"Ride Like The Wind (WB)"
LP: Christopher Cross

Regional	165/0	78%	National
Reach	165/0	78%	Summary
E	54%		Up 27
M	8%		Same 21
S	34%		Down 0
W	7%		Adds 0

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

BRUCE COCKBURN
"Wondering... (Millennium)"
LP: Bruce Cockburn

Regional	98/12	49%	National
Reach	98/12	49%	Summary
E	58%		Up 23
M	4%		Same 23
S	34%		Down 6
W	4%		Adds 12

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

CHARLIE DORE
"Plot Of The Airwaves (Island)"
LP: Where To Now

Regional	140/3	70%	National
Reach	140/3	70%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

FIREBALL
Hended For A Fall (Atlantic)
LP: Undertow

Regional	128/16	64%	National
Reach	128/16	64%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

CHRISTOPHER CROSS
"Ride Like The Wind (WB)"
LP: Christopher Cross

Regional	165/0	78%	National
Reach	165/0	78%	Summary
E	54%		Up 27
M	8%		Same 21
S	34%		Down 0
W	7%		Adds 0

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

BRUCE COCKBURN
"Wondering... (Millennium)"
LP: Bruce Cockburn

Regional	98/12	49%	National
Reach	98/12	49%	Summary
E	58%		Up 23
M	4%		Same 23
S	34%		Down 6
W	4%		Adds 12

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

CHARLIE DORE
"Plot Of The Airwaves (Island)"
LP: Where To Now

Regional	140/3	70%	National
Reach	140/3	70%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

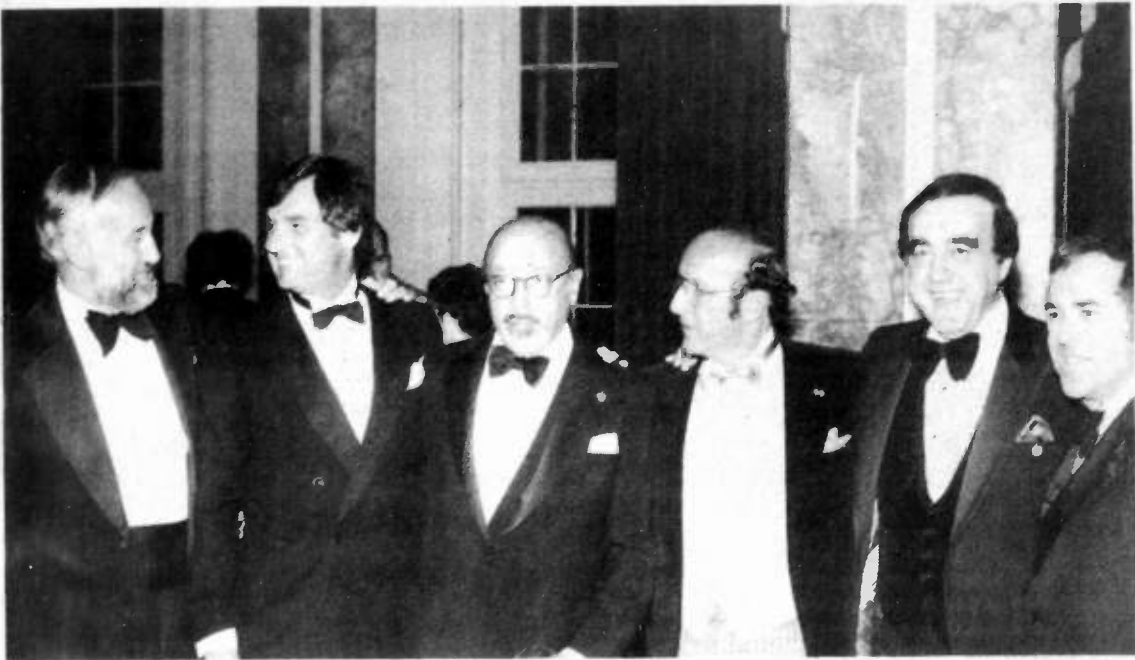
FIREBALL
Hended For A Fall (Atlantic)
LP: Undertow

Regional	128/16	64%	National
Reach	128/16	64%	Summary
E	33%		Up 17
M	1%		Same 10
S	66%		Down 1
W	0%		Adds 1

Region	Station	Share
P1	WABC 10.1	10.1
P2	WABC 10.1	10.1
P3	WABC 10.1	10.1

THE PICTURE PAGES

Davis Honored At T.J. Martell Dinner



Past and present recipients of the T.J. Martell Foundation's Humanitarian Award joined together at the 1980 dinner. Pictured (l-r) are 1977 recipient Bruce Lundvall (Columbia), 1979 honoree Gil Friesen (A&M), 1978 recipient Ahmet Ertegun (Atlantic), 1980 honoree Clive Davis (Arista), Foundation President Tony Martell, and Foundation Exec. VP Floyd Glinert.

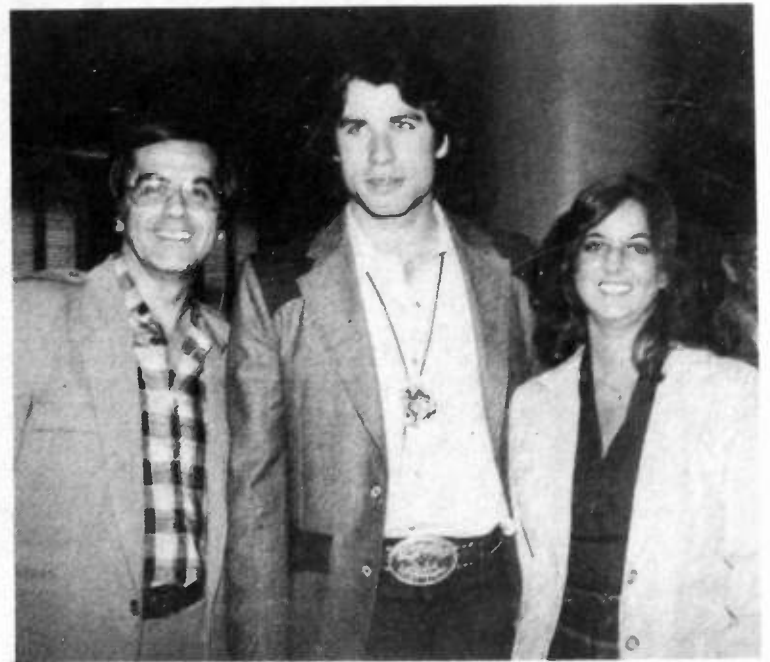


Among the congratulators following Arista President Clive Davis's (center) receiving the Martell award were Alan Hirshfield (left), head of 20th Century-Fox, and Arista artist Lou Reed.



Numerous recording artists were among the 1500 present at the dinner, including (l-r) Aerosmith's Steve Tyler, Aretha Franklin, and Dionne Warwick (the last two of whom performed during the festivities).

Urban Cowboys On The Move



At Elektra/Asylum's Los Angeles preview for the "Urban Cowboy" movie and soundtrack LP, star John Travolta is flanked by EIA VP/Director of Marketing Vic Faraci and his wife Janet.



EIA and Frontline Management took their previews on the road to Chicago, New York, Atlanta, and Dallas. Pictured in a plane setting are (l-r, front) EIA's Nick Hunter, Lou Maglia, and Vic Faraci, Vice Chairman Mel Posner, Frontline's Randy Ostin, and EIA's Sammy Alfano; (l-r second row) Frontline President Irving Azoff, EIA Chairman Joe Smith, and Frontline VP Larry Solters; (top) Frontline Exec. VP Michael Klenfner.



Back at the L.A. festivities, pictured are (l-r) EIA VP/Creative Services Jerry Sharell, Sammy Alfano, and John Travolta.

THE PICTURE PAGES

Whispers Reach Platinum Peak



Solar Records' the Whispers were awarded platinum records for their current self-titled album as well as gold records for their single, "And The Beat Goes On." Shown at the presentation for the RCA-distributed group are (front, l-r): Whispers' members Marcus Hutson, Nicholas Caldwell, Leavill Degree, and twins Walter and Wallace Scott, RCA VP Mel Ilberman, Solar President Dick Griffey, RCA VP Jack Chudnoff, and Solar producer Leon Sylvers; (back, l-r): former RCA VP Bob Fead, RCA President Bob Summer, and RCA VP's Arnie Orleans, Ray Harris, and Larry Gallagher.

Ray, Goodman & Brown In Town



Polydor Records execs got together with Ray, Goodman & Brown following a recent L.A. Roxy appearance with Alton McClain & Destiny. Pictured at the get-together are (back, l-r): R&R's Bill Speed, Polydor's Len Eppard, Billy Brown, Polydor VP Sonny Taylor, Al Goodman, and Harry Ray; (front, l-r): R.G&B album producer Vince Castellano, R.G&B manager Barbara Baker, and Polydor's Myra Weston.

RCO/Starfleet Have Heart



RCO/Starfleet recently broadcast a live 54-city stereo FM network concert of Epic's Heart, originating from Fort Worth. Pictured are (kneeling, l-r) RCO/Starfleet's Sam Kopper and Rich Caldwell; (standing) Heart's Michael Derosier, Steve Fossen, Howard Leese, Ann Wilson, and Nancy Wilson.

Forecast Good For Andy



Andy Fairweather-Low has signed an exclusive, long-term contract with Warner Bros., with an album set for release in late May. Pictured at the pact signing are (l-r): WB's Russ Titelman, Fairweather-Low's manager Chris Williams, WB VP David Berman, Andy Fairweather-Low, WB Sr. VP Lenny Waronker, and WB Board Chairman and President Mo Ostin.

Spyro Gyra Rolls Into Roxy



L.A.'s Roxy recently hosted MCA's Spyro Gyra, who were welcomed backstage by (front, l-r): MCA VP Lou Cook, MCA VP Santo Russo (partially hidden), MCA's Linda Feder, Spyro Gyra's Eli Konikoff (partially hidden), MCA's Sam Passamano Jr., group member Jay Beckenstein, MCA Record Group Head Gene Froelich, and MCA's Jorge Martinez (back turned); (back, l-r): Spyro Gyra's Gerardo Velez, Chet Catallo, and Jim Kurzdorfer.

Squeeze Play In Paradise



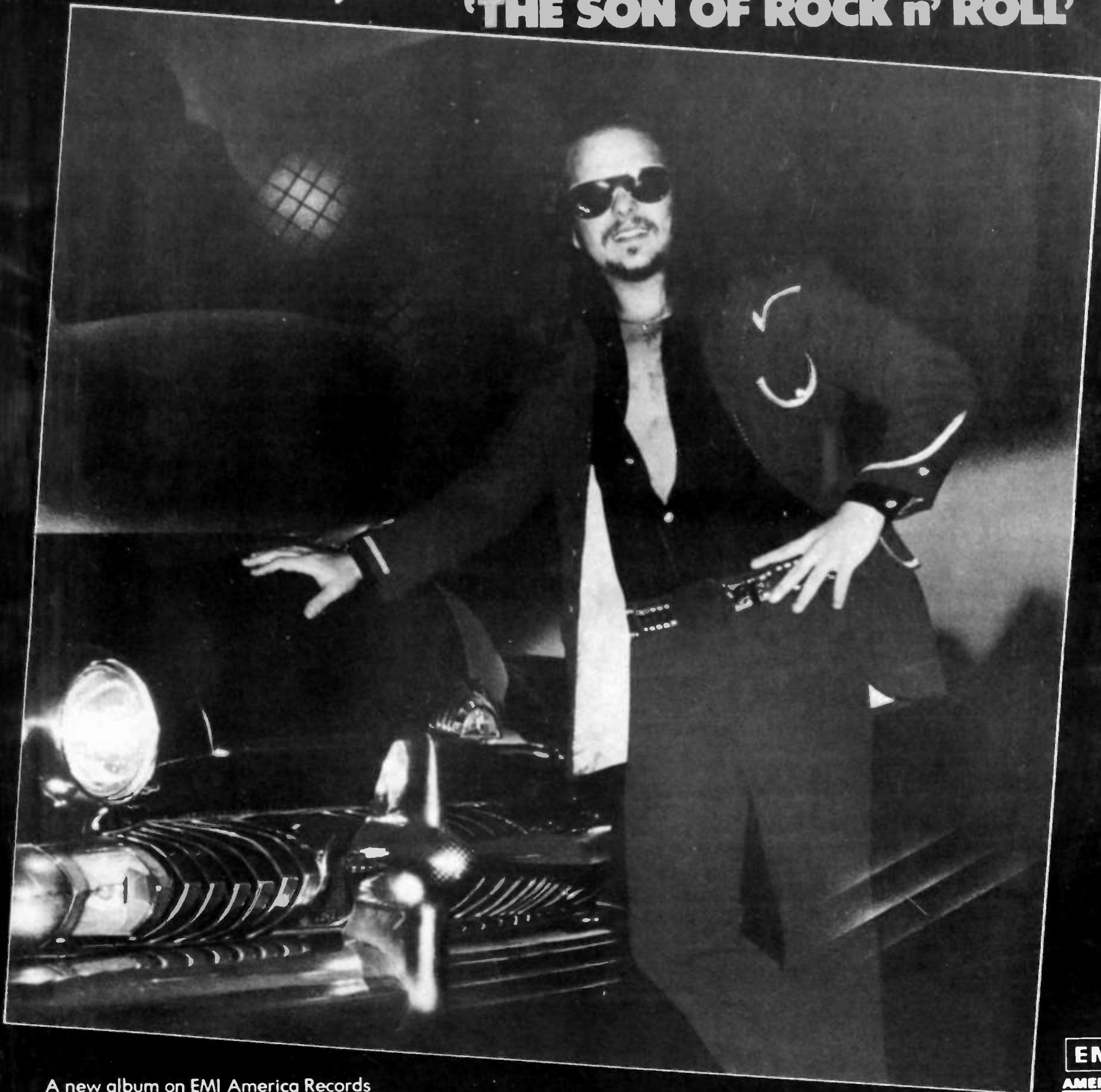
A&M's Squeeze recently performed at the Paradise Club in Boston and were met backstage by well-wishers. Pictured are (bottom, l-r) Boston retailer Jeep Holland, A&M's Gary Lippe and Squeeze's John Bentley, (top row, l-r) A&M's Joel Ackerman, J.B. Brenner, Nick Stern and Mel Zolker, Squeeze's Chris Difford, A&M VP Michael Leon and Squeeze members Jools Holland, Glen Tilbrook, and Gilson Lavis.

"TIRED OF TOEIN' THE LINE"

From

Rocky Burnette

'THE SON OF ROCK n' ROLL'



A new album on EMI America Records

Produced by Bill House and Jim Seiter for Humminbird Prds. Ltd.

EMI
AMERICA

© 1980 EMI AMERICA RECORDS INC.

PRO-FM add
94Q add 30
WZUU add
WQXI add

KEARTH add
KFRC add
WPEZ add
KZZP add

WSPT add
Z-97 add
WAPE add
BJ105 add

WHBQ add
WLAC add
WAYS add
WISM add

WNAP add
WKEE add
WQUE
KCPX add

KLUC add
KRQ add 29
KTLK add
WLOF add

WISE add
WANS-FM add
WRKR add

THE PICTURE PAGES

RSO Goes For Space



RSO Records has released the soundtrack for the "Star Wars" sequel, "The Empire Strikes Back." The music for the soundtrack album was written by John Williams and performed by the London Symphony Orchestra. Pictured with one of the new film's stars, Darth Vader (center), are (l-r) Polygram's Bill Follett, RSO's Vin Ginocchio, RSO VP Emile Petrone, Darth, Polygram's Kenny Hamlin and Larry Smith, RSO's Mel DaKroob and RSO VP Mitch Huffman.

Burnette Follows In Dad's Tracks



U.K. recording artist Rocky Burnette is following in his famous father's footsteps by signing with the EMI America/United Artists Records group in the U.S. (the late Johnny Burnette was signed to the Liberty label in the same room). His debut American single will be released shortly to be followed by his first LP, "Son Of Rock 'N' Roll." Forming the welcoming committee are (l-r): EMIA/UA's Gary Gersh, EMIA/UA VP's Don Grierson and Mark Levinson, Rocky Burnette, EMI's Brian Sheppard, and Burnette's manager Jim Seiter.

Travers Plays The Palladium



Polydor's Pat Travers and his band recently performed at the New York City Palladium. Pictured backstage are (l-r) Polydor's Randy Roberts and Jim Del Balzo, band member Tommy Aldridge, Polydor VP Jim Collins, Travers, band member Pat Thrall, Polydor's Cynthia Cox, Outlaws' guitarist Freddie Salem (who joined in on the encore), band member "Mars" Cowling, and Polydor Sr. VP Harry Anger.

Perry & Sanlin Autograph Capitol Contract



Capitol Records has signed duo Perry & Sanlin to a long-term agreement, with a debut LP scheduled for late summer release. Shown at the signing ceremonies are (clockwise, top left): album producer Charles Jackson, Capitol VP Dr. Cecil Hale, Kevin Sanlin, and Phil Perry.

Epic & Cleveland Continue Collaboration



Epic and Cleveland International Records have recently confirmed their continued worldwide association. Pictured at Epic's New York office are from left, CBS VP Joe Senkiewicz, EIP/A Sr. VP/GM Don Dempsey, CI's Stan Snyder, CBS's Deputy President and Chief Operating Officer Dick Asher, CI President Steve Popovich, CBS VP Norman Stollman, Epic VP Lennie Petze and CI's Sam Lederman.

He's Sylvain



RCA Records Sylvain Sylvain is shown practicing his sax backstage after a Cellar Door gig in Washington, D.C. as three RCA execs look on. From left are RCA's Larry Van Druff, Robert Heatherly and Tony Winger and Sylvain.

THE PICTURE PAGES

Shalamar's "Second Time" First Gold LP



Solar Records' Shalamar were recently rewarded with their first gold album awards for their "The Second Time Around" LP. Seen at the ceremony are, from left: the album's producer Leon Sylvers, RCA Records Division VP Ray Harris, Shalamar's Jeffrey Daniel and Howard Hewett, RCA Records President Bob Summer, group's Jody Watley, former RCA Records-USA Division VP Bob Fead, Solar VP Edna Collison, and Solar President Dick Griffey.

Capitol Signs Shaw's Sincere Serenaders



Capitol Records has signed Canadian Pop/rock group Graham Shaw and the Sincere Serenaders. Pictured at the pacting are, from left: Capitol VP Bob Young, group's attorney Bernard Soloman, Capitol VP's Bobby Colomby and Rupert Perry, Graham Shaw, Shaw's managers Bernie Fiedler and Bernie Finklestein, and Capitol's Bruce Garfield.

EMI's Racey Scores Australian Ore



RAK/EMI artists Racey visited Australia recently where the British group picked up platinum and gold record awards for the singles "Lay Your Love On Me" and "Some Girls," and a gold record award for the single "Boy Oh Boy," and a triple platinum award for the album "Smash And Grab." Pictured at the presentation are (front row, l-r) EMI Australia staff members Mandy Maier, Barbara Williams, Sandy Cary and Marlene Marinkovic; (second row, l-r) EMI Australia's Stephanie Madderom and Racey members Pete Miller, Richard Gower, Clive Wilson and Phil Fursdon; (third row, l-r) label staffers Les Smith, Alex Coroneos and Bob Warnock, and Racey fan club secretary Jacqueline Wood; (back row, l-r) EMI Australia's Steve Shurtz, Brian Harris, Peter Jamieson, Rob Walker and Davis Baxter, and Racey tour manager Bill Tuckey.

Int'l Execs Visit Willie's Vegas Venue



When Columbia's Willie Nelson (third from left) recently performed at Caesar's Palace in Las Vegas, he was met backstage by a variety of CBS Records International execs, including (l-r) VP Dennis Killeen, Phil Alexander, CBS UK's Simon Frodsham, British journalist Kit Miller, and VP Joe Senkiewicz.

Chrysalis Signs Geraldo's Songs

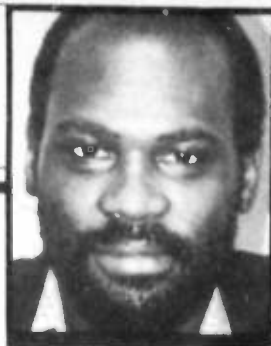


The Chrysalis Music Group has inked Neil Geraldo, currently guitarist for the label's Pat Benatar, to a songwriting agreement with its Rare Blue Music arm. Shown at the signing are, from left: Chrysalis Records President Sal Licata, Neil Geraldo, Pat Benatar, Chrysalis Music GM Ann Munday, and Chrysalis Music's Steve Moir.

Rivers Rolls Into RSO's Fold



RSO Records has signed Johnny Rivers, who is currently producing his upcoming album for the label at Muscle Shoals Sound studios in Alabama. Pictured at the pacting are, from left: Johnny Rivers, RSO Records President Al Coury, and label Sr. VP Rich Fitzgerald.



Black Radio

Bill Speed

BOB SCOTT, LEE ARMSTRONG

New Activity In Chicago Radio

Recently, two new PD's came into Chicago (R&R 4-11) — Bob Scott at WBMX and Lee Armstrong at WVON/Chicago. Scott has a strong background in Black radio, coming over from WOL/Washington; while Armstrong joins WVON from Top 40 WNOE/New Orleans, but worked in Black radio previously. Will new programmers signal new directions for Black radio in the nation's third-largest market? I talked to both Scott and Armstrong to find out.

"Fine-Tuning" WBMX

WBMX has proven successful recently, and Scott says his initial plan is "just fine-tuning. We're always fine-tuning; I've never seen a programmer just sit still with what he has. I'm coming into a situation with a station that has been number one and has been maintaining it. We want to go on further now; we want to rise to new heights."

Specifically, Scott plans "brightening our sound and putting more personality into our presentation. We'll also be more promotion-minded. What I did in D.C. was get our people into the streets meeting people, and that's what we have planned here. We have the WBMX van all hooked up with the sound system, and it will go out and make appearances, play music, and do giveaways. We are going to be very promotion conscious."

With WGCI, WJPC, and WVON all providing competition, Scott is not worried. "I welcome the competition," he says. "It's like war has been declared, and I think the people of Chicago, between all the stations, are going to find fantastic radio coming their way, as well as fantastic personalities."

WVON in particular, as we'll see below, is heading in an adult-oriented direction. Will WBMX aim specifically for the teens that other stations may not be focusing on? "No," Scott responds. "I think teens follow along with trends; they're hip. I'm going after an 18-49 audience. That's the money-spending core group. Now if I get teenagers in my presentation, fine. They swell the numbers."

"I think for too many years Black radio has been attempting to do too much. They try to play it all, bubblegum, adult, jazz, gospel. I think now is the time to experiment and do something else. I think it's about time Black radio grew up."

— Lee Armstrong, WVON

As some of the traditional Chicago market leaders (WLS and WGN, for instance) show signs of slipping in the ratings, I asked Bob if he thought WBMX might take over general market leadership at some point. "That would be fantastic," he said. "I won't say I'm going in that direction, but if it happens, I won't turn it down. Frankly, I just want to be the best radio station in town. I want to offer the best service, the best music, the best personalities, the best entertainment. My goal is to within the next two years try to put forth the best possible radio for listeners in Chicago. My personal goal is to own my own radio station in five years. And to do that, I have to be a large success in Chicago."

Adult Contemporary Black Radio At WVON

WVON, a longtime Black radio leader in town, is trying to stake out a new format territory of its own, which the station calls "Adult Contemporary Black Radio." Although moves have been made in that direction previously, Lee Armstrong will be putting it all together.

"I think for too many years Black radio has been attempting to do too much," he says. "In a market with 25 radio stations and a 50% black population with only two Black stations, it's been very hard for the stations to specialize. Consequently, they try to play it all. They try to be bubblegum, adult, jazz, gospel... I think now is the time to experiment and do something else."

"I think a lot of people are going to be watching what we will be doing."

What will he be doing? "I'm going to first of all concentrate on the musical sound of the station. As in pop radio, bad image records can hurt you. I think you have black bubblegum records just like you have white bubblegum records. I don't think black adults, like white adults, are really interested in kids' records. The 'rapping' records are an example — I think a Lou Rawls would go better than a rapping record. My first objective was to go through the playlist and eliminate all the records I thought were bad image records."

"It's like war has been declared, and I think the people of Chicago are going to find fantastic radio coming their way."

— Bob Scott, WBMX

WVON has some interesting on-air elements already, with more changes planned. "We have a nightly talk show," Armstrong says, "which is unheard of in Black radio, from 8pm-midnight Monday-Friday. My feeling is that if we can convince the black community that we are concerned about issues and that we want to educate and inform them and not just boogie, then I think they will begin to see us in a different light. I think it will change

the entire image of the radio station."

He continued, "We have an excellent news department, and do expanded newscasts. Although the boogie music is there, I ask the announcers to get away from the image they've had over the years of being just basic 'cookers.' We're promoting taking live phone calls on the air. My morning man might ask your opinion of the mayor's new school board appointments, and he'll say call us on the air."

Armstrong is using his Top 40 background to "organize a game plan" for WVON, and feels that the station is an excellent place, with all the right elements, to be successful with this new approach. He concludes, "I have no doubt we will go up in numbers, and I think the first indication is that the highest-rated program on the station is the talk show at night. When we first went to it, we had a big decline in the last two books, because we lost all our teens. We don't care about losing the teens. We feel that in a city of almost two million black people, there are enough 25+ people out there that we can make it. I think this is the right approach, and I think it's about time Black radio grew up."



MANHATTAN TO L.A. — Atlantic's Manhattan Transfer visited KJLH/Los Angeles recently, doing a guest airshift. Pictured (l-r) are KJLH air personality Louise Foster, PD Lawrence Tanter, group's Alan Paul and Tim Hauser, Atlantic's Marty Mack, and group's Cheryl Bentley and Janis Siegel.

People

Steve Crumbley, Program Director of WILD/Boston, has been upped to General Manager, replacing Talbert Gray... Exiting KGFJ/Los Angeles is General Manager Greg Howard, who will announce future plans at a later date... And speaking of Los Angeles, Rick Holmes will soon be returning to his old stomping grounds. He is trading his air shift at KRE/Berkeley for one at KJLH... KRE's sister station, KBLX, has named John Marine its General Manager, filling the slot vacated by Frank Haye... Rod G. King, alias "Dr. Jockenstein" and "Tooshae The D.J.," has been appointed Program Director of WESL/East St. Louis... Rolene Naveja (pictured) is joining the national staff of the National Academy of Recording Arts and Sciences (NARAS). Once a member of the seasonal staff, Ms. Naveja will handle merchandising and promotional projects as well as daily Academy business in her newly-created position. Prior to her appointment, Ms. Naveja worked as the national R&B promotion coordinator for Warner Bros./Whitfield... Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067...



Rolene Naveja

Places

AND ALL THAT JAZZ: WYLD-AM-FM/New Orleans conducted a live broadcast from the French Quarter during the 11th annual Jazz and Heritage Festival last week. The event also featured a food and arts presentation... ARTIST VISITS: WRVR/New York recently played host to Lenny White, Michael Franks, and David Sanborn...

Things

PIN THE TAIL ON... THE FUNKY?: That's the name of the game KAPE/San Antonio played in conjunction with a Parliament/Funkadelic show last weekend. Listeners had to identify the "unfunkables" — characters from the groups' latest albums. Five finalists were then given the chance to pin the tail on their favorite funky during the concert... WCIN/Cincinnati recently sponsored an "Ain't Misbehavin'" drawing with the winners receiving a chauffeured limousine for the evening, dinner at a local Victoria Station, a sound-track album, and their picture taken with the cast of the acclaimed Broadway show... Further south, WNOO/Chattanooga sponsored a benefit concert on behalf of sickle cell anemia on April 26. Held at Engel Stadium, the program was expected to draw between 5000 and 8000, according to Program Director Dwight Harrison. Speaking of Dwight Harrison, the actual sponsor of a \$5000 broadcast scholarship for high school students (R&R 4-18) is not WNOO, but Dwight Harrison...

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- JERMAINE JACKSON**
"Let's Get Serious" (Motown)
- ISLEY BROTHERS**
"Don't Say Goodnight" (T-Neck)
- SMOKEY ROBINSON**
"Let Me Be The Clock" (Tamla)
- CON FUNK SHUN**
"Got To Be Enough" (Mercury)
- STEPHANIE MILLS**
"Sweet Sensation" (20th)
- RAY PARKER JR. & RAYDIO**
"Two Places At The Same Time" (Arista)
- FATBACK BAND**
"Gotta Get My Hands On Some..." (Spring/Polydor)
- PEABO BRYSON**
"Minute By Minute" (Capitol)
- MANHATTANS**
"Shining Star" (Columbia)
- RAY, GOODMAN & BROWN**
"Inside Of You" (Polydor)
- INVISIBLE MAN'S BAND**
"All Night Thing" (Mango/Island)
- WHISPERS**
"Lady" (Solar/RCA)
- SISTER SLEDGE**
"Reach Your Peak" (Cotillion)

CLIMBERS

Following are listed in order of their airplay activity.

LIPPS, INC. "Funkytown" (Casablanca) 58% reporting activity. Hot at WXYV and WWIN while medium at WILD and WOL in the East. Hot at KMJQ, WHRK, WVEE and WOWI with medium airplay at WDIA, WYLD and WJJS in the South. In the Midwest it shows heavy airplay at KMJM, WJLB, WWWS and WAMM while climbing at WBMX, WTLC, KAEZ and WJMO. Hot at KDIA, KDAY and KDKO in the West.

GLADYS KNIGHT & THE PIPS "Landlord" (Columbia) 58% reporting airplay. Climbing at KDAY in the West. In the Midwest it debuts at WAMM, shows hot rotation at WBMX and KMJM, and shows medium airplay at WLOU, WTLC, WDAO, WJLB, WYON, WKWM and KAEZ. Heavy airplay at KOKY and WOWI with medium activity at WOIC, KMJQ, WDIA, WYLD and WJJS in the South. New at WAMO and climbing at WKND, WILD and WOL in the East.

ROBERTA FLACK w/DONNY HATHAWAY "Back Together Again" (Atlantic) 58% of our reporters are on it. New at WAMM, WKWM, KMJM and WDAO, medium at WCIN, and hot at WYON and WWWS in the Midwest. Climbing in the West at KDAY. Added at WXYV, WWIN and WWRL climbing at WILD and hot at WOL in the East. Debuts at WGIV, KMJQ, WHRK, WVEE, WAOK and KAPE with medium airplay at KOKY, WYLD and WOWI in the South.

CHANGE "A Lover's Holiday" (RSC/WB) 58% reporting. In the South it is new at WANT, WYLD and WJJS, medium at WDIA and WAOK, and hot at KOKY, WVEE and WHRK. In the Midwest it is new at WJMO and climbing at WJLB, WYON and WKWM while hot at WWWS. Climbing at KDAY and KDKO in the West. New at WAMO, climbing at WKND, WILD, WOL and WWRL, and hot at WXYV and WWIN in the East.

SKYY "High" (Salsoul) 55% reporting activity. Medium airplay at KDIA and KDKO in the West. Hot at WAMO and WKND with medium activity at WXYV, and WOL in the East. Heavy airplay at WCIN, WJMO, KMJM and WJLB while climbing at WBMX and WWWS in the Midwest. The South shows it hot at KMJQ, WYLD, WAOK and WOWI and climbing at WDIA, WHRK, WVEE and KAPE.

BROTHERS JOHNSON "Stomp!" (A&M) 55% of our reporters are on it. Hot at WAMO and climbing at WKND in the East. Hot at KDIA and KDKO in the West. The Midwest reflects heavy airplay at WBMX, WCIN, KAEZ, WJMO, WYON, KPRS and WAMM with medium activity at KMJM. Climbing at WGIV, KMJQ and WDIA with hot rotation at WOIC, WANT, WAOK, KAPE, WJJS and WOWI in the South.

SHALAMAR "Right In The Socket" (Solar/RCA) 55% reporting airplay. In the West it is hot at KDAY. Climbing at WBMX, WTLC, WDAO, KMJM, WJLB and WKWM with hot rotation at WJMO in the Midwest. Hot at WANT and WGIV while climbing at WNOO, WOIC, KMJQ, WAOK, KAPE, WJJS and WOWI in the South. Heavy airplay at WKND and WWRL with medium activity at WAMO and WOL in the East.

LEON HAYWOOD "Don't Push It Don't Force It" (20th) 50% reporting. Hot rotation at WNOO, WANT, KMJQ, WAOK, KAPE and WJJS with medium airplay at WOIC and WOWI in the South. Climbing at WBMX and hot at WCIN, KAEZ, WJMO, KMJM, KPRS, WAMM and WKWM in the Midwest. In the West it is climbing at KDIA and hot at KDAY and KDKO.

S.O.S. BAND "Take Your Time" (Tabu/CBS) 50% reporting activity. Climbing in the West at KDAY. New at WBMX, WDAO, WJMO and WAMM, climbing at WJLB, WWRL and WKWM, and hot at KMJM in the Midwest. Added at WXYV and WILD with medium airplay at WOL and WWRL in the East. In the South it is new at WHRK, WVEE and WJJS, climbing at KOKY and WYLD, and hot at KMJQ.

CHAKA KHAN "Clouds" (WB) 50% reporting. New at KMJQ and WOWI, climbing at KOKY, WOIC and WYLD, and hot at WAOK in the South. Added at KMJM and WYON, climbing at WTLC, WDAO, WJMO, WWWS, WAMM and WKWM, and hot at KAEZ in the Midwest. In the East it is debuting at WAMO, climbing at WKND and hot at WWRL. Medium airplay at KDIA in the West.

KLEER "Winners" (Atlantic) 47% reporting airplay. Hot at WXYV and WILD while climbing at WKND and WWIN in the East. Heavy airplay at WGIV, WDIA, WHRK and WVEE with medium activity at KMJQ, WAOK and WJJS in the South. Added at WBMX and WCIN, climbing at WLOU, WWWS and WKWM while hot at WTLC and WDAO in the Midwest.

JERRY KNIGHT "Overnight Sensation" (A&M) 47% of our reporters are on it. In the West it is new at KDAY. Climbing at WAMO, WILD and WWRL in the East. New at WCIN and WAMM with medium activity at WLOU, WDAO, WJMO, KMJM, WJLB and WWWS in the Midwest. Hot at WGIV while climbing at KOKY, KMJQ, WDIA, WJJS and WOWI in the South.

NARADA MICHAEL WALDEN "Tonight I'm Alright" (Atlantic) 47% reporting activity. Added at WYLD and climbing at WDIA, WAOK and WOWI in the South. New at WYON, climbing at WBMX, WLOU, KAEZ, KMJM, WJLB, KPRS and WKWM, and hot at WDAO in the Midwest. In the East it is hot at WKND and WWRL with medium airplay at WAMO, WILD and WOL.

TEMPTATIONS "Power" (Gordy) 47% reporting airplay. Climbing at WXYV and WWRL in the East. Medium airplay at KDIA and KDKO in the West. New at WDIA, climbing at WOIC, WGIV, WYLD, WHRK and WVEE, and hot at WAOK in the South. In the Midwest it is new at WLOU and climbing at WBMX, WTLC, WDAO, WWWS, WKWM and KAEZ.

KWICK "Let This Moment Be Forever" (EMI America) 39% reporting activity. Added at WWRL in the East. New at KDKO and climbing at KDAY in the West. The South shows an add at WANT and WJJS with medium airplay at KMJQ and WYLD and hot rotation at WDIA. New at WBMX, WCIN and WJMO, climbing at WLOU, WTLC and WAMM, and hot at WDAO in the Midwest.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 37% reporting airplay. Climbing at KDIA and KDAY in the West. Hot at WKND and medium at WILD in the East. Hot at WDAO and WJLB with medium activity at WCIN, WJMO and KPRS in the Midwest. Heavy airplay at WGIV and WYLD while climbing at WAOK, KAPE and WJJS in the South.

AL JOHNSON w/JEAN CARN "I'm Back For More" (Columbia) 37% reporting. Hot at WILD while climbing at WAMO and WKND in the East. Climbing at KOKY, WAOK, WJJS and WOWI while hot at WYLD in the South. The Midwest shows heavy airplay at WYON and KPRS with medium activity at WJMO, KMJM and WKWM. Climbing at KDIA in the West.

MASS PRODUCTION "Forever" (Cotillion) 34% reporting activity. In the Midwest it is climbing at WCIN, WJMO and WKWM. New at WWRL, climbing at WILD, and hot at WOL in the East. Hot at KOKY with medium airplay at WNOO, WGIV, WYLD, WAOK, KAPE and WJJS in the South.

SYLVESTER "You Are My Friend" (Fantasy) 34% of our reporters are on it. Hot at KDIA in the West. Climbing at WCIN, KAEZ, WJMO and WAMM with hot rotation at WLOU in the Midwest. New at WAMO, climbing at WWIN and hot at WKND in the East. Hot at WANT with medium airplay at WOIC, WDIA and KAPE in the South.

DIONNE WARWICK "After You" (Arista) 32% reporting activity. New at WBMX and climbing at WLOU, WCIN and KPRS in the Midwest. Medium airplay at WGIV, KMJQ, WYLD and WJJS with hot rotation at WNOO in the South. In the East it is hot at WDL and climbing at WWRL. Climbing at KDIA in the West.

GENE CHANDLER "Does She Have A Friend" (20th) 32% reporting. New at KDKO in the West. Added at WOL and climbing at WWRL in the East. Debuts at WGIV and climbing at KOKY in the South. New at WLOU, WCIN and WJLB with medium airplay at WBMX, WTLC, KAEZ and WKWM in the Midwest.

NEW & ACTIVE

LAKESIDE "From 9:00 Until" (Solar/RCA) 29% reporting activity. Climbing at WLOU, WTLC, WJMO and WAMM in the Midwest. New in the South at WDIA with medium airplay at WOIC, WGIV and WYLD. Hot at WKND and climbing at WAMO in the East. In the West it is hot at KDAY.

DR. HOOK "Sexy Eyes" (Capitol) 29% reporting. New at WDAO and KAEZ, climbing at WWWS and WAMM, and hot at WCIN and WJLB in the Midwest. Climbing at KDKO in the West. Medium airplay at WOIC and KMJQ in the South. Debuts at WOL while hot at WWRL in the East.

ROCKIE ROBBINS "You And Me" (A&M) 29% of our reporters are on it. New at WKND and WOL and climbing at WWRL in the East. Added at WBMX and WAMM with medium activity at WKWM in the Midwest. The South reflects adds at WNOO, WGIV and WAOK with medium airplay at KOKY and WJJS.

BOBBY CALDWELL "Coming Down From Love" (Clouds/TK) 26% reporting airplay. Climbing at WDIA and WNOO in the South. Medium activity at KDIA in the West. New at KAEZ and climbing at WLOU, WDAO, KMJM and KPRS in the Midwest. Added at WAMO and in medium airplay at WWRL in the East.

B.T. EXPRESS "Give Up The Funk" (Columbia) 21% reporting activity. Climbing at WOL and WWRL in the East. The Midwest shows hot rotation at WDAO, KMJM and WKWM. New at KOKY, climbing at WYLD, and hot at KMJQ in the South.

TAVARES "I Can't Go On Living Without You" (Capitol) 21% reporting activity. In the South it is climbing at WOIC, WGIV, WDIA and WAOK. Added at WBMX and climbing at WLOU and WKWM while hot at WDAO.

PLAYERS ASSOCIATION "The Get-Down Mellow Sound" (Vanguard) 21% of our reporters are on it. Added at KDKO in the West. Climbing at WAMO, WKND and WWRL in the East. Medium airplay at WWWS, WDAO, KAEZ and WKWM in the Midwest.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- EARL KLUGH** Dream Come True (UA)
- Various Cuts
- GROVER WASHINGTON JR.** Skylarkin' (Motown)
- Various Cuts
- HEATH BROTHERS** Live At The Public Theatre (Columbia)
- Various Cuts
- SPYRO GYRA** Catching The Sun (MCA)
- Various Cuts
- MICHAEL FRANKS** One Bad Habit (WB)
- Various Cuts
- CHICK COREA** Tap Step (WB)
- Various Cuts
- CHICO HAMILTON** Nomad (Elektra)
- Various Cuts
- DAVID SANBORN** Hideaway (WB)
- Various Cuts
- BILL EVANS** We Will Meet Again (WB)
- Various Cuts
- LONNIE LISTON SMITH** Love Is The Answer (Columbia)
- Various Cuts

NEW & ACTIVE

- JEFF LORBER FUSION** Wizard Island (Arista)
- Various Cuts

EAST: WRVR/New York, NY, Herschel/Prescott WHUR/Washington, D.C., Jesse Fox WBAA/Baltimore, MD, Cheuncey Lewis, WYBC/New Haven, CT, Eric Strauss SOUTH WCRU/Atlanta, GA, Requeya Ward, WTJE Newport News, VA, Rod Ewell MIDWEST WBBY/Columbus, OH, P. Norman Grant WJZZ/Detroit, MI, Dorian Pester WEST KADZ/Denver, CO, Chuck Edwards KHB/Berkeley, CA, Hal Jackson KROQ/Los Angeles, CA, Monica Huorden KJLH/Los Angeles, CA, Lawrence Tantor

Pop/Rhythms
Hottest
May 2, 1980

EAST	SOUTH	MIDWEST	WEST
Jermaine Jackson Isley Brothers	Con Funk Shun Isley Brothers Manhattans Jermaine Jackson	Isley Brothers Whispers "Lady" Smokey Robinson	Invisible Man's Band Lipps, Inc. Isley Brothers

Regionalized Adds & Hots

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

EAST

WXIV
Baltimore, MD
Larry Wilson

ADDED
S.O.S. Band
Prince
Roberta Flack/Donny
Hathaway "Back"

HOTTEST
Lipps, Inc.
Jermaine Jackson
Manhattans
Kleer
Smokey Robinson
Fatback Band
Change
Invisible Man's Band
Isley Brothers
Con Funk Shun

WANO
Pittsburgh, PA
Ken Allen

ADDED
John & Arthur Simms
Whispers
Change
Sylvester
Gladys Knight
Bobby Caldwell
Barry White
Herbie Hancock
Chaka Khan
Interlude
Conquest
Rene & Angela

HOTTEST
Brothers Johnson
Skyy
Gap Band
Michael Jackson "Off"
GQ
Bar-Kays
Smokey Robinson
Phyllis Hyman
Sequence
Masqueraders

WKND
Hartford, CT
Eddie Jordan

ADDED
John & Arthur Simms
Rockie Robbins
Teena Marie "Behind"

HOTTEST
Isley Brothers
Skyy
Randy Brown
Lakeside
Shalamar
Whispers "Lady"
Sylvester
Narada Michael Walden
Manhattans
Sister Sledge

WWRL
New York, NY
Bob Law/Linda Maynes

ADDED
Asphalt Jungle
Roberta Flack/Donny
Hathaway
"Back"
Larry Graham
GQ "Sitting"
Kwikk
D.J. Rogers
Fatback Band
Mass Production

HOTTEST
Shalamar
Heath Brothers
Chaka Khan
Rodney Franklin
Raydio
Peabo Bryson
Jermaine Jackson
Dr. Hook
Narada Michael Walden
Ray, Goodman & Brown

WILD
Boston, MA
Steve Crumley

ADDED
Delegation
S.O.S. Band
Odyssey
Denise LaSalle
Johnny Guitar Watson

HOTTEST
Whispers "Lady"
Ray, Goodman & Brown
Al Johnson
Ben E. King
Isley Brothers
Phyllis Hyman
Fatback Band
Kleer
Raydio
Grey & Hanks

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Michael Jackson "She's"
Five Special
Curtis Mayfield/Linda Clifford
Instant Funk
Avenue B Boogie Band
Rockie Robbins
Prince
Stacy Lattisaw
Or. Hook
Rene & Angela

HOTTEST
Jermaine Jackson
Change
Invisible Man's Band
Smokey Robinson
"Clock/Pride"
Ray, Goodman & Brown
Lipps, Inc.
Con Funk Shun
Isley Brothers

MIDWEST

WAMM
Flint, MI
Enoch Gregory

ADDED
Roberta Flack/Donny
Hathaway
"Back"
Prince
Gladys Knight
S.O.S. Band
Jerry Knight
Rockie Robbins
Kool & The Gang "Hangin' "

HOTTEST
Isley Brothers
Manhattans
Michael Jackson "Off"
Brothers Johnson
Whispers "Lady"
Jermaine Jackson
Ray, Goodman & Brown
Lipps, Inc.
Leon Haywood
Gap Band

WOL
Washington, DC
Bobby Bennett

ADDED
Chapter 8
Gene Chandler
Rockie Robbins
Prince
Stacy Lattisaw
Or. Hook
Rene & Angela

HOTTEST
Dionne Warwick
Mass Production
Fatback Band
Jermaine Jackson
Roberta Flack/Donny
Hathaway
"Back"
Peabo Bryson
Invisible Man's Band
GQ "Sitting"
Stephanie Mills
Raydio

WBMX
Chicago, IL
Bob Scott

ADDED
Rufus & Chaka "Dancing"
Wardell Piper
Invisible Man's Band
Tavers
Trouble Funk
S.O.S. Band
Cameo
Kleer
Rockie Robbins
Randy Crawford
Kwikk
Dionne Warwick
Angela Bofill

HOTTEST
Wee Gee
Stephanie Mills
Isley Brothers
Con Funk Shun
Gap Band
Vaughan Mason & Crew
Smokey Robinson
Gladys Knight
Raydio
Brothers Johnson

WLOU
Louisville, KY
Bill Price

ADDED
Temptations
Gene Chandler
Asphalt Jungle
Chapter 8
Parlet
Roberta Flack/Donny
Hathaway
"Back"
Teena Marie "Behind"

WTLC
Indianapolis, IN
Jay Johnson

ADDED
D.J. Rogers
Skyy "Zoo"
Teena Marie
Five Special
Frank Hooker
HOTTEST
Isley Brothers
Jermaine Jackson
Wee Gee
Whispers "Lady"
Peabo Bryson
Smokey Robinson
Midnight Star
Kleer
Fatback Band
Rodney Franklin

WJJS
Lynchburg, VA
Robert Golins

ADDED
Two Tons O' Fun
S.O.S. Band
Side Effect
Parliament
Kwikk
Change
Barry White
Lou Rawls
Gail Miles

WOWI
Norfolk, VA
Chester Benton

ADDED
Curtis Mayfield/Linda Clifford
Chaka Khan
Larry Graham
Stacy Lattisaw

HOTTEST
Gap Band
Skyy
Ray, Goodman & Brown
Brothers Johnson
Michael Jackson
Lipps, Inc.
Stephanie Mills
Manhattans
Isley Brothers
Gladys Knight

MIDWEST

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
Chaka Khan
Ray, Goodman & Brown
Roberta Flack/Donny
Hathaway
"Back"

HOTTEST
Lipps, Inc.
S.O.S. Band
Isley Brothers
Whispers "Lady"
B.T. Express
Gladys Knight
Barry White
Leon Haywood
Herbie Hancock
Skyy

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Patrice Rushen
Harold Melvin & Bluenotes
"Lover"
Avenue B Boogie Band
Omni
Herbie Hancock
Larry Graham
Cameo
Parlet
Roberta Flack/Donny
Hathaway
"Back"
Teena Marie "Behind"

KATZ
St. Louis, MO
Earl Parnell

ADDED
Nona
HOTTEST
Brothers Johnson
Whispers "Lady"
Isley Brothers
Con Funk Shun
Skyy
Smokey Robinson
Ben E. King
Raydio
Yellow Magic Orchestra
Grey & Hanks

WAOA
Dayton, OH
Turk Logan

ADDED
Roberta Flack/Donny
Hathaway
"Back"
Prince
Rufus & Chaka "Dancing"
Cameo
Peter Brown
Trussel
O.J. Rogers
Chuck Cissel
S.O.S. Band
John & Arthur Simms
Dr. Hook
La Flavour
Theatre

WJJS
Lynchburg, VA
Robert Golins

ADDED
Two Tons O' Fun
S.O.S. Band
Side Effect
Parliament
Kwikk
Change
Barry White
Lou Rawls
Gail Miles

WEST

KDIA
Oakland, CA
Jerry Boulding

ADDED
Randy Crawford
Manhattans
HOTTEST
Isley Brothers
Brothers Johnson
Lipps, Inc.
Whispers "Lady"
Jermaine Jackson
Invisible Man's Band
Raydio
Gap Band
Vaughan Mason & Crew
Sylvester

KLIP
Fresno, CA
Mike Anthony

ADDED
Not Available
HOTTEST
Invisible Man's Band
Fatback Band
Raydio
GQ
Leon Ware
Con Funk Shun
Smokey Robinson
Chuck Cissel
Al Johnson
Randy Brown

KMJM
St. Louis, MO
Harry O

ADDED
Chaka Khan
Ray, Goodman & Brown
Roberta Flack/Donny
Hathaway
"Back"

HOTTEST
Lipps, Inc.
S.O.S. Band
Isley Brothers
Whispers "Lady"
B.T. Express
Gladys Knight
Barry White
Leon Haywood
Herbie Hancock
Skyy

WJMO
Cleveland, OH
Bernie Moody

ADDED
GQ "Sitting"
Change
S.O.S. Band
Kool & The Gang "Hangin' "
Heat
Kwikk
La Flavour
HOTTEST
Isley Brothers
Whispers "Lady"
Ray, Goodman & Brown
Brothers Johnson
Leon Haywood
Con Funk Shun
Skyy
Shalamar
Dramatics
Parliament

KATZ
St. Louis, MO
Earl Parnell

ADDED
Nona
HOTTEST
Brothers Johnson
Whispers "Lady"
Isley Brothers
Con Funk Shun
Skyy
Smokey Robinson
Ben E. King
Raydio
Yellow Magic Orchestra
Grey & Hanks

KPRS
Kansas City, MO
Dell Rice

ADDED
David Hudson
Harold Melvin & Bluenotes
"Lover"
Five Special
Wardell Piper

WOWI
Norfolk, VA
Chester Benton

ADDED
Two Tons O' Fun
S.O.S. Band
Side Effect
Parliament
Kwikk
Change
Barry White
Lou Rawls
Gail Miles

KDAY
Los Angeles, CA
Steve Woods

ADDED
Ambrosia
Jerry Knight
Crown Heights Affair
Parliament
HOTTEST
Lipps, Inc.
Manhattans
Fatback Band
Invisible Man's Band
Isley Brothers
Smokey Robinson
Shalamar
Leon Haywood
Lakeside
Stephanie Mills

KDKO
Denver, CO
John Anderson

ADDED
Machine
Shalamar "Girl"
Playa Association
Odyssey
Peter Brown
Kwikk
Sheila & B. Devotion
Robbie Dupree
Gene Chandler
HOTTEST
Isley Brothers
Con Funk Shun
Vaughan Mason & Crew
Brothers Johnson
Leon Haywood
Ray, Goodman & Brown
Whispers "Beat"
Ambrosia
Gap Band
Lipps, Inc.

SOUTH

WOIC
Columbia, SC
Bob Walters

ADDED
Invisible Man's Band
Curtis Mayfield/Linda Clifford
Five Special
Kool & The Gang
Larry Graham
Stacy Lattisaw

HOTTEST
Manhattans
Isley Brothers
Kenny Loggins
Jermaine Jackson
Michael Jackson "Off"
Shalamar "Second"
Smokey Robinson
Con Funk Shun
Brothers Johnson
Whispers "Beat"

KOKY
Little Rock, AR
Jeremy Smith

ADDED
Five Special
David Hudson
Stacy Lattisaw
L.A. Boppers "Be-Bop"

HOTTEST
Jermaine Jackson
Herbie Hancock
Gladys Knight
Manhattans
Smokey Robinson
Con Funk Shun
Stephanie Mills
Change
Mass Production
Odyssey

WNOO
Chattanooga, TN
Dwight Harrison

ADDED
Odyssey
B.T. Express
Rockie Robbins
L.A. Boppers "Be-Bop"
Brides Of Funkenstein

HOTTEST
Dramatics
Isley Brothers
GQ "Standing"
Con Funk Shun
Dionne Warwick
Fat Larry's Band
Leon Haywood
Smokey Robinson
Manhattans
Pleasure

WANT
Richmond, VA
Ben Miles

ADDED
Stephanie Mills
Peabo Bryson
Change
Cameo "One"
Kwikk

HOTTEST
Leon Haywood
Brothers Johnson
Sylvester
Trouble Funk
Isley Brothers
Fatback Band
Harold Melvin & Bluenotes
"Lover"
Shalamar
Jermaine Jackson

WGIV
Charlotte, NC
Chris Turner

ADDED
David Hudson
Invisible Man's Band
Five Special
Roberta Flack/Donny
Hathaway
"Back"
Rockie Robbins
Gene Chandler

HOTTEST
Fatback Band
Prince "Sexy"
John & Arthur Simms
Kleer
David Sanborn
Shalamar
Taddy Pendergrass
Randy Brown
Peabo Bryson
Jerry Knight

KMJQ
Houston, TX
Jack Patterson

ADDED
Chaka Khan
Roberta Flack/Donny
Hathaway
"Back"
Ray, Goodman & Brown

HOTTEST
Lipps, Inc.
Jermaine Jackson
Raydio
Leon Haywood
Whispers "Lady"
Two Tons O' Fun
B.T. Express
S.O.S. Band
Isley Brothers
Skyy

WVEE
Atlanta, GA
Scotty Andrews

ADDED
S.O.S. Band
Prince
Roberta Flack/Donny
Hathaway "Back"

HOTTEST
Lipps, Inc.
Jermaine Jackson
Manhattans
Sylvester
Smokey Robinson
Fatback Band
Change
Invisible Man's Band
Isley Brothers
Con Funk Shun

WDIA
Memphis, TN
Ron King

ADDED
Lakeside
Temptations
Curtis Mayfield/Linda Clifford

HOTTEST
Smokey Robinson
Stephanie Mills
Con Funk Shun
Fatback Band
Kwikk
Ray, Goodman & Brown
Whispers "Lady"
Kleer
Manhattans
Jermaine Jackson

KAPE
San Antonio, TX
Certa Ayers

ADDED
Kool & The Gang "Hangin' "
Fatback Band
Roberta Flack/Donny
Hathaway "Back"
Dynasty
Harold Melvin & Bluenotes
"Lover"

HOTTEST
Brothers Johnson
Whispers "Lady"
Leon Haywood
Con Funk Shun
Stephanie Mills
Emotions
Isley Brothers
Raydio
Bar-Kays
Shotgun

WAOK
Atlanta, GA
Norbert Bain

ADDED
Isaac Hayes
Roberta Flack/Donny
Hathaway
"Back"
Cameo
Isley Brothers "Pass"
D.J. Rogers
Chuck Cissel
Delegation
Brides Of Funkenstein
Patti LaBelle
Rockie Robbins

HOTTEST
Brothers Johnson
Gap Band
Chaka Khan
Leon Haywood
Stephanie Mills
Temptations
Vaughan Mason & Crew
Con Funk Shun
Skyy

WHRK
Memphis, TN
Ron Olson

ADDED
S.O.S. Band
Prince
Roberta Flack/Donny
Hathaway
"Back"

HOTTEST
Lipps, Inc.
Jermaine Jackson
Manhattans
Kleer
Smokey Robinson
Fatback Band
Change
Invisible Man's Band
Isley Brothers
Con Funk Shun

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Patrice Rushen
Change
Cameo
Narada Michael Walden

HOTTEST
Isley Brothers
Yellow Magic Orchestra
Whispers "Lady"
Jermaine Jackson
Con Funk Shun
Smokey Robinson
Al Johnson
Randy Brown
Peabo Bryson
Skyy


THE SOULSOUND

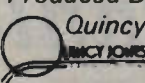


THE BROTHERS JOHNSON LIGHT UP THE NIGHT

THE BROTHERS JOHNSON

LIGHT UP THE NIGHT SP 3716

Includes their hit single "STOMP" AM 2216
Watch for a new single from this smash album 
coming soon.

Produced By Quincy Jones for Quincy Jones Productions.


BOOKER T. JONES

THE BEST OF YOU SP 4798

Watch for a forthcoming single

Produced By David Anderle and Booker T. Jones



BOOKER T. JONES The Best of You



JERRY KNIGHT

JERRY KNIGHT SP 4788

Includes the smash single "OVERNIGHT SENSATION" AM 2215

Produced By David Kershbaum

ROCKIE ROBBINS

YOU AND ME SP 4805

Includes the single "YOU AND ME" AM 2231

Produced By Bobby Martin for Bobby Martin Productions.



ROCKIE ROBBINS



COLLINS AND COLLINS

COLLINS AND COLLINS

COLLINS AND COLLINS SP 4806

Includes the single "TOP OF THE STAIRS" AM 2233

Produced By John Davis for Palm Music/Monster Productions Inc.

FROM A&M RECORDS & TAPES



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OF THE GREATS!



Jeff Gelb AOR

KPRI: Winning As A "Friendly Competitor"

One of the major ratings upsets in the spring ARB's was KPRI/San Diego's resounding victory over longtime AOR market leader KGB-FM. Though it was not the first time KPRI had edged past its leading AOR competition (KPRI also took the 12+ lead over KGB-FM in the Oct./Nov. 1978 book), the spring '80 difference was a dramatic one: KPRI grabbed a 12+ figure of 6.7 to KGB-FM's 5.1. At the same time, KPRI bested all other AOR and contemporary music formats, of which San Diego has many.

In the following conversation, KPRI PD Ernesto Gladden discusses the programming philosophies that have helped turn the San Diego AOR market around so dramatically.

"Stations are beginning to realize that personalities are the difference between mediocrity and success."

R&R: San Diego is a market of intense AOR competition. How do you choose to compete?

EG: First, I don't look at KGB-FM, B100 and 91X as competition. I look at them as compatriots in the rock 'n' roll community here. If you look at the 12+ figures of all the FM San Diego rockers, you have something like a 25 total share, which is immense. I'd like to see all of my competitors do well, because it increases the overall audience for rock 'n' roll in the marketplace when they do well.

I don't try to compete with the San Diego stations. It's not merciless here; I look at that as self-defeating. If we're fighting, even behind the scenes, listeners will still tend to pick up on it, and people in the 80's are not into conflict. If they see that we're at each other's throats, it turns them off and they turn us off. Friendly competition is what I believe in. That is, "Well, that guy's doing such an excellent job with his station; I'd better get off my behind and get my people fired up to do an excellent job too." That's the kind of attitude that helps the rock 'n' roll community grow.

R&R: How has KPRI changed since you began programming it some eight months ago?

EG: Something we've worked a lot on is to get away from the "hipper than thou" musical attitude of "we're not going to play this because bla-bla-bla." It's easy to fall into the trap of "hip segregation," where you won't play a song because it doesn't crunch loud or hard enough. But if it appeals to adults 18-34, and has a "backbeat you can't lose it" (as Chuck Berry said), then it's probably right for us.

Chris Cross, for example, is a record we took a long time going on. We made a mistake there. The listeners wanted to hear it and we had to end up adding it directly into high rotation, which we usually don't do.

R&R: Where do you draw the line in terms of musical product to protect the station's overall AOR image?

EG: It's gut feeling, based on the parameters we've set for the station's sound. We call KPRI "San Diego's Best Rock." We listen to every album to see if it fits that sound. If we put something on the radio and it's not the best music we could be playing, it sticks out like a sore thumb.

R&R: "Best" usually equates with "familiar," since good music gets played more often. Is KPRI's music mostly familiar material?

EG: Beyond a doubt. The FCC states that radio stations should serve in the public interest. For me, if your audience share is large, it shows you've been serving in the audience's interest. Familiar is in the public interest.

Familiar is not a dirty word anymore. It denotes something different now than it did ten years ago, when there was "familiar" Top 40 and "hip" Progressive. Now that FM AOR radio is a reality, it has established the artists and style of music it was fighting for ten years ago. We're familiar in our own way to our own audience.

R&R: Where does new music fit into KPRI's familiar format?

EG: When we first listen to an album, we see if there's enough music on it that we can suggest by playing it that our audience should go out and buy it. That's basically what we're doing by putting it on the radio. If they go out and buy an album and only the song we've played is worth listening to, then we've crossed our audience. We've done them a disservice, and they change the radio station. So we're very careful about that. We're also looking for bands with longevity. A lot of new music is here today and gone tomorrow. We're looking for groups who will be doing several albums through the years. We play new acts in spot-

"I'd like to see all of my competitors do well, because it increases the overall audience for rock 'n' roll in the marketplace when they do well."

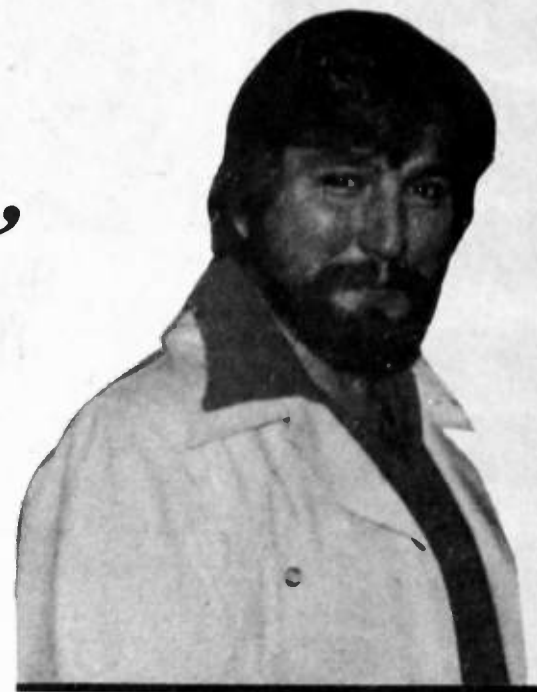
lighted positions where we can talk about them for additional exposure. Boss radio used to have that singing logo that went "Boss Hitbound!" We're always looking for some boss hitbounds.

R&R: What's the role of the air personality on KPRI?

EG: The early days of rock on FM had personalities. I don't think the early years of AOR radio had personalities. We were too busy getting the musical end of things together. However, I think we've grown up to the point where now we're starting to develop personalities. Stations are beginning to realize that personalities are the difference between mediocrity and success. You have to have people on the radio who can communicate.

These people have to be trained to do so. They have to learn to be able to loosen up enough to be "eccentric" while still staying within the programming guidelines. First they have to know how to do their jobs. Then you give them guidelines and inspirations and goals and people to listen to who are radio personalities.

I encourage my staff to communicate. The basics are not enough. That's the bottom line. They can talk for 90 seconds on the radio if they want. That's entertainment; that's showbiz.



R&R: How active promotionally is KPRI?

EG: Les Edelson is our Promotion Director; he's excellent. We look for promotions that will be of maximum interest and use to our listeners' lifestyle. Sponsoring an advance screening of a movie like "The Jerk," giving away 25,000 frisbee boomerangs, the first annual KPRI frisbee disc golf open, jet ski races, and our annual Halloween Costume Ball, which raised \$12,000 for charity and awarded \$35,000 in prizes to participants — all in one night!

Plus we do TV spots: the "lips" ad using our nighttime lady Bree Bushaw's face. That's gotten enormous response for her and for us. And we have the Beetle boards (R&R 4-4-79).

There's a trap in promoting a station which we try not to fall into: a lot of stations have so many promotional irons in the fire that they end up only taking them to the point they originally envisioned for the promotions. Here, by the time we end a promotion, there's a whole other packet of information we can use to make it go places that will make it better yet.

R&R: You're working with Jesse Bullet now. What's that like?

EG: I've been doing radio here for eight years. I've worked with Jesse in one capacity or another for seven out of those eight years. Jesse knows this town and is a constant inspiration to me, pointing out what San Diego is all about. We're both here to make sure the industry we work for is successful. We haven't worked too many places together when that didn't end up being the case.

R&R: It sure seems as if you've done it again at KPRI.

EG: At the same time, I try to respect my San Diego radio brothers and sisters, and not step on their toes. They have an audience they're trying to reach, and I wish them all the luck in getting them. I want them to have 6.7's. Of course by that time I want to have a 10!

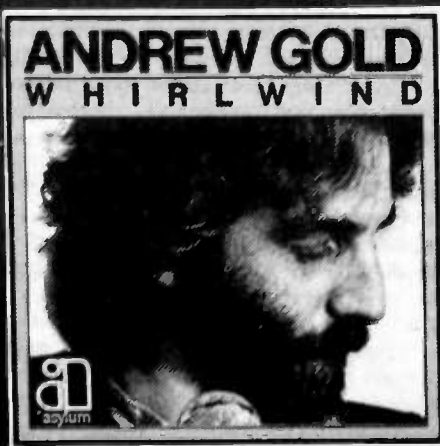
IT TAKES TWO TO CREATE: In last week's article on Zoo World, then-KZEW GM Ivan Braiker was given sole credit for creating the Zoo World concept. Ira Lipson called to remind us that, as KZEW PD at the time, Zoo World was actually his creation, which Braiker went on to embellish and stage the actual event.

WARNING

WHIRLWIND

(6E-264)

It twists, eddies, whirls, surges. It batters, bruises, lifts you up, sweeps you away. It's enticing, stunning, disturbing. It's WHIRLWIND.



WHIRLWIND.

(6E-264)

The new album from ANDREW GOLD.
It contains the single, "Kiss This One Goodbye."

(E-16676)

Produced by Andrew Gold
On Asylum Records and Tapes

Management: Norman Epstein and Ron Welss



1980 Extra Asylum Records. A Warner Communications Co. Product in U.S.A.

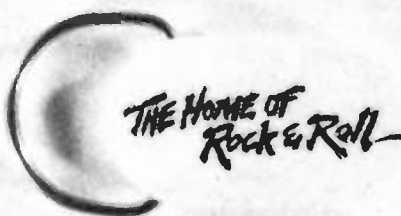
Jeff Bell

EVOLUTION

Larry West has resigned as Asst. PD at KILT-FM/Houston for freelance work... Former WGRQ/Buffalo MD Irv Goldfarb has exited the station, as has morning newscaster Charlie Seitz... Billy Juggs has exited KLOS for middays at KSAN/San Francisco... Dave Pierce has joined KPAS/El Paso from KILT-FM/Houston... Arlene Lieb has been named Promotion Director at WYSP/Philadelphia... J.D. North has joined WXLN/Savannah for nights from WDEM/Macon... WAAL/Binghamton has named Lori Vitaliano as News Director... Ed Mason-Hoyt has been upped to General Sales Manager at KSJO/San Jose. Fred Greene has joined the station as Creative Director. Phil Charles has been upped from part-time at KSJO to full-time overnights.

COMING NEXT WEEK: A "summer fashion photo preview" of the latest in T-shirt wear, customized by AOR stations for use as promotional merchandise. Next week we'll look at five different ways to market an AOR merchandising standby... and several good reasons to do so.

PROMOTION OF THE WEEK



WRIF Key Chain

"The main idea behind this promotion was to have something special to give away when our jocks made public appearances. We wanted an item that was different, but usable, unique, and small, yet shaped so that we could fit our logo on the front and back.

"Their availability is limited to giveaways at any special occasion involving the station (clubs, concerts, etc.). We will also send them to prize-winning listeners, as well as clients and rock stars who visit the station.

"We used a specialty house here in Detroit to produce them. We purchased 5000 at 35¢ each and have given away 1500 to date. We plan to continue the promotion and re-order in the fall. In the future we will be producing a larger quantity so we can make them more easily available to more of our listeners."

— Ruth Whitmore
Promotion Director
WRIF/Detroit, MI

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

UPDATE

Playboy's love affair with AOR radio continues: Its June issue includes a color photo of a lovely lady sporting (nothing but) a WMMS Buzzard T-shirt (which sure beats a photo of Dan Garfinkel wearing one!)... Spring Has Sprung Dept: WABX/Detroit's third Kite-In gathered an estimated 50,000 to Metropolitan Beach for a day's worth of outdoor activities. KMOD/Tulsa's similar Kite Flight (its fifth) brought together 10,000 outdoor enthusiasts. WIOQ/Philadelphia celebrated the coming of spring with a week's worth of "Green Thumb" promotions: the station gave away a tree daily, along with lawn servicing, fertilizer, and lawn care tips... KFMH/Muscataine is asking listeners to pick their own contest and prize in its "Summer Fantasy" promotion. So far they've received over 7,000 entries... During a promotional visit to WMMS/Cleveland, WB's Father Guido Sarducci took on-air confessions... In celebration of southern rock 'n' roll, WZXR/Memphis had a day of special programming featuring four southern rock songs an hour, plus live interviews with Point Blank and ZZ Top... Happy first AOR anniversary to WMET/Chicago, which took an impressive jump in the new Mediatrend results... Rich Little cut some promos for M105/Cleveland using the voices of Nixon, Bogart, Capote and Carter... This must have been confusing: WBCY/Charlotte MD Chris Jones did a re-

COLOR

MYSTERY ARTIST: KINK/Portland has been running a promotion which asks listeners to identify mystery artists to win \$102. Now the station is wrapping up the promotion with a final mystery artist. The correct guess will win \$1.02 an hour, every hour of every day, for 365 days (for those of you without calculators, that's almost \$9000 total).

INSTANT STARDOM: Virgin Records and Shooting Star are out to make instant stars out of radio listeners all across the country. In conjunction with 18 AOR's nationwide, the company is running an in-store registration contest to have a star (as in the heavens) named after the winners. Virgin has reportedly found a company in Toronto that is legally authorized to name stars, and will do so for the promotion's winners.

ON TOUR: WCMF/Rochester is running a promotion that will send winning listeners on expenses-paid trips to see groups all across the country. When the winner returns, he also wins a stereo system and a copy of the group's live album.



SPACE INVADERS — Would you buy a used radio from these guys? That's WTUE/Dayton newscaster Dan Pugh (left) and morning man Sean Scott (right), who celebrated the coming of spring by taking their toys and mikes outside for a recent morning show.

cent on-air interview with Chris Jones, drummer for Radio Records's Glass Moon... As part of their regular Wednesday morning sports challenges with their listeners, WRIF/Detroit's Jim Johnson and sportscaster Eli Zared challenged tennis pro Jimmy Connors to some volleys, with the losing team donating \$250 to a charity. Needless to say, the station made the donation... As tie-ins with Earth Day, KZOM/Beaumont helped listeners set up car pools, carried special ecology news reports, and gave away copies of the Jefferson Starship's "Earth" album... WKQQ/Lexington held a 50%-Off Fair that gathered 23 merchants and 20,000 potential buyers. The station covered the one-day affair with numerous live remotes... Congrats to WYDD/Pittsburgh air personality Chris DeCarlo, who gave birth to 7 lb. 9 oz. Christopher. Chris will be back to 10pm-2am in three weeks... WABD/Ft. Campbell claims to have broken a Guinness world's record after the station urged 118 people to climb on a waterbed mattress... WMYK/Norfolk overloaded phone lines from Eastern North Carolina to Baltimore when they asked listeners to call in to win \$1000 when they heard Billy Joel's "You May Be Right" song. The telephone equipment responded by going dead till the song was over. The station, which was awarding the money to the 94th caller, has agreed to give the money to the 11th caller instead, in hopes of keeping the overload from reoccurring... More Rock Cards received this week from WRCN/Long Island's Air Force (nice wing pin), and WQDR, which sends out "Preferred Listener Cards" to listeners who fill out a lifestyle questionnaire. The survey is turned over to the station's sales department for listener demographic breakdown information... KZAP/Sacramento regularly produces and runs phony spots. A recent one for a Las Vegas bordello was misinterpreted as the real thing by a local TV news chief, who asked his employees to check it out... KLOS/Los Angeles has a new phone number for its programming department: (213) 577-7259.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMYK-WZAM/Norfolk presented Carolyn Mas for \$2.94.

RADIO CONCERTS: Rush on WAPL/Appleton... Aztec-2-Step on WRKI/Bridgeport... Joe Perry, Pat Travers on WRIF/Detroit... Todd Rundgren, Laurie & Sighs, Warren Zevon on WMMR/Philadelphia... George Thorogood, David Sanborn, Cars on WBRU/Providence... Warren Zevon on WCOZ/Boston... Tourists, Joe Perry, Father G. Sarducci on WMMS/Cleveland... Rachel Sweet, Fools, Cretones, Angel City, Elvin Bishop on KAZY/Denver... Tourists on WQBK/Albany... David Sanborn, 999, Molly Hatchet on WLIR/Long Island... Willie Nile on WNEW-FM/New York... Bruce Cockburn on WMMS/Cleveland.

GUEST DJ'S: Robin Lane on WBCN/Boston... Ted Nugent on WABX/Detroit... Ted Nugent on WYMX/Augusta... Pat Travers, Billy Squier on WBAB/Long Island.

CONVERSATIONS: Orleans on WGIR-FM/Manchester... Graham Nash on WABX/Detroit... Rush on WLPX/Milwaukee... Selector, Patrick Gleason on KTIM/San Rafael... Dixie Dregs on WKQQ/Lexington... Bryan Adams on CHEZ-FM/Ottawa... Rick Danko, Richard Manuel on WBRU/Providence... Warren Zevon, Shooting Star on WCOZ/Boston... Bryan Ferry, Tourists on WMMS/Cleveland... Dirt Band on WXLN/Davenport... Rachel Sweet, Joe Perry, Angel City on WMET/Chicago... Rachel Sweet, Angel City, Blackfoot on KAZY/Denver... Jerry Riopelle on KDKB/Phoenix... 38-Special on WMAD/Madison... Marshall Tucker Band, Graham Nash on WNEW-FM/New York... Father G. Sarducci, Rachel Sweet, Pretenders on WXRT/Chicago... Suzanne Fellini, Warren Zevon, Robin Trower, Shooting Star, Graham Nash on WDHA/North Jersey... Cheap Trick, Ramones, on WLVI/Columbus... Graham Nash, Rachel Sweet, Sue Saad on KBCO/Boulder... Christopher Cross on WSRZ/Sarasota.



RUSSIA

THE ALBUM: **RUSSIA**

Consensus cuts:

"Who Do You Think You Are"
(forthcoming single)

"Out Of My Mind"

"Fight Back (Time After Time)"

"Gotta Get Away"

Already On: KMET, KLOS, KROQ, KPRI, WXRT, WLPX, WMAD, WMJQ, WSYR, WYSP, M105, WWCK, WBCN, WCCC, WNEW, WRNW, WLIR, WBAB, WZZO, WKLS, WYMX, WZXR, WROQ, KDKB, KFML, KRST, KAWY, KOME, KSJO, KZAP, KZOK, KISW, KZAM-AM, KGON, KQFM, KZEL, KREM, KIOK, KIDQ, WZOK, WWCT, KFMH, KEZO, WOUR, WBWB, WFFX, WGIR, KXXY, WRAS, WUOG, WSMU, WJAX, WFYV, WABD, WKDQ, WKIR, KXFM, KMGH, KCFR, KBCO, KILO, KKDJ

Produced By Paul Ratajczak



on Warner Bros. Records



AMBROSIA

THE ALBUM: **ONE EIGHTY**

Consensus cuts:

"Ready"

"No Big Deal"

"Rock 'N A Hard Place"

"Biggest Part Of Me"

Already On: KBPI, WMET, WMAD, WXLN, KSHE, WMMS, WYDD, M105, WLAV, WBCN, WCOZ, WCCC, WNEW, WRNW, WLIR, WBAB, WMMR, WYSP, WIOQ, DC101, KTXQ, KZEW, KPAS, KATT, KLOL, KILT-FM, WRKK, WBCY, KPRI, KBBC, KWFM, KRST, KAWY, KSAN, KOME, KSJO, KMEL, KZAM-FM, KINK, KREM, WAPL, WWCT, KKDQ, KLYX, KQKQ, KBLE, WAAL, WKDD, WCPI, WOMP, WIBZ, WVUD, WKQQ, WXKE, WPFR, WBWB, WFFX, WWCK, WILS, WHNN, WEEI, WCAS, WBLM, WBRU, WLOB, WLOM, WGIR, WPLR, WQBK, WRKI, WPDH, WDHA, WRHY, WEZX, WHFS, KMOD, KY99, KLBJ, KNCN, ZOOM-104, NOVA-104, WRNO, WTUL, KSMB, WZZQ, KMBQ, WABB-FM, WTKX, WXLM, WRAS, WQUT, WSMU, ZETA-4, LOVE-94, WJAX, WKWF, WGVN, WLYX, WABD, WKDQ, WKIR, WDBS, WWWZ, WZLD, WXQR, WKTM, KNX, KEZY-AM&FM, KCAL, KTYD, KTMS, KXFM, KZOZ, KFMS, KENO-FM, KFML, KBCO, KSPN, KILO, KLRB, KOZZ, K-108, KKDJ, KVRE, KKBC, KZEL, KAAK, KIOK

Produced By Ambrosia & Freddie Piro



On Warner Bros. Records

Album Airplay/40

Chart Summary

May 2, 1980

159 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for week numbers (4/11, 4/18, 4/25, 5/2) and album titles/artists. Includes entries for Bob Seger & Silver Bullet, Billy Joel, Van Halen, Journey, Linda Ronstadt, Pat Travers Band, Pink Floyd, Heart, Genesis, Eric Clapton, Clash, Pretenders, Boz Scaggs, J. Geils Band, Joe Perry Project, Marshall Tucker Band, Humble Pie, Firefall, Triumph, Gary Numan, Elvis Costello & The Attractions, Ian Hunter, Urban Cowboy, Def Leppard, Red Rider, Rush, Warren Zevon, Christopher Cross, Grace Slick, Robin Trower, Tom Petty & Heartbreakers, Motors, Ambrosia, Angel City, Willie Nile, Cretones, Tommy Tutone, Pete Townshend, Benny Maddones, John Stewart.

The race for the top spot heated up this week as JOEL made gains in total mentions, but it was still SEGER in the end who maintained his lead for another week. VAN HALEN jumped up nicely this week, while JOURNEY, LINDA and TRAVERS all held a very close race in total reports for the next several positions. GENESIS and CLAPTON hit top ten as adds converted to other rotations. BOZ maintained as PERRY moved up. PIE and FIREFALL rose as TRIUMPH held rock steady. NUMAN inched up as HUNTER climbed. COWBOY debuted handsomely with significant adds, while DEF and RED both had good weeks of increased airplay. MOTORS and AMBROSIA moved up, as did TUNONE. TOWNSHEND and MARDONES debuted with good early adds. STEWART held steady, while BILLY SQUIER and GLASS MOON came close to charting.

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

MOST ADDED

Table of Most Added albums with columns for week numbers (5/2, 4/25, 4/18, 4/11, 4/4) and album titles/artists. Includes entries for Urban Cowboy, Benny Maddones, Pete Townshend, Spider, Billy Squier, Original Mirrors, Russ Ballard, 10CC, Dixie Dregs, Tommy Tutone, Ozark Mountain, Andrew Gold, Lou Reed, Michael Franks, Jeff Lorber Fusion, Pure Prairie League.

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

MEDIUM

Table of Medium albums with columns for week numbers (5/2, 4/25, 4/18, 4/11, 4/4) and album titles/artists. Includes entries for Joe Perry Project, Humble Pie, Triumph, Grace Slick, Pat Travers Band, Def Leppard, Motors, Marshall Tucker, Red Rider, Angel City, Firefall, Ian Hunter, Genesis, Cretones, Willie Nile.

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

THE HOTTEST

Table of The Hottest albums with columns for week numbers (5/2, 4/25, 4/18, 4/11, 4/4) and album titles/artists. Includes entries for Bob Seger & Silver Bullet, Billy Joel, Journey, Van Halen, Linda Ronstadt, Pink Floyd, Heart, Eric Clapton, Pretenders, Pat Travers Band, Genesis, Clash, Boz Scaggs, J. Geils Band, Marshall Tucker.

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

RCA BREAKS ALBUMS

THE GROUP THAT ALL OF YOUNG AMERICA WANTS TO HEAR!



Produced by Mike Levine for Attic Records Ltd.

BB CB RW
34 44 70

RADIO & RECORDS 19
ALBUM NETWORK 27
GOOD PHONE 20
BILL HARD 16

- April 23 Spokane, WA Coliseum
24 Seattle, WA Paramount Theater
25 Portland, OR Paramount Theater
26 San Francisco, CA Fox Warfield Theater
27 Santa Monica, CA Civic Auditorium
29 Denver, CO Rainbow Music Hall
30 Oklahoma City, OK Music Hall
May 1 San Antonio, TX Hemisphair Arena
2 Dallas, TX Moody Coliseum
3 Houston, TX Sam Houston Coliseum
4 Austin, TX Memorial Auditorium
7 Beaumont, TX Civic Center

- 8 Shreveport, LA Municipal Theater
9 Amarillo, TX Civic Center
10 El Paso, TX Coliseum
11 Midland, TX Chaparral Center
13 Corpus Christi, TX Memorial Coliseum
15 St. Louis, MO Keil Opera House
16 Kansas City, KS Memorial Auditorium
17 Evansville, IN Coliseum
18 Louisville, KY Freedom Hall
21 Atlanta, GA Fox Theater
22 Charlotte, N.C. Park Center
23 Johnson City, TN Freedom Hall

- 24 Indianapolis, IN Market Square
25 Davenport, IA Tentative
26 Minneapolis, MN Riverflat Park
28 Marquette, MI Tentative
29 Milwaukee, WI Riverside
30 Chicago, IL Aragon Ballroom
31 Pittsburgh, PA Stanley Theater
June 1 Detroit, MI Royal Oak
6 Rochester, NY Civic Theater
7 Buffalo, NY Memorial Auditorium

DREAMS BECOME REALITY

BB CB RW
32* 37* 52

RADIO & RECORDS 29
ALBUM NETWORK 31
GOOD PHONE 19
BILL HARD 26



Produced by Ron Frangipane

The Single
"ANGEL OF NIGHT"
Just Released



THE CONTROVERSIAL LP—

BB CB RW
58 106 118

Released
At Last!
SACRED SONGS



Produced by Robert Fripp



AOR BREAKERS

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



URBAN COWBOY
ORIGINAL MOTION PICTURE SOUNDTRACK
URBAN COWBOY
Various Artists
(Full Moon/Asylum)
"Nine" "Night" "Times"
"Texas." 74% of our reporters on it. Total album reports: 117. A-107, M-6, H-4. Debuted this week at No. 23.

SINGLES

- PAUL McCARTNEY**
"Coming Up (Live)" (Columbia)
- ALICE COOPER**
"Clones (We're All)" (WB)
- NAZARETH**
"Holiday" (A&M)
- BLONDIE**
"Call Me" (Chrysalis)
- FRANK ZAPPA**
"Drafted" (Zappa)
- SPIDER**
"New Romance" (Dreamland)
- T. RUNDGREN/UTOPIA**
"Sat Me Free" (Bearsville/WB)
- JAGS**
"Back Of My Hand" (Island)
- FOOLS**
"Night For Beautiful Girls" (EMI America)
- SQUEEZE**
"If I Didn't Love You" (A&M)

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

JAZZ ON AOR

- SPYRO GYRA** Catching The Sun (MCA) Title
- DIXIE DREGS** Dregs Of The Earth (Arista) "Road Expense" "Pride O' Farm" "Twiggs"
- DAVID SANBORN** Hideaway (WB) "Again" "Anything"
- TIM WEISBERG** The Tip Of The... (Nautilus) "Intimidation" "Do Dah" "La Paz" "Tibetan..."
- JEFF LORBER FUSION** Wizard Island (Arista) Title "Lava Lands" "Rooftops"
- EARL KLUGH** Dream Come True (UA) "In Your Heart"
- KITTYHAWK** Kittyhawk (EMI America) "Islands" "Never" "Chinese"
- PASSPORT** Oceanliner (Atlantic) "Ancient Saga"
- CHUCK MANGIONE** Fun And Games (A&M) "Give" "Best" Title
- G. WASHINGTON JR.** Skylarkin' (Motown) "Snake Eyes"

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

REGIONAL AOR ACTIVITY

EAST

Q104 WQBK FM
Albany 518-462-5555

PD: JOHN COOPER
ASST PD: DAN BOYLE

Added:
T.M. W. (SBC) (Nautilus)
CHICK COREA (WB)
MICHAEL FRANKS (WB)
100% (WB)
URBAN COWBOY (Full Moon/Asylum)
DIXIE DREGS (Arista)
JEFF LORBER FUSION (Arista)
ORIGINAL MIRRORS (Arista)
LNU REED (Arista)
P.P. LEAGUE (Casablanca)
SPIDER (Dreamland)
GRINDERSWITCH (Polygram)
BRAM TOWNSHEND (Arista)
PETE TOWNSHEND (Arista)
-STEVE FORBERT (Newport)

Medium:
HEART (Epic)
HARRIETTE FAITHFULL (WB)
JOE PERRY PROJECT (Capitol)
EAGLES (Arista)
HANGOVER/UTOPIA (Arista)
DAVID SANBORN (Arista)
GRACE SLICK (RCA)
PAT TRAYERS BAND (Polygram)
SUZANNE FELLINI (Casablanca)
JAGS (Arista)
MOTORS (Virgin)
RAMONES (Sire)
FOOLS (Arista)
WHEEL (Epic)

Hot:
PRETENDERS (Sire)

WAAL FM stereo 99
The Sound of the 80's
Binghamton 807-772-8850
*LILLIE NILE (Arista)

PD: KEITH NELSON
MD: GLENN CORNELIUS

Added:
BENNY MARDONES (Polygram)
JOHN STEWART (RSO)
TOMMY TUTOR (Polygram)
-FRANK ZAPPA (Mercury)

Medium:
URBAN COWBOY (Full Moon/Asylum)
IAN HUNTER LIVE (Chrysalis)
WILLIE NILE (Arista)
BOB SEGER & ... (Capitol)
PAT TRAYERS BAND (Polygram)
GARY BART LINDSEY (Arista)
VAN HALEN (WB)
BILLY JOEL (Columbia)

Hot:
DPT JACK (Inner City)
KITTENHOLE (EMI America)
HERON & JACKSON (Arista)
G. WASHINGTON JR. (Motown)
SPYRO GYRA (MCA)

WZZO Allentown 215-694-0511

PD: LYN CORRY
MD: CHINA HOLT

Added:
URBAN COWBOY (Full Moon/Asylum)
"Nine Tonight" (Full Moon/Asylum)
SPIDER (Dreamland)
"New Romance" (Arista)
RUSS BELLARD (Epic)
"Ramp Drive" (Arista)
ORIGINAL MIRRORS (Arista)
"Ramp Drive" (Arista)
FIREBALL (Arista)
"Hoodoo" (Arista)

Medium:
BOB SCAGGS (Columbia)
MOTORS (Virgin)
BILLY SQUIER (Capitol)
TRUMPET (Arista)
CRETONES (Pianet)
IAN HUNTER LIVE (Chrysalis)
GRACE SLICK (RCA)
RUSSIA (WB)
HARRIETTE (Sire)
-ALICE COOPER (WB)

Hot:
PINK FLOYD (Columbia)

104FM WBCN
Boston 617-266-1111

PD: TONY BERARDINO

Added:
RUSS BELLARD (Epic)
BENNY MARDONES (Polygram)
ORIGINAL MIRRORS (Arista)
RUSSIA (WB)
FRANK ZAPPA (Mercury)
URBAN COWBOY (Full Moon/Asylum)
TOMMY TUTOR (Polygram)
-AUG (Arista)
-JERRY THE JACKSON (Arista)
ELTON JOHN (Arista)
LENE LOVICH (Sire)
-JIMMY NICHOLS (WB)
-ANNI PRELLES (Arista)

Medium:
PRIVATE LIGHTNING (A&M)
URBAN COWBOY (Full Moon/Asylum)
TOMMY TUTOR (Polygram)
-AUG (Arista)
-JERRY THE JACKSON (Arista)
ELTON JOHN (Arista)
LENE LOVICH (Sire)
-JIMMY NICHOLS (WB)
-ANNI PRELLES (Arista)

Hot:
PRETENDERS (Sire)

WOL Baltimore 301-889-0098

PD: ALAN OLIVER
MD: BRUCE COURDUFF

Added:
BOB SCAGGS (Columbia)
"Imagination" (Arista)
PETE TOWNSHEND (Arista)
"Rough Boys" (Arista)
URBAN COWBOY (Full Moon/Asylum)
"Nine Tonight" (Full Moon/Asylum)
ORIGINAL MIRRORS (Arista)
"This Heaven" (Arista)

Medium:
PAT TRAYERS BAND (Polygram)
DEF LEPPARD (Mercury)
HUMBLE PIE (Arista)

Hot:
CLASH (Epic)
FAB THUNDERBOLTS (Arista)
PRETENDERS (Sire)
RUSH (Mercury)

WOL Boston 617-247-0850

MD: KATE INGRAM

Added:
BRUNNEN (Mercury)
DIRTY LOOKS (Sire)
ORIGINAL MIRRORS (Arista)
GRACE SLICK (RCA)
LNU REED (Arista)
BILLY SQUIER (Capitol)
ERIC CLAPTON (RSO)
"Cocaine" (Mercury)
"Lay, Sally" (Arista)
JOURNEY (Arista)
"Cocaine" (Mercury)
JOE PERRY PROJECT (Capitol)
"Misunderstand" (Arista)
-CRACK THE SKY (Lifelong)

Hot:
CLASH (Epic)
FAB THUNDERBOLTS (Arista)
PRETENDERS (Sire)
RUSH (Mercury)

MOST ADDED

URBAN COWBOY
Various (Full Moon/Asylum) 29/26

BENNY MARDONES
Never Run... (Polydor) 21/21

PETE TOWNSHEND
Empty Glass (Arista) 13/12

ORIGINAL MIRRORS
Original Mirrors (Arista) 11/11

SPIDER
Spider (Dreamland) 13/10

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

MEDIUM

HUMBLE PIE
On To Victory (Atco) 23/19

MOTORS
Tenement Steps (Virgin) 23/19

JOE PERRY PROJECT
Let The Music... (Columbia) 25/18

IAN HUNTER
Welcome To... (Chrysalis) 25/15

DEF LEPPARD
On Through... (Mercury) 17/15

GRACE SLICK
Dreams (RCA) 17/15

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

BOB SEGER & SILVER BULLET
BAND
Against The Wind (Capitol) 36/35

BILLY JOEL
Glass Houses (Columbia) 35/31

LINDA RONSTADT
Mad Love (Asylum) 32/28

GENESIS
Duke (Atlantic) 33/27

CLASH
London Calling (Epic) 32/27

PINK FLOYD
The Wall (Columbia) 28/27

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

SOFT ROCK
Boston 617-262-5900

MD: JIM SPELLMAYER
MD: DON COHEN

Added:
TERENCE BOYLAN (Arista)
MICHAEL FRANKS (WB)
"This Heaven" (Arista)
T.M. W. (SBC) (Nautilus)
"New Romance" (Arista)
P.P. LEAGUE (Casablanca)
"Ramp Drive" (Arista)
URBAN COWBOY (Full Moon/Asylum)
LINDA RONSTADT (Arista)
-LARRY GATLIN & ... (Columbia)

Hot:
CHRISTOPHER CROSS (WB)

WGRQ Buffalo 716-881-4555

PD: GEORGE MARAS

Added:
PETE TOWNSHEND (Arista)
URBAN COWBOY (Full Moon/Asylum)
GLASS HOUSES (Columbia)
RUSS BELLARD (Epic)
-FRANK ZAPPA (Mercury)
-PAUL McCARTNEY (Columbia)

Medium:
MOTORS (Virgin)
IAN HUNTER LIVE (Chrysalis)
RED RIDER (Capitol)
GENTLE GIANT (Columbia)
CRETONES (Pianet)
WIEE RUTHERFORD (Passport)
HUMBLE PIE (Arista)
DEF LEPPARD (Mercury)
IAN HUNTER LIVE (Chrysalis)
LUCIFER'S FRIEND (Epic)
TOMMY TUTOR (Polygram)
BILLY SQUIER (Capitol)
LINDA RONSTADT (Arista)
CLASH (Epic)
J. GELLS (EMI America)
PAT BENATAR (Chrysalis)

Hot:
ERIC CLAPTON (RSO)
TRIUMPH (Arista)

WCCC Hartford 203-549-3456

PD: COUNTRY PAUL PATTON
MD: LICH

Added:
URBAN COWBOY (Full Moon/Asylum)
BLUETO (Arista)
BRAINS (Mercury)
P.P. LEAGUE (Casablanca)
"Ramp Drive" (Arista)
JEFF LORBER FUSION (Arista)
ORLEANS (Arista)

Medium:
BLONDIE (Chrysalis)
MARSHALL TUCKER (WB)
PRIVATE LIGHTNING (A&M)
ANGEL CITY (Epic)
ERIC CLAPTON (RSO)
FIREBALL (Arista)
RUSH (Mercury)
JOE PERRY PROJECT (Capitol)
BOB SCAGGS (Columbia)
PRETENDERS (Sire)
HUMBLE PIE (Arista)
IAN HUNTER LIVE (Chrysalis)
JOHN STEWART (RSO)
"Rocky Mountain" (Arista)
PAT BENATAR (Chrysalis)
-TOM PETTY (Arista)

Hot:
CHICK COREA (WB)
LILLIE NILE (Arista)

105FM Bridgeport 203-579-9995

PD: TOM ZARECKI
MD: BRIAN ST. JAMES

Added:
ROBIN LANE & ... (WB)
"Things, Things" (Capitol)
BILLY SQUIER (Capitol)
"Young Girls" (Arista)
BENNY MARDONES (Polygram)
"She's A French" (Arista)
P.P. LEAGUE (Casablanca)
"Let Me Love" (Arista)
DEF LEPPARD (Mercury)
"Breakfast" (Arista)

Medium:
HUMBLE PIE (Arista)
FOOLS (Arista)
BLUES (Capitol)
"Unlabeled" (Arista)
FRANK ZAPPA (Mercury)
MARSHALL TUCKER (WB)
"Hip Times Time" (Arista)

Hot:
ERIC CLAPTON (RSO)
LENE LOVICH (Sire)
BOB SEGER & ... (Capitol)
J. GELLS BAND (EMI America)
PINK FLOYD (Columbia)
CLASH (Epic)
FOOLS (Arista)
PRETENDERS (Sire)
VAN HALEN (WB)
HARRIETTE (Sire)
JOE PERRY PROJECT (Capitol)
LINDA RONSTADT (Arista)
PRIVATE LIGHTNING (A&M)
IAN HUNTER LIVE (Chrysalis)
PAT TRAYERS BAND (Polygram)
ROBIN LANE & ... (WB)
SHOOTING STAR (Virgin)
SNACK (Capitol)
HARRIETTE (Sire)
-PETE TOWNSHEND (Arista)

CAPE COD'S 104FM Cape Cod 617-255-3220

PD: LARRY KING
MD: NANCY DONNELAN

Added:
JEFF LORBER FUSION (Arista)
"Ramp Drive" (Arista)
ORLEANS (Arista)
T.M. W. (SBC) (Nautilus)
"Do Dah" (Arista)
BOB SCAGGS (Columbia)
MICHAEL FRANKS (WB)
"No Love" (Arista)
-ELTON JOHN (Arista)

Medium:
ANDROSIA (WB)
KORONA (Arista)
SMOKEY ROBINSON (Motown)
BRUCE COCKBURN (Arista)
JUDY COLLINS (Arista)
JOHN STEWART (RSO)
CHRISTOPHER CROSS (WB)
WATTS (Sire)
ROBIE LARS (Arista)
JEAN-LUC PONTY (Arista)
MARSHALL TUCKER (WB)
FLEETWOOD MAC (WB)

Hot:
PAUL McCARTNEY (Columbia)

WHON 105FM Hartford 203-247-1060

PD: DANIEL F. HAYDEN
MD: ED O'DURRILL

Added:
URBAN COWBOY (Full Moon/Asylum)
BENNY MARDONES (Polygram)
"She's A French" (Arista)
LOW REED (Arista)
"Power/For/In/ing" (Arista)

Medium:
BOB SCAGGS (Columbia)
FIREBALL (Arista)
GENTLE GIANT (Columbia)
MARSHALL TUCKER (WB)
MOTORS (Virgin)
IAN HUNTER LIVE (Chrysalis)
SQUEEZE (Arista)
JOE PERRY PROJECT (Capitol)
TRIUMPH (Arista)
HUMBLE PIE (Arista)
ANGEL CITY (Epic)
DEF LEPPARD (Mercury)
ROBIN LANE & ... (WB)
RED RIVER (Capitol)

Hot:
TIM WEISBERG (Nautilus)

WBLM 92.7 Long Island

HD: JOSE DIAZ
PD: MIKE BUBSEY
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Long Island 518-567-1023

PD: HARRY CUMLEY
HD: MARC COPPOLA
Address: 100 (M)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

WLIB FM 92.7 Long Island 518-465-9200

PD: DENIS McLAUGHLIN
HD: LARRY ALI HANAN
Address: ORIGINAL WARRIORS (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

WRCN Long Island 518-727-1570

PD: PAUL HERRIS
HD: WOLFGANG GRAY
Address: PETER DINKlage (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Manchester 803-825-8915

HD: KAREN ANDERSON
Address: BERRY HARDOONES (Poly)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

WPLR New Haven 203-777-8617

HD: EDDIE WAZOO
Address: DIANE DREES (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

New York 212-986-7000

ASST. PD: DICK REED
HD: MARYANN MCINTYRE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

New York 212-687-7777

PD: LARRY BERGER
Address: PETER TONGHEAD (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

105.5 WJHA North Jersey 201-328-1055

HD: BOB LINDA
PD: MARK CHENIERE
Address: GRATEFUL DEAD (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Ottawa 613-563-1919

HD: GREG TORRINGTON
Address: ERIC CLAPTON (RSO)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Philadelphia 215-561-0933

PD: CHARLIE KENDALL
HD: JOE BONOMO
Address: PETER TONGHEAD (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Philadelphia 215-681-9333

PD: CHARLIE KENDALL
HD: JOE BONOMO
Address: PETER TONGHEAD (Arista)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Philadelphia 215-687-6100

HD: DAN FOGELBERG
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Philadelphia 215-639-7825

PD: STEVE SUTTON
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Pittsburgh 412-562-5900

PD: DAVE LANGE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Pittsburgh 412-362-2144

HD: JIM KIMBLE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Providence 401-272-9550

PD: MARY McLAUGHLIN
HD: CAROLYN BERMAN
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Rochester 716-232-7550

PD: BERNIE KIMBLE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Rochester 716-232-7550

PD: BERNIE KIMBLE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)



SPECIALS DISPLAY SKA SKILLS AT WLIR - Chrysalis recording group the Specials joined WLIR/Long Island jocks for an on-air interview and sampling of their music. Pictured (l-r) are group's Jerry Dammers, Chrysalis Director of National Album Promotion Michael Abramson, WLIR's Ray White, group's Horace Gentleman, (seated) WLIR's Ben Manila.

Rochester 716-288-3200

STX (A&M)
RUSH (Mercury)
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Syracuse 315-662-9538

PD: ED LEVINE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Toronto 416-967-3445

PD: GARY SLAIGHT
HD: BRIAN MASTER
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Utica 315-797-0803

ASST. PD: ROBIN SHERWIN
HD: DALE EDWARDS
Address: BERRY HARDOONES (Poly)
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Washington, D.C. 703-534-0320

HD: GARY CHASE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Wheeling 614-876-5661

PD: JIM DUBOVIK
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Worcester 617-752-5811

HD: PAUL LEVINE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Yorke 717-286-8606

PD: JEFF HART
HD: JACK QUIGLEY
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Yorke 717-286-8606

PD: JEFF HART
HD: JACK QUIGLEY
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Washington, D.C. 703-534-0320

HD: GARY CHASE
Address: URBAN COMBOY
HOTSPOT: BERRY HARDOONES (Poly)
MUSIC: BARRY MANO (Epic)

Country



BUMPER CROP — Considering that WPVA/Petersburg, VA thoughtfully sent in a bumper sticker, we thought we'd print it. The station is making sure its identity is noticed with their bright orange and yellow model.



EQUAL TIME — Wisconsin Governor Lee Dreyfus stopped by WAXX/Eau Claire for an impromptu telephone-talk show. Pictured with the Governor is WAXX News Director Craig Bain.



OAKS IN THE SPOTLIGHT — WKSJ hosted an Oak Ridge Boys Weekend, with lucky winners spending the day with the group. Pictured with the winners and the "Boys" are (left) PD Bill Robbins, (center) afternoon jock Tom Dixon (in T-shirt), and Danny Summers, evening DJ.



THE SOUTHERN GENTLEMEN — Birmingham's WYDE crew got together with Conway Twitty and Sonny James during a recent concert. Left to right: Don Kelly, Gene Lester, Jim Powell, Twitty, James and PD Mike Malone.



YE OLD FISHING HOLE? — Updating a national pastime, WHUM/Reading, PA set up a fishing tank at a local shopping mall, in which listeners fished for prizes. Inset shows Bill Anderson sporting WHUM's bumper-sticker with morning man Jeff Warner.



LIVING LEGEND — Ernest Tubb (center) performed recently in Missouri, and KFEQ/St. Joseph staffers were on hand with welcoming smiles. Pictured with Tubb are Bill Price and (right) Bob Orf, station PD.



RADIO TO THE RESCUE — KHSJ/Chico, CA PD Gary Smith (right) presented a check of over \$1500 to Easter Seals Telethon MC. With Smith is station manager Dino Corbin (center). WEEP/Pittsburgh sponsored the "Weep Family Of Feet" for the March Of Dimes walkathon, a 30-kilometer trek. 20,000 of the above pictured buttons were given out, and a special presentation made by the station to the 1980 March Of Dimes Poster Child.



DAVIES IN CINCINNATI — WUBE PD Duke Hamilton (left) and MD Paul O'Brien welcome Gail Davies to the station, during her Midwest promotional tour for her new WB album.

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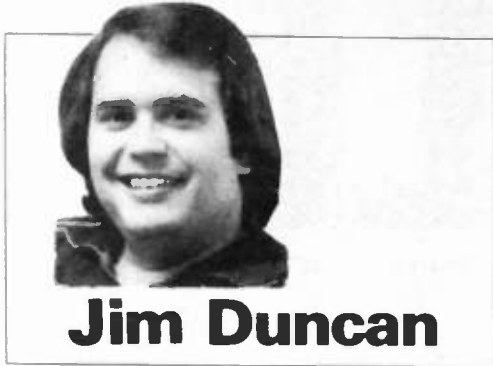
MANAGEMENT: GAYLE ENTERPRISES, 54 MUSIC SQ., EAST, NASHVILLE, TN 37203, 615-327-2651
BOOKING AGENCY: WILLIAM MORRIS, 2325 CRESTMOOR, NASHVILLE, TN 37215, 615-385-0310
WILLIAM MORRIS, 151 B, CANINO DR., BEVERLY HILLS, CA 90212, 213-274-7451



“The Blue Side,” another side of Crystal Gayle.

FROM THE ALBUM “MISS THE MISSISSIPPI,” JC36203. PRODUCED BY ALLEN REYNOLDS. ON  **COLUMBIA RECORDS & TAPES.**

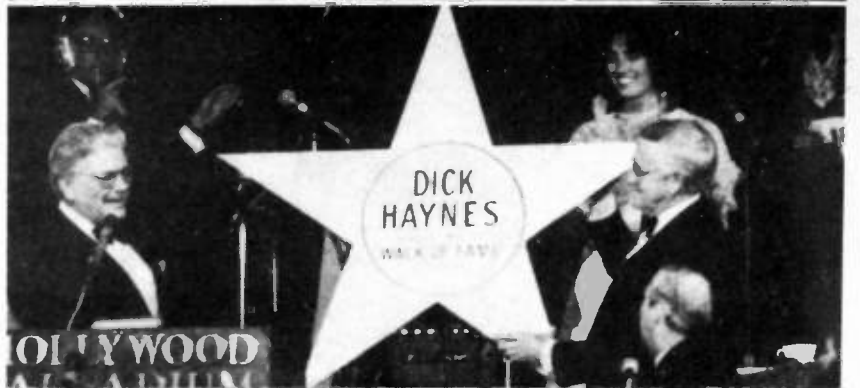
Country



Jim Duncan

News Notes

As I was running out of the Hyatt Regency Hotel in Washington, D.C. last week, I bumped into Charlie Daniels on his way in. After exchanging hellos, he said he would see me in L.A. on Saturday night for the Dick Haynes testimonial dinner. (He was also coming to town to record his next album for Epic Records.) This week's Academy of Country Music awards show has many of the key artists and record company representatives in town. Glad to welcome you all here . . . This week's Country page spotlights the Country Music Association meetings in Washington and the Dick Haynes dinner. It was a real pleasure to see "Haynes At The Reins" being honored for his 35 years as a Los Angeles personality, many of those years on KLAC. Dick was one of the highlights of last year's R&R Convention on the radio personality panel. During the CMA Board meeting I asked and received approval for a special "Certificate Of Appreciation" from the board to be sent to one of the last of a breed of true "air personalities." After Saturday's dinner for Haynes, I walked backstage to give him the news and to give him my congratulations. He looked very tired, but still managed to toss one of his funny bits my way. I did something I haven't done since I was a kid - I asked for his autograph on the souvenir program. I plan to keep it in a special place to always remind me of the dedication and professionalism of one of the best . . . In other news, WNYR/Rochester, NY has moved up the dial from 680 to 990 to become a fulltime station, broadcasting 24 hours a day . . . Chris Michaels, PD of WDLB-AM/Marshfield, WI, reports the station has changed from P/A to Country. If you can help with service: (715) 384-2191 . . . Bill Lowry, GM of WTRW-FM (Country 95)/Muskegon, MI, tells R&R the station's format has changed to Country as of April 10. WTRW is now using Drake-Chenault's "Great American Country" format . . . CJBX-FM/London, Ontario, has signed on the air as a Country station. Rick Richardson is President, Jim Boyle GM, and Vic Foliott is the PD . . . Mutual Broadcasting will make a six-hour radio special of the two-day Wheeling "Jamboree In The Hills." The network will air the special on September 1 (Labor Day) . . . Al Dylan, evening personality on CKLW-FM/Detroit, was featured for a week on "Piccadilly Radio" in Manchester, England. As part of a "Salute To America" week, Dylan did his Country show for the entire week of April 28 to May 2 . . . Phil Davis, from KBOX/Dallas, is the new all-nighter on WGTO/Cypress Gardens, FL . . . Randy Thompson has returned as News Director of WVMJ/Biloxi . . . Before I get myself gone for another week, if anyone from FICAP is listening: KLAC's Dick Haynes seems like an obvious "Hall Of Fame" choice for 1980. Being a FICAP member, he's got my vote . . . So what's news with you?



HOLLYWOOD HONORS HAYNES - Last Saturday night hundreds of friends and fans of Dick Haynes gathered at the Hollywood Palladium to salute the longtime KLAC morning man for 35 years as a radio air personality in Los Angeles. As a special surprise, Haynes was told his name will be added to the Hollywood "Walk of Fame," a proclamation by Los Angeles Mayor Tom Bradley of "Dick Haynes Day," and he received salutes from top entertainers such as Marty Robbins, Charlie Daniels, and by many notables of Los Angeles radio including Lohman & Barkley (KFI), R&R columnist Gary Owens (KMPC), and longtime morning competition Dick Whittinghill, now retired from KMPC. (See related photo Page 1.) Top photo shows Roy Rogers performing in a rare appearance with the Sons Of The Pioneers. Middle picture is of "Haynes At The Reins" being presented a "star" from the Hollywood Chamber of Commerce. The lower photo (left to right) shows emcee Rex Allen; Haynes; Metromedia's Bill Ward and George Duncan, and Stu Levy, GM of KLAC.

The CMA In Washington, D.C.



The Country Music Association met last week for its second quarterly board meeting at the Hyatt Regency in Washington, D.C. As part of the three days of meetings, a VIP tour of the White House and a special Congressional reception at the Senate Caucus Room was hosted by the CMA and Senator Robert Byrd. Entertainment at the reception was provided by Senator Byrd, Barbara Mandrell, Charley Pride, Mac Wiseman, and John D. Loudermilk. Pictured (top left) Bill Denny; Irving Waugh; King Edward Smith IV, WSLC/Roanoke and wife Dean; Jack D. Johnson; Phonogram-Mercury President Bob Sherwood and Mrs. Sherwood; Hap Peebles; Hutch Carlock; Barrie Bergman; Warner Brothers' Norro Wilson; KCUB/Tucson owner Jim

Slone; Dick Frank, Mike Milom; CBS Records' Rick Blackburn; and R&R's Jim Duncan. (Top right) CMA President Ralph Peer, RCA's Charley Pride, CMA Board Chairman Tom Collins, CBS Records President Bruce Lundvall, and BMI's Francis Preston. (Middle left) Senator and Mrs. Howard Baker; Barbara Mandrell; Carol Parker, PD WMZQ/Washington; Charley Pride; Jim Duncan; and Jo Walker, Executive Director of the CMA. (Middle right) Barbara Mandrell performing at the Congressional reception. (Lower left) Senator Byrd fiddlin' around. (Lower right) Bob Hughes of WPIK/WXRA/Washington; White House Press Secretary Jody Powell; R&R Washington Bureau Chief Jonathan Hall; and KCUB's Jim Slone.

YOU WILL KNOW WHY!

WITH JUST ONE LISTEN TO MICKEY
GILLEY'S "TRUE LOVE WAYS" IT WILL
BE MORE THAN APPARENT THAT
GILLEY HAS A NEW HIT SINGLE. WITH
OVER SIXTY ADDS OUT OF THE BOX,
RADIO ALREADY KNOWS WHY
"TRUE LOVE WAYS" IS TRULY A SMASH.



"TRUE LOVE WAYS" THE NEW MICKEY GILLEY SINGLE.

9-50876

FROM THE FORTHCOMING ALBUM
"THAT'S ALL THAT MATTERS TO ME"

JE 36492

PRODUCED BY JIM ED NORMAN FOR HIN-JEN PRODUCTIONS

Epic

ON EPIC RECORDS AND TAPES

Representation:

The William Morris Agency: 151 El Camino Drive: Beverly Hills, California 90212: 213/274-7451

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Country

BREAKERS

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

MOE & JOE

Tell Ole I Ain't Here,

He Better Get On Home (Columbia)

On 76% of reporting stations. Charts: 30-24 KEEN, 37-29 KYNN, 30-21 KFTN, 44-21 KFEQ, 32-24 WTHI, 38-28 KEED, 26-22 KHAK, 33-27 KCUB. Adds include KCKC, WINN, WBAX, WKSJ, KOKE, WHBF, WKDA, KIDN. R&R Chart: Debut 37.

GENE WATSON

Bedroom Ballad (Capitol)

68% of reporters on this record. Charts: 12-10 KCKC, 14-10 WSM, 33-27 WQQT, 36-29 KRAM, 28-22 WUNI, debut 22 WMC, 33-29 KUZZ, debut 29 WDAF, debut 30 WLWI. Adds: KSON, WSUN, KBMR, KGFX, KIDN. R&R Chart: Debut 38.

TAMMY WYNETTE

He Was There (When I Needed You) (Epic)

On 66% of reporting stations. New adds: KLAC, KSON, WJJD, WUBE, WKSJ, KLVI, KOKE, WKMF, WHBF, WYTL, WMUS. Charts: 29-22 WSUN, 34-30 KSO, debut 27 WKXA. R&R Chart: Debut 39.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

MEL TILLIS "Your Body Is An Outlaw" (Elektra) 72/20, WKDA, KLVI, WNVY, WCMC, WIXY, WPOR, WEEP, WSEN, WSLR, WTSO, WUBE, WTHI, WSAI, WJJD, KCEY, KSON, KIDN, KCUB, KLAK, KBET (both). Charts: 33-27 KFTN, 34-28 WQQT, debut 30 WDAF.

RAZZY BAILEY "Too Old To Play Cowboy" (RCA) 72/17, KLAC, KIDN, WCXI, WDAF, WWJO, WHK, WTHI, KTYN, WIL, WIRE, KGFX, WUBE, WSAI, WINN, WYTL, WKDA, WIXY, WOKQ, WPOR, WADR, 40-29 KHAK, 35-26 WWVA.

JIM REEVES w/DEBORAH ALLEN "Take Me In Your Arms..." (RCA) 70/11, KSON, KLZ, WYTL, WHBF, WWJO, WIRE, WHK, WKMF, KHEY, WKDA, WSUN. Charts: 25-21 KRMD, debut 26 KTOM, debut 26 KMPS, 36-22 WSM, 31-24 KNIX.

BUCK OWENS "Love Is A Warm Cowboy" (WB) 67/4, WHK, WCXI, KTOM, KRAM. Charts: 24-21 WLWI, 36-27 KEED, 23-19 KFTN, 27-22 KCUB, 36-22 WIRK-FM, 25-17 KUZZ.

WILLIE NELSON "Midnight Rider" (Columbia) 61/28. One of the "Most Added" this week. Some new adds include KLAC, WDAF, WUNI, KZIP, WINN, WHN, WQQT, WSLR, KMAK, KSOP, KSSS, KBET, WKCC, WXCL, WKKN, KMBR, KYNN, WYDE, WLAS, WCOS-FM, WBAM, KVOO, WPOC, WOKQ, WPOR, WWVA, 32-21 KCKC.

SONNY CURTIS "The Real Buddy Holly Story" (Elektra) 60/4, WQQT, WWJO, WOKQ, WPOR. Charts: 28-20 WDG, 32-28 KZIP, 28-24 KRAM, 27-23 KRMD, 19-14 KYNN, 31-23 WYTL, debut 25 WSUN, debut 30 WMUS, 31-26 WXCL.

JOHN CONLEE "Friday Night Blues" (MCA) 58/20, KLAC, KSOP, KBET, KHAK, WSAI, KBMR, WDAF, WSLR, KNOE, KHEY, WUNI, WCOS-FM, WYDE, KRZY, KRAM, KSSS, WCMC, WPOR, WSEN, WADR. Charts: 31-26 KCKC, debut 29 WKXA, debut 26 WSM.

LARRY G. HUDSON "I Can't Cheat" (Mercury) 58/5, WUNI, WQQT, WKKN, WYMI, KRAM. Charts: 21-14 WCOS-FM, 30-26 KTYN, debut 28 WSUN, 32-28 WXCL, debut 30 KNOE.

MOE BANDY "The Champ" (Columbia) 48/11, WDAF, WKCC, KWMT, KVET, WIRK-FM, KHEY, WCMC, WPOR, KSSS, KCUB, KCEY.

BILL ANDERSON "Make Mine Night Time" (MCA) 47/3, WSAI, KGFX, WXCL. Charts: 27-21 WDDD, 38-30 KFEQ, 30-25 KRMD.

CRYSTAL GAYLE "River Road" (UA) 45/9, KSOP, WDAF, KGFX, KYNN, WNVY, WQQT, KBET, KCEY, WKXA, 13-9 KCKC.

LACY J. DALTON "Losing Kind Of Love" (Columbia) 44/11, KLAC, KEEN, KRZY, WTSO, WKKN, WDDD, KWMT, WXCL, WUNI, WNVY, KVET. Charts: 30-25 WDAF, 34-25 KFTN, 35-26 KSOP, 31-27 KSSS.

ROY CLARK "If There Were Only Time For Love" (MCA) 43/6, KLAC, KOKE, WKMF, WYTL, KGFX, WOKQ. Charts: 9-8 KUGR, 10-9 WYDE, 26-20 WUNI.

ZELLA LEHR "Rodeo Eyes" (RCA) 40/8, WHBF, WXCL, WDDD, KGFX, KYNN, KVET, KZIP, WBAM, 35-29 KRZY, 34-30 KUGR.

MARTY ROBBINS "She's Made Of Faith" (Columbia) 40/4, WUBE, WSUN.

MUNDO EARWOOD "You're In Love With The Wrong Man" (GMC) 36/4, KMPS, KBET, WYTL, WHBF. Charts: 35-25 KHEY, 32-22 WBAM, 35-30 KFGO, 22-18 KIKK, 25-21 KZIP.

CHARLY McCLAIN "Let's Put Our Love In Motion" (Epic) 35/15, WCMC, WMZQ, KVOO, WIRK-FM, KVET, WXCL, WDAF, KCKC, KFTN, KYNN, KNOE, WUNI, WCOS-FM, WKXA.

BOBBY BARE "Tequila Sheila" (Columbia) 35/9, WEEP, WMC, WCXI, KTOM, KCEY, KBET, KSSS, KYNN, WOKQ, debut 28 WDAF, 42-28 WSEN.

JERRY REED "Age" (RCA) 33/3, KSON, KOKE, WADR. Charts: 36-30 KNEW, 30-26 KHAK, 20-14 KUGR, debut 30 KMPS.

SYLVIA "It Don't Hurt To Dream" (RCA) 32/7, WTSO, WNR, KYNN, KUZZ, KRAM, KMAK, KBET, debut 24 WSM, 32-28 KSSS.

TOMPALL & THE GLASER BROTHERS "Weight Of My Chains" (Elektra) 31/5, WCMC, WWVA, KNOE, KYNN, KWMT.

SISSY SPACEK "Coal Miner's Daughter" (MCA) 28/6, KIKX, WHN, KYNN, WCOS-FM, WHBF, WWVA. Charts: 27-19 WDAF, 28-15 WCXI, 28-19 WEEP. Strong phones reported.

FOX FIRE "I Can See Forever Loving You" (Elektra) 27/4, WXCL, KHAK, KFGO, KSSS.

NATIONAL AIRPLAY/40

Radio & Records

May 2, 1980

Three Weeks	Two Weeks	Last Week		
8	5	2	①	EDDIE RABBITT/Gone Too Far (Elektra)
10	8	5	②	MERLE HAGGARD/The Way I Am (MCA)
13	9	6	③	DOLLY PARTON/Startin' Over Again (RCA)
18	13	8	④	DON WILLIAMS/Good Ole Boys Like Me (MCA)
3	1	4	5	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
23	18	12	⑥	KENNY ROGERS w/KIM CARNES/Don't Fall In Love With A Dreamer (UA)
5	2	1	7	EMMYLOU HARRIS/Beneath Still Waters (WB)
9	7	3	8	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
12	10	9	9	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
17	15	13	⑩	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
22	17	15	⑪	JEANNE PRUETT/Temporarily Yours (IBC)
14	11	10	12	LARRY GATLIN & GATLIN BROS./Taking Somebody With Me... (Columbia)
4	6	11	13	DOTTIE WEST/A Lesson In Leavin' (UA)
24	21	14	14	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
39	31	25	⑬	ANNE MURRAY/Lucky Me (Capitol)
21	19	16	16	JOE STAMPLEY/After Hours (Epic)
36	27	17	17	MAC DAVIS/It's Hard To Be Humble (Casablanca)
-	32	21	⑮	RONNIE MILSAP/My Heart (RCA)
28	24	19	19	GAIL DAVIES/Like Strangers (WB)
38	29	24	⑰	KENDALLS/I'm Already Blue (Ovation)
25	22	22	21	CON HUNLEY/You Lay A Lot Of Love On Me (WB)
-	-	29	⑲	OAK RIDGE BOYS/Trying To Love Two Women (MCA)
-	34	30	⑳	ED BRUCE/Diane (MCA)
31	26	23	24	BILLY "CRASH" CRADDOCK/I Just Had You On My Mind (Capitol)
-	33	28	㉑	T.G. SHEPPARD/Smooth Sailin' (WB/Curb)
-	36	31	㉒	JANIE FRICKE/Pass Me By (Columbia)
1	3	7	27	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
-	37	33	㉔	CRISTY LANE/One Day At A Time (UA)
20	16	26	29	BILLIE JO SPEARS/Standing Tall (UA)
-	-	39	㉖	GEORGE JONES/He Stopped Loving Her Today (Epic)
-	39	32	31	FLOYD CRAMER/Dallas (RCA)
-	40	34	32	JOE SUN/Shotgun Rider (Ovation)
-	-	38	㉘	DAVE & SUGAR/New York Wine And Tennessee Shine (RCA)
2	4	20	34	CHARLEY PRIDE/Honky Tonk Blues (RCA)
7	12	18	35	BRENDA LEE/The Cowgirl And The Dandy (MCA)
-	-	36	38	EDDY RAVEN/Dealin' With The Devil (Dimension)
-	-	→	37	MOE & JOE/Tell Ole I Ain't Here... (Columbia)
-	-	→	38	GENE WATSON/Bedroom Ballad (Capitol)
-	-	→	39	TAMMY WYNETTE/He Was There (When I Needed You) (Epic) New Entry
-	-	40	40	JOHNNY RODRIGUEZ/Love, Look At Us Now (Epic) →

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

** Although Ronnie Milsap's "My Heart" is the stronger side of this two-sided hit, "Silent Night" is receiving split play with "Heart" at a substantial number of stations; in addition, "Silent" is being aired independently of "Heart" at a small percentage of reporting stations.

WCMC, KTOM. Charts: 22-18 WDDD, 18-13 KFTN, 22-17 KFGO.
MICKEY GILLEY "True Love Ways" (Epic) 38/38. The "Most Added" of the week. New at WHN, KIKK, WHK, KRZY, KNEW, KEED, WUNI, KHEY, KSO, KTYN, KFGO, KRMD, WMC, WLWI, KFTN, KLAK, KZIP, WYDE, KMPS, KRAK, KCUB, KEEN, KRAM, WSM, KEBC, WSLR, WKKN, WTSO, KHAK and others.

CONWAY TWITTY & LORETTA LYNN "It's True Love" (MCA) 37/37. One of the "Most Added" this week. Adds include KLAC, KCKC, KMAK, WIL, WIRE, WDAF, WCXI, KNIX, KSO, WSLR, KEBC, KRMD, WIRK-FM, WSM, WBAM, KVET, WUNI, WMZQ, WSEN, KRAK, WMUS, KLVI, KHEY, WLWI, KUZZ and others.

CHARLEY PRIDE "You Win Again" (RCA) 37/37. Another of the "Most Added." New at KCKC, KMPS, WUNI, KIKK, KSO, KHAK, WIRE, KRAK, KNIX, WMZQ, WMC, WSM, KLAK, KIKX, KFTN, KFGO, WCXI, KBMR, WNR, KFEQ, KZIP, WLAS, KEBC, WBAM, WLWI, KNOE, KHEY, KKYX, WADR and more.

Most Requested

LW	TW	
1	1	MAC DAVIS (Casablanca) (3rd wk)
2	2	ROGERS & CARNES (UA)
-	3	GEORGE JONES (Epic)
-	4	CRISTY LANE (UA)
-	5	DON WILLIAMS (MCA)
3	6	DOTTIE WEST (UA)
5	7	RONNIE MILSAP "Heart" (RCA)
6	8	DOLLY PARTON (RCA)
-	9	OAK RIDGE BOYS (MCA)
10	10	MERLE HAGGARD (MCA)

Active Recurrents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- BOBBY BARE Numbers (Columbia)
- BELLAMY BROTHERS Sugar Daddy (WB/Curb)
- DEBBY BOONE Are You On The Road... (WB/Curb)
- CRYSTAL GAYLE It's Like We Never Said Goodbye (Columbia)
- EMMYLOU HARRIS Beneath Still Waters (WB)
- BRENDA LEE The Cowgirl And The Dandy (MCA)
- CHARLEY PRIDE Honky Tonk Blues (RCA)
- BILLIE JO SPEARS Standing Tall (UA)
- RAY STEVENS Shriner's Convention (RCA)
- CONWAY TWITTY I'd Love To Lay You Down (MCA)
- HANK WILLIAMS JR. Women I've Never Had (Elektra)

Others Getting Significant Action

JUICE NEWTON "You Fill My Life" (Capitol) 25/4, KFTN, KSSS, KGFX, KYNN. Charts: 34-29 WCMC, 35-29 WSEN, 34-28 KSOP.

CRYSTAL GAYLE "The Blue Side" (Columbia) 20/20, KEEN, KMPS, KNIX, WSLR, WCXI, WIRE, WUBE, WBAM, WSM, WYDE, WIRK-FM, KIKK, KVET, WHOO, WCMC, WMZQ, WKKN, KIKX, KLZ, KNOE.

CHARLIE RICH "Even A Fool Would Let Go" (Epic) 18/2, WOKQ, WCMC, 28-20 KCKC.

RED STEAGALL "Dim The Lights And Pour The Wine" (Elektra) 13/10, KCKC, WMZQ, KVOO, WLWI, KEBC, KRMD, WIRK-FM, KFGO, KFEQ, KTOM, Dn KRZY, KRAK, KVET.

TERRY BRADSHAW "Until You" (Benson) 12/4, WUNI, WWVA, WCOS-FM, WDDD, 27-23 KSOP, 13-10 WEEP.


FREDDY WELLER "Lost In Austin" (Columbia) 11/7, KNEW, KMPS, KCKC, KRAK, KUGR, KVOO, KEBC, On WSM, KHAK, KRZY.

KENNY SERATT "Saturday Night In Dallas" (MDJ) 10/2, KEBC, KCEY.

THE CATES "Gonna Get Along Without You Now" (Ovation) 9/7, WADR, KVOO, KEBC, KGFX, KTYN, KUGR, KCEY, On KFDI, WLWI.

Real **SUCCESS STORIES**


Columbia
AND
Epic
RECORDS



TAMMY WYNETTE
"He Was There When
I Needed You" 9-50868

Tammy Wynette has the knack for being there when it comes to delivering hit material after time. "He Was There When I Needed You" is another episode from the continuing success story of The First Lady Of Country Music.



MOE BANDY
"The Champ" 1-11255

Moe Bandy presents another championship performance, with a one-two punch that is sure to be a knockout.



BOBBY BARE
"Tequila Sheila" 1-11259

"IN 1980 PEOPLE ARE GOING TO SAY THAT BOBBY BARE HAD A REAL GOOD TIME..." (Bare)
"Tequila Sheila" picks up where "Numbers" left off and Bobby's having some fun with this one at radio.



To be continued...



Biff Collie Inside Nashville

Country

COWBOYS & DISC JOCKEYS: Broadcaster and cowboy Gene Autry recently inducted into National Cowboy Hall Of Fame in Oklahoma City, as was (posthumously) country star Tex Ritter... Patsy Montana (she was the first female country singer with a million-seller) celebrates her 50th anniversary as a professional performer by touring Europe... Sheb Wooley prepping a new series about Texas Cowboys, circa 1980 (Sheb's from West Texas and first gained regional fame as "Sheb Wooley & The Calumet Indians," on-the-airing for that baking powder company)... Jimmy C. Newman left his Appaloosa Horse Ranch (he currently has about 30 in his herd) to be the star of the 1980 Wembley Festival in London, now getting beaucoup booking-tour offers from England, Holland, and other European country strongholds... Also appearing at Wembley was Bobby Bare, who got a "surprise party" when he was encored by 20,000 fans singing "Happy Birthday." The Festival and Bare's birthday coincided... Lorne Greene tabbed for "Grand Marshal" gig at 1981 Tournament of Roses Parade in Pasadena... Charlie Walker (his first job was with Bill Boyd & The Cowboy Wranglers) is adding another bed to the Walker family nursery anticipating Walker #10... Rex Allen (Sr.) built twin handcrafted cradles for the new grandbabies of Rex, Jr. (April-born Wyatt Rex Allen) and Terrell & Curt Allen's currently-scheduled delivery due date... Country Disc Jockey Hall of Famer Joe Allison is in the antique business in Nashville... This year's Reunion Show during Fan Fair, honoring the veteran stars of the past and present with parties, performances and prizes, will be MC'ed by Joe Allison, Hugh Cherry, Grant Turner, all of whom are Country D.J. Hall of Famers...

POCKET SECRETARY: This year's climax to the Jimmie Rodgers Memorial Festival in his hometown of Meridian, MS on May 31 undoubtedly will be the biggest affair there yet. On that Saturday night show will be Waylon Jennings, Willie Nelson, Kenny



TRUTH IS STRANGER THAN FICTION — That's CBS's David Allan Coe and MCA's Bill Anderson dueting Anderson's oldie "Get A Little Dirt On Your Hands" for Coe's upcoming album.



SEEING IS BELIEVING — Merle Haggard graces the May cover of "Downbeat," the venerable jazz magazine. Inside five pages discuss the Hag's many musical directions, under the title "Country Jazz Messiah."

Rogers, Charlie Douglas (and a couple of others)... John Ritter's first comedy special Friday (2) reminds me that his dad was one of the great humorists of our time. Tex Ritter was the epitome of tradition. His life and personality spawned more "Ritter stories" than did any other country star except perhaps Grandpa Jones... Be sure to watch for the schedule in your TV market of the "Hank Williams: The Man And His Music" 2-hour special. It is truly one of the most important documents ever created on the life and music of Hank Williams... Bob Hope & Willie Nelson "do it" July 21-24 at Los Angeles's Universal Amphitheater... Nashville TV newsman Dan Miller will host a TV talk show here (for syndication?)... Johnny Cash's silver anniversary special, "The First 25 Years," spotlighting Cash's friends Tom T. Hall, Statler Bros., June Carter Cash, Waylon Jennings, and Kris Kristofferson on CBS Tuesday (5-6)... Webb Pierce spent hospital time for colon problems (welcome to the club, Webb). He's fine, they say... Heard about "Willie Blue Jeans?" (How about Willie sneakers?)... Dolly Parton's writing songs for her next Nashville session (she hasn't done that in years!)

BARBARA MANDRELL's long career (she started when she was 10!) finally seems to be all coming together. She just re-signed with MCA after extensive negotiations, she turned down a Playboy picture layout, she's mulling movie offers, she's beginning to get those network TV shots that she hasn't had, at least in part because she wouldn't compromise her personal principles, and she continues to be one of the most versatile and exciting country artists we have. Her sister Louise could double for her in a blonde wig. They have become another "family" name in country, joining the Partons, Pruett, Butchers, Allens, Ritters, Tubbs, Twittys, Robbinses, Reeds, Cashes, Bares, Riches, Owensens, Haggards, Boones, Williamses, Lewises, and others.

AIRLINES: Kenny Rogers's new plane, equipped with "poker-paradise" atmosphere, they say, gives 1979's \$20 Million Music Man constant access to one of his favorite traveling pastimes... Happy birthday to Hank Thompson, born this date in Waco, TX, 1925. Did you know the Brazos Valley Boy started out playing the harmonica??... Buck Owens will be seen in his first movie role May 23 on NBC in "Murder Can Kill You." The "Sheriff McSky" character he plays in this one resembles Dennis Weaver's "McCloud." On the personal side, Buck's Bakersfield, CA "Rodeo Days" hit a record high of \$75,000, all donated to the Kern County branch of the American Cancer Society... **MISCELLANEOUS:** Roy Clark is the only country music artist named as a charter member of the Las Vegas Entertainers Hall of Fame, opening in June. He joins 24 other entertainers including



Buck Owens

Frank Sinatra, Jerry Lewis, Liberace, Sammy Davis Jr., Tom Jones, Don Rickles. Those chosen are limited to past and present performers along the Strip. Congrats to Roy, who co-headlines with Tammy Wynette at the Frontier there May 1-14... Ex-football pro, now country singer/songwriter Bucky Allred recording next month with Little Richie Johnson producing. A tour is planned, with promotion handled by Johnson's Belen, NM agency... The Los Angeles-based Academy of Country Music announced the winners for the "Country Night Club of the Year:" Gilley's, in Pasadena, TX; "DJ of the Year:" King Edward of WSLC/Roanoke, VA; and "Radio Station of the Year:" KFDI/Wichita. (All are first-time winners.)... Winner of the Caven (Ireland) International Song Contest for best country song awarded to Mickey Lloyd, co-Music City Song Festival Director and GM of Little Giant Records. Song's titled "Be My Lover, Be My Friend" and is being rush-released in Ireland as a single, due to hot response... Ovation Records has signed Joel Daly, Chicago TV newscaster, as the latest addition to its country roster. Daly graduated magna cum laude from Yale, so let's quit all that stuff 'bout country being uneducated!!... Sad to hear that Tommy Caldwell of the Marshall Tucker Band died last weekend due to complications from last week's car accident... Eddie Rabbitt taped a guest shot for the "Merv Griffin Show" in NY, then winged to L.A. to cut TV promos for his upcoming NBC special. He also guested on "Dinah" and then went into rehearsals for the Academy of Country Music Awards, aired yesterday. (Whew!)

FLASHBACK, 1968: Bob Wills inducted into the Country Music Hall of Fame; Luther Perkins (Johnny Cash's guitar player), Grand Ole Opry innovator George D. Hay, and Red Foley died... **FLASHBACK, 1933:** Jimmie Rodgers died; the Wheeling Jamboree began; Roy Acuff, Ernest Tubbs and Hank Snow each got their first radio job; **FLASHBACK, 1944:** Jimmie Davis elected Governor of Louisiana the first time; **FLASHBACK, 1960:** Jimmie Davis elected Governor of Louisiana the second time; A.P. Carter and Johnny Horton died; Porter Wagoner started doing his syndicated TV show (which he's still doing).

JUST SHIPPING!

TOM T. HALL
"Soldier Of Fortune"

PB 12005

NIPPER NOTES



RCA RECORDS NASHVILLE





P/A

POP/ADULT®

Mike Kasabo

Protecting Against Possible ESF Erosion

This week, Part II of our interview with KMBZ/Kansas City PD Steve Bell on ESF's effect on Pop/Adult stations and what they can do about it. That latter topic is Steve's focus this week, as he outlines specific steps KMBZ is taking to meet the challenge of possible listenership loss from the Expanded Sample Frame technique.

R&R: What steps are you taking to deal with ESF?

SB: First let me point out that we have always been a brinksman radio station. In the early days of Arbitron ratings we had the freedom to do that because we were able to run close to the edge of possibly offending people as we tried to reach as broad an audience as possible. We have now candidly pulled in our horns and become a little bit more conservative in terms of trying to really target to our audience which is 30+.

R&R: Give me specifics . . .

SB: We have softened the music somewhat and have come to realize, at least for us, that in this day in radio the dividing line is probably at 30 and not 25 as it used to be. Plus for the first time in the history of Kansas City radio, we have a full-blown News/Talk operation, KCMO, resulting in our having to establish a lot more non-music content in our programming. One more additional point is that we are including in our massive billboard campaign many boards in low income areas where we've never been before.

R&R: What kind of preventive maintenance could you offer someone who might be facing ESF in the future?

SB: Don't do what I did which was to say, "Oh well, how many unlisted phones can there be in my market?" Specifically, don't take the phone company's figures they give out. We were led to believe that Kansas City has 9% unlisted phone numbers — so we assumed we were dealing with that figure. Wrong Pop/Adult breath! We have since found that the figure is actually 24%! So we underestimated by 2/3 the amount of impact that ESF would have. I'm looking at some ESF markets that are coming up for April/May 1980 and I notice that Nashville/Davidson has 28%, Albany/Schenectady/Troy has 26%, Honolulu has 35% and Sacramento has an unbelievable 44.6% unlisted phones. They are going to shake up some folks with that. These figures I've given are from Arbitron and are probably very accurate.

R&R: Any other observations?

SB: What you're going to have to realize is that the ESF diary holder is probably a little different animal; the higher income ESF diary holder is probably somebody who is upwardly mobile or someone who does not want to be bothered with telephone soliciting and they tend to listen to a lot of different radio stations and according to what we've come up with on our own, they also tend to listen to a station for perhaps a shorter period of time. They are also more information conscious and that's what we've done here at KMBZ — to try and incorporate that into our programming. On the other hand, the lower income ESF diary holder tends to be a young person just starting out on the road of life trying to get things established; they're rock 'n' roll listeners basically or in this area country music listeners and are also vulnerable to sports programming. Sports becomes very important to reaching these people plus we have altered our thinking with our contesting — these people are more interested in winning a cash prize than say a suburbanite attorney would be, for example.

R&R: How would you best maximize ESF?

SB: Remember, there are two ways to deal with the "pond" to increase your sales — and the analogy in this case is fishing: you can either do a lot more effective fishing in the pond that you're working, or you can go out and try to fish some other pond. Experience proves that you'll do a lot better fishing in waters that you are familiar with. What



TAKING THE TOUR WITH THE BEACH BOYS — WCSH/Portland Program Director Chuck Morgan is centered here by Al Jardine and Carl Wilson as they prepare to take off on the first leg of the legendary group's "1980 World Tour." Morgan traveled with the guys in their private jet and spent almost enough time with them to become a member of the group on this one-week tour.

I'm saying is that the basics are often the answer; we have to talk to an audience, know who they are. Good programmers and good performers know who their audience is. You have to maximize the amount of time that you can give them. That means, simply, you have to give them good reasons for listening and minimize the irritants that might cause them to go someplace else. You must realize that adult listeners must be given a reason to listen; and just as importantly if not more so, no reason to leave you. You have to avoid offending them.

R&R: You seem to be building a philosophy.

SB: I am. Everything you and I and everybody else does in this world is motivated by just two actions. The desire to get something or the desire to get away from something! So it comes down to what do your listeners want to get? Time, temp, weather forecast, favorite kind of music? And just as importantly they want to get away from things that hassle them in their world. They need to get away from the elements that they find irritating in their environment. But really, most of all, they need companionship, they're looking for a friend — you'd better be one, or you'll lose!

Update

RADIO AWARDS: WBZ/Boston's news team claimed two awards in the 1979 United Press International competition, including a first place award for coverage of last year's Boston Marathon along with second place recognition for a public service series, "Victory Of The Alcoholic" . . . **MORE AWARDS:** WISN/Milwaukee was presented (by Tom Snyder, no less) with two news awards from the Milwaukee Press Club, for Best Spot Reporting and Best Single Report for Series Contributing to The Community's Welfare . . . **WSB/Atlanta's** Sports Director Phil Schaefer has captured first place for Sports Reporting in the annual Green Eyeshade Awards competition . . . **GET BACK:** WCBM/Harrisburg went back in time recently and played not only the music of the 1955-1969 frame, but had its past newscasters come and tape the top news stories of those years. The station also played old commercials, jingles etc; station sources said reaction was very strong . . . **FOLLOW-UP:** WDBO/Orlando's "Stand Up For America" promotion was a resounding success, as more than 17,000 people participated in the event, highlighted by a fireworks display . . . **KOB/Albuquerque** was off the air for almost two hours (you should have seen the dash for Arbitron's phone number) when a local transformer blew up . . . **WCHV/Charlottesville** collected over \$20,000 in pledges in its recent March of Dimes Superwalk, which covered more than 20 kilometers (12 1/2 miles). Personality Dusty Rhodes, who ran the distance last year, was reported to have walked a little this time . . . Beginning May 21, George Treiber (pictured) will report the WTAR/Norfolk "Sail Patrol Reports" from a 60-foot catamaran, as the craft cruises the Chesapeake waters . . . In the tradition of early broadcasts on radio, KWTO/Casper carries the first live symphony concert ever in the state of Wyoming. The Casper Symphony Orchestra was heard over the station's 50,000-watt clear channel, and received reaction from all over the state plus neighboring ones as well . . . Gary Yacono writes from WTGC/Lewisburg, PA, to say that the station is now Pop/Adult and he is in need of product from all sources, albums and singles — anyone wishing to help may send product to him at Colonial Park R.D. 1; 17837, or phone (717) 523-3271 . . .



George Treiber

Transition

LADIES' DAY AT WMAL: Karen Henry has been appointed to the newly created position of Sales Promotion and Merchandising Coordinator for the Washington D.C. outlet, and will work directly with the local, regional and national sales departments in an effort to generate new sources of revenue through the development of merchandising and promotional campaigns. Also, Penny Springer has been promoted to Publicity Coordinator, with her responsibilities including publicizing station activities and programming to the industry as well as the community . . . **Craig Moore to KHOW/Denver** as midday personality from WSDO/Ft. Lauderdale . . . Longtime Louisville newsmen Drew Vogel has been snatched away from WHAS to become the News Director of WDAE/Tampa . . . **Mike Matson** has taken over the nighttime shift at KAKZ/Wichita from the all-night, which is now filled with the Larry King show. Matson replaces Doug Rupe, who was moved on to an administrative position with KGCS in nearby Derby . . . **WCFR/Springfield, VT** has a new midday personality, Peter King from WDOT/Burlington, VT, while Diane Lucas leaves her part-time gig at the station to go to WTSA/Brattleboro in that state . . . **New to radio** is John Swan, who comes to WKIQ/Bowling Green as the station's Music Director. Former MD Steve Bean is now News Director, replacing Paul Herringshaw, who retires from radio . . . **WHIZ/Zanesville** has a new nighttime personality Phil Golovin from WRFD/Columbus, OH . . .

Color

SAIL AWAY: WSM-FM/Nashville ran its "FM95 Wants To Take You Sailing" promotion, giving away three 13-foot sailboats. All listeners had to do was call each time they heard a song played with a reference to sailing — what a break for the Jimmy Buffett catalogue. Every caller received a small gift and became eligible for the grand prize sailboats.

GUESS & GRAB: WTIC/Hartford is giving away a \$1000 bill to the person clever enough to figure out the correct serial number of the greenback. Even a wrong answer wins the guesser \$9.60. The "Grand Guessing Game" gives clues calling guesses "high" or "low." Station reports great reaction.

LADIES' WEEK: Last week was National Secretary Week, and KWOD/Sacramento personally delivered 106 dozen roses to random secretaries in the station van. Also had KWOD listeners nominate their favorite secretaries, with those being named appearing in a full-page ad in the Sacramento Union . . . **WRIE/Erie** added a different touch to this celebration, giving 13 area secretaries the day off — Manpower provided the people to fill in for them.

THIS WEEK'S P/A MOST ADDED

WBZ
KSL
WGY
WVMT
WHIO
KEX
WGIR
WATR
KGGF
WCCO-AM
KOGO
KRKK
WLNH
WSTV
WBT
WSB
WNEW
WSGW
WREC
WHOK
KMPC
KMRJ
WRIE
KLYD
KBLF



WHAG
KOLO
KFQD
KDKA
KWOS
WWWE
FM97
WIP
KHOW
WPRO
WIOD
WJON
WFYR
KAKZ
WORG
WTAE
WHIZ
KSTP
KRKO
KUGN
WCSH
WIS
WELI
WFIR

FRANK SINATRA

“Theme From NEW YORK, NEW YORK”

Produced by Sonny Burke
Orchestra and Chorus Arranged and Conducted by Don Costa



On Reprise Records
Distributed by Warner Bros.

P/A

POP/ADULT®

BREAKERS®

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

NEIL & DARA SEDAKA Should've Never Let You Go (Elektra)

60% of our reporters are on it. Adds include KOGO, WIS, WCSH, KRKO, KOLO, WHAM. Key moves: 13-9 WBEN, 25-15 KFMB, 20-15 WCFR, 15-9 WRIE, 21-14 WSTV, 9-5 WGR, 24-20 WLNH, 32-27 WSGW, 31-27 WORG, 28-22 WFIR, 27-23 WHAG, 30-27 KBLF, 24-21 KMPC, debut 20 WISN, debut 26 KWOS, debut 28 WWWE, debut 28 WBOW. Hot at WIP, WSBA. Jumps 34-25 on P/A chart.

ROBBIE DUPREE Steal Away (Elektra)

55% of our reporters are on it. Second in Most Added this week including WGY, WBT, WSGW, WQUD, WHAM, WBAL, WSTV, WTAE, WBOW, WEBC, KSTP, WQUA, WHAS, WISN, KDKA, WCFR, KUGN, WNEU, WORG. Key moves: 21-16 WBEN, 35-30 WFIR, 29-26 KFMB, 29-24 KWOS, 29-25 KBAI, 30-27 WWWE, 31-28 WCSC, debut 19 KRMG, debut 20 WGR, debut 26 WSB, debut 28 WSM-FM, debut 29 WJBO. Heavy rotation: WOWO. Jumps 40-26 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

LINDA RONSTADT "Hurt So Bad" (Asylum) 61/2 add KHOW, KOLO. Key moves: 22-18 WNEU, 18-7 KRMG, 1-1 WWWE, 21-15 KWOS, 15-10 KLTE, 21-18 KBAI, 27-20 WCSC, 34-26 WLVA, 23-18 WSTV, 23-19 WQUD, 21-18 KUKI, 37-27 WHIZ, 30-18 WFIR, 25-22 KBLF. Increased 29-24 on P/A chart.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 58/11 add WDBO, WSGW, KOGO, KNBR, WLNH, WFIR, WIP, KRMG, KSTP, WIOD, WRVA. Key moves: 10-6 WYMC, 10-8 KBAI, 12-7 WLVA, 24-21 WORG, 33-30 KRKO, 32-26 KBLF, 22-16 KFMB, 17-14 WRIE, 22-17 WSTV, 27-21 WJBO. Heavy rotation: WATR, WTMJ, KUGN. Increased 31-28 on P/A chart.

JAMES LAST BAND "The Seduction (Love Theme)" (Polydor) 54/12 add KGGF, KUKI, WQUD, KOGO, WHAG, KAFM, KBLF, KOB, WNEU, KHOW, KDKA, KBAI. Key moves: 16-12 WSM-FM, 14-11 KLTE, 19-16 WLNH, 33-29 WSGW, 26-20 WBT, 27-22 KOLO, 27-23 WPRO, 24-21 WYMT, 30-24 KFMB, debut 18 WBZ, debut 28 WJBO, debut 29 WORG, debut 30 WWWE. Increased 36-30 on P/A chart.

MICHAEL JACKSON "She's Out Of My Life" (Epic) 50/14 add KAKZ, WATR, KBAI, WSM-FM, KMRJ, WBOW, WGY, WELI, WREC, WJON, KUGN, KSTP, WFIR, WIS. Key moves: 27-21 KUKI, 28-23 WBT, 28-25 WOWO, 27-18 WCFR, 26-22 FM97, 26-23 KDKA, 38-28 KBLF, debut 20 KRMG, debut 27 WNEU, debut 27 WPRO, debut 27 KOLO, debut 27 WHAG. Heavy rotation: KFQD, WRVA, WCBM. Increased 38-31 on P/A chart.

EDDIE RABBITT "Gone Too Far" (Elektra) 43/7 add WLNH, WORG, WIS, WFTL, KAFM, KLTE, WDBO. Key moves: 12-8 WYMC, 8-5 WSB, 23-17 WHAG, 24-21 KOLO, debut 27 WJBO. Heavy rotation: KUGN, KFQD. Increased 36-34 on P/A chart.

DANN ROGERS "China" (International Artists) 41/4 add WORG, WIS, WFDF, WSBA. Key moves: 31-26 KRKO, 22-18 KBLF, 32-25 WLVA, 26-20 KOLO, 22-18 WJBO, 24-20 KEX, 25-22 WBT, 36-29 WSB. Increased 37-35 on P/A chart.

FRANK SINATRA "Theme From New York, New York" (WB/Reprise) 43/35. This week's Most Added including — WIP, KHOW, WCCO-AM, KOGO, WBT, WSB, WNEW, WSGW, WRIE, KMPC, WREC, KOLO, KAKZ, WTAE, KSTP, WFYR, WIOD, WPRO, KDKA, WWWE, KFQD.

Others Getting Significant Action

BEACH BOYS "Goin' On" (Caribou) 32/2 add WFIR, WFDF. Moves 29-26 WCFR.

DEBBY BOONE "Are You On The Road To Lovin' Me Again" (WB/Curb) 29/8 add KRNT, KDWN, WGIR, WYMC, WSIX, WFDF, WHOK, WSTV. Debut 29 WLNH. Heavy rotation: KUGN.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 29/8 add WLVA, WTVN, KBLF, WCHV, WJON, WFDF, WISN, KFQD. Moves 19-12 WRIE, 24-20 KLTE, 30-22 WJBO.

MARY MACGREGOR "Dancin' Like Lovers" (RSO) 24/7 add WGIR, KFMB, KHOW, WJON, WWWE, WSTV, KMRJ. Moves 24-17 KBLF, 21-18 WIBW, debut 23 WYMC.

RUPERT HOLMES "Answering Machine" (MCA) 22/18 adds include WGY, WOWO, KEX, WCBM, WASH, KFOR, WIOD, WJBO, WPRO, WSIX, KRMG, KMPC, WCCO-FM, WOIF. Moves 27-25 WBT, debut 25 WLNH, debut 30 WORG.

KORONA "Let Me Be" (UA) 20/2 add KNBR, WHOK. Moves 20-12 KRMG, 21-13 WOWO, 32-23 WFIR.

ELTON JOHN "Little Jeannie" (MCA) 19/19. Looks like a strong comeback — adds include WISN, KEX, WCBM, WGR, WGIR, WATR, WFYR, WPRO, WIP, WBEN, KRMG, KMPC, WSM-FM, WCCO-FM, WTMJ, WTIC, WWWE.

FIREBALL "Headed For A Fall" (Atlantic) 19/2 add WCSC, WQUA (dp). Moves 28-24 WLNH, debut 28 WNEU, debut 28 WPRO, debut 36 WORG.

				Radio & Records	
				POP/ADULT AIRPLAY / 40	
				May 2, 1980	
Three Weeks	Two Weeks	Last Week	This Week		
13	8	3	1	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)	
8	6	5	2	PAUL DAVIS/Do Right (Bang)	
1	1	1	3	AIR SUPPLY/Lost In Love (Arista)	
6	4	4	4	CHARLIE DORE/Pilot Of The Airwaves (Island)	
19	13	9	5	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)	
2	2	2	8	EAGLES/I Can't Tell You Why (Asylum)	
4	3	6	7	DR. HOOK/Sexy Eyes (Capitol)	
10	9	8	8	CHRISTOPHER CROSS/Ride Like The Wind (WB)	
24	16	13	9	ANNE MURRAY/Lucky Me (Capitol)	
14	12	10	10	DIONNE WARWICK/After You (Arista)	
23	14	12	11	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)	
9	7	7	12	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)	
29	20	16	13	BETTE MIDLER/The Rose (Atlantic)	
36	25	19	14	AMBROSIA/Biggest Part Of Me (WB)	
22	17	15	15	SPYRO GYRA/Catching The Sun (MCA)	
26	21	18	16	JENNIFER WARNES/When The Feeling Comes Around (Arista)	
35	26	20	17	BERNADETTE PETERS/Gee Whiz (MCA)	
37	33	21	18	BARRY MANILOW/I Don't Want To Walk Without You (Arista)	
7	11	11	19	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)	
5	5	14	20	KOOL & THE GANG/Too Hot (DeLite/Mercury)	
32	27	23	21	NEIL DIAMOND/The Good Lord Loves You (Columbia)	
11	10	17	22	RAY, GOODMAN & BROWN/Special Lady (Polydor)	
33	29	27	23	JIMMY RUFFIN/Hold On To My Love (RSO)	
39	34	29	24	LINDA RONSTADT/Hurt So Bad (Asylum)	
—	37	34	25	NEIL SEDAKA & DARA SEDAKA/Should've Never Let You Go (Elektra)	
—	—	40	26	ROBBIE DUPREE/Steal Away (Elektra)	
28	24	24	27	FLEETWOOD MAC/Think About Me (WB)	
40	36	31	28	PHOTOGLO/We Were Meant To Be Lovers (20th)	
18	22	22	29	JOHN DENVER/Autograph (RCA)	
—	38	35	30	JAMES LAST BAND/The Seduction (Love Theme) (Polydor)	
—	—	38	31	MICHAEL JACKSON/She's Out Of My Life (Epic)	
12	16	25	32	DAVID GATES/Where Does The Lovin' Go (Elektra)	
20	19	26	33	BOB SEGER/Fire Lake (Capitol)	
—	39	36	34	EDDIE RABBITT/Gone Too Far (Elektra)	
—	40	37	35	DANN ROGERS/China (International Artists)	
—	—	38	36	FRANK SINATRA/Theme From New York, New York (WB/Reprise)	
30	28	28	37	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)	
—	—	39	38	B.J. THOMAS/Walkin' On A Cloud (MCA)	
—	—	39	39	BRUCE COCKBURN/Wondering Where The Lions Are (Millennium)	
—	—	40	40	MAC DAVIS/It's Hard To Be Humble (Casablanca)	

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters. **New Entry** →

KWOS. Debut 25 WYMT. Heavy rotation: WATR, KOGO. Debut at No. 36 on P/A chart.

B.J. THOMAS "Walkin' On A Cloud" (MCA) 35/1 add WSTV. Key moves: 25-19 WYMC, 29-24 WBT, 8-4 WHAG, debut 30 WJBO. Increased 39-38 on P/A chart.

BRUCE COCKBURN "Wondering Where The Lions Are (Millennium) 37/6 add WREC, WBOW, WSTV, WCCO-FM, WSGW, KDWN. Key moves: 17-14 WYMT, 9-8 WSM-FM, 12-5 WCFR, 25-13 WLNH, 27-22 KBAI, 27-24 KDKA, 31-24 WFIR. Debut at No. 39 on P/A chart.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 32/1 add KOGO. Key moves: 21-14 WHAG, 33-27 WFIR, 28-17 WQUD, 23-20 WIBW, debut 20 WYMC. Heavy rotation: KFQD, WJON, WCCO-FM. Debut at No. 40 on P/A chart.

Most Added:

- FRANK SINATRA**
Theme From New York, New York (WB/Reprise)
Added at 35% of our reporting stations.
- ROBBIE DUPREE**
Steal Away (Elektra)
Added at 21% of our reporting stations.
- ELTON JOHN**
Little Jeannie (MCA)
Added at 19% of our reporting stations.
- RUPERT HOLMES**
Answering Machine (MCA)
Added at 18% of our reporting stations.
- MICHAEL JACKSON**
She's Out Of My Life (Epic)
Added at 14% of our reporting stations.
- JAMES LAST BAND**
The Seduction (Love Theme) (Polydor)
Added at 12% of our reporting stations.
- PHOTOGLO**
We Were Meant To Be Lovers (20th)
Added at 11% of our reporting stations.

Hottest:

- KENNY ROGERS & KIM CARNES**
Don't Fall In Love With A Dreamer (UA)
Reported hot at 54% of our stations.
- AIR SUPPLY**
Lost In Love (Arista)
Reported hot at 43% of our stations.
- DAN FOGELBERG**
Heart Hotels (Full Moon/Epic)
Reported hot at 38% of our stations.
- PAUL DAVIS**
Do Right (Bang)
Reported hot at 37% of our stations.
- AMBROSIA**
Biggest Part Of Me (WB)
Reported hot at 33% of our stations.
- CHARLIE DORE**
Pilot Of The Airwaves (Island)
Reported hot at 31% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore
JOCK LOCY
R. Dupree

WCMB/Harrisburg
Lory Scott
A. Gibb & ONJ
J. Warnes
HOTTEST
P. Davis
D. Warwick
D. Fogelberg
K. Rogers &
K. Carnes
Air Supply
Dr. Hook
K. Rogers &
K. Carnes
WTIC/Hartford
Ginny Jesionko
B. Peters
HOTTEST
Air Supply
Eagles
K. Rogers &
K. Carnes
D. Fogelberg
D. Warwick
Ray, Goodman
& Brown(Lady)
A. Gibb & ONJ
WLMH/Lociano
Roger Curtis
F. Sinatra
E. Rabbitt
B. Raitt
Rufus & Chaka
Photoglo
B. Dupree
HOTTEST
Air Supply
C. Dore
Sproy Gyra
J. Warnes
P. Davis
A. Gibb & ONJ
B. Midler
B. Cockburn
Secada
B. Manilow
WGR/Buffalo
Jerry Reo
Elton
G. Lightfoot
B. Seger
(Wind)
A. Murray
(Happy)(lp)
HOTTEST
Preston & Syreeta
P. Davis
F. Mac
Neil & Dara
Secada
K. Rogers &
K. Carnes
B. Joel
(Right)
D. Fogelberg
WVMT/Burlington
Gary Wheelock
B. Seger
(Wind)
K. Rogers
(World)(lp)
HOTTEST
C. Dore
K. Rogers &
K. Carnes
P. Davis
B. Cockburn
B. Midler
WRJE/Eno
Ted Abbott
J. Clayton
F. Sinatra
B. Seger
(Wind)
HOTTEST
Ray, Goodman
& Brown(Lady)
B. Midler
M. McGovern
C. Dore
Neil & Dara
Secada
L. Gatlin
B. Peters
Airplay
WHAG/Hagerstown
Rick Summers
F. Sinatra
J. Last Band
T. DeSario
B. Peters
M. Larson
HOTTEST
D. Warwick
P. Davis
B. J. Thomas
K. Rogers &
K. Carnes
A. Murray
B. Midler
H. Davis

MIDWEST

WKIQ/Bowling Green
John Swan
S. Peters
Sproy Gyra
K. Rogers &
K. Carnes
HOTTEST
Blondie
C. Cross
Ambrosia
WFYR/Chicago
John Wemerbee
K. Rogers
(World)(lp)
HOTTEST
Elton
Blondie
C. Cross
Air Supply
Dr. Hook
K. Rogers &
K. Carnes
HOTTEST
M. Jackson
(Life)
WVTV/Cleveland
Terry Patrick
HOTTEST
Air Supply
P. Davis
M. Macgregor
HOTTEST
L. Ronstadt
Dr. Hook
B. Seger
(Fire)
K. Rogers &
K. Carnes
WVNY/New York
Jerry Sullivan
D. Fogelberg
C. Dore
HOTTEST
F. Sinatra
B. Seger
(Fire)
WVTV/Columbus
Denny Nugent
C. Dore
J. Warnes
L. Gatlin
HOTTEST
Air Supply
Dr. Hook
K. Rogers &
K. Carnes
FM97/Pittsburgh
Dennis Elliott
Ray, Goodman
& Brown
(Inside)
F. Sinatra
Sproy Gyra
HOTTEST
Preston & Syreeta
J. Ruffin
Ambrosia
R. Parker &
Raydio
K. Rogers &
B. Peters
B. Midler

WFCF/Springfield
Jeff Taylor
Whispers
(Lady)
R. Dupree
F. Weber
HOTTEST
D. Fogelberg
D. Warwick
F. Mac
Cooper Dodge Band
B. Cockburn
K. Rogers &
K. Carnes
WGY/Schenectady
Paul Cassidy
R. Dupree
M. Jackson
(Life)
R. Holmes
(Machine)
HOTTEST
Dr. Hook
Eagles
L. Ronstadt
Air Supply
K. Rogers &
K. Carnes
WTAE/Pittsburgh
Don Berns
B. Manilow
R. Holmes
(Machine)
F. Sinatra
Whispers
(Lady)
Elton
HOTTEST
Air Supply
K. Rogers &
K. Carnes
C. Dore
P. Davis
B. Midler
D. Fogelberg

WASH/Washington, DC
Bob Duckmon
Peaches & Herb
(Pledge)
R. Holmes
(Machine)
HOTTEST
Ambrosia
B. Midler
WATR/Waterbury
Chris Evans
Elton
M. Jackson
(Life)
S. Jacobs
A. Murray
HOTTEST
F. Sinatra
Ambrosia
Photoglo
B. Peters
Sproy Gyra
WSBA/York
Jim Horn
D. Rogers
R. Milsap
(Heart)
HOTTEST
B. Manilow
A. Gibb & ONJ
Neil & Dara
Secada

WEST

KOB/Albuquerque
Paul Douglas
B. Midler
B. Manilow
J. Last Band
B. Peters
HOTTEST
C. Dore
P. Davis
A. Gibb & ONJ
D. Fogelberg
Air Supply
WB/Chorlone
Andy Bickel
R. Dupree
K. Rogers
(World)(lp)
F. Sinatra
G. Campbell &
R. Coolidge
HOTTEST
Air Supply
Eagles
P. Davis
B. Peters
D. Fogelberg
J. Warnes
A. Gibb & ONJ
Ambrosia
A. Murray
WFTL/Ft. Lauderdale
Tom Doren
E. Rabbitt
HOTTEST
Air Supply
D. Warwick
K. Rogers &
K. Carnes
Sproy Gyra
D. Fogelberg
WHAS/Louisville
Jerry Molloy
Joe Sun
B. Caldwell
F. Weber
Ironhorse
F. Sinatra
HOTTEST
C. Cross
Preston & Syreeta
(Fire)
Air Supply
C. Dore
K. Rogers &
K. Carnes
Peaches & Herb
(Pledge)
D. Fogelberg
WYMC/Moylefield
Robert Conrod
Ironhorse
R. Rome
P. Travers
D. Boone
P. McCartney
J. Collins
Orleans
B. Neilson-
Chapman
HOTTEST
F. Mac
Photoglo
Kool & The Gang
E. Rabbitt
Preston & Syreeta
K. Rogers &
K. Carnes
D. Parton
C. Harding
R. McDowell

KUGN/Eugene
Rick Hubbard
F. Weber
C. Mayfield &
L. Clifford
C. Mangione
(Fun)
J. Stewart
(Odin)
La Costa
HOTTEST
P. Davis
D. Fogelberg
K. Rogers &
K. Carnes
Photoglo
A. Murray
E. Rabbitt
D. Boone
KROQ/Phoenix
R. P. McMurphy
B. Seger
(Wind)
P. McCartney
Neil & Dara
Secada
K. Lightfoot
R. Holmes
(Machine)
KOB/Portland
Bob Swanson
HOTTEST
Dr. Hook
C. Dore
Elton
Ambrosia
HOTTEST
Air Supply
D. Warwick
D. Fogelberg
K. Rogers &
K. Carnes
KOLD/Reno
Mike Hogarty
F. Sinatra
Neil & Dara
M. Davis
L. Ronstadt
B. Scaggs
HOTTEST
(Look)(lp)
K. Rogers &
K. Carnes
D. Warwick
P. Davis
A. Gibb & ONJ
D. Fogelberg
A. Murray
KRMK/Rock Springs
Rod Tucker
F. Sinatra
C. Mangione
(Fun)
Ironhorse
L. Rawls
(Ain't)
HOTTEST
D. Rogers
A. Gibb & ONJ
J. Ruffin

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

BEACH BOYS (Caribou) "Endless Harmony"
BEE GEES (RSO) "Wind Of Change"
KARLA BONOFF (Columbia) "Restless Nights"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILE (Casablanca) "Deep And Dark" "No Love In The Morning"
JOHN DENVER (RCA) "In My Heart"
NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind" "The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe"
FIREBALL (Atlantic) "Love That Got Away"
ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With Me"
FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"
DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" "Last To Know"
ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"

RUPERT HOLMES (MCA) "Partners In Crime" "Long Way Home"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long Night" "It's Still Rock And Roll To Me" "I Don't Want To Be Alone" "You're The One"
LOBO (MCA/Curb) "A Day In The Life Of A Love"
MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "Where Are They Now" "One Voice"
MARSHALL TUCKER BAND (WB) "Without You"
ANNE MURRAY (Capitol) "You've Got Me To Hold On To" "Nevertheless, I'm In Love With You" "I'm Happy Just To Dance With You"
CLIFF RICHARD (EMI America) "Fallin' In Love"
KENNY ROGERS (Full Moon/Asylum) "Love The World Away"
KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery" "Call Me Up"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
BOB SEGER (Capitol) "You'll Accompany Me"
BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"

OPPORTUNITIES

Openings

Q106 is looking for a midday air personality. Dynamic production a must. Send tapes and resumes to Jim Cooke, PD, Q106, Box M-88, York, PA 17405. EOE M/F (5-2)

Jocks needed for future openings. Tapes and resumes to Jack Stevens, KOOK, Box 1276, Billings, MD 59103, or call (406) 248 7827. (5-2)

New modern Country AM with Beautiful Music FM looking for energetic copywriter. 3-5 yrs experience and willingness to work hard for good returns. Send writing samples to Blaise Metz, KOOO, 102 N. 48th, Omaha, NE 68131. EOE M/F (5-2)

Jeff Young Productions now accepting tapes and resumes from qualified men and women who do voices and impersonations of all kinds. Our company will be supplying voices both straight and character to stations across the nation who don't generally have access to good talent. Your tape will be kept on file and when a voice like yours is needed you will be contacted. Write to Box 5576, Valencia, CA 91355. (5-2)

WPAD AM/Paducah, KY seeking capable Country jock with good pipes and production ability. 2 yrs or more experience preferred. Tapes and resumes to Ed Taylor, Mgr., Box 450, Paducah, KY 42001, or call (502) 442-8231. (No collect calls). EOE M/F (5-2)

KNWU-95-FM needs evening air talent, 6pm-11pm plus good production. Stereo Rock, jock assist automation, knowledge of automation equipment helpful, but will train. Send tapes, resumes and salary requirements to Bob Pepper, KNUW, #7 Holiday Village, Great Falls, MT 59405. EOE M/F (5-2)

Announcer/Production Ass't. Experienced in on-air jock work/good production background required. Salary open. High school graduate, college preferred. Need immediately. Reply to Ron Olson, PD, WHRK, 112 Union Ave., Memphis, TN 38103. EOE (5-2)

If you have potential to be a morning man and are looking for the opportunity to develop your talents or you are a morning man looking for strong direction and a solid organization to grow with, we're looking for you. Send tapes and resumes to Radio & Records, 1930 Century Park West, #184, Los Angeles, CA 90067. EOE M/F

Wanted: Killer air personality. Must have good pipes, sincere delivery and willing to do the best job possible. Excellent pay and facility, showcase studios, 50,000 watt Contemporary Top 40, covering 30 counties in Ohio and West Virginia. Send tapes and resumes to Ron O'Brien, WXIL, 1228, Parkersburg, WV 26101. EOE (5-2)

KGRA-FM, AOR on the Gulf in Louisiana needs 1st class Engineer. Call Dave Grant or Mr. Reed at (318) 433-0700. (5-2)

Morning personality. Need educated interviewer, versatile, good production, experienced and mature pro ready to move to medium market. Tapes, resumes and salary requirement to WBEC, Box 958, Pittsfield, MA 01201. EOE (5-2)

KUPD/Phoenix has future opening for great communicator. Send tapes and resumes to John Sebastian, KUPD, 2021 E. Thomas, Phoenix, AZ 85016. No calls please. EOE M/F (5-2)

Openings

WDRQ/Detroit looking for part-time jocks. Send tapes and resumes to Bill Garcia, WDRQ, 20300 Civic Center Dr., Southfield, MI 48076. EOE M/F (5-2)

WIRL/Peoria 5KW 24-hr medium market Pop/Adult Mid-America Media Group, has rare morning drive opening for topical communicator with good voice and strong personality who is willing to become involved in the community. Professionals only. Tapes and resumes to Lee Malcolm, WIRL, Box 3335, Peoria, IL 61614. EOE M/F (5-2)

KTAC/Tacoma has opening for full and part-time air personalities. Send tapes and resumes to Ric Hansen, 2000 Tacoma Mall Office Bldg., Tacoma, WA 98411. No calls please. EOE M/F (5-2)

KLEB/KZZQ/Golden Meadow, LA looking for persons with at least 1 yr broadcasting experience and strong desire to move into sales. This is your opportunity to work with a staff of professional retail marketing consultants and earn a decent living at the same time using the Jennings system. Send all resumes to Frank Landry, Sales Mgr., KLEB/KZZQ, Box 726, Golden Meadow, LA 70357. EOE (5-2)

KSLY/San Luis Obispo, CA looking for midday jock. Send tapes and resumes to Box 1400, San Luis Obispo, CA 93406 or call Harry May after 11am at (805) 543-9400. (5-2)

First Media Corp with stations in Washington, Atlanta, Houston, Phoenix and Salt Lake has future openings for talented on-air production talent. Tapes and resumes to Charles Giddens, Box 8550, Washington D.C., 20047. (5-2)

Program Director opening at FM Top 40, AM Pop/Adult. Experience necessary. Send tapes and resumes to Bob Nowicki, WNDU-AM-FM, Box 1616, South Bend, IN 46634. (5-2)

Louisiana Radio Network, home base of growing network chain needs anchor/editor. Needs to do it all. 5 days, 40 hour week. Two week vacation and personal time. Short days on holidays. Salary competitive. Contact Bill Barnes, ND, Louisiana Radio Network, 224 Florida St., Suite M100, Baton Rouge, LA 70801, or call (504) 383-8695. EOE M/F (5-2)

WAKE radio, Pop/Adult format has two immediate openings. One for Continuity Production person to work with new automated system and second a news person to handle local newsbeat and reporting. Send tapes, resumes and salary requirements to O.J. Jackson, Box 149, Valparaiso, IN 46383, or call (219) 462-6111. EOE M/F (5-2)

Oh no! Now our afternoon drive jock has gone to the big time, just like the last 10. If you'd like to follow in their footsteps, I want to know. Call John Frawley (802) 885-4555 immediately. WCFR-AM-FM/Springfield, VT. EOE (5-2)

WCVS/Springfield, IL needs contemporary air talent/production personality. Applicants from all formats welcome. Tapes and resumes to Greg Thomas, Box 2989, Springfield, IL 62708. EOE M/F (5-2)

KESY-KOOO/Omaha looking for cracker jack young Engineer. Must be familiar with AM & FM Stereo. Board experience preferred and 2 yrs experience as broadcast engineer. We're growing and need hard workers. Resumes to Blaise Metz, 102 N. 48th St., Omaha, NE 68131. (5-2)

Openings

Western Cities Broadcasting seeking News Director. Tapes and resumes to KMJJ Radio, Box 14805, Las Vegas, NV 89114, Attn: Bob Majors. EOE M/F (5-2)

News/Sports Director for powerhouse FM contemporary/AM Country in beautiful Southern Idaho. If you sound natural and can gather and write precise news, send tapes, resumes and salary requirements to Skip Hansen, 901 N. Lincoln, Jerome, ID 83338. EOE M/F (5-2)

WTOD-Country looking for full-time announcer/production/music. Send to 3225 Arlington Ave., Toledo, OH 43614, or call (419) 385 2507. EOE (5-2)

Florida's far West reaching FM, Wizard 99/Ft. Pierce-W, Palm Beach, FL seeks tapes and resumes for future openings. Minority applications encouraged. Send to Scott Fisher, WIZD, Box 99, Ft. Pierce, FL 33450. EOE (5-2)

Jocks needed for personality Top 40 station close to Pittsburgh. Only experienced people need apply. No calls please. Tapes and resumes to Mike Farrow, 605 Main St., Johnstown, PA 15901. (5-2)

WXKE/Ft. Wayne has opening for airshift at "The AOR" in Ft. Wayne, Indiana. Tapes and resumes to WXKE, 4740 Coldwater Rd., Ft. Wayne, IN 46825. (5-2)

Superstars AOR WGRQ/Buffalo has two immediate full-time openings: air shift and news department head. Send tapes and resumes now to PD, George Hawras, WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE (5-2)

KAFY/Bakersfield, CA looking high & low for experienced aggressive News Director with very strong authoritative smooth delivery. Writing style important. Position open after May 21st. Present News Director moving to TV. Tapes and resumes to Steven Kaye, KAFY, Box 6128, Bakersfield, CA 93386. (5-2)

Midday Adult Contemporary personality with pipes and brain needed at world class radio station in Northeast. PD is looking to fill opening on or about May 30th. This opportunity comes complete with stability and good bucks. Six-day week, with production voicing. Super talents only. You'll follow an AM drive shift now pulling twenties in ARB. Tapes, resumes and salary range to Radio & Records, 1930 Century Park West, #183, Los Angeles, CA 90067. EOE M/F

KUZZ/Bakersfield, one of America's leading Country stations, has an opening for an aggressive Program Director. Strong music, promotion and production a must. Send tapes and resumes to Mel Owens, Jr., 1209 N. Chester Ave., Bakersfield, CA 93308. No calls please. EOE M/F (4-25)

195-FM (WRKI)/Bridgeport, CT, 50,000 watt tight AOR now accepting tapes and resumes for possible full and part-time openings. No beginners. No calls. Send info to Tom Zarecki, PD, Box 9595, Bridgeport, CT 06601. EOE M/F (4-25)

Two news announcer openings May 12th. KRGO/Salt Lake City, UT. Call Don Wade, (801) 972-3440. (4-25)

KYSN/Colorado Springs has a future opening for morning personality. Send tapes and resumes to Dan Jackson, Box 1715, Colorado Springs, CO 80901. EOE M/F (4-25)

Openings

Looking for midday air talent, Pop/Adult format. Warm, up-tempo delivery. Must know music. Good money for right person. Contact Operations Mgr., KWSL, Box 1230, Sioux City, IA 51102. EOE (4-25)

KV8F/Santa Fe searching for mild-mannered air personality interested in becoming one of our Super-persona. Production experience a must. 2 or more years air-work preferred. If you're a communicator capable of maintaining top numbers with our Pop/Adult format, send tapes and resumes to Russ Rountree, Box 2407, Santa Fe, NM 87501. EOE M/F (4-25)

Tampe Bay's 88WAZE is expanding. Future openings all areas, including personalities, news and sales. Should have 1-5 yrs experience. No more, no less. If you're aggressive, have brains and would enjoy an Adult Contemporary format with small company that has its sights set on the big boys in the bay, then send your tapes, resumes and other paraphernalia to Apple, PD, 88WAZE, Box 4687, Clearwater, FL 33618. No calls please. (4-25)

The New O, KBLQ/St. Louis seeks highly creative, community involved air talent. If you're as cool as Frank Reed (WNBC), as funny as Chris Edmonds (KWDB), as energetic and creative as Jo Jo Kincaid (WVBF) and Cat Simon (KVIL), as slick as Fred Winston (WFYR) and know your town like Ron Chapman (KVIL), we want to hear from you. If you're not... save me the grief of listening to another 300 mediocre air-checks. See what I'm saying? Kevin Metheny, PD, KSLQ, 111 S. Bemiston, St. Louis, MO 63105. No calls please. EOE M/F (4-25)

WABJ/Adrian, MI accepting tapes and resumes for future openings in announcing, news, copy and copy/production positions. Excellent pay, college town, Pop/Adult format. Tapes and resumes to John Sebastian, WABJ, Box 15, Adrian, MI 49221. Females and minorities encouraged to apply. (4-25)

WLOI/La Porte has opening for jock and/or Production Director. Director should have good voice, imagination, be able to write, organize, work with library and take direction. Fill-in air work required. Jock should be a personality. Pop/Adult format with Top 40 excitement. Will consider someone with limited experience who is willing to learn. Tapes and resumes to J.R. Ruas, PD, WLOI 902 1/2 Lincolnway, La Porte, IN 46350. EOE M/F (4-25)

Can you build a respected and award-winning news team from the ground up? If so, our Northeast medium market would like to hear from you. Solid reporting background essential. Administrative experience in news desirable. Ability to write, deliver, gather and produce required. Send tapes, resumes, writing sample and philosophies to Steve Apel, WADE, 1315 Walnut St., Suite 716, Philadelphia, PA 19107. EOE (4-25)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

KEN YEARWOOD joins the news staff of KFMB/San Diego, CA.
BOB WOODY, formerly of WPTR/Albany, NY, joins the WSCR/Scranton, PA news staff.
JACK SWART joins WMOR/Scottsbluff, NE as PD and afternoon drive personality from WBNQ/Bloomington, IL.
JEFF MACK appointed MD at KENR/Houston, TX.
FRED BUCK promoted to MD at WKDA/Nashville, TN.
BOBBY KEITH joins KUZZ/Bakersfield, CA as MD and morning drive personality from KCUB/Tucson, AZ.
DIANE LUCAS, formerly of WCFR/Springfield, VT, joins WTSA/Brattleboro, VT.
ANDY TAYLOR exits KROK/Shreveport, LA to join KEEL/Shreveport, LA.
JOHN DZIMA named MD at K-ORANGE/Orange, CA.
DAVE HOPPE joins WKMI/Kalamazoo, MI as air personality from WKBZ/Muskegon, MI.
BILL CRANNEY, formerly with WVOS/Liberty-Monticello, NY, joins WOKO/Albany, NY as PD and morning drive personality.
TOM GALLAGHER joins the WKMI/Kalamazoo, MI news department from WIBM/Jackson, MI.
JERRY TYLER, formerly with WTRY/Troy, NY, joins WOKO/Albany, NY as afternoon drive personality.
DANA MICHAELS leaves KYA/San Francisco, CA to take MD post at KRKN/Anchorage, AK.
MARK EDWARDS promoted to MD at KPUG/Bellingham, WA.

Record

JAMES CAPARRO appointed New York Sales Manager, CBS Records.
CHARLES COMELLI named Recording Production Manager at Capitol Studios.
JOHN HANLON named Night Recording Supervisor at Capitol Studios.
JIM URIE appointed New York Branch Manager, CBS Records.

PATTY KEAN promoted to Merchandising Manager, Columbia Records.
LARRY GOLINSKI appointed Miami Branch Manager, CBS Records.
ROD HUFF named as Fulfillment Director for Capitol Records, Inc.
SCOTT W. STEPHENS appointed Field Merchandiser at WEA.
ROY EMORY joins WEA as R&B Promotion Person representing Elektra/Asylum product in Cincinnati market.

Industry

LUTHER T. NIEH named Manager of Engineering for International Tapetronics Corporation, Bloomington, IL.

Station Line-Ups

WNYS/Rochester, NY LINE-UP: 6am-10am "Kincaid & Company," 10am-12noon Jeffery G. (PD), 12noon-3pm Chris Summer, 3pm-7pm Nelson Guyette, 7pm-12mid Joelle, 12mid-6am Lee O'Day. Weekends: Jay Levine.
WTSA/Brattleboro, VT LINE-UP: 5am-9am Joel O'Brien, 9am-10am Larry Smith, 10am-2pm Doug Allen, 2pm-7pm Pete "Wacky" Acker, 7pm-12mid Diane Lucas.
KAPR/Douglas, AZ LINE-UP: 6am-10am Carl Resppery, 10am-3pm Harry Tea (MD), 3pm-Signoff Paul Albracht. Weekends: Corry Bibbs, Mike Hand, Jim Glasner.
K99/Great Falls, MT LINE-UP: 6am-10am "National Lampoon," 10am-4pm Bill Bateman, 4pm-7pm Steve Feda, 7pm-12mid Mark Bowman, 12mid-6am Scott Rhodes. Weekends: Chris Kelly, Joe Lawson.
WHJB/Pittsburgh, PA LINE-UP: 5am-10am Bruce Gardner, 10am-2pm Lora Lee, 2pm-6pm Rod Sinclair (PD), 6pm-11pm Don Douglas, 11pm-12mid "Mutual Radio Theatre." News: Barry Banker (OM). Weekends: Dave Thomas, Chris Wood, Kevin Evans.
KENR/Houston, TX LINE-UP: 5:30am-9am Bill Bailey, 9am-12noon Dan Gallo, 12noon-3pm Jeff Meck (MD), 3pm-7pm Hel McClain, 7pm-12mid Mike Cannon, 12mid-5:30am Chuck Joseph.
FM93/Scottsbluff, NE LINE-UP: 5am-12noon Cliff Mitchell, 12noon-6pm Jack Swart (PD), 6pm-1am Lee Scott. News: Bob Hall.
WKMI/Kalamazoo, MI LINE-UP: 6am-10am Don Riley (PD), 10am-2:30pm Timothy G. Adams, 2:30pm-7pm Dave Hoppe, 7pm-12mid Zane Stewart. Weekends: Dan Kasper, Pete O'Brien, Veronique Moore.
WOKO/Albany, NY LINE-UP: 6am-10am Bill Cranney (PD), 10am-3pm Al Damien, 3pm-7pm Jerry Tyler, 7pm-12mid Tom Casey, 12mid-6am Bob Welch.

OPPORTUNITIES

Openings

AM/FM stations in Capital City looking for fourth newscaster. Delivery, writing, reporting skills all important. Send tape, resume and writing samples to Joel Meltzer, ND, WRNL, 7100 Bethlehem Rd., Richmond, VA 23228. EOE M/F (4-25)

WGBB 1240AM/Long Island losing its News Director to ABC's TV Eyewitness News. If you can fill his shoes, rush tapes, resumes and salary requirements to Gil David, WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EOE M/F (4-25)

Future openings, air talent, news, and sales. Good start for the dedicated. Immediate opening for night person to run syndicated show. Tapes, resumes, photo and salary requirements to Steve Winters, WACI-FM, Box 701, Freeport, IL 61032. No calls please. EOE (4-25)

KFXM and KDUO-FM/San Bernardino/Riverside, CA searching for qualified Chief Engineer. Must be experienced in microwave and directional AM. Salary dependent upon experience. Call Mark Heller at KFXM (714) 825-5555. (4-25)

Miscellaneous

KMOR-FM93 needs record service from all labels. Singles and albums. We're good in a 5-station market and we want to be even better. Put us on your mailing list, send to Jack Swart, KMOR-FM, Box 532, Scottsbluff, NE 68981. Questions? Call me at (308) 632-5667. (5-2)

According to some people we (KSTO-FM/Agana, Guam) "are not part of the U.S." But don't tell the people who flew bombing missions and other neat things like that out of one of the many military installations on our island! We need product from any label. Albums, oldies and currents are humbly appreciated. Send to Albert Juan, PD, KSTO-FM, Box 20249, Guam Main Facility, 96921. (5-2)

We have just turned progressive Country/Country Rock. We need help in albums. Strong on new artists. Send to Harry Tea, MD, KAPR, Rt. 1, Box 243, Douglas, AZ 85607, (602) 364-8403. (5-2)

WVVO, a new Top 40 station in Berryville, VA scheduled to go on the air in early May needs record service. We also need oldies. WVVO, 8 South Church St., Berryville, VA 22611, or call (703) 955-3300, Attn: Garry Kline. (5-2)

Tampa Bay's 86WAZE brand new sounding Adult Contemporary station with its sights carefully set on the big boys by the Bay. We welcome all calls from record reps to better get to know you and to better serve your artists. Calls from 11am-2pm EST. (813) 725-5545. We need the same thing everybody else is crying for, albums, singles, oldies and jingles plus syndicated weekly program demos too. Contact Apple, PD, 86WAZE, Box 4667, Clearwater, FL 33518. (4-25)

WLAN/Lancaster, PA needs record service from all labels for Spanish recordings. Send to Spanish Program Director, 252 N. Queen Street, Lancaster, PA 17604. (4-18)

WTGC/Lewisburg, PA. From automated to live Pop/Adult. Need record service from all labels. Please send current and oldies to Music Director, WTGC, Colonial Park R.D. 1, Lewisburg, PA 17837. (4-18)

WABZ-FM/Albermarle, NC needs service from most labels. Pop/Adult format. Send to Ted Bell, WABZ-FM, Box 808, Albermarle, NC 28001, or call (704) 982-1010. (4-18)

Positions Sought

BOB CUSHING, 1 yr experience on air, production and promotions seeking full-time position with small or medium market. This rocker is willing to start at the ground floor and ready to relocate anywhere. Determined, confident and ready to work... now! (201) 968-0451. (5-2)

News/Talk PD major market experience WKAT/Miami, KSXX/Salt Lake City, WBAL/Baltimore, available May 13th. Call OON KARNES (717) 322-7916, or (717) 547-6289. (5-2)

Where can you find 25 voices, terrific production work, extremely creative copy and a man who sincerely believes that creative radio is not dead, dormant or dissected? Sincere programming people invited to call (401) 438-7773 late afternoons or evenings. We definitely have something in common! (5-2)

They sold my station but I can increase your billing. Top air talent with good production and engineering experience desires medium market position in the South. Call SCOTT WILLIAMS afternoons and evenings in Houston at (713) 463-3286. (5-2)

Professional, hard working jock, 4 yrs experience. Morning drive Contemporary Christian music, Top 40, AOR background. Sportscasting, Public Affairs talk shows, late-night TV newscasting. JAY HOWARD (219) 259-3293 days or (219) 287-6180 evenings. (5-2)

Major market air personality looking for stable Top 40 or Pop/Adult situation. Call (612) 293-0133. (5-2)

Commercial production/air personality. Mature, reliable pro with 5 yrs experience and B.A. in Business Administration. Automation experience. Primary interest in production. Willing to handle some air work for medium or major market station. PAUL MOWERY, 181 Colonial Crest Dr., Lancaster, PA 17601, (717) 393-5191. (5-2)

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Broadcaster's Action Line

Job Referral Service - \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

Air Check Center

Unable to produce a quality air check because of poor equipment? Perhaps you don't know what to include on your audition tape. Let our staff of programmers edit-process your tape professionally. Call (318) 638-2054.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the luffs, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197.

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FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

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Funny horoscopes. Crazy Kommerciels, silly soap operas, ridiculous TV reviews and more. 25 pages delivered to your mouth every month. For freebee write HYPE INK, Box 69581, Los Angeles, CA 90089.

Radio Job Openings

In the past six months, JOBSHEET's subscription list has grown and grown! We average 80 jock and PD openings per week! 13 weeks: \$15.00! One year: \$35.00! MEDIA CONSULTANTS, 2504 Regent Court, Lafayette, IN 47905.

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Positions Sought

Currently Black PD at Blues/Ballad/Jazz format. 18 yrs experience in Contemporary Pop/Adult, TV and radio production. 1st phone. Bored with management inconsistency. Good references. (714) 288-4417 7am-3pm DAN P. (5-2)

1st phone DJ experienced in radio, Disco, news, production and public relations. Work hard and get along with people. Last two jobs in clubs and am dying to get back on the air. Will consider all. Let's talk. Tapes and resumes will be furnished. Call BRUCE at (213) 439-1764, or leave message at (213) 430-8967. Ready to go now. (5-2)

Career-minded woman who is seeking more challenging news position. Looking for employment in the West, preferably California. 5 yrs experience in street reporting, anchoring and Public Affairs production. Also worked as News Director in top 50 market. Call (919) 833-5233 after 6pm EST KATHY. (5-2)

If you need an experienced DJ and/or MD I'm glad because I need a job! 1 1/2 yrs on-air and MD experience in Rock and Country plus 6 months part-time in top 30 market. Looking to join station in competitive market where I can grow. I'm good and I'll convey that to you. MATT HAASE, aka MIKE LEE, (802) 276-7718, or write to 4317 E. Hubbell St., Phoenix, AZ 85006 for tape and resume. (5-2)

Programmer seeking challenge in medium market. 40 yrs experience. Good pipes and production. Former PD and MD experience. Currently working in Detroit. Call CHRIS (313) 366-7006. (5-2)

Positions Sought

If you're looking for a programmer and/or major market drive-time jock and pay good money, your search is over. On-air specialty is adult communication utilizing humor and social commentary. I know what goes and what doesn't, that's why I'm the #1 DJ in town for all age groups male and female. What do I want? To entertain and build an audience for station that isn't afraid to hire talent. Call (209) 299-0688 JOHN WESLEY GIBSON. (5-2)

Experienced Rock/Adult Contemporary air person looking for position on East Coast. Write BILL JENKINS, Box 1045, Charlottesville, VA 22902. (5-2)

Air personality/writing and production pro with over 3 yrs experience is waiting to hear from you for Production Director or on-air openings. If you want it, I've got it. If you're serious, let's talk. (504) 475-8544. (5-2)

Good, young sportscaster available. 1 1/2 yrs major market experience. Play-by-play for college baseball, football, basketball. Willing to relocate. Degree in communications. Tapes, resumes and references available upon request. Write or call collect. GARY (301) 258-6649, 4219 Chapel Rd., #302, Baltimore, MD 21238. (5-2)

MASON DAVIS of KLAQ/EI Paso. Have worked at KLP-AM, KEZB-FM, KINT-AM-FM, WKTK-FM/Baltimore. Have programmed under Abrams Superstar format for KLAQ. Call (915) 761-5904 (home), (915) 544-8865 (7-12midnight), #1 TSA and AOR, #2 Metro. Tapes and resumes upon request. 9-yr vet. (5-2)

LARRY YURDIN, radio pro with over decade's experience in AOR from formative days on up. Most recently program developer for major radio syndicator. Now seeks new challenge back in radio. If you need a promotion director with all the right credentials, contact me now at (213) 460-6984. (5-2)

Attention Southern Oregon. Major market PD wants to relocate to your area. Management, programming or consultancy. Top 40, AOR or Country format. Call (714) 561-8547 anytime Mon.-Fri. (5-2)

Management/ownership change. We want our Chief Engineer to find a good home too. Call (915) 544-8866 ask for the GM. (5-2)

PAUL EMERY, 6 yrs radio experience. Most recently MD at AOR KOZZ/Reno. Now seeks radio or music company work in So. Calif. Call (213) 666-7206 after 2pm. (5-2)

1st phone DJ. Experienced in radio/news/production/clubs/public relations. Looking to join a professional team. Work hard and get along well with people. Will consider all. Ready to go. Let's talk. Call "BROTHER" BRUCE (213) 439-1754, or leave message at (213) 430-8957. (5-2)

From Willows, CA to Reno, NV and now in Los Angeles (part-time). KEN E. MARKS and I'm looking for a full-time Top 40 or Pop/Adult gig. Production is my specialty. Looking for work in Calif., Wash., Nevada, Ariz., and Colorado. Will consider other offers. Call me at (213) 559-9158. Looking forward to hearing from you soon. (5-2)

Team leader. Sports Director of #1 radio station in market seeks right opportunity. Innovative, excellent delivery, play-by-play. Can build you a captive audience overnight. 5 yrs experience. Call (914) 562-3535. (5-2)

The Animal is Looking! 9 1/2 yrs experience in radio. Funny, wild and ready to work. AM, PM drive or nights. Can do music and/or PD. Love production! Call (704) 598-0485. (5-2)

MICHAEL ST. JOHN, 7 yrs experience in medium market with 150,000 population. Have worked as Public Affairs Director, Public Relations Mgr., MD and Ass't. PD. Worked at 2 #1 stations. Currently Production Mgr. and Public Affairs Director at #1 station in town. Have worked disco clubs. For more info or aircheck call MICHAEL at (915) 677-5383. (4-25)

Positions Sought

HESHIMU ISSAH, broadcasting major, UCLA. Presently research assistant, KSFX-FM. Former announcer at WBLS, KCSF-FM. 10 years experience as professional DJ. Member of Bay Area Disco DJ Association (BADDA). Looking for MD and/or announcer position. Specialized knowledge in Rock/Soul/Jazz/Disco. Creative, ambitious, young, innovative. Will relocate. 1428 Grove St., Apt. R, San Francisco, CA 94117. (415) 348-1486. (4-25)

If you need a time and temp jock, don't call me. But if you want someone who is a little, a lot on the other side of insanity with 6 yrs experience morning drive, then wake me up and I'll wake up your audience. Call JOHNNY MAC BROWN at (601) 483-7016, or (601) 681-6183 anytime. (4-25)

Major market drive time personality including KXOK, K100, KCBO, KIMN, KDWB, and WTIC. Call MIKE BUTTS at (214) 387-1430, or (817) 382-5789. (4-25)

Nevada, Arizona, California. Attention. 12 yrs news professional. Winner of 5 major journalism awards in New York, seeks to move West and into a medium or major market outlet specializing in comprehensive news, not just headlines. Anchor, street reporter, editor, writer, manager. I can do it all for the right station. Contact RON at (607) 432-0350 after 12 noon EST. (4-25)

Killer night-time communicator with drive and determination to help your station win. 9 yrs experience including MD. Knowledge of radio and programming to take on programming responsibilities. Super numbers, excellent references and relatable content. Call CLIFF at (405) 799-5133. (4-25)

5 1/2-yr professional personality wants aggressively programmed Top 40 or Pop/Adult station. Competitive attitude, team spirit and top 10 sound are musts. Offer me a cause and personal growth and I'll give you 100%. Call BILL SHIEL at (502) 782-2142, or (502) 781-2121. (4-25)

Warning: If you're not looking for severe craziness, comedy, shock, lunacy, and just a plain nut, don't call UNKLE ALVIN at (717) 564-8250. (4-25)

7-yr radio veteran looking for medium market PD or Production Director position. Experience in programming, production, music and more. Willing to work hard for decent dollars. Presently employed. Call (703) 867-9073. Ask for JAY EDWARDS. (4-25)

Experienced Music Director/announcer. 3 1/2 yrs experience, presently doing morning drive. Hard worker looking for small/medium AOR break. Willing to relocate anywhere. Call ROB (517) 772-0375. (4-25)

5-yr radio and TV professional looking for radio Sports Director position. Call BOB HENSLEY. (502) 897-1121. (4-25)

Talented woman DJ/news. 3 years experience in Country music including MD. Hard worker, dedicated, responsible. Have letters of recommendation and references. Call DEBRA CLAY (602) 327-7203. (4-25)

Top-notch newsmen and Sports Director of award winning news department seeks right opportunity. Strong delivery, writing, editing and play-by-play. 5 years experience. Call (914) 562-3535. (4-25)

PD available. Strong in concept and execution. Positive music, research and talk radio experience. Call (919) 765-3011 after 2pm. (4-25)

ANDY TYLER, currently week-ending in Fresno area, seeks good full-time position with music format station in CA or AZ. Background includes 2 years in San Bernardino market. Good references. Call (209) 625-3218. (4-25)

10-yr veteran radio personality looking for successful, stable AOR station. I have experience as Music Director, news and production. Prefer Northeast. Call (615) 877-3159. (4-25)

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THE BACK PAGE

BREAKERS

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

PAUL McCARTNEY Coming Up (Columbia)

77% of our reporters on it. Moves: Up 89, Same 13, Down 0, Adds 51 including WXLO, WCAO, Z97, Q105, CKLW, KSLQ, WGCL, Q102, KEARTH, 13K. See Parallels, charts at number 25.

BOB SEGER Against The Wind (Capitol)

72% of our reporters on it. Moves: Up 77, Same 18, Down 0, Adds 49 including PRO-FM, JB105, CKLW, WGCL, KFI, KIMN, WHYN, KRBE, WKIX, WNCI. See Parallels, charts at number 27.

FIREFALL Headed For A Fall (Atlantic)

64% of our reporters on it. Moves: Up 85, Same 27, Down 0, Adds 16 including JB105, Q107, WPEZ, WNOE, WERC, Y103, WLAC, KOFM, KROY, KGW. See Parallels, charts at number 28.

JAMES LAST BAND The Seduction (Polydor)

62% of our reporters on it. Moves: Up 100, Same 17, Down 0, Adds 7, Y100, WBBF, WVIC, KMJC, KERN, KFJR, KENI. See Parallels, charts at number 29.

ELTON JOHN Little Jeannie (MCA)

62% of our reporters on it. Moves: Up 28, Same 16, Down 0, Adds 79 including WFIL, F105, Q107, WPGC, KBEQ, WOKY, KFI, KJR, KIMN, KOPA. See Parallels, charts at number 30.

LIPPS, INC. Funkytown (Casablanca)

62% of our reporters on it. Moves: Up 94, Same 14, Down 0, Adds 15 including CFTR, WHFM, 14Q, Y103, WNOX, KIOA, KERN, KCPX, G100. See Parallels, moves 25-21 on National Airplay/30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

MICHAEL JACKSON "She's Out Of My Life" (Epic) 110/26
Moves: Up 68, Same 15, Down 1, Adds 26 including CKGM, WHB, KIMN, WHFM, WKBO, KBFM, KSTT, KMJC, WRKO 25-20, KVIL 19-16, Z93 20-16, Q105 21-16, KEARTH 18-14, KOPA 23-17.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 98/12, Moves: Up 57, Same 23, Down 6, Adds 12 including WRKO, PRO-FM, JB105, KVIL, WTIC-FM, KEEL, KIOA, F105 30-24, WZUU 18-14.

PAT BENATAR "We Live For Love" (Chrysalis) 95/23
Moves: Up 46, Same 25, Down 1, Adds 23 including WCAO, Z93, 94Q, CKLW, KEARTH, KOPA, WICC, KFMK, WRVQ, KSTT, KLUC, WIFI 15-9, 13K 17-15, B100 24-22.

BERNADETTE PETERS "Gee Whiz" (MCA) 95/7
Moves: Up 67, Same 20, Down 1, Adds 7, WIFI, CFTR, WTIC-FM, KINT, WISM, KPUR, KCBN, WKBW 7-5, WCAO 30-26, CKLW 28-18, KEARTH 14-9.

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 93/27, Moves: Up 46, Same 20, Down 0, Adds 27 including WCAO, PRO-FM, WPGC, CKLW, WHB, WZUU, KEARTH, KIMN, WKBW 11-9, Z93 25-21, 94Q 8-6, WGCL 28-25.

J. GEILS BAND "Love Stinks" (EMI America) 77/2
Moves: Up 51, Same 24, Down 0, Adds 2, WKBW, WFLB, WIFI 20-17, F105 24-12, PRO-FM 30-27, JB105 22-18, Q105 23-21, WGCL 17-15, KJR 23-21.

BILLY JOEL "It's Still Rock & Roll To Me" (Columbia) 71/30
Moves: Up 24, Same 17, Down 0, Adds 30 including Z97, 94Q, KSLQ, KJR, KOPA, Q106, Y103, WNCI, KTAC, 96KX 19-14, WPGC 7-5.

BARRY MANILOW "I Don't Want To Walk Without You" (Arista) 61/10, Moves: Up 37, Same 14, Down 0, Adds 10, WCAO, WBEN-FM, WFLB, WBLI, 95SGF, WCGQ, WNAM, WGBF, KDZA, KBIM.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 61/1
Moves: Up 25, Same 22, Down 13, Adds 1, KWIC, WFIL 13-12, PRO-FM 26-24, WLCY 3-2, WHBQ 21-18, WZZP 4-3, KENO 22-16.

Radio & Records

NATIONAL AIRPLAY/30

May 2, 1980

THREE TWO
WEEKS WEEKS
AGO AGO LAST
WEEK

1	1	1	1	BLONDIE/Call Me (Chrysalis)
5	3	2	2	BILLY JOEL/You May Be Right (Columbia)
17	12	7	3	AMBROSIA/Biggest Part Of Me (WB)
10	6	5	4	KENNY ROGERS & KIM CARNES/Don't Fall In Love... (UA)
4	2	3	5	AIR SUPPLY/Lost In Love (Arista)
21	13	8	6	LINDA RONSTADT/Hurt So Bad (Asylum)
3	5	6	7	CHRISTOPHER CROSS/Ride Like The Wind (WB)
22	17	9	8	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)
2	4	4	9	BOB SEGER/Fire Lake (Capitol)
18	15	14	10	PRETENDERS/Brass In Pocket (I'm Special) (Sire)
15	14	13	11	PAUL DAVIS/Do Right (Bang)
-	27	22	12	BETTE MIDLER/The Rose (Atlantic)
28	22	18	13	GARY NUMAN/Cars (Atco)
25	20	16	14	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
-	25	19	15	BROTHERS JOHNSON/Stomp! (A&M)
11	11	11	16	CHARLIE DORE/Pilot Of The Airwaves (Island)
26	23	20	17	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
8	9	10	18	DR. HOOK/Sexy Eyes (Capitol)
7	8	15	19	PINK FLOYD/Another Brick In The Wall (Columbia)
-	-	27	20	ROBBIE DUPREE/Steal Away (Elektra)
-	-	25	21	LIPPS, INC./Funkytown (Casablanca)
6	7	12	22	EAGLES/I Can't Tell You Why (Asylum)
19	18	21	23	JOURNEY/Any Way You Want It (Columbia)
13	16	23	24	BILLY PRESTON & SYREETA/With You I'm Born... (Motown)
-	-	→	25	PAUL McCARTNEY/Coming Up (Columbia)
-	-	→	26	CLASH/Train In Vain (Stand By Me) (Epic)
-	-	→	27	BOB SEGER/Against The Wind (Capitol)
-	-	→	28	FIREFALL/Headed For A Fall (Atlantic)
-	-	→	29	JAMES LAST BAND/The Seduction (Polydor)
-	-	→	30	ELTON JOHN/Little Jeannie (MCA)

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 60% of our reporters.

MOST ADDED

ELTON JOHN "Little Jeannie" (MCA)
PAUL McCARTNEY "Coming Up" (Columbia)
BOB SEGER "Against The Wind" (Capitol)
PURE PRAIRIE LEAGUE "Let Me Love..." (Casablanca)
BILLY JOEL "It's Still Rock & Roll To Me" (Columbia)

Complete Regionalized Listings on Pages 30 and 31.

HOTTEST

AMBROSIA "Biggest Part Of Me" (WB)
ROGERS & CARNES "Don't Fall In Love..." (WB)
BLONDIE "Call Me" (Chrysalis)
LINDA RONSTADT "Hurt So Bad" (Asylum)

Parallel Listings Begin on Page 34.

PEACHES & HERB "I Pledge My Love" (Polydor) 58/2

Moves: Up 21, Same 15, Down 2, Adds 2, CKGM, WHOT, WABC 11-9, WNBC 4-2, WCAO 14-11, WRKO 3-2, WSGN 12-6, 96X 3-1, KERN 14-6.

SPIDER "New Romance (It's A Mystery)" (Dreamland) 54/14

Moves: Up 19, Same 21, Down 0, Adds 14 including JB105, CKGM, WOKY, WDRQ, WISM, KJRB, KRSP, WAAY, WGBF, KDWB 31-28, KEEL 39-35.

ANNE MURRAY "Lucky Me" (Capitol) 52/8

Moves: Up 21, Same 22, Down 1, Adds 8, CKGM, KVIL, KMJC, KFXM, WHEB, WTRU, KQDI, KRLC, JB105 14-11, CFTR 40-35, KS95-FM 16-14, WZUU 16-9.

Others Getting Significant Action

PHOTOGLO "We Were Meant To Be Lovers" (20th) 48/5

Moves: Up 27, Same 14, Down 2, Adds 5, KFI, WKBO, WTIX, WLCY, WAKX, 94Q 27-24, KDWB 30-25, WZUU d-21, WGH 7-6, WROV 11-6.

JERMAINE JACKSON "Let's Get Serious" (Motown) 44/3

Moves: Up 30, Same 10, Down 1, Adds 3, WABC, WICC, WFBG, JB105 20-15, WGCL 27-17, KHJ d-26, WSGN 13-9.

KENNY ROGERS "Love The World Away" (Full Moon/Asylum) 39/18

Moves: Up 5, Same 16, Down 0, Adds 18 including Q105, WFBF, WKEE, KHFI, WSGA, WRJZ, WZZP, WFBG, WHHY, KBIM, 94Q 28-23.

WHISPERS "Lady" (Solar/RCA) 37/13

Moves: Up 17, Same 6, Down 1, Adds 13 including WXLO, KJR, WFBF, 96X, FM100, KYNO-FM, KFXM, KEARTH 24-20, KRLA 12-8, KHJ 23-17.

PETER McIAN "Solitaire" (ARC/Columbia) 36/1

Moves: Up 20, Same 15, Down 0, Adds 1, WIGY, PRO-FM 21-18, Z93 22-17, 94Q 15-13, Y100 22-19, Y103 22-18.

TOM PETTY "Here Comes My Girl" (Backstreet/MCA) 36/1

Moves: Up 18, Same 17, Down 0, Adds 1, WHFM, 14Q 29-24, WFMF 30-25, KJ100 11-9, KROY 25-21, KRUX 33-29, KRQ 25-18.

STYX "First Time" (A&M) 35/4

Moves: Up 17, Same 10, Down 4, Adds 4, WSGN, 96X, KPUR, WRBR, CKGM 24-20, Q105 17-14, WLCY 26-16, Y103 20-13, KCPX d-18, KRSP 13-9.

RED RIDER "White Hot" (Capitol) 35/2

Moves: Up 16, Same 17, Down 0, Adds 2, WCIR, WNAM, KBFM 30-25, Y103 29-25, WBBQ 30-27, WVIC 39-33.

PURE PRAIRIE LEAGUE "Let Me Love You Tonight" (Casablanca) 32/31

Moves: Up 0, Same 1, Down 0, Adds 31 including WFIL, 94Q, KBEQ, WGCL, WZUU, WOKY, WPST, KX104, WOHO, KCPX.

LITTLE RIVER BAND "It's Not A Wonder" (Capitol) 32/12

Moves: Up 7, Same 13, Down 0, Adds 12 including PRO-FM, JB105, WGCL, Y103, 95SGF, KMJK, WCGQ, KENI, KCPX 28-25, KRSP 24-19.

Continued on Page 36