

Radio & Records

ISSUE NUMBER 341

THE INDUSTRY'S NEWSPAPER

JULY 18, 1980

EAST, WEST DIVISIONS SET

Polygram Combines Label Efforts In New Team Concept

Polygram Corp. this week took significant steps toward a massive reorganization of its American pop-oriented record companies (Polydor, Phonogram/Mercury, Casablanca), moving to retain each company's identity but combining functions in several areas in a manner designed to improve overall efficiency. Many details of the large-scale restructuring effort, including titles and precise responsibilities for some affected personnel and the disposition of certain positions, remained to be settled at press time, but R&R learned that the basic structure has been established.

Steinberg, Haayen, Sherwood, Bird At Top

An umbrella organization, Polygram Records, now incorporates the three labels as an expansion of the parent company's earlier PRO USA structure (R&R 2-15), with PRO USA Chairman/CEO Irwin Steinberg serving as Chairman. Polygram Records is split into two

divisions: Polygram East, with Polydor President Fred Haayen and Phonogram President Bob Sherwood named as Vice Chairmen sharing responsibilities for the record operations; and Polygram West, headed by Vice Chairman Bruce Bird (Casablanca President).

Kline, Davis Head Promotion, Lewis Oversees Marketing

Substantial changes in the overall promotion structure also occurred this week, with Polydor Sr. VP Dick Kline becoming Executive VP of Polygram East and supervising promotion operations for Polydor and Phonogram, working with a staff including Polydor VP/Promotion Jim Collins and other executives from the two labels whose roles and titles have not yet been settled. R&R has learned that Phonogram VP/Promotion Jim Jeffries has exited, while Polydor National Album Promotion Director Bill McGathy recently left

to take a similar position with RCA.

At Polygram West, Casablanca VP/Promotion Danny Davis has been appointed Sr. VP/Promotion, leading efforts on the West Coast. And based in New York, Jim Lewis, formerly VP/Marketing for Polygram Classics, becomes a Sr. VP in charge of overall marketing efforts, including publicity, scheduling of releases, and coordinating the flow of product in general. Polydor's Harry Anger, Phonogram's Lou Simon, and Casablanca's Dick Sherman, all VP's at their respective companies, have each been appointed Sr. VP/Product Development.

More Consolidation

A consolidated R&B promotion effort will have regional staffers handling both Polydor and Phonogram product under the direction of VP's Bill Hayward (from Phonogram) and Sonny Taylor (from Polydor). Publicity, legal, accounting functions and "other essential services," will be pooled and shared by all three labels, a process begun some time ago and still evolving. Forthcoming, according to reliable sources, are significant roster trimming efforts and an easing of some of Polygram Distribution's credit practices directed toward record accounts.

Barrett Named GM At KWK, WWWK

David Barrett has been appointed General Manager at Doubleday's KWK & WWWK-FM/St. Louis. Although an American citizen, he spent the last eight years in Canada, most recently serving as GM of CFCF & CFQR-FM/Montreal.

Doubleday President Gary Stevens told R&R, "We're very excited about the opportunity to get him for our company. He's an extremely sharp guy who's been out of view to American broadcasters for the eight years he's been up in Canada, building a great track record. We were introduced by a mutual friend, a Toronto broadcaster, he wanted to come home, and we're delighted that the timing was right for us to offer him a place with Doubleday."

Lund Set As Sunbelt VP



John Lund

WNBC/New York Program Director John Lund will become Vice President of Sunbelt Communications' SBCC division late this month. Sunbelt is best known for the Research Group, a subsidiary which conducts audience research for radio stations nationally. The SBCC division provides management consultation and will now add Lund's programming knowledge to its professional arsenal. Sunbelt President C.T. Robinson commented, "John, who is thought by many people to be

America's number one adult programmer, will bring a new dimension to the services... SBCC has been providing for some time. We are really looking to have the top person in each field, and John's solid record of success in markets of all sizes, combined with a sensitivity and knowledge of good general management principles, makes us feel we couldn't have chosen a stronger candidate."

Lund, who programmed KHOW/Denver and WISN/Milwaukee among other stations before joining WNBC, told R&R, "It's a great opportunity, including the chance to consult and program stations, which I enjoy, and many other areas." Commenting on WNBC, he said, "The station is up again, and has never been as healthy as it is right now. It's the greatest team of professionals in American radio, who have not only turned around the ratings, but the revenue, in virtually six months." Lund's consulting services will be made available to Research Group clients, and he will work with present SBCC clients plus his previous consultation clients WISN, WZZX/Birmingham, and the soon-to-debut WHJJ/Providence.

Charter Media Adds KITT To KCBQ

Charter Media, the communications concern formed by former Combined Communications chief Karl Eller and Charter Co., has signed an agreement in principle to acquire KITT-FM/San Diego for an undisclosed sum in cash and notes. KITT general partner Mel Wheeler and Charter Media Radio Division President John Bayliss speculated that a definitive agreement would be signed within 30 days. The acquisition would give Charter Media an FM counterpart to KCBQ/San Diego, one of six radio stations whose transfer Charter Media is waiting for the FCC to approve (KIOI/San Francisco, WDRQ/Detroit, KSLQ/St. Louis, and WOKY & WMIL/Milwaukee being the others).

Eller told R&R, "We've been looking for an FM to go with our AM in San Diego, and this seemed to be the one that fit our pattern, so we bought it. We'd like to have an AM and an FM in every market we're in." As far as KITT-FM's Top 40/Disco format goes, Eller commented, "We haven't really set our plans yet, but we probably won't want to do much changing there."

BUYING OREGON STATION WITH PARTNER

Dr. Don Rose Goes Into Ownership

KFRC/San Francisco morning man Dr. Don Rose, one of the nation's top air personalities for years, has made the move into station ownership. He and Burns Nugent have formed Friendship Communications Co. (FCC) and have acquired KBZY/Salem, OR, subject to the Commission's approval.

Nugent, who worked with Rose in North Dakota before moving to TV and then to the NAB as Exec. VP/Station Relations, told R&R, "In the years he worked for me, Dr. Don Rose taught me everything I know about radio programming." Nugent, who already owns KACI/The Dalles, OR, said of the new company, "Our goal will be to buy stations and develop new talent in programming and sales in small and medium markets."



Dr. Don Rose

Rose told R&R that he had 3½ years left on his KFRC contract, and had no plans to participate on a day-to-day basis at KBZY, although he will be actively involved in the station's operations.

MCA Seeks Injunction On Disputed Steely Dan LP

MCA Records has filed a complaint seeking an injunction to prevent Steely Dan from delivering their next album to any other record company but MCA. Steely Dan had earlier taken the position that "alleged breaches" on the part of MCA and the group's former label ABC (later absorbed by MCA) had freed them of the obligation to deliver the LP to MCA. A knowledgeable industry source told R&R that the breaches by MCA allegedly consisted of "several million" dollars in unpaid royalties turned up in an audit of the labels by Steely Dan.

An MCA legal spokesman told R&R that "MCA disputes Steely Dan's position" and has filed the complaint to "enjoin Steely Dan from delivering the LP to any other third party or to record for any other third party" until the album is delivered to MCA. MCA's complaint also alleges that Steely Dan has already been paid "in excess of \$1 million" to complete the album. Although Steely Dan manager Irving Azoff could not comment on the case at presstime, he did state that Steely Dan has hired noted attorney Mickey Rudin as legal counsel.



*Introducing
"Jesse"*

(WBS 49518)

The premier single
from Carly Simon's brand new
Warner Bros. album.

*Carly Simon
Come Upstairs*

(BSK 3443)

Produced by Mike Mainieri.
On Warner Bros. Records & Tapes.



Rich Exits KHTZ

Bobby Rich, PD at KHTZ/Los Angeles since September 1979 and architect of its current Top 40 format, has exited that position. KHTZ GM Tim Sullivan told R&R, "Bobby has left KHTZ over what I would term philosophical differences in the station's programming direction. Bobby is a very talented programmer, and I wish him the best of luck. Jim Conlee is the acting PD now, and will remain in that capacity until such time that a permanent replacement for Bobby is named."

Rich told R&R, "I'm proud of the growth we've managed in less than a year. We're solidly in the top 10 in our target demographic. I've been exposed to aspects of programming and management that even better prepare me for my next challenge. I've been in radio 20 years — programming for the last 12. I've had successes in San Diego, New York City, and now Los Angeles. I know I have much to offer a station or group of stations. Physically and emotionally, I need to stay in Los Angeles. I have high hopes of landing another programming situation in this market."

Hoffer Becomes KERE GM

Jay Hoffer, Operations Manager at KERE/Denver, has been promoted to General Manager of the station. The 30-year broadcast industry veteran served many years with KRAK & KEWT-FM/Sacramento, eventually becoming VP of parent company Hercules Broadcasting and supervising its Seattle outlets KMPS and KEUT-FM as well. He also worked in advertising and promotion at ABC-TV in New York, WJAR-AM-TV/Providence, and WICC-AM-TV/Bridgeport, and has written several books on broadcasting matters.



Jay Hoffer

Hoffer told R&R that the station, which was Country-formatted when he arrived in October 1978, is evolving to a "softer adult contemporary approach. Right now," he continued, "I can tell this is going to be a monumental task in regrouping this radio station. Our new Program Director is Mike Christopher. He has been on the air here for the past year. This is a major facility, and I feel it will now get the major attention it deserves."

Salant Chosen WYNY PD

Pete Salant has been named Program Director at WYNY/New York, replacing Dave Klahr, who exited the Pop/Adult outlet last week (R&R 7-11). Salant most recently served as OM/PM for WAVZ-WKCI/New Haven (WAVZ recently switched formats to P/A while WKCI converted to Top 40).

Dan Griffin, VP/GM at WYNY, commented upon Salant's appointment, telling R&R: "Obviously, we are convinced that we are going in the right direction as far as the programming aspects of the station are concerned. We're looking at Pete, through his expertise in a similar format, to expand the direction and the audience areas for the station. We're delighted to have him with us."

"I'm very happy about it," NBC VP/FM Stations Walt Sabo told R&R, describing Salant as a "methodical, highly competitive program planner. He is a determined winner," Sabo continued, "and he is a

SALANT/See Page 28

FOURTH NEW FM BUY THIS YEAR

Westinghouse Purchases KOSI-FM

Westinghouse Broadcasting, which just recently agreed to buy KJQY/San Diego for a \$7.25 million package (R&R 7-11), has signed a letter of intent to acquire KOSI-FM/Denver from Armstrong Broadcasting for 300,000 shares of Group W's parent company's (Westinghouse Electric Corp.) common stock. At midweek closing prices, that would add up to a \$7.65 million price tag for the Beautiful Music station.

The transaction is subject to FCC approval, and would give Westinghouse its sixth FM franchise, joining recently acquired KOAX/Dallas and KODA/Houston, WBZ/Boston, WPNT/Pittsburgh, and the pending KJQY.

Rosenblatt Named President Of Geffen Label

Ed Rosenblatt has been named President/Chief Operating Officer of David Geffen's as-yet-unnamed record label. A 9½-year veteran of Warner Bros. Records, most recently serving as Sr. VP/Director of Sales and Promotion, Rosenblatt will assume his duties at Geffen's Warner-distributed label August 15.



Ed Rosenblatt

Commenting upon Rosenblatt's appointment, Geffen said: "We're obviously flattered that an industry leader of the calibre of Ed Rosenblatt has joined our company. In the area of management, Ed represents the same kind of philosophy we're applying to building our artist roster — quality and selectivity."

Mo Ostin, Board Chairman/President of Warner Bros. Records, added, "Ed's role in the success of Warner Bros. Records is evident to everyone in our industry. While we certainly shall miss him in the future, we're thrilled that we'll still be working closely with him at David's new label."

Moors Promoted To WHN Station Manager

Brian Moors has been promoted to Station Manager at WHN/New York, moving up from the General Sales Manager position when former VP/GM Nick Verbitsky was appointed Sr. VP/Operations and Stations for parent company Mutual Broadcasting (R&R 7-11). Moors started his radio career as an account exec at WCBS-FM/New York, joining WHN in 1975 and becoming GSM in 1979.

At the same time, Richard Kelley was promoted to GSM from Director of National Sales, a position he had held since January 1979. He had worked with the Christal rep firm from 1975 until joining WHN in early 1978 as an account exec.

Verbitsky commented, "Moors and Kelley have proven themselves at WHN, and we are glad to be able to promote again from within and continue our winning team."

CONFLICT OF INTEREST CHARGED

WTMJ PD Elliott Ousted

WTMJ/Milwaukee PD Mike Elliott has exited the station over what company officials felt was a conflict of interest. Elliott told R&R that he had been donating on his own time his services as a non-compensated advisor to the Milwaukee Express (formerly the Milwaukee Does) women's pro basketball team. According to Elliott, it was WTMJ Inc. President Mike McCormick's contention that it would be a conflict of interest if Elliott were to help the Express in any capacity, since Elliott was serving as a part-time sports reporter at the station and might also conceivably have to report on the team.

Elliott said that when McCormick confronted him on the matter, he offered to disassociate himself from the team. McCormick then reportedly told him it was too late and asked for his resignation.

"I understand it's a newspaper philosophy," Elliott continued, alluding to WTMJ's owners the Journal Co., which publishes the Milwaukee Journal, "but my boss (GM William T. Haig) wasn't even consulted. I feel as if I was hired as a PD and fired as a sportscaster."

When contacted by R&R, McCormick refused comment.

Klein To Begin Jail Term

Former Beatles manager Allen Klein surrendered to the U.S. Marshal for the Southern District of New York Monday (7-14) to begin serving a two-month jail sentence for filing false income tax returns for 1970. Klein was also fined \$5000 and placed on two years probation when he was convicted last August 9. In that trial, his second, Klein was cleared on five similar counts stemming from unreported income derived from the sale of Beatles promotional albums. He was originally sentenced to two years in jail, but the judge suspended all but two months of that term.

this week ...

UNCONVENTIONAL CONVENTION COVERAGE

News/Talk stations find special angles at the Republican rally.

Page 6

CHALLENGING ARBITRON — AND LOSING

Some good reasons why ratings services are losing their war against Arbitron.

Page 11

KNOW YOUR COMPETITION

The "Station Switching Matrix" reveals where your listeners are going when they turn the dial.

Page 15

DON'T FALL IN LOVE WITH A "SCREAMER"

How WZZP/Cleveland changed from screaming teenage rock & roll to adult Top 40 — and won.

Page 18

THE PD/MORNING MAN COMBINATION — MISSION IMPOSSIBLE?

Three black programmers discuss the pressures of doing an air shift and trying to program the station.

Page 31

AIRING THE HANDICAPPED

Stew Nazzaro programs the only radio station in the country run entirely by the handicapped — and they rock out!

Page 34

EVOLVING INTO OWNERSHIP

Noted Pop/Adult PD Scott Burton discusses making the jump to ownership.

Page 50

Latest Arbitron Results

Page 16

features

Washington Report 4	Street Talk 12
What's New 8	Brad Messer 14
Gary Owens 10	Media Marketing 15
TV News 10	Picture Pages 27
Ratings & Research 11	Opportunities 54

formats

News/Talk 6	AOR 34
Top 40 18	Country 46
Black Radio 31	Pop/Adult 50

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Washington Report

Full-Time Power Bid Stirs Strong Daytimer Comment

If the FCC is going to allow Class II daytimers located between co-channel Class I-B clears to start pre-sunrise operations at 6:00am with reduced power, stations should be able to stay on all night at the lower power. That's the point Daytime Broadcasters Association President Ray Livesay made in comments on the FCC proposal, which were due Monday (7-14). The measure was originally proposed by WHYT/Noblesville, IN (R&R 6-20).

Power Reduction Unnecessary

In making the proposal last month, the FCC said it does not expect daytimers will cause interference with clears on the same frequency if limited to two or three watts of power. Livesay argued that this power is ridiculously low. It was previously argued that this amount of power would carry a signal only a few blocks from the station.

"In view of the propagation conditions during the morning transitional period of the day around sunrise (which greatly shrink the clears' contours), it is most unfair and unrealistic to require the daytime-only stations on Class I-B channels to reduce their

radiation signals to a full nighttime condition. If a daytime-only station meets this requirement of protection by reducing its power even to 5 or 10 watts, then the daytime station could conceivably operate nighttime without interfering with the Class I-B," Livesay said.

NAB Continues To Urge Government-Industry Committee

In the only other comments received at the FCC Monday (7-14), NAB said that any action on pre-sunrise authority should be taken in conjunction with all other pending proceedings regarding radio allocations and authorizations, and again requested the FCC set up a joint Government-Industry task force for further study.

People

Washington

NAB Legal Intern Enola Gay Aird will join the office here of L.A.-based Gibson, Dunn & Crutcher.

Radio Committee Chairman announced at NAB: Len Hensel, VP/GM, WSM/Nashville (Metro Market); Walt Rubens, President/GM, KOBE & KOPE/Las Cruces, NM (Medium Market); and Roy Mapel, GM, KIML/Gillette, WY (Small Market). ABC Washington VP Gene Cowen and WDVR/Philadelphia President Jerry Lee named Co-Chairman of the association's Congressional Liaison Committee.

Oliver Long upped to Engineer In Charge of FCC monitoring station at Kingsville, TX.

New York

Nick Trigony, VP/GM of WPLJ, reelected as head of NYMRAD. Other officers include Mutual Sr. VP Nick Verbitsky, Vice-Chairman; WEZN/Bridgeport President Dick Ferguson; and WCBS VP/GM Bob Hyland.

Salt Lake City

Bruce Cummings named VP/GM of KCPX, Inc. He has been GM at KCPX-AM-FM since late 1979, and GSM for ten years previously.

Fredericksburg, VA

Gannett Chairman & President, Al Neuharth will keynote Executive Forum III, a seminar for top broadcast executives sponsored by NAB on September 16-18.

Quad On The Docket At FCC

As R&R went to press, it was fully expected by government/industry insiders that the FCC would approve a rulemaking proceeding aimed at implementing quadraphonic broadcasting, and that the Commission would seek comments from broadcasters and other interested parties on the subject.

Sales Talk

Summit Up For KDDC-FM Buy

Summit Communications has agreed to buy KDDC-FM/Dallas for \$4.6 million from Mel Wheeler, Inc. Summit is owned by Summit Partners Inc., Hicks Communications (owners of KLVI & KYKR/Beaumont and pending owners of KLAR/Laredo), and Jim Stansell, VP/GM of KOAX/Dallas since 1976 and former part owner of Metroplex Communications, which recently sold KOAX to Westinghouse. Former KOAX GSM Bill Harrison will join Stansell at KDDC. A Summit joint statement said, "We believe in the continued growth of FM in the metroplex, and are excited at the opportunity to compete in one of the top radio markets in the country." The station's format will remain Country.

Radio & Detroit

Chrysler will spend \$300,000 on spot radio in 27 markets beginning this week. The troubled auto company has allocated a total of \$20 million on all media to push advantages over foreign competition.

Other auto manufacturers remaining strong in radio this summer are Olds, Chevy, and Lincoln-Mercury, according to RAB's Detroit-based Hap Hazard. Ford also expects to begin a new campaign soon.

Million Dollar Texas Deal

Bill Walling, owner of KSPL-AM-FM/Diboll, TX and KGRI-AM-FM/Henderson, TX, is selling all four stations to three millionaire sisters from San Antonio for \$1 million. New owners are Linda McCombs Rubey, Connie McCombs McNab, and Marsha McCombs Shields, whose father B.J. McCombs owns one-third of Clear Channel Communications, Inc., owner of seven facilities, including WOAI-AM-FM/San Antonio and KELP/El Paso.

Travelling Sales Medicine Show

RAB continues to roll with this year's Idearama in the following cities: July 22: Houston (Galleria Plaza Hotel), Albuquerque (Sheraton Old Town) and Evansville, IN (Ramada Inn); July 24: Muscatine, IA (Holiday Inn), Nashville (Hilton Airport Inn), Oklahoma City (Holiday Inn NW), Spokane (Red Lion), and Phoenix (Granada Royale). July 29: Raleigh (Royal Villa), Cleveland (Marriott Inn Airport), Sacramento (Red Lion), and Kansas City, MO (Marriott Int'l Airport). July 31: Lansing (Hilton), Richmond (Hyatt House), Los Angeles (Travelodge Airport) and Dallas (American Inn - Six Flags/Arlington).

Reps

Jerry Kelly appointed National Sales Manager for RKO.

Linda Packer promoted to Manager of RKO Radio Sales Chicago office. She had been an RKO salesperson for three years.

Barbara Mihalich and Susan Specht move up to New York Network Sales at Eastman Radio. Tom Turner named New York Office Manager for Blair Radio. He had been VP & New York Sales Manager.

Newly-Appointed

Kay Smith named Sales Manager at KXLR/Little Rock, the first woman to hold the position. She had been an account exec at KLAZ, KOKY-FM, and KSSN-FM in town.

Greg Fitzmaurice appointed Sales Manager at KUDL-FM/Kansas City, coming from account exec positions at KBEQ and KMBZ in the same city. Also at KUDL, Dana Decker becomes account exec, from a similar position at KSAS/Kansas City.

Bob Barnett named account exec at KYUU/San Francisco. He was GM at WRPL/Charlotte, and was previously News Director at WTON/Staunton, VA.



Linda Packer

FCC: At A Glance

Justice Department May Go After FCC

The Justice Department, which already has a pending suit against NAB's codes, may turn its attention toward the FCC. Recent government studies have cited the Commission as an agency requiring more paperwork than almost any other. Added to that, a recent Justice Dept. official said the FCC has one of the highest percentages of unnecessary regulations.

Therefore, just as with the Civil Aeronautics Board and the Interstate Commerce Commission, which have recently seen massive deregulation in air travel and trucking, the Justice Dept. will turn its attention toward the FCC, predicted Deputy Assistant Attorney General Don Flexner, who is leaving Justice this week to go into private practice.

Classical Music Competition

WNCN/New York has asked the FCC to terminate WQXR-AM-FM/New York's waiver to duplicate programming. WQXR has been broadcasting classical music on both stations with FCC approval because it claimed the format lost money. But now, since WQXR has asked for permission to extend its broadcast day, WNCN, which also broadcasts classical music, says its competitors' financial difficulties must be over.

Attorneys for WNCN were quick to point out to R&R that they see this as only applying to New York.

"We don't want an atomic skirmish," Jonathan Blake of Coteen & Burke said. On the other hand, RKO FM Division Chief Jerry Lyman, who also runs classical music WGMS-AM-FM/Washington, commented, "I don't understand the struggle to obtain viability when normal competition through good programming and promotion should be the deciding factor in determining audience interest."

WLNC Set For Hearing
George Phillips, owner of WLNC/

Laurinburg, NC, wants to add nighttime power to his station, but WFBR/Baltimore complained that interference would result. The Commission Tuesday (7-15) ordered a hearing to determine whether WLNC's proposed antenna system could be adjusted and maintained within the necessary limits of radiation.

Gains For American Indians

The Commission Monday (7-14) granted two CP's for educational FM's to serve Indian nations in New Mexico and Wisconsin. KTDS/Ramah, NM will increase its power to cover the 1000 square miles of the Ramah Reservation, and the Chippewa Indians will construct a new station in Reserve, WI.

The Week In Review

- FCC's "Quad Squad" back in action.
- News/Talk stations gear up for GOP (see Page 6).
- Charter Media buys KITT-FM, Westinghouse buys KOSI-FM (see Pages 1, 3).
- Daytimers hope for low-power all-nighters.

— Jonathan Hall



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Records, Inc.
HOLLYWOOD

SPIDER

"EVERYTHING IS ALRIGHT"

DL-103



SPIDER



DL-1000

Holly Penfield

WFLY on
WICC on
WPST 32-30
WKEE 19-15

WBBQ on

WGH on
WVIC add
WFBG on
WFLB on
KFXD deb 30
KRLC on



Full Grown Child
HOLLY PENFIELD

DREAMLAND

DL-1001

"ONLY HIS NAME"

DL-102

Late Add
KOPAI

News/Talk Covers The Republican Convention

"News/Talk gives listeners a chance to become part of the convention," WXYZ/Detroit OM Michael Packer told R&R. "It takes them right to the scene and gives them a chance to ventilate."

WXYZ is one of several stations which broadcast talk shows live from convention headquarters this week, as David Newman hosted his 8pm-midnight show from the station's "skybooth" over the convention floor. Producer Joan Buxton told R&R, "I've been sleeping with this thing for two months and I've had several nightmares." Callers dialed the same numbers they use for the station, calls were screened there, and then relayed to the convention center.

The Fun Side

Because convention developments are unpredictable, few guests were lined up in advance. Standard fare included Republican bigwigs, local delegates, celebrities,

News/Talk

and newspeople, but Buxton had other ideas. "I was looking for humorous observations. For example, I wanted to interview a couple of hookers to see what they were doing, but no one is allowed inside the convention center unless they have credentials. So our street reporters will cover people outside the building from a phone booth, and we'll get them on the air that way."

What About Small Markets?

More later on what big stations are doing, but how do stations that don't want to do an expensive remote get live convention coverage? One way is to team up with independent Washington radio correspondents Diana Winthrop and Larry Gray. They provided convention coverage to 12 Midwestern stations including News/Talk WHO/Des Moines, IA and WSDR/Sterling, IL.

"We have a 100-square-foot booth on the floor," Winthrop told R&R. "We brought our own equipment, mixers, mikes, reel-to-reels, because it cost too much to rent equipment in Detroit," she added. (Rumor has it that a trash can rents for \$40 and you can't bring your own.)

Radio In Reagan's Home Turf

"Reagan used to be a sportscaster on WHO in the forties," Winthrop said. "Larry and I are doing a talk show from the convention floor on the day's developments with WHO anchor Jim Frye every evening at 8:30."

Reagan grew up in Dixon, IL, one of the towns in



Pat Buchanan

Tom Braden



DIXON PREDICTING REAGAN — WSDR/Sterling, IL, which serves Ronald Reagan's hometown Dixon, devised the pictured billboard in time for the Republican convention.



Joan Buxton

David Newman

the WSDR coverage area. Station Manager Carey Davis told R&R the station endorsed Reagan with a billboard message. Davis joined Winthrop and Gray in their booth to provide three feeds a day to WSDR. During the 8-10am talk show, he answered callers' questions. "Our emphasis was on local coverage. The networks can deal with the big shots, but I covered what local people said and where they stand on issues. For example, the Illinois National Republican Committeewoman, Crete Harvey, was from Sterling," Davis said.

Political Reporter's Field Day

Other talk show hosts who did their shows from Detroit this week were WOR/New York's Sherrye Henry and WRC/Washington's Pat Buchanan and Tom Braden.

WOR News Director Reg Laite acted as executive producer of the "Sherrye Henry Show" (10-11am), and he told R&R it was his station's talent that would give them the competitive edge. "Sherrye Henry is one of the best interviewers in the business. She's informed, incisive and she's aggressive and delicate at the same time. Political Commentator Lester Smith is one ace in the hole with his analysis and interpretive reporting. After all, in our market, with two all-News stations, you have

to be exceptional," Laite concluded.

WOR also sent reporter Denise Richardson and Washington Bureau Chief Cliff Evans to Detroit, while host Rodger Skibenes stayed behind in New York to co-anchor via telephone with Henry.

WRC's "Braden/Buchanan Show" is a natural for political conventions. Braden is a liberal syndicated columnist and author and Buchanan is a former speech writer for Richard Nixon. "I know all the Republicans and I'm sure Tom knows all the Democrats," Buchanan remarked. The two will also do their show live from New York's Democratic convention.

"We're doing our show (4-7pm) the same way we do it in Washington, except instead of getting someone on the phone, we'll get someone on the floor," Braden said. "We don't have to discuss politics just because we're here," he added.

"We'll hold an open house with other reporters and grab the mayor for breaking stories in Detroit like the garbage strike," Buchanan said. Asked if he would try to get Ronald Reagan as a guest, Buchanan told R&R, "I wouldn't bother him because he'll be working on his speech, but there's been speculation about Vice Presidential candidates and I'll get them."



MAIL MODEL — KNX/Los Angeles employed the aid of a local model to dramatize the vast amount of mail generated in the station's recent "KNX 1070 Contest." The promotion, which offered \$10,700 in a series of 10 biweekly random post-card drawings, drew over 375,000 pieces of mail.

KAUM Sets The Record Straight

"As far as I'm concerned, it was dirty pool and a real lack of judgment on Arbitron's part," KAUM/Houston PD Gary Firth told R&R. The Top 40 station airs a public affairs talk show regularly Sunday nights, and the topic April 27 was radio stations and what makes them tick. According to Firth, a disgruntled former KAUM employee, now Promotion Director at a rival station, called to ask several questions about ratings and then reported the conversation to Arbitron. Result: a slap on the wrist in the form of an Arbitron sticker claiming a violation in the market during the Spring book. (R&R 7-11). "I never mentioned Arbitron or that there was a rating in progress, and it wasn't like 14 other stations called to complain," Firth said.

Michael Luckoff, KGO/San Francisco VP/GM, was honored recently by the California Republican Party for his "devotion to and defense of the public interest." Luckoff had editorialized in favor of a legislative reform

to end the practice of vote-switching in the state assembly.

Grayle Howlett named KVI/Seattle Sports Director, upped from producer of weeknight talk show "Sports Page," and Bob Eldred joins KVI as sports announcer from a similar position at KSFO/San Francisco.

With the heat wave continuing in Texas, WFAA/Dallas activated "Operation Heat Relief." People with spare fans dropped them off at local fire stations, and WFAA let listeners know where to go to pick them up.

Ed Dorsey joins WIND/Chicago as News Director. He's a former Exec. Editor at WINS/New York.

Jacqueline Runice, host and producer of WRCK/Chicago's Sunday night public affairs telephone talk show "Talkback," won the Helen Cody Baker Award for excellence in health and social welfare programming.

KPRC/Houston aired a five-part series, "If I Were President," featuring man and woman-on-the-street interviews about what they'd like done by the person who wins the Presidential election.

KYW/Philadelphia Promotion Manager Michelle

Kimmelman received a PBA award for excellence for her booklet "Three Mile Island," which documented the chronology of events surrounding the nuclear accident and was distributed nationally.

KYW also created two new reporting jobs. Richard Maloney will cover energy news while Ed Abrams has been assigned medical and science news.

Dr. Jay Schaeffer, education critic and innovator, joins KABC/Los Angeles as host of a two-hour Saturday show devoted to the problems of schools.

WRC/Washington VP/GM Frank Scott named to the University of Nebraska Journalism School Advisory Board. Also at WRC, Sol Levine promoted to Programs Administrator. He'll produce shows hosted by Joel A. Spivak and psychic Sallee Rigler.

Sheila Rushlo joins WXYZ/Detroit as host Saturdays 3-6pm and Sundays 8-midnight. She is former DJ and host of sister station WRIF's public affairs talk show "Nightcall."

WOR/New York's husband/wife team Ed and Pegeen Fitzgerald celebrated their 50th wedding anniversary June 30 during their 11:30pm-2am show.



KING TAKES REINS AT WMCA — Jonathan King, noted British recording artist, producer, TV personality, and record executive, substituted for Barry Gray on WMCA/New York for three days including July 4th, at which time he offered the U.S. one last chance to rejoin the "British Empire." King (right), in the States to cover the Presidential elections for the BBC, is pictured with guest Melcolm McDowell.



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Simon



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FEES •

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each add'l. registrant	\$130.00
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1st registrant	\$190.00
each add'l. registrant	\$170.00
SPOUSES	\$ 50.00



Please use separate forms for each room requested. This form may be duplicated.

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Station/Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Arrival date: _____

Departure date: _____

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

Credit card type & # _____

Expiration date: _____

•• For Guaranteed Reservations Only ••

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

Signature: _____

Please circle preferred type of accommodation:

	Standard	Medium	Deluxe
Single	\$57	\$67	\$77
Twin (2 beds)	\$69	\$79	\$89
Double (1 bed; 2 people)	\$69	\$79	\$89

NOTE: NRBA is processing initial hotel reservations as a convenience to registrants. To change or cancel your hotel reservations, you must do so directly with the Bonaventure Hotel (213) 624-1000.

If rate requested not available, nearest available rate will be assigned.

NOTE: Pre-registration deadline is September 25. After September 25, registration will be handled on-site.

* There will be an additional charge of \$25 per person for registrations received after September 1st.

WHAT'S NEW

U.S. Undergoes Ongoing Population Shift

Sunbelt & Suburban Markets Most Affected

When the first settlers gazed out upon the wide open spaces of the West, they probably had no idea that 200 years later these areas would be bustling cities that are still looked upon as the "promised land." According to a recent series in the *Wall Street Journal*, the South and West accounted for 86 percent of U.S. population growth in the past ten years, and the mass migration to the Sunbelt regions shows no sign of slowing down in the 80's.

For instance, California is projected to replace Florida as the state with the fastest population growth in terms of volume, while both Florida and Arizona should maintain their 27 percent leadership in population gains throughout the next decade. Other states that are projected to pick up hefty gains in population from 1980-1990 are Colorado and Nevada (20.8 percent), Alaska (19.2 percent), Utah (18.9 percent), Idaho (18.8 percent), New Mexico (17.4 percent), Texas (16.3 percent), and Wyoming (16.2 percent). The states predicted to have the least population growth include Pennsylvania (2.6 percent), Ohio (2.3 percent), New York (0.5 percent), and the District

of Columbia, which stands to lose 5 percent of its present residents.

Although the reasons for the exodus are apparent (increasingly severe winters coupled with skyrocketing energy costs, not to mention a depressed economic climate), the results may be far-reaching. Real estate in most of the South and West has already started to spiral upward, while Sunbelt labor costs are also increasing, a condition U.S. Census ex-

perts predict will erode the South's longstanding economic advantage, chiefly attributable to traditionally lower wages.

Even though many urban areas are starting to stem the mass erosion of recent years, the majority of people (39 percent) still inhabit suburban areas (as opposed to the 33 percent who reside in the rural areas and the 28 percent remaining in the cities).

RADIO DIVISION FORMED

Merv Griffin Productions Adapts TV To Radio

Talk-formatted radio will have something new to discuss come September when **Merv Griffin Productions'** newly-formed division, **Merv Griffin Radio**, begins recording the popular talk-show host's daily TV program on disc for radio rebroadcast. The radio division, headed by **Bob Booker** with 30-year broadcast veteran **Mark Blinoff** named as VP/GM, will provide live one-hour "Merv Griffin Shows" to its affiliated stations each week, with scheduling left up to the individual programmers.

While 100 stations as well as the 400-station worldwide **Armed Forces Network** are already set to air the talk/variety programs, the company hopes to build future growth by adapting other TV shows to radio, such as **Yongestreet Productions'** "Hee Haw," a **Bob Hope** special, and daily two-minute **David Steinberg** comedy sketches. For further information contact Merv Griffin Productions at 1541 N. Vine St., Hollywood, CA 90028, (213) 461-4701.

OVER 17 MILLION; MOSTLY AM-FM

Almost Half Radios

Made In '79 Were Portable

One of radio's great advantages is its ability to go anywhere and consumers evidently agree. According to the **Electronic Industries Association's** Market Data Book, 42.6 percent of all radios manufactured during 1979 were portables, totalling 17,044,000. Of this total, 10,861,000 (or 63.7 percent) were AM-FM combinations.

Broadcast Electronics

Intros "FX-30" FM Exciter



The latest "FX-30" model FM exciter from **Broadcast Electronics Inc.** is capable of more than 30 watts output. Additional features include a digitally-programmed frequency synthesizer that permits field frequency changes in 10 kHz increments without requiring new crystals and a temperature-compensated reference oscillator that allows immediate on-frequency operation of the "FX-30" without temperature-controlled oven warm-up.

Able to accept multiple wideband composite inputs as well as a 600 Ohm balanced input, the "FX-30" mounts on a slide-out assembly rack for easy servicing. Furthermore, the unit's automatic control circuits eliminate the need for adjustments once the device is set up, while its dual speed lock loop circuitry allows extremely fast lock up of the carrier frequency and improved low frequency response. For further information contact **Broadcast Electronics Inc.** at 4100 N. 24th St., P.O. Box 3606, Quincy, IL 62301, (217) 224-9600.

Bowie To Make Theater Debut As "Elephant Man"

Having conquered the world of music with his chameleon-like characterizations (Ziggy Stardust, the Thin White Duke, et al.), and having starred in two films (**Nicholas Roeg's** "The Man Who Fell To Earth," and the forthcoming "Just A Gigolo," which co-stars **Marlene Dietrich**), **RCA** recording artist **David Bowie** will expand his penchant for persona into the realm of the theater. Bowie will



David Bowie

make his American stage debut in the lead role of **John Merrick** with the national company of **Bernard Pomerance's** Tony award-winning play, "The Elephant Man," at the Center for the Performing Arts in Denver, July 29-August 3.

From there, the production, which deals with the true story of the deformed Merrick being saved from sideshows by the noted surgeon **Frederick Treves**, to become the toast of Victorian society, travels to Chicago's **Blackstone Theatre**, playing from August 5-31. Future engagements remain under discussion at this time.



"Elephant Man"

PSA's Take Draft Drive To Media

A series of PSA's advising the four million young men targeted for draft registration this month to register have been sent to radio, TV and newspapers to begin airing on July 14. Prepared by the **Media Reactions** agency for the **Selective Service System**, the campaign includes spokesmen like **Lou Rawls**, U.S. Olympic hockey coach **Herb Brooks** and actor **Ken Michaelson** of the CBS-TV series "White Shadow."

The campaign's theme underscores the need to register: "Not because it's the law. But because it's the right thing to do." No word on whether anti-draft organizations will produce similar spots detailing the alternative position.

Temperature-Controlled Timepiece

Powered by temperature variations, requiring no electricity, winding, or batteries, the "Atmos" clock (invented 50 years ago) is currently undergoing a timely revival via an extensive radio and print campaign. The ads describe the \$795 to \$2750 timepiece, produced by a division of the **Longines-Wittnauer Watch Co.** of New Rochelle, NY, as a "gift perfect for clock lovers, the person who has everything, or the person who appreciates rare and exceptional items."

Wining & Dining On The Wane?

Americans are taking the current recession, if not necessarily to heart, to their stomachs, according to a recent survey by **Dun & Bradstreet**, which found that 25 percent of those families surveyed claimed they would eat out less frequently in 1980 than they did last year. The culinary cut-back will be most pronounced among middle and upper income consumers, the survey added, although 67 percent of those polled said their dining habits would remain unchanged.

WESTWOOD ONE-SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs. Programs like: **Dr. Demento**, **Off The Record** with **Mary Turner**, **The Great American Radio Show** with **Mike Harrison**, **Star Trak** with **Candy Tusken**, **Ace & Friends**, **Spaces and Places**, **Shootin' The Breeze**, **Special Edition** with **Sid McCoy**, **The Sound of Motown**, **On The Move** and **The Twelve Hours of Christmas**.

KDAY

9540 Washington Blvd., Culver City, CA 90230
(213) 204-5000





"REBOUND" IS HITBOUND!

Russ Ballard On The Rebound"

LARRY O'DAY, MD, KXX106

"18-25 males. Huge phones!! Great single sales!!"

JIM EVANS, PD, WANS

"Top 10 LP sales, Top 10 phones. Hitting all demographics 18+. It's HOT!!"

PAT MARTIN, PD, WSPT

"#9 phones and good sales. It stands out on the air."

STEVE OCEAN, PD, CK101

"Maintaining all demos among heavy competition, leaning female."

BRIAN GREGORY, MD, KJRB

"Starting to get great phone response men and women 18-25."

WIFI add

96KX on
CKGM deb 29

Q102 21-19

KJR 22-21

KIMN on

KUPD 29-26

WFLY on

Q106 on

KEEL 37

KXX106 29-26

WSKZ on

KJ100 28-26

92X on

KIOY 25-22

KJRB on

KRSP 24-22

KRUX 38-34

WLBZ 32-28



Produced by Russ Ballard and John Stanley

K104 25-21

WFBG 29-22

WSEZ on

WFLB on

WANS-FM 24-19

KQ94 17-16

CK101 18-15

KKRC on

WRKR on

WSPT 25-22

KDZA add

KRLC 15-10

WEFM add 30

WVLK add 29

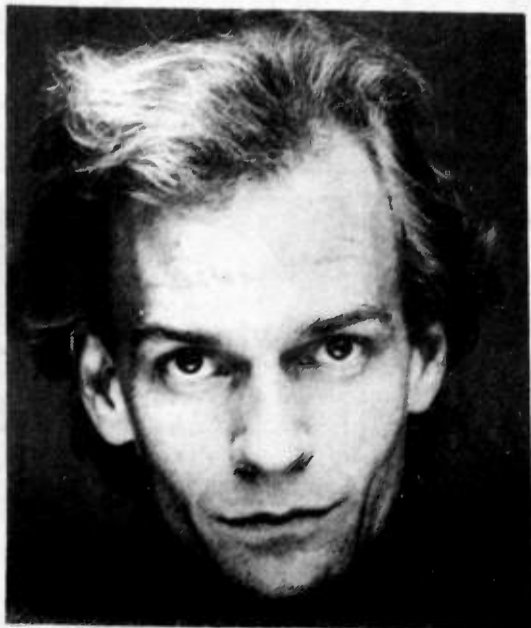
WIKS add

WHSY add

WKKY add

LIVINGSTON TAYLOR SCORES WITH FIRST TIME LOVE.

Livingston Taylor "First Time Love"



KFI add

WRKO deb 29

KIQQ on

WGH on

WVIC on

WHEB 35-30

13FEA on

KCBN on

KBOZ add

KOOK on

Produced by Jeff Baxter and John Boylan

PORTABLE RADIO CARRIES CLOUT!

Clout "Portable Radio"



Q105 on

96X add

Y103 on

WFYR deb 20

WFOM add 37

WALG add

WGLF add

WGSV add

WQPD add

WMYR add

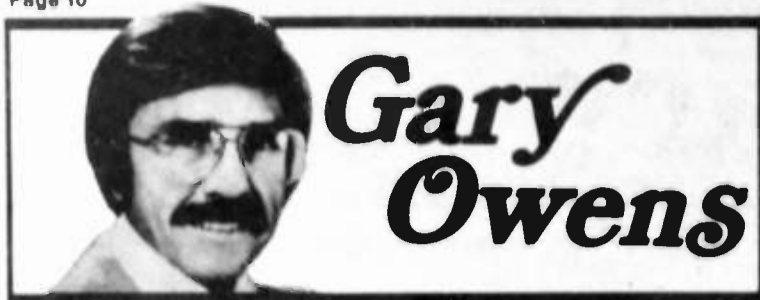
WONN add

WWKE add

KCAP add

Produced by Grahame Beggs

On *Epic* Records



As we gently recover from the press overhype of the TV series "Dallas" and the folks down there try to stop the heat wave, insiders are hoping that J.R. was shot by someone from a competing television series. Incidentally, you may recall Texas didn't suffer from all that hot air *before* the show started.

The GO column had a nice bit of persiflage this week with one of Hollywood'd top sci-fi and fantasy writers, Don Glut.

Don's latest epic is the paperback "The Empire Strikes Back" . . . which has now sold over three million copies! Don is headquartered at Hanna Barbera, where they're starting the new "Space Heroes" season in September on NBC. Young Mr. Glut (rhymes with root) is readying himself for his next publication . . . a giant hardback book on the history of dinosaurs, to be followed by a monstrous tome on Frankenstein. At the end of each business day Don finds his way home by the light of his own burning effigies.

Ah ye\$. . . Westinghouse has purchased Cecil Hefstel's KJQY-FM/San Diego for seven million dollars-plus . . . back in the late 1950's, KMPC/Los Angeles got rid of its FM affiliate for something like \$20,000.

Exciting note for you Superman trivia fans . . . Did you know or care that George Reeves (who was the early TV Superman) was the Pasadena

Golden Gloves champ for three years? Then we suppose some scoundrel slipped Kryptonite into his gloves.

Cowboy star Rex Allen (who makes thousands on voiceovers in Hollywood) told me last week that he has a diesel pickup truck that took him from Los Angeles to Nashville without refuelling! He then introduced me to his cowhands . . . and his cowfeet and his cownose, etc. . . .

As I scatter the neat debris of my office, the half-forgotten effluvia of a lifetime, I just noticed an excerpt from Shelly Winters's autobiography where she intimates that perhaps her girl friend Marilyn Monroe may have made whoopie with Albert Einstein. Of course those assumptions are easier to make when both parties mentioned are dead. At least we can be thankful that Shelly has avoirdupois so the Hollywood gag writers have somebody to do chubbo jokes about. In Shamu the Whale's biography it's implied that Shelly was accidentally beached at Malibu. She supposedly had been crouching in the sand, thumbing grunion at passers-by.



All-Stars Aid ABC Average

Baseball's All-Star game gave ABC the ratings muscle to stand off a strong assault by CBS and its "Miss Universe" telecast and lock up its second straight Nielsen ratings victory. Standings for the week ending July 13 showed ABC with a 15.1 average ratings, CBS in second with 14.0, and NBC coming up to an extent from a dismal showing last week, with a 12.4 score.

The All-Star game, with a 28.8 rating, and the "Miss Universe" pageant, with 24.1, were far ahead of the competition. Coming in third was ABC's heavyweight boxing match, followed by 4) "Vega\$" (ABC) in a strong showing 5) "60 Minutes" (CBS) 6) "Dukes Of Hazzard" (CBS) tied with "All-Star Pregame Show" (ABC) 8) "M*A*S*H" (CBS) 9) "Alice" (CBS, second of two airings) and 10) "Doc" (ABC Sunday movie).

Second ten leader was "The Jeffersons" (CBS), followed by 12) a three-way tie between ABC's "Love Boat" and "Fantasy Island" and "Battered" (NBC Tuesday movie) 15) "Alice" (CBS, first showing) 16) another three-way tie, between three NBC shows, "Quincy," "Diff'rent Strokes," and "Animals Are Beautiful People" (Sunday movie) 19) NBC's "Facts Of Life" tied with "Knots Landing" (CBS). "WKRP in Cincinnati" finished in 32nd place this week.

NO HARM TO NETWORKS FROM CABLE? A Young & Rubicam study on the impact of cable TV indicates that the networks' ability to communicate their advertisers' messages effectively will not be significantly altered, even if pay TV systems reach 50% or even up to 60% of TV households. More fractionalization of viewing patterns was predicted, but repetition of much of cable programming, plus established viewing habits, were cited as reasons why networks can expect to retain most of their audience.

MUSIC ON TV: "Midnight Special" July 25 spotlights the "Xanadu" movie and its music, with Olivia Newton-John as a guest, along with Cliff Richard and the Tubes, also featured on the soundtrack . . . Stanley Clarke appears on "American Bandstand" July 28 . . . Tanya Tucker is on "Midnight Special" August 1 . . . Chot Atkins guests on "Dinah" August 7 . . . Ted Nugent joins "Mike Douglas" July 29 . . . Roy Clark visits the "Tonight Show" August 7.

VIDEOSCOPE:

DIGITAL DISCS NEARING MASS MARKET: Dutch-based N.V. Philips and the Sony Corp. of Japan recently submitted a jointly-developed compact digital disc playback system for approval by Japan's 45-member firm audio disc standardization conference. Since Sony and Philips are the only two firms to have developed the compact home digital playback systems, their collaboration on the project would seem to make the system's standardization inevitable with the two firms eyeing worldwide introduction for between \$300-\$400 by early 1983. The laser-read compact discs, measuring less than five inches in diameter, are capable of 60 minutes worth of recording time per side, and, unlike current digital discs (which are analog copies from digital master tapes), the compact disc system, because it is read optically, will eliminate the need for a conventional stylus, providing true digital reproduction . . .

TOP 10 BEST-SELLING VIDEO PROGRAMS FOR JUNE: According to Videography magazine, "10" remained atop the top 10 best-selling video programs for June, 1980. "Superman" held on to the number two spot with "Grease" moving up a notch to number three. Rounding out the top ten were: 4) "The Godfather I," 5) "Saturday Night Fever," 6) "Blazing Saddles," 7) "The Godfather II," 8) "Enter The Dragon," 9) "Halloween," and 10) "M*A*S*H." VHS continues to maintain its format dominance over Beta with 63 percent of the market . . .

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

Radio & Records

- ★ **FCC GETS TOUGH ON RATINGS DISTORTION** — Sets new guidelines on contests during books.
- ★ **FIRE FORCES WCCC/HARTFORD OFF AIR**
- ★ **RON JONES NAMED PROGRAM MANAGER AT WHK/CLEVELAND**
- ★ **WRVR/NEW YORK SOLD TO SONDERLING FOR \$2.3 MILLION**
- ★ **NUMBER ONE FIVE YEARS AGO: "The Hustle"** — Van McCoy (Avco)
- ★ **NUMBER ONE LP: "One Of These Nights"** — Eagles (Asylum)

"There has been no united effort to support an alternative, perhaps because no alternative has seemed like the panacea."

... And Then There Were Two

Last year, when I began writing this column, there were five radio ratings services. Now there are two viable entities measuring major markets across the nation. The four contenders for a share of the Arbitron pie have been whittled down to one, Mediatrend. The recent demise of the Cole Industries RAM Research effort is just the latest chapter in a saga that reads like a comedy of errors. But it is not funny. What happened, and why ... and more importantly, where does the radio industry go from here?

Seeds Of Defeat

What has been the cause(s) of the demise of Audits & Surveys Trac 7, Burke, and now RAM? There were three major areas where these firms sowed their own seeds of destruction.

1. Lack of understanding of the industry. This was most recently evidenced by RAM in its nationwide sales push in late June, when Don Cole was asked how RAM was going to convince the agencies to use his service, and he replied, "Are the agencies important?"

2. Lack of enough money, and an unrealistic attitude about how long it would take to make a dent in the Arbitron niche. At the September 1978 NRBA Convention in San Francisco, Harry Bolger approached me about heading up the radio department that Burke was setting up in their Cincinnati headquarters. I later flew to Cincinnati to meet the corporate officials, and at lunch asked them if they had \$5-\$10 million and three-five years that they could expend before they expected to see any black ink. The gentlemen from Burke were aghast, but time showed that they did not have the depth of commitment it takes to tackle the radio ratings market successfully. Evidently Don Cole, as well as the people behind the Trac 7 effort — all of whom are bright and had the best of intentions — made the same miscalculation about the resources needed.

3. Lack of agency and broadcaster response. Do the major ad agencies and clients want an alternative to Arbitron? Are they likely to be receptive to overtures from a fledgling firm? There are

many indications that the answer is no. An example was related to me by Jack McCoy, who mentioned that a senior media official at J. Walter Thompson told McCoy that agencies were not about to subscribe to a ratings service that shows audience levels higher than Arbitron. Why not? Because that might mean that radio would charge more for commercial time, and his agency was not about to pay any more for radio spots.

As far as support from broadcasters goes, the record is not outstanding either. Various trade groups have supported first one alternative, then another, leading broadcasters around the nation to spend millions of dollars with no substantial return on investment. There has been no united effort to support an alternative, perhaps because no alternative has seemed like the panacea.

Now What?

What does the future hold for the radio ratings field? Here are some fearless predictions ...

Arbitron will strengthen its hold on the radio ratings field. This will make it tougher for stations to combat moves like the proposed new Arbitron rate card and contract.

Mediatrend will examine its options but will remain fiscally viable, and thus alive in the ratings field. Jim Seiler, President of Media Statistics, Inc., has vowed that his firm, which surveys 15 major markets and over 200 smaller markets, will not expand beyond its financial resources. He has told R&R that if the industry makes it clear that it wants an alternative — and will support one financially — his Mediatrend service can be expanded to cover weekends, and provide qualitative data, thus creating a service much like the departed Burke effort.

One of the reasons stations have bought the Mediastat books is that there has been a feeling that they predict Arbitron. In this column next week we'll examine that proposition. As I mentioned several weeks ago, I've received from Seiler advance predictions of how the Arbitron shares would look for stations in the top three markets. Next week's column will contain the market-by-

Week In Review

New Diary Coming For O/N '80

Arbitron Marketing Vice President Dick Logan tells R&R that a new diary will be implemented for the upcoming Fall sweep. Revisions in the diary will include a new format for each diary page, which will have the AM or FM designation placed after the station call letters. Each diary page will also contain new reminders to keep the diary correctly, and the last diary page contains a reminder to mail back the diary by a specific date. Arbitron research tests show that these changes should help the company get back more usable diaries per market.

Survey Analysis Diary To Be Mailed Soon

Good news for all of you who requested station diaries, mentioned in an earlier column of mine. The diaries, which can be invaluable in helping keep track of what you and your competitors did during a given survey, have just been revised (to accommodate the 12-week long surveys) and reprinted. They will be going in the mail next week to those scores of you who have requested copies for the upcoming Fall sweep. If you want a copy of the Survey Analysis Diary, just let me know by call or letter.

market, station-by-station comparison of how the two services did in the spring sweeps.

New RAM Owners

Soon the new purchase(s) of the remains of the RAM ratings effort will be announced. It will be interesting to see if they rename the company, restructure the methodology, or make any other substantial changes which might help insure future success for their effort. At any rate, the RAM successor will concentrate on ratings aimed at helping local stations do battle with newspapers — there will be no illusion about doing battle with Arbitron. Maybe that attitude shows that these new ratings entrepreneurs are smarter than many are giving them credit for.

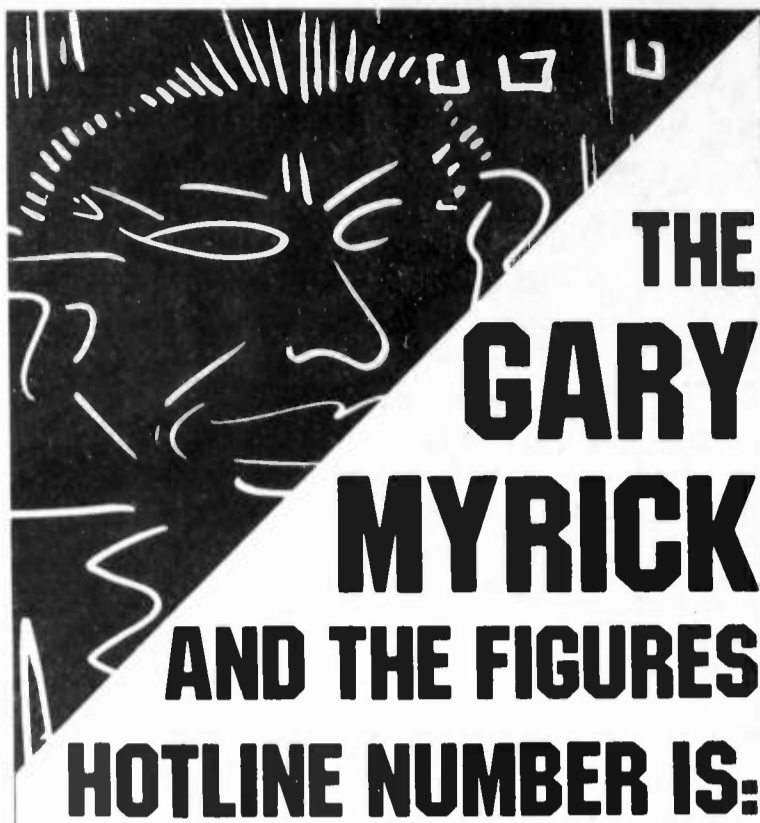
Q&A

Don Weir, VP/GM of KLWW/Cedar Rapids, called to ask "Why is it that the results of the Spring radio survey, which was over in early May, don't come out until mid-August, while the May TV sweep results have already been delivered to the local TV stations?"

In a word, Don, the answer is competition. Arbitron has a strong competitor in the spot TV ratings market (Nielsen), and thus makes an extra effort to beat the delivery of the Nielsen TV reports. While this race is going on, key elements of the Beltsville production facility are dedicated primarily to TV, slowing down the production of radio estimates based on the earlier radio survey.

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.





**THE
GARY
MYRICK
AND THE FIGURES
HOTLINE NUMBER IS:**

223-0

223-09

223-096

223-0966

800 223-0966

800 223-0966

800 223-0966

800 223-0966

800 223-0966

800 223-0966

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800 223-0966

800 223-0966

ON *Capitol* RECORDS



STREET TALK

Max Floyd from KY102/Kansas City is rumored to have the inside track on the vacant WLUP/Chicago PD's job. (Both the Loop and KY102 are Lee Abrams "Superstars" stations.) It's interesting to note that two of Chicago's three AOR stations are currently without permanent PD's, as WMET is also looking for a new programmer.

Among all the very hot Street Talk around this week concerning the entire Polygram organization, we picked up this very pointed question: will RSO soon be pulling out of its distribution deal with Polygram?

And while we're asking questions . . . what L.A. programmer was seen at lunch with KHTZ/Los Angeles GM Tim Sullivan just prior to Bobby Rich's exit from the station?

John Driscoll has ended a very brief stint as PD of KMJC/San Diego. His replacement was named immediately: Ed Hamlin, who recently joined KMJC from KGB/San Diego, is now Magic 91's PD. Look for Driscoll to hook up with Jack McCoy, as the two reportedly plan to begin marketing a national music rating system.

Can it be true that Irving Azoff, Jerry Rubenstein, and Artie Mogull are three of five new investors in Ron Jacobs's Honolulu station KDEO?

The advance figures for the Miami-Ft. Lauderdale combined area show Y100/Miami back in control (5.7-7.2) and Love 94 up as well (3.2-3.5). WSHE improved (2.2-2.9) and WAXY really bounced back (2.5-4.0). Looks like a good contemporary book in South Florida!

Bob Sirott, former WLS/Chicago PM-drive personality, will now be joining WRCK/Chicago (formerly WDAI and still WLS's sister FM) in morning drive on September 2. Originally his contract dispute with WLS would have held him off WRCK until October 1, but apparently the bickering siblings (WLS & WRCK) have come to a new compromise which will allow Sirott to begin getting up very early one month sooner than anticipated.

Jerry Clifton's New World Media has been signed to consult Magic 102/Houston. After numerous successes in the secondaries, Jerry will again enter the majors.

The new (and long awaited) Steely Dan LP is nearly ready, but the controversy over just which label the album will eventually appear on rages on. MCA says they will have it and sued the group to prevent them from delivering the LP to WB (see Page 1). Street Talk stands by its original prediction (made almost 18 months ago): Steely Dan's LP is still a good bet to be on WB.

Fastest Talking Deejay?

The place was Osko's, a fashionable West Los Angeles Disco (once the featured locale for the film "T.G.I.F."). The day was Wednesday, July 9. Assembled to compete in "America's Fastest Talking DeeJay Competition" (Eastern Region) were Craig Worthing, WKAT/Miami; Larry Lujack, WLS/Chicago; Carole Miller, WPLJ/New York; Dr. Peri Johnson, WCAU-FM/Philadelphia; and James Francis Patrick O'Neil of WLW/Cincinnati.

From the Western Region came Ron Chapman, KVIL/Dallas; J.J. Johnson, KDAY/Los Angeles; Dancin' Danny Wright, KJR/Seattle; Linda McInnes, KGB-FM/San Diego; and Dr. Don Rose of KFRC/San Francisco.

The "great gab-off" was staged for three separate episodes of NBC-TV's new fall series "Games People Play." The first show, which will air Thursday, August 28, features the Eastern jocks. The second show (9-4) showcases all the Western personalities with the combined finals airing on the third Thursday of the new season (9-11).

Co-hosting the fast talking deejays were Gary Owens and Tim Reid (Venus Flytrap of "WKRP In Cincinnati"). And just to keep things on the up-and-up, the head judge and commissioner of the event was R&R's own Executive Editor John Leader.

Steve Kingston has officially resigned as Operations Manager of WYRE/Annapolis, but he will remain with the station for however long it takes for him to hire his own replacement.

Christopher Ames, KNX-FM/Los Angeles News Director for the past five years, is leaving the station to devote full time to writing film scripts with his wife Carolyn.

Mark Driscoll, late of 96X/Miami, has landed a new programming position. He is the new PD at KIOY/Fresno.

Radio takes to the tube . . . two radio folks are leaving the airwaves this week to accept positions co-anchoring their respective cities' local productions of "PM Magazine," Westinghouse Broadcasting's very successful syndicated nightly TV show. Dave Saint leaves Q105/Tampa for a chance at TV stardom, and in Omaha Craig Anthony is leaving KEZO for the same reason. We wish them both luck!



HEY, THIS RETIREMENT STUFF IS A PIECE OF CAKE — San Francisco Giant Willie McCovey celebrated his retirement evening in Los Angeles (7-6) by visiting backstage at Universal's Amphitheater with Frank Sinatra. Pictured (l-r) are WB's Chris Crist, Frank and Willie. Chris reported that Willie and Frank talked a little "retirement" and a lot of baseball. Incidentally, during Frank's sold-out show, he saluted Willie from the stage, bringing the audience to its feet.

AIRPLAY

"You're The Only Woman (You & I)"

AMBROSIA



Produced by Ambrosia and Freddie Piro

"Give Me The Night"

GEORGE BENSON



Produced by Quincy Jones  Direction: Ken Fritz/Dennis Turner — Ken Fritz Management

NOW PLAYING

WXLO
WNBC
WKBW
WFIL
WIFI
WCAO
PRO-FM
Q107
CFTR
KRLY
733

WAEB
Q108
WKBO
WHYN
14Q
WKEE
1105
11M

KRAV
KLEO
KZ93
WISM
WMEE
WZZP
WNCI
WOPH
WJLA
WJLA

WCIR
WAAY
WHHY
G100
WFOX
WCGQ
WSEZ
WISE
WTMA
WJLA-FM
101
199
WKXY

WXLO 29-26
WNBC 28-22
WKBW deb 25
WFIL deb 30
WCAO deb 28
WRKO deb 24
PRO-FM on
WPGC 26-21
CKGM add
KRLY on
Z93 deb 30
Y100 33-31
Q105 28-22
WABC 24
KS95FM add
WOKY 22-21
KEARTH 28-24
KRLA on
KFI add
KHJ deb 29
KFRC on
KJR on
KOPA deb 29
WFBR 27-23
WBEN-FM 32-28
WTRY add
WBLI deb 28
WTIC-FM add 30
KC101 28-23
WICC deb 29
Q106 add
WKBO on

WHYN 38-34
14Q on
WKEE deb 34
BJ105 33-29
KILE on
KHFI on
KBFM add
WTIX add
WFMF add
KXX106 24-19
WERC 25-22
WLCY on
96X add 33
WAXY deb 27
Y103 deb 40
WAPE add
95SGF 30-28
WBBQ on
WHBQ on
WLAC on
KX104 on
92Q on
WRJZ add
WNOX 28-24
WKIX on
WAYS 23-20
WQRK 27-18
WRVQ add
KWEN add
WOHO add
WSGN deb 33
KMJC add

KERN add
KJRB add
KGW deb 30
KMJK on
KRUX 35-32
KRO add 28
KTKT deb 30
WIGY deb 30
WHEB deb 34
WYRE 27-24
14WK on
WCIR on
WAAY on
WHHY add
G100 add 31
WFOX 25-21
WSEZ deb 39
WISE on
WFLB on
WTMA add
WANS-FM deb 36
WROV 27-23
CK101 27-23
FM99 deb 33
KSEL add
WRKR 29-25
WNAM add
WROK deb 30
KENI add
KCBN add
KBOZ on
KBIM 29-16

THE BACK PAGE BREAKERS

AMBROSIA
You're The Only Woman (You & I) (WB)
72% of our reporters on it. Moves: Up 54, Same 23, Down 0.
Adds 62 including WXLO, WKBW, WFIL, Q107, CFTR, KS95-FM, WHB, WGCL, WZUU, KFRC, KIMN. See Parallels, charts at number 28.

ON WARNER  BROS. RECORDS

PROGRAHAMMED AT ALL THESE STATIONS:

- | | |
|-------------|-------------|
| WXLO add | WERC 28-18 |
| WCAO 11-6 | WLCY on |
| WPGC 5-1 | 96X 33-29 |
| KRLY 25-20 | WAPE add |
| Z93 30-27 | WSGA 7-3 |
| 94Q 29-24 | 95SGF add |
| Y100 add 30 | WBBQ 30-28 |
| Q105 add 29 | WHBQ 1-1 |
| CKLW 19-8 | WLAC deb 23 |
| KHJ on | KX104 28-17 |
| 13K add | 92Q on |
| WFBR 4-2 | WNOX add |
| KC101 29-26 | WKIX 3-3 |
| WKBO 29-21 | WAYS 22-19 |
| WHYN add | WGH add 15 |
| WKEE add | WRVQ 20-11 |
| KRBE deb 29 | WDRQ deb 20 |
| KFMK 21-17 | WZZP on |
| WTIX 21-17 | WSGN 29-21 |
| | KIOY add 21 |
| | FM100 on |
| | WYRE 7-3 |
| | WAAY on |
| | WFOX add |
| | WISE add |
| | WFLB on |
| | WANS-FM on |
| | WROV on |
| | CK101 36-31 |
| | FM99 32-27 |



LARRY GRAHAM

"One In A Million You"

Produced by Larry Graham For Maui Music Productions

 ON WARNER BROS. RECORDS

BRAD MESSER



Drying Your Dog In The Microwave

Heard the one about the old lady whose kids gave her a new microwave oven? And after giving her poodle a bath, she put him in there for a few seconds to dry?

Or that report from not far away about the concrete-truck driver who just happened to drive past his own house and saw a Cadillac parked in front? And through the window he saw his wife kissing some guy? So he just backed his truck up to the Caddy and filled the whole car with fresh concrete?

Yep, I'll bet you've heard those stories. Maybe more than once. And when you went looking for the source it stayed one step out of reach. These are among several folk stories drifting across the American countryside, stopping to become renewed from time to time in cities like yours, then travelling on to new areas endlessly trying the reporting skills and patience of each yet-unburned generation of journalists.

The urban legend. The thing that recently happened in another town not far away. The event that took place right in front of a friend of a friend.

The man found walking along the Interstate in his shorts, picked up by state police, who explains he was asleep in the camper with his wife driving. She stopped for something, he saw they were in a remote area so he climbed out to see what was happening, and she drove away without noticing him yelling and waving. Urban, or in this case, suburban legend.

Or the woman shopping for clothes, who tries on a coat and sticks her hands in the pocket, when a terrific pain hits her. An ambulance is immediately called, she's taken away to the hospital where the Emergency Room people discover she's been bitten by a deadly-poisonous snake. Her arm has to be amputated. Snake must have been in the pocket of the imported coat.

These stories and many similar ones bite reporters who aren't lucky enough to have heard them before. Great stories without basis in fact. Never quite traceable because the real sources are imaginary.

For many years a University of Utah teacher, Jan Harold Brunvand, has been collecting urban legends. I have interviewed him a couple of times by telephone when a story I had stumbled across seemed more legendary than factual. His collection of true-sounding stories and anecdotes is to be published by W.W. Norton & Co. under the title "Urban American Legends." An abbreviated sampling was available in last month's *Psychology Today*, including the alligator-in-the-sewer story. There's the mouse-in-the-Coke-bottle folk tale and the rat-in-the-Kentucky-Fried-Chicken report. In the lower demographics you find your spider-eggs-in-the-bubblegum rumor. Among the sophisticates of California pops up the gasoline-secretly-dumped-in-the-desert folk story. How about the newspaper ad offering a slightly-used Jaguar for \$50 because the guy who owned it died and said in his will to sell the Jag and give the cash proceeds to his secretary, and the ad was placed by the guy's widow who didn't want the secretary to get diddley?

Watch out for those puppy-in-the-microwave stories. They try to sneak in and burn us.

Rip 'N' Read

If This Is Heaven Why's It Dusty?

MONDAY JULY 21: If 1969 model cars look a bit quaint and old-fashioned to you, the junk on the moon might give the same impression. Eleven years ago today the Apollo-11 astronauts started back toward Earth and left their '69 Moon Lander up there, bringing back some samples of moon rocks. (Neil Armstrong's "small step for a man" had been made the day prior.)

Jesse James and his fellow bandits pulled the first train robbery on this date in 1873. Don Knotts is 56. The Veterans Administration is 50. Cat Stevens is 32.

First Around-The-World Solo Flight

TUESDAY JULY 22: The famous flier Wiley Post completed his solo flight around the world on this date in 1933. That was during the Great Depression, in the year the Civilian Conservation Corps was formed to give jobs to several million unemployed men. Chances are a lot of old bridges and other public works in your area were constructed by the CCC.

Co-founder of the Eagles, Don Henley, is 34. Bobby Sherman is 34.

A Moment Of Silence At Baskin Robbins

WEDNESDAY JULY 23: I don't know if there'll be a respectful minute of silence at the ice cream shop today, but perhaps there should be: the ice cream cone was created (and consumed) 76 years ago today (1904).

The Salvation Army is 115. The first Olympics are said to have been held beginning this date in 776 B.C.

Music "No Different From Opium"

THURSDAY JULY 24: Although the ban has been relaxed somewhat since, it was a year ago today that Iran's Ayatollah Khomeini forbade the broadcast of music. He complained music "stupefies persons and makes their brains inactive and frivolous" and is "no different from opium."

A year ago today the U.S. State Department announced Americans would be leaving Afghanistan in the next few weeks because of "civil war" there.

Armstrong, Aldrin and Collins splashed down after the first moonwalk mission eleven years ago.

They Didn't Know Enough To Say "No"

FRIDAY JULY 25: These modern times have smartened up everyone, so when we're asked whether we want to see home movies we may immediately fake a heart attack or other ailment. It was on this date in 1923 the first home movies were shown.

The Janis Joplin "Cheap Thrills" album was released a dozen years ago (1968) with advance orders guaranteeing gold.

"The City of New Orleans" composer Steve Goodman is 32. Yardbirds founder Jim McCarty is 37.

The moon "runs low" tonight, appearing closer to the horizon than any other time. Time for oil companies to report second quarter profits. Christmas is five months away.



EARTH NEWS

This Week
Roger Daltrey

Next Week
Willie Nelson

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Media Marketing

Get To Know Your Real Competition

Radio is becoming a more fragmented medium with each passing day. It is increasingly difficult to categorize stations by formats, particularly the more music-oriented stations. The latest issue of **Standard Rates and Data** for spot radio lists well over 100 different format labels by which stations have chosen to identify themselves.

All the standard format labels are there, of course — Top 40, AOR, Pop/Adult, Country, Black, Beautiful Music, etc. But there are a world of other labels as well. For instance, just add the word "Contemporary" to each of the preceding — Contemporary Top 40, Contemporary AOR, etc. There is even a "Contemporary Oldies" format. (Sounds like something out of a **George Carlin** routine, doesn't it? Remember, "nonstop flight," jumbo shrimp," and "military intelligence?" How about Beautiful Punk?)

Add to this plethora of formats the continuing trend toward "crossover" sounds and artists, and it is evident that there are many songs which could conceivably make the playlist of a majority of the stations in any given market.

Yet another factor to be considered is the constantly shifting musical tastes of the American listening public. These shifts may be temporary (such as the current world political scene fueling the popularity of **Charlie Daniels's** "In America") or more permanent (e.g., country music is no longer associated only with hillbillies and the **Grand Ole Opry**). Thus, any given individual listener may have a number of musical preferences, none of which are necessarily completely captured by one of the standard radio programming formats.

What does all of this mean to the PD trying to analyze the competition for his or her station's audience? What it means is that you cannot rely on conventional wisdom about which stations are your closest competitors. Format labels may be misleading, and/or your audience may have more eclectic tastes than you suspect. How can you more precisely track the true competition for your audience? One procedure is to use the concept of the *station switching matrix*.

Analyzing Competition

The Station Switching Matrix (hereafter referred to as SSM) is an idea borrowed from consumer package goods marketing, where a *brand switching matrix* is used to analyze competition. The basic idea is this: by analyzing which stations your audience switches from when they listen to your station and the stations they switch to when they leave your station, you can more fully understand exactly who and what you are competing against.

In the chart, I have constructed a hypothetical SSM which shows what percentage of any station's audience switches to any other station in the market. The percentages sum to 1 going across each row.

For example, of all the switches from WAAA, 30% go to WBBB, another 30% to WCCC, and 10% each to the next four stations. No one

reports ever switching directly from WAAA to WHHH. Thus, the Top 40 WAAA loses most of its listeners to an AOR station and a News/Talk station. Examination of the next two rows of the chart shows that these two stations, WBBB and WCCC, lose most of their audiences to WAAA,

Switch from:	Switch to:							
	WAAA	WBBB	WCCC	WDDD	WEEE	WFFF	WGGG	WHHH
WAAA (Top 40)	—	.3	.3	.1	.1	.1	.1	0
WBBB (AOR)	.4	—	.2	.1	.1	.1	0	.1
WCCC (News)	.5	.2	—	0	.1	0	.1	.1
WDDD (P/A)	.1	.1	.1	—	.3	.2	.2	0
WEEE (AOR)	.1	0	.1	.4	—	.3	0	.1
WFFF (Country)	.1	.2	.1	.2	.3	—	.1	0
WGGG (P/A)	0	.1	.1	.3	.3	.2	—	0
WHHH (Top 40)	.2	.1	.2	.1	.2	.1	.1	—

40% and 50% respectively. The box around the percentages for these three stations shows that they are *primary competitors* for the same listeners. That is, any person who listens to one of those three stations is much more likely to listen to the other two than to the other stations in the market. The remaining stations are referred to as *secondary competitors*. WAAA loses some audience to these stations, and also gains some audience from them, but not in the numbers that are involved with the primary competitors. Note that stations WDDD through WGGG form another set of primary competitors, while WHHH is not strongly related to either group of close competing stations.

You can build an SSM for your station by going back to the **Arbitron** diaries for your market and enumerating the switches from one station to another. Note that you could also build an SSM for a specific daypart or a specific

"You cannot rely on conventional wisdom about which stations are your closest competitors. Format labels may be misleading, and/or your audience may have more eclectic tastes than you suspect."

target demographic rather than for overall listenership. A more precise daypart SSM would be helpful, for example, in uncovering how the structure of your competition changes over the course of the day. You may compete primarily with one group of stations during morning drive and a different group during the evening.

What To Do With It

Arbitron diaries can tell you the extent of inter-station switching, but not the reasons why people switch. In order to more fully understand the reasons underlying the observed SSM, survey research on your audience is called for. In this research, you would ask people why they switch to your station, why they switch to your primary competitors, etc. This will tell you if your primary competitors are viewed by your audience as *substitutes* for one another or *complements* to one another.

If two stations are *substitutes* for one another, that means that the listener views them as offering basically the same kinds of lis-

tener benefits. Thus, it is a question of which station does the better job of delivering those benefits — i.e., which station plays more of the "best" music, fewer obnoxious commercials, etc. In contrast, when stations are *complements* to one another, the listener views them as offering different sets of benefits, both of which are desired by the listener at different times. In the chart, WAAA and WBBB might be seen as substitutes — they both play rock music — while WAAA and WCCC are more likely complements. Again, this can't be ascertained from the SSM alone, due to the possible format labelling problem and because it can't tell you why people switch. Nevertheless, you can get some clues from the SSM as to pattern of substitutability and complementarity. Follow-up research can help verify or disprove what appears to be happening in the SSM.

As a general rule of thumb, you should attempt to program *against* substitute stations and *cooperatively* with respect to complementary stations. For example, if you were the PD for WAAA, you would be best advised to concentrate on playing more music that might also be played on WBBB but *not* more news of the type available on WCCC. You can never hope to provide both the best music and the best news, and you know that your listeners are going to spend some of their time listening to other stations. So, focus on providing one set of benefits exceptionally well, and recognize the fact that some other station will provide the ones you are not aiming to supply to your listeners.

As a more specific example, suppose that respondents in a listener survey indicate that they switch from WAAA to WBBB in order to hear "newer" music and that they switch from WAAA to WCCC to get detailed sports reports. In this situation, WAAA should compete against WBBB by devoting more of its playlist to newer releases (and hyping this on the air — "You'll hear it first on WAAA!") but it would be unwise to add a lengthy sports report in order to go against WCCC.

One advantage of the SSM is that it can tell you not to worry about a station that you *assume* is a primary competitor. For instance, WAAA loses none of its audience to the other

Top 40 station, WHHH. This would probably not be readily apparent without the data displayed in the SSM, and might lead the unsuspecting WAAA PD to program against the wrong station (WHHH) by playing more familiar tunes, thereby quite possibly losing even more audience to WBBB.

In short, knowing *whom* you share audience with and *why* are two keys to successful programming decisions. You may find yourself saying, "I have met the enemy, and he ain't who I thought he was!"

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.



First — Chuck Blore and Don Richman created a monster



Our Remarkable Mouth has been a "monster" — the single most successful television commercial ever created for radio.

And now — something not humanly possible



Photo by: Shelley R. Bonus

"The Chimps," a three spot package — day parted to promote specific features and personalities. The Chimps will do things for your radio station that aren't humanly possible.

Television commercials that get people to listen to your radio station. Available now for the Fall Book from . . .

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1606 N. Argyle, Hollywood, California 90028 (213) 462-0944

April-May 1980

Advance Arbitron Results

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(First Quarterly Measurement Survey in all markets listed.)

Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

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.

Chicago

(Quarterly Measurement)

First QM Survey Shows Jump To Double Figures For WGN; WLS Rebounds For Solid Gain; WLOO Slips A Share; WBBM, WIND Both Down; WMAQ Drops Half-Share As WJEZ Leaps To Best Recent Book; WLUP Slides Again, Other AOR's Also Down; WFYR Climbs In PA Ranks.

	J/F '80	Spring '80
WAIT (BM)	2.6	2.2
WBBM (N)	7.0	6.5
WBBM-FM (PA)	2.2	2.3
WBMX (B)	4.0	3.4
WCLR (PA) *	2.7	2.8
WDAI (PA)	1.7	2.4
WDFM (R)	2.6	2.8
WDFM (CL)	1.7	2.0
WFYR (PA)	2.7	3.3
WGLI (B)	3.5	3.5
WGN (PA)	9.6	10.9
WIND (N)	5.3	4.6
WJEZ (C)	1.8	3.1
WJJD (C)	1.1	1.3
WJPC (B)	1.7	1.6
WKQX (PA)	3.1	3.2
WLAK (BM)	4.7	4.6
WLOO (BM)	7.8	6.7
WLS (R)	5.3	6.4
WLUP (A)	4.4	4.0
WMAQ (C)	5.4	4.9
WMET (A)	2.3	2.1
WJJO (S)	1.4	1.6
WVON (B)	1.9	1.9
WXRT (A)	1.8	1.5

* Now WRCK (R)

Seattle

(Quarterly Measurement)

KIRO Keeps Lead But Down; KOMO Falls 2; KSEA Slides Slightly As KBRD, KIXI Show Good Gains; KISW Steady AOR Leader, KZAM Jumps Sharply, KZOK-FM Down A Share; KPLZ Challenges KJR In Top 40 Battle; KNBQ More Than Doubles, KYXX Slips; Country KMPS-AM-FM Both Up; KING Improves With PA Format

	Fall '79	Spring '80
KAYO (N)	1.1	1.3
KBIQ (RL)	1.0	2.0
KBRD (BM)	2.1	3.8
KEZX (BM)	4.3	3.7
KGDN (RL)	1.1	1.5
KING (PA)	3.0	3.4
KING-FM (CL)	3.2	2.1
KIRO (N/T)	10.2	8.9
KISW (A)	5.7	5.7
KIXI (BM)	1.2	2.6
KIXI-FM (PA)	3.9	2.5
KJR (R)	6.0	4.9
KMPS (C)	2.0	2.5
KMPS-FM (C)	2.5	3.1
KNBQ (R)	1.2	2.7
KOMO (PA)	9.8	7.8
KPLZ (R)	3.0	4.6
KSEA (BM)	6.2	5.9
KTAC (R)	2.9	1.8
KVI (N/T)	4.4	4.0
KWYZ (C)	1.2	1.2
KXA (CL)	.6	1.0
KYAC (B)	2.4	1.8
KYYX (R)	4.9	3.7
KZAM (A)	3.0	4.6
KZOK-FM (A)	4.7	3.7

Pittsburgh

Pirates Propel KDKA To Greater Heights; WSHH Improves For Second; WTAE Holds Steady; WDVE Drops 2; WYDD Gains Slightly; WXXK Down A Bit As WPEZ Adds A Share, WKTQ Up; KQV Scores Good Gain; WEEP Climbs But WDSY Up Stronger As Country Battle Tightens

	O/N '79	A/M '80
KDKA (PA)	22.2	25.3
KQV (N)	3.8	4.4
WAMO (B)	5.3	4.6
WDSY (C)	2.4	3.1
WDVE (A)	7.5	5.4
WEEP (C)	3.4	3.6
WFFM-FM (PA)	3.9	3.6
WJOI (BM)	4.0	3.5
WKTQ (R)	2.5	2.7
WPEZ (R)	2.3	3.3
WPNT (BM)	3.5	3.4
WSH (BM)	6.8	7.3
WTAE (PA)	6.7	6.6
WWSW (PA)	3.3	2.3
WXXK (R)	5.6	5.2
WYDD (A)	1.7	2.2

New Orleans

(Quarterly Measurement Sweep)

Format Switch Inspires 6-Share Jump For New Leader WEZB; WTIX Also Up Strong As Ex-Top 40 Leader WQUE, WNOE Skid; Former Market Leader WBYU Down 3; WYLD-FM Almost Doubles; WSHO Vaults Upward; WSMB, WWL Both Down; WGSO Drops A Share; WRNO Up; Black Stations Mostly Down

	Fall '79	Spring '80
WBOK (B)	2.9	2.6
WBYU (BM)	11.6	8.6
WEZB (R)	4.2	10.3
WGSO (N)	6.3	5.2
WNNR (B)	2.7	2.8
WNOE (R)	4.9	3.0
WNOE-FM (R)	4.6	4.2
WQUE (R)	6.9	5.1
WRNO (A)	4.4	4.8
WSHO (C)	4.4	6.6
WSMB (PA)	7.4	6.5
WTIX (R)	6.8	8.4
WVOG (RL)	1.2	1.0
WWIV (BB)	2.6	2.0
WWL (PA)	6.2	4.5
WWL-FM (BM)	3.4	3.0
WXEL (B)	4.4	3.7
WYLD (B)	4.3	3.6
WYLD-FM (J)	3.8	7.0

St. Louis

Mighty KMOX Loses Almost 3, Retains Huge Lead; WWWK, KWK Slip; KSLQ Passes KXOK With Big Jump; KSHE Slides Over A Share; KEZK Down 1; Country WIL-FM-AM Steady; Revised WRTH Format Leads To Boost, KADI-FM Also Up; KMJM, WESL Show Improvement

	O/N '79	A/M '80
KADI (O)	—	1.4
KADI-FM (PA)	1.6	2.4
KATZ (B)	2.7	2.6
KCFM (BM)	1.0	1.6
KEZK (BM)	7.4	6.4
KMJM (B)	3.2	3.6
KMOX (T)	24.4	21.6
KSD (PA)	2.6	2.3
KSHE (A)	8.9	7.6
KSLQ (R)	3.2	5.1
KWK (R)	2.9	2.2
WWWK (R)	8.1	7.8
KXOK (R)	6.2	5.0
WESL (B)	1.7	2.6
WIL (C)	3.4	3.3
WIL-FM (C)	5.6	5.7
WRTH (PA)	3.9	5.5

Indianapolis

(Quarterly Measurement)

WIBC Steady, Widens Lead; WXTZ Slides A Share; WIKS Doubles Numbers To Lead Top 40's, Competition Down; WTLC Down A Bit; WIRE, WFMS Both Drop; WFBQ Tumbles Over 3 Shares

	Fall '79	Spring '80
WATI (BM)	2.5	2.9
WBRI (RL)	.8	1.2
WCBK-FM (C)	.3	1.2
WFBQ (A)	9.9	6.7
WFMS (C)	8.4	7.4
WIBC (PA)	15.9	15.7
WIFE (R)	3.4	2.9
WIKS (R)	4.6	9.0
WIRE (C)	9.5	8.8
WNAP (R)	8.1	7.1
WNDE (R)	5.4	5.3
WTLC (B)	9.8	9.2
WXLW (PA)	1.3	2.0
WXTZ (BM)	13.5	12.5

Denver

KBPI Vaults 4 Shares, Takes Lead; Main AOR Competition KAZY Down; KIMN Climbs A Share, Leads Top 40's By Wide Margin As KTLK Drops Sharply; KHOW Stable, KPPL Moves Up Solidly; KLIR Increases, Passes KOSI-FM, KOSI-AM Scores Good Gain; KLZ, KLAK Make It Good Book For Country; O/N Leader KOA Down Dramatically, As KDEN, KWBZ Up; KADX Registers Gain

	O/N '79	A/M '80
KADX (J)	1.7	2.6
KAZY (A)	6.1	5.2
KBCO (A)	1.3	1.6
KBPI (A)	4.9	9.0
KDEN (N)	1.7	2.4
KFML (A)	1.7	1.8
KHOW (PA)	7.7	7.6
KHOW-FM (BM)	2.0	1.5
KIMN (R)	6.8	7.7
KLAK (C)	2.6	3.5
KLIR (BM)	6.5	7.3
KLZ (C)	5.4	6.7
KOA (N/T)	9.9	6.5
KOAQ (R)	2.6	2.7
KOSI (BM)	2.1	3.2
KOSI-FM (BM)	6.9	5.7
KPPL (PA)	3.6	4.9
KTLK (R)	3.9	2.2
KVOD (CL)	4.1	3.8
KWBZ (T)	1.5	2.1
KYGO (R)	3.1	2.8

Atlanta

Longtime Leader WSB Up, But WVEE Leaps 4+, Just Misses Top Spot; WZGC Down A Bit, WQXI-FM Down A Bit More; WKLS Improves Nicely; WPLO Drops As WBIE Comes Up; WPCB Steady But WSB-FM Loses 1 1/2 Shares; WRNG Up Solidly; WGST Slides; WLTA Drops

	O/N '79	A/M '80
WAOK (B)	3.4	3.6
WBIE (C)	2.2	3.0
WGKA (CL)	1.1	1.4
WGST (N)	5.3	3.8
WKLS (A)	8.2	8.6
WLTA (PA)	5.0	4.2
WPCB (BM)	7.3	7.1
WPLO (C)	5.1	4.5
WQXI (R)	2.8	2.2
WQXI-FM (R)	10.5	8.2
WRNG (T)	2.5	3.6
WSB (PA)	11.7	12.1
WSB-FM (BM)	5.7	4.1
WVEE (B)	7.6	11.9
WZGC (R)	11.1	10.6

WAYLON



Greatest Hits



Outlaws



Ol' Waylon



Waylon & Willie



I've Always Been Crazy



Dreaming My Dreams



Are You Ready For The Country



What Goes Around Comes Around



Waylon Live

Two double platinum albums. Four platinum. Eight gold.

That's success.

He plays the theme song and narrates the smash TV series "DUKES OF HAZZARD" (seen by more than 30 million people weekly).

That's mass exposure.

People know **WAYLON** is a Superstar! America is turning on to **WAYLON** and you should, too!



Music Man

AHL1 3602





TOP-40

John Leader

GROWING UP WITHOUT GETTING OLD

WZZP's New Successful Image

As the spring books make their way out into the summer sunshine, it seems that each new ARB brings forth another Top 40 success story. This week we take a look at Cleveland, where WZZP has just been notified of its best ratings in recent history. The station's three book trend looks more than promising: October-November '79 - 2.4; January-February '80 - 4.3; and April-May '80 - 6.0 (total persons 12+, Monday-Sunday, 6am-midnight).

The most interesting thing about WZZP's increase is that the station has accomplished a substantial image change from "teen rocker" to "adult hits" in a relatively short period of time. And it has done it convincingly.

Time To Change

The station had already made the decision to alter its youth-appeal Top 40 format as it entered the October-November 1979 ARB. General Manager Gordon Stenback, with the consultation of Bob Henabery, moved the music and presentation into a more adult mode for that book. Jack Casey joined WZZP as Program Director in February of this year, coming from a programming post at WRNL & XL102/Richmond.



Jack Casey, PD
WZZP/Cleveland

I talked with Jack, asking him to describe just what WZZP was doing. "I would want to define what we're doing as a contemporary adult radio sound, rather than using the terminology of Adult Contemporary or Pop/Adult. We are much more contemporary than the typical P/A or A/C station. We're playing contemporary hit music with a fairly tight presentation. Our demographic target at the farthest point of our evolution would be 18-49 with a focus on the 25+ segment of that audience."

The transition from WZZP's former teen sound into the new approach was the next thing I asked Jack to explain. "The first thing we did was run some perception studies in the market to find out how radio users perceived what was already available in Cleveland radio. With adults we found that WZZP had almost no familiarity and even lower acceptance. We determined that a void existed for the 25-49 FM audience, and the format was pretty much designed to fill that void. However, to reach that potential audience, a complete marketing plan was designed and implemented both on a product development and a promotional level."

Promoting The Change

You would think that a programming change as drastic as the one WZZP made last fall would have been accompanied by a media blitz, selling the new WZZP sound far and wide to all those who would listen. But that was not the case, as Jack explained.

"WZZP had already gone through a lot of changes as a Top 40 station. At various times it had been 'the all new' and 'newer than new,' etc., so when the decision was made to go more adult, the option was to keep the change aspect very low profile. There was no massive media campaign announcing yet another change. We basically went through the Fall book by word of mouth.

"By the time the Jan-Feb book came around, we did do some billboards and some buscards, but they were all very institutional. Finally, for the April-May we were geared up for a full-fledged TV, billboard, buscard, and bus-shelter campaign. The billboards used the new

WZZP logo against a caricature of the city skyline, and the copy line 'Between a rock and a soft place.' We did not use that slogan on the air at all, but it did appear in all our print.

"The TV spot was a very low-budget, self-produced, sincere kind of explanation of the format. I used three of our best looking air personalities and simply put them on camera to explain the basics of the radio station. The spots were very inexpensive to produce, and I think they were quite effective because they were totally sincere, relaxed, and non-hype."

Defining The Change

Saying a station is moving in a more adult direction does not specifically define the station sound. Musically, WZZP plays a good proportion of reccurrents and gold, and its currents are selected on the basis of their demographic appeal. The currents are handled quite strictly in terms of both selection and rotation.

Research plays a large part in the music selection process, and Jack told me, "We have a full staff of people in what we call our 'preference measurement department,' and Bob McKay (the station's MD) oversees that operation."

"As far as the total station sound, I like to believe that our listeners can define the profile of WZZP by how they actually use it. In other words a person who likes the foreground approach will hear our people saying things because we do a lot of creative local content . . . things about the market . . . and that's always there, if that's what you want to hear. But if you use the station as background, and that's the way a lot of offices, stores and housewives, who all combine to give us those long TSL's (time spent listening), use us, then we are a very non-offensive, non-strident station in terms of the presentation. We are primarily music, but if you like friendly, sincere, non-ego-involved performers, then we have a staff that is competitive with any other staff in the market on that level.

"From an information standpoint, we have people such as Don Webster, who's the leading TV weather person in the market. He does five weathers a day on WZZP, and everyone in the market knows who he is, and he is widely respected. We have Joe Pelagrino from the NBC O&O TV station, who does our sports reports. A local stockbroker handles a financial report every afternoon for us as well. These three gentlemen provide not only information but image too. All of them are hooked to the station by direct lines from their offices, so the quality of their reports is perfect.

"We only do actual newscasts in mornings and afternoons, but those reports are hard, factual news. Our research tells us that adults want to hear factual news, as opposed to the cute stuff that a lot of stations are getting into. Cute news is okay, and I enjoy hearing a good 'kicker' story, but I think a total diet of that kind of stuff on a station does not really fulfill its obligation to inform the public."

Philosophical Change

Jack expressed some very strong opinions on programming in general and WZZP's programming specifically that are worth sharing to further illustrate just what WZZP has done, which apparently has worked so well.

"I think a lot of young programmers and many disc jockeys as well don't concentrate enough energy on presentation and content. They're not as focused as they should be on the right elements of the radio station. I think a lot of those who grew up with AOR radio as their role model chose to get into the business because of their involvement with music rather than their involvement with the medium. Because of that we now have a lot of stations that just don't pay any attention to the basics.

"It seems to me that if you research your music properly in terms of familiarity and acceptance, you

should not have to spend very much time at all actually *doing* the music. The majority of your time should be spent dealing with the other, more important aspects of the station; things like momentum, flow, air performer content, and promotion are really the basics for any winning radio station regardless of format.

"Bob McKay and I were talking about how best to define what I'm trying to say, and I think it boils down to what we came up with for WZZP. This is LOR, which is listener-oriented radio. We've tried to eliminate all the ego-stroke programming tools that a lot of us have gotten into when we've programmed more for other programmers than for the audience. It's a classic syndrome, but I know a lot of people that are very much caught up in it."

.....

The major difference in WZZP's current programming and marketing strategy is that it is no longer directly targeted against any one specific station in the market. In the past WZZP had gone head-to-head with WGCL, and at times had tried to pry listeners away from WMMS, but now things are different. In its current incarnation WZZP seems to be pulling its core of new demos from many sources, not depending on the collapse of any one station for their future success. That is a difficult tightrope to walk, perhaps, but WZZP seems to be flawlessly balanced in its performance up to this point. Thanks to Jack Casey for his time and comments, and, as always, your thoughts are welcome.

And The Winners Are . . .

We've received notification of several Clio Award winning radio stations around the country this year, and they all have a right to be very proud. The Clio has been compared to the "Oscar" and is awarded for excellence in advertising.

This week visual proof of two more Clio Award winners.



Tuesday Productions of San Diego received a Clio for the production of KHJ/Los Angeles's latest jingles. This award was the first ever given for a radio station ID. Pictured handling the golden statuette are (l-r) KHLJ PD Chuck Martin and Tuesday Productions Broadcast Division's Bo Donovan.



WICC/Bridgeport took home a Clio for the best public service spot. The award went to a produced PSA on the banning of the "leg-hold-trap" on behalf of "Friends Of Animals." The winning entry was a creation of WICC's morning personality Bill Hickok (on the left) and the station's Creative Director, Bruce Johnson (right). During the last two years the duo have garnered six Clio finalists awards and hundreds of other bits of recognition for their work together on commercials and public service announcements.

TOP-40



B100 THROWS "GROWN-UP" PARTY — B100/San Diego staffers celebrated the station's new image and direction with a party at a posh La Jolla club recently. Pictured (l-r) are air personality Jon Michael K, Station Manager Paul Palmer, GSM Peter Hallisay, personality Kathy Aunan, Sales Manager Chuck Cotton, morning team Larry Himmel and London Wood, Program Manager Glen McCartney, and air personalities Danny Wilde and Frank Anthony.



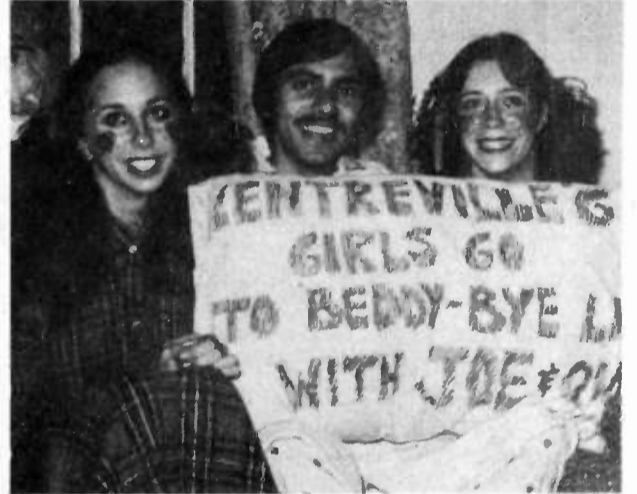
BLUES BROS. PROMOTION BRANCHES OUT — Another angle on Atlantic's widespread radio Blues Brothers promotion, as label rep Erika Smith goes out on a limb in discussions with Western Cities VP Don Benson (left) and KZZP/Phoenix PD John Stevens.



PIZZA THE ACTION FOR WQCM — Ed Alexander, night jock at WQCM/Hagerstown, likes to make pizza from time to time, so one afternoon he took over a local pizza parlor, invited his fan club members, and prepared the pasta for the whole group. Alexander is pictured at left with two of the restaurant's staffers.



Z93 CHAMPIONS ALI — A&M's Ali Thomson visited Z93/Atlanta during a recent promotional tour. Pictured at the station are (l-r) A&M's Johnny Shuler, Thomson, and Z93 MD Dale O'Brien.



Q107 JOINS "TUCKING" FAD — At the University of Maryland, a group of students have been offering a "tuck-in" service, reading sleepy dorm dwellers a bedtime story and kissing them goodnight. Q107/Washington's Joe Cipriano and Sandy Weaver got into the act, performing the ritual and giving students Q107 T-shirts. Cipriano is pictured with two involved students above.



WIFI CONTRACTS BEATLES BUG — WIFI/Philadelphia, in conjunction with Capitol and 15 local retail outlets, gave away a VW Bug with Beatles decals to a listener. Pictured (l-r) are WIFI PD Steve Rivers, Listening Booth manager Dennis Hennessey, Capitol's Michael Lessner, WIFI's Michael Anapolski, and air personality Kelly McKan.



"CAN'T STOP" GOIN' TO KANSAS CITY — "Can't Stop The Music" producer Allan Carr and costar Bruce Jenner were in Kansas City for the premiere of the film, with KJLA closely involved in the many surrounding activities, including an on-air interview with Jack Diamond, an autograph session, and a lavish sneak preview. Pictured after cohosting Chris Stevens's morning show are (l-r) Carr, Stevens, and Jenner, along with an autographed poster presented to Stevens.



WROK RACES RADIO LONDON — WROK/Rockford, IL invited a team of British boat-racers to participate in its 1978 Raft Race. The British team lost, and agreed to join the 1980 contest only if WROK sent a team to race down the River Thames against a Radio London crew. WROK accepted, and the race was aired live over both stations via simulcast. WROK lost, but a British team was set to participate in the latest Raft Race. Pictured at the London Rowing Club are (l-r) Radio London's Simon Reed and Bryan Milton, WROK & WZOK VP John Nolte, and the stations' Operations Manager Reid Ryan.



TAHOE GOLD FOR HOLMES — Rupert Holmes received a gold LP award from KTHO/Lake Tahoe while in town to play the Sahara. Pictured (l-r) are KTHO morning man Bob Turner, Holmes, and PD Richard Sands.

EAST Most Added Hottest

Ambrosia, Robbie Dupree, Johnny Lee, Billy Joel, Manhattans, Rolling Stones

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

Robbie Dupree, Christopher Cross, Hall & Oates, Olivia Newton-John, Bob Seger, Rolling Stones

EAST

PARALLEL ONE

086/KPittsburgh, PA Jay Stone... ROBBIE DUPREE ENCLAND DAN SEALS... PETE TOWNSHEND 3 1... PURE PRAIRIE LEAG 5 3... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL TWO

14Q/Worcester, MA Steve York... AMBROSIA... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL THREE

13FA/Manchester, NH Rick Ryder... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

SOUTH

PARALLEL ONE

KVII/Dallas, TX Chuck Rhodes... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL TWO

92Q/Nashville, TN Scooter Davis... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL THREE

13FA/Manchester, NH Rick Ryder... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL ONE

WBX/Tampa, FL Pat Barry... ROLLING STONES... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL TWO

WBX/Tampa, FL Pat Barry... ROLLING STONES... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL THREE

WBX/Tampa, FL Pat Barry... ROLLING STONES... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL ONE

WTKA/Charleston, SC Dan Stevens... NATALIE COLE... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL TWO

WTKA/Charleston, SC Dan Stevens... NATALIE COLE... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

PARALLEL THREE

WTKA/Charleston, SC Dan Stevens... NATALIE COLE... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE... K104/Erie, PA Bill Shannon... BILLY JOEL PAUL MCCARTNEY... J. GEILS BAND... FRED KNOBLOCK... WHYN/Springfield, MA Ken Capurso... LARRY GRANAHAM... DIANA ROSS... ROBBIE DUPREE...

98 KSLQ St. Louis
STEREO
1 ELTON JOHN/Little Jeannie
2 PATTI LABELLE/Leaving A Little Love...

WZLW 96 FM Milwaukee
1 OLIVIA N-J/Magic
2 BILLY JOEL/It's Still A Little Bit To Me

94-6 Atlanta THE MUSIC FM
1 CHRIS CROSS/Selling
2 GENESIS/Under Understanding

2-93 Atlanta
1 CHRIS CROSS/Selling
2 JOE WALSH/All Night Long

13K San Diego
1 BILLY JOEL/It's Still A Little Bit To Me
2 BETTE MIDLER/The Rose

Los Angeles
1 PAUL McCARTNEY/Coming Up
2 S.O.S. BAND/Take Your Time

ADD: AIR SUPPLY/All Out of Love
CRYSTAL GALE/The Blue Side

ADD: 26, 27, 28
YIPPEE/Drivin'

ADD: 29, 30
POINT SISTERS/He's So Shy

ADD: 29
ROBERT JOHNSON/There Lonesome Girl

ADD: LARRY GRAHAM/One In A Billion You
ROBERT JOHNSON/There Lonesome Girl

ADD: 31, 32
JOHNNY LEE/Lookin' For Love

WGL 98 Cleveland
1 BILLY JOEL/It's Still A Little Bit To Me
2 S.O.S. BAND/Take Your Time

KOEL Kansas City
3 LINDA RONSTADT/Can't Let Go
4 BILLY JOEL/Don't Ask Me Why

105 FM Tampa
1 OLIVIA N-J/Magic
2 S.O.S. BAND/Take Your Time

610 KFRC San Francisco
1 ELTON JOHN/Little Jeannie
2 BETTE MIDLER/The Rose

MUSIC KEH RADIO Los Angeles
1 BILLY JOEL/It's Still A Little Bit To Me
2 ELTON JOHN/Little Jeannie

PHOENIX
1 BILLY JOEL/It's Still A Little Bit To Me
2 OLIVIA N-J/Magic

ADD: 30
AIR SUPPLY/All Out of Love

ADD: 23, 24
GENESIS/Turn It On Again

ADD: 28, 29
BOB SCAGGS/Jojo

ADD: BENNY HADSON/Hey Honey

ADD: POINT SISTERS/He's So Shy

ADD: ELO/All Over The World

SOUTH

KDWB Minneapolis
1 BILLY JOEL/It's Still A Little Bit To Me
2 KIM CARNE/More Love

MIAMI

1100 Miami
1 S.O.S. BAND/Take Your Time
2 BILLY JOEL/It's Still A Little Bit To Me

DALLAS

KVIL Dallas
1 MANNATTANS/Shining Star
2 DIRTY BAND/Make A Little Magic

LOS ANGELES

95 KHJ Los Angeles
1 PAUL McCARTNEY/Coming Up
2 S.O.S. BAND/Take Your Time

DENVER

1 BILLY JOEL/It's Still A Little Bit To Me
2 KIM CARNE/More Love

SEATTLE

KJR 950 Seattle
1 BILLY JOEL/It's Still A Little Bit To Me
2 OLIVIA N-J/Magic

ST. LOUIS

KWK STEREO WK St. Louis
1 JUDAS PRIEST/Living After Midnight
2 COM/In America

FT. WORTH DALLAS

2-11 FT. WORTH DALLAS
1 JOE WALSH/All Night Long
2 AMOS ANDY/Biggest Part Of Me

HOUSTON

KR 94 FM HOUSTON'S HOT NUMBER!
1 MANNATTANS/Shining Star
2 S.O.S. BAND/Take Your Time

PHOENIX

KR 94 FM PHOENIX
1 JOE WALSH/All Night Long
2 PETE TONGHE/Let My Love Open The

LOS ANGELES

KERN Los Angeles
1 BILLY JOEL/It's Still A Little Bit To Me
2 PAUL McCARTNEY/Coming Up

LOS ANGELES

ADD: 35
CHRIS CROSS/Selling

BIE DUPREE
Red Hearts (Elektra)
 ★
 67/34 36%

Regional	Summary
W 19	UP 19
B 14	DOWN 0
A 34	ADD 0

P2 P3

WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17

E

Over The World (MCA)
 ★
 60/30 28%

Regional	Summary
W 20	UP 20
B 20	DOWN 0
A 20	ADD 0

P2 P3

WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17

F

FALL
That Got Away (Atlantic)
 ★
 56/6 29%

Regional	Summary
W 14	UP 14
B 14	DOWN 0
A 14	ADD 0

G

GIESIS
Understanding (Atlantic)
 ★
 17/3 93%

Regional	Summary
W 17	UP 17
B 3	DOWN 0
A 3	ADD 0

4

10/20 60%

Regional	Summary
W 20	UP 20
B 10	DOWN 0
A 20	ADD 0

P2 P3

WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17

20

MICK GILLEY
Stand By... (Full Moon/Asylum)
 LP: "Urban Cowboy" Soundtrack
 100/8 68%

Regional	Summary
W 8	UP 8
B 8	DOWN 0
A 8	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

K

2

BILLY JOEL
It's Still Rock &... (Columbia)
 LP: Glass Houses
 100/0 88%

Regional	Summary
W 0	UP 0
B 0	DOWN 0
A 0	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

2

11/21 61%

Regional	Summary
W 21	UP 21
B 11	DOWN 0
A 21	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

JOURNEY
Walks Like A Lady (Columbia)
 LP: Departure
 65/0 28%

Regional	Summary
W 0	UP 0
B 0	DOWN 0
A 0	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

K

CAROLE KING
One Fine Day (Capitol)
 LP: Pearls
 127/1 89%

Regional	Summary
W 1	UP 1
B 127	DOWN 1
A 1	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

20

20

FRED KNOBLOCK
Why Not Me (Scotti Bros.)
 118/21 61%

Regional	Summary
W 21	UP 21
B 118	DOWN 0
A 21	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

30

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

L

JOHNNY LEE
Lookin'... (Full Moon/Asylum)
 LP: "Urban Cowboy" Soundtrack
 83/29 48%

Regional	Summary
W 29	UP 29
B 83	DOWN 0
A 29	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

24

24

MANNHATTANS
Shining Star (Columbia)
 LP: After Midnight
 154/2 80%

Regional	Summary
W 2	UP 2
B 154	DOWN 0
A 2	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

3

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

MECO
The Empire Strikes... (RSO)
 118/6 62%

Regional	Summary
W 6	UP 6
B 118	DOWN 0
A 6	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

24

24

24

BENNY MARDONES
Into The Night (Polydor)
 LP: Never Run Never Hide
 147/8 76%

Regional	Summary
W 8	UP 8
B 147	DOWN 0
A 8	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

21

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

N

OLIVIA NEWTON-JOHN
Magic (MCA)
 LP: "Urban Cowboy" Soundtrack
 172/1 89%

Regional	Summary
W 1	UP 1
B 172	DOWN 0
A 1	ADD 0

P1 P2 P3

WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17
WJLB 10-17	WJLB 10-17	WJLB 10-17

1

1

POCO Under The Gun (MCA) LP: Under The Gun 58/21 30%

Table with columns P1, P2, P3 and radio station call letters for POCO Under The Gun.

EDDIE RABBITT Drivin' My Life Away (Elektra) LP's "Roadie" Soundtrack (WB) Horizon (Elektra) 71/14 37%

Table with columns P1, P2, P3 and radio station call letters for Eddie Rabbitt.

PURE PRAIRIE LEAGUE Let Me Love... (Casablanca) LP: Firin' Up 158/0 81%

Table with columns P1, P2, P3 and radio station call letters for Pure Prairie League.

KENNY ROGERS Love Thru... (UA) LP: Urban Cowboy 137/4 71%

Table with columns P1, P2, P3 and radio station call letters for Kenny Rogers.

ROLLING STONES (continued) LP: Emotional... (Rolling Stones) LP: Emotional Rescue 172/6 89%

Table with columns P1, P2, P3 and radio station call letters for Rolling Stones.

LINDA RONSTADT I Can't Let Go (Asylum) LP: Mand Love 143/18 74%

Table with columns P1, P2, P3 and radio station call letters for Linda Ronstadt.

MOZ SCAGGS (continued) LP: JoJo (Columbia) LP: Middle Man 172/6 89%

Table with columns P1, P2, P3 and radio station call letters for Boz Scaggs.

S.O.S. BAND Take Your Time... (Tabu) LP: S.O.S. 114/5 69%

Table with columns P1, P2, P3 and radio station call letters for S.O.S. Band.

LAKE THOMPSON (continued) LP: Take A Little Rhythm (A&M) LP: Take A Little Rhythm 169/3 88%

Table with columns P1, P2, P3 and radio station call letters for Lake Thomson.

LAKE THOMPSON (continued) LP: Take A Little Rhythm (A&M) LP: Take A Little Rhythm 169/3 88%

Table with columns P1, P2, P3 and radio station call letters for Lake Thomson.

QUEEN Play The Game (Elektra) LP: The Game 87/2 45%

Table with columns P1, P2, P3 and radio station call letters for Queen.

ROLLING STONES (continued) LP: Emotional... (Rolling Stones) LP: Emotional Rescue 172/6 89%

Table with columns P1, P2, P3 and radio station call letters for Rolling Stones.

BOZ SCAGGS (continued) LP: JoJo (Columbia) LP: Middle Man 172/6 89%

Table with columns P1, P2, P3 and radio station call letters for Boz Scaggs.

LAKE THOMPSON (continued) LP: Take A Little Rhythm (A&M) LP: Take A Little Rhythm 169/3 88%

Table with columns P1, P2, P3 and radio station call letters for Lake Thomson.

LAKE THOMPSON (continued) LP: Take A Little Rhythm (A&M) LP: Take A Little Rhythm 169/3 88%

Table with columns P1, P2, P3 and radio station call letters for Lake Thomson.

JOE WALSH All Night... (Full Moon/Asylum) LP: Urban Cowboy 140/2 73%

Table with columns P1, P2, P3 and radio station call letters for Joe Walsh.

Table with columns P1, P2, P3 and radio station call letters for Joe Walsh.

Table with columns P1, P2, P3 and radio station call letters for Joe Walsh.

Others Getting Significant Action

- List of radio stations and their recent programming changes.

THE PICTURE PAGES

Gold Falls Into Gap's Lap



It was a golden day recently for Gap Band members, who were presented gold records for their LP "The Gap Band II" at the Phonogram Inc./Mercury Records offices following an appearance at Chicago's Stadium. Pictured all aglitter are (rear, l-r) Phonogram/Mercury VP's Bill Haywood and Mick Brown, Phonogram/Mercury's Deke Atkins, Gap Band manager Don Alexander, producer Lonnie Simmons, Gap Band member Charles Wilson, and Phonogram/Mercury President Bob Sherwood; (kneeling, l-r) Gap Band members Robert Wilson and Ronnie Wilson.

Toto Rocks The Civic



Columbia's Toto recently performed at the Civic Auditorium in Santa Monica, and were met backstage by company well-wishers. Pictured are (l-r) Toto's Steve Porcaro, Julie Workman, Toto's Bobby Kimball, producer Geoff Workman, Columbia's Debbie Newman, Ken Sasano and Terry Powell, Toto's Jeff Porcaro and Steve Lukather, Columbia's Greg Phifer, manager Larry Fitzgerald, and Columbia's Bob Garland.

20th Jells Dells Deal



20th Century-Fox recently signed long-enduring vocal group the Dells to the label. Shown cementing the deal are (l-r) 20th VP Bunky Sheppard, producer Carl Davis, 20th's E. Rodney Jones, attorney James R. Couch, and Dells members Marvin Junior, Vern Allison, Mickey McGill, Chuck Barksdale, and Johnny Carter.

Hegel Flies At RCA



Former RCA promotion man Rob Hegel is now on the label's artist roster with a new self-titled album, and a single, "Tommy, Judy and Me." Rob was welcomed to the recording ranks at a recent RCA-hosted reception. Pictured are (l-r) RCA VP Jack Chudnoff, RCA President Bob Summer, Hegel, Chateau Productions' Chuck Dembrak, Greengrass Enterprises' Ken Greengrass, and Hegel's manager Jerry Kellert.

Most Valuable Player



Casablanca's Player performed at the Universal Amphitheatre in Los Angeles recently. Pictured backstage after the performance are, from left manager Paul Palmer, band members John Friesen and Peter Beckett, Casablanca President Bruce Bird, Player's Ron Moss and Miles Joseph, and Casablanca VP Don Wasley.

CBS Gives BMA A-OK



CBS Records hosted a reception on the final night of the recent BMA convention, at which CBS Records Division President Bruce Lundvall (right) greeted BMA President LeBaron Taylor (left) and U.S. Secretary of Health and Human Services Patricia Harris.

Hiatt Housed At Roxy And Whisky



L.A. radio personalities turned out en masse to welcome John Hiatt to the Whisky. Shown backstage are (rear, l-r) KFI's Ron O'Brien, KROQ's Scott Mason, Hiatt, KLOS's Anita Gevinson, MCA's Jim Saltzman, KMET Asst. PD Jack Snyder, and KWST's Marshall Thomas; (kneeling, l-r) KHTZ's Dave Montoya, KWST MD Ted Habeck, MCA's Beth Rosengard and Bob Osborn, and KNAC's Steve Snyder.

Bruford Keeps The Beat



Polydor/EG Records recording artist Bill Bruford recently beat his drums with his band at the Bottom Line in New York. Bruford was met backstage after the concert by company execs. Pictured are (l-r) promotion man Fred Weissman, Polydor VP Jerry Jaffe, Polydor's Jo Lauria, EG Management's Sam Adler, band member Jeff Berlin, Bruford, Polydor's Randy Roberts, and EG Management's Ed Strait.

Knights, Pips Motown Monies

Gladys Knight and the Pips (Merald Knight, William Guest and Edward Patten) have filed suit in Los Angeles Superior Court seeking more than \$10 million from Motown Records, Jobete Music Inc., and Multimedia Management Corp. The former Motown recording group charges that the label had refused payment of \$1 million owed the group through 1979.

A second section of the complaint alleges that an audit uncovered \$378,704 owed to Gladys Knight and the Pips. The group is asking for \$3.5 million in punitive damages as a result. Furthermore, the artists contend that Motown issued several of their recordings, earning the group \$1 million, which it has not received. For this, Knight and the Pips are seeking \$5 million in punitive damages.

Salant Chosen WYNY PD

Continued from Page 3

native of New York City, and it is critical in New York radio for someone to have that type of background. He believes in the station's present talent and direction, and he'll be a very positive force at WYNY."

WVON To Broadcast Bulls Basketball

WVON/Chicago recently signed an agreement with the Chicago Bulls pro basketball team, becoming the first Black-formatted radio outlet in America to serve as the originating station for a National Basketball Association franchise.

Earnest L. James, President of the Gannett-owned outlet, told R&R the agreement was evidence that "Black radio, not only in the Chicago market, is moving into the major leagues of radio in every perspective." James noted that WVON's acquiring the Bulls was the result of "diligent effort" that the station had pursued for "over a year," adding that WVON would sell its own advertising for the games, which will primarily be carried at night.

"Ecstatic" was how WVON PD C. Lee Armstrong Clear described the mood of the station to R&R. "We had decided earlier this year that to attract and hold the adult black listeners that are our target audience we had to branch out into other areas," Clear explained. "We feel confident that having the Bulls on WVON will make us more of a full-service radio station." Interestingly, Clear said that due to WVON's policy of religious programming only on Sunday, the dozen or so Bulls Sunday games would be broadcast on WVON's FM sister WGCI.



BLUES BROTHERS MISSION TO WLS — The Blues Brothers descended on WLS/Chicago, but the mayhem inflicted on the city in their film was not duplicated in real life. Instead, John Belushi (left) and Dan Aykroyd (right) posed for a well-behaved shot with WLS PD John Gehron.



KASH CALL FOR WET T-SHIRTS A HIT — KASH/Eugene ("The Top Banana") sponsored the "Ms. KASH Top Banana Wet T-Shirt" contest at a local club, with a turnaway audience of 1000+. Just to even the score, the station plans a "Men's Brief Auction" later, but didn't state whether it would use its slogan. Pictured are various entrants and celebrants at the club.



A LITTLE HELP FROM KELP — KELP/EI Paso participated in the Miss Talented Texas Teen pageant in town recently. The winner (center) will compete in the national finals of Hal Jackson's long-running contest this July. Pictured flanking her are KELP's Stan Main (left) and Estrella Flores, MC's of the event.



SHERIFF ROUNDS UP AUDIENCE — Polydor's Jamie Sheriff, first artist under the label's pact with Landers-Roberts Records, played the Starwood in L.A. recently, with radio and record folk turning out. Pictured backstage (l-r) are Landers-Roberts co owner Hal Landers, Polydor West Coast VP/IGM Marty Goldrod, KIQQ MD Jakki Bowman, Sheriff, and Polydor's Bob Speisman.



MEETING WEISBERG IN SAN LUIS — Tim Weisberg recently visited KSLY/San Luis Obispo, CA in conjunction with his new digitally-recorded Nautilus LP. Pictured (l-r) are KSLY MD Grateful Don, Weisberg, and Nautilus's Baxter Boyington.

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THE PICTURE PAGES

Century City Site Of "Chicago 14" Premiere



Chicago premiered their new "Chicago 14" album for West Coast Columbia execs at the label's Century City offices recently. Pictured at the premiere are (top row, l-r) label's Del Costello and Ken Sasano, CBS's Paul Smith, Chicago members Bobby Lamm, Peter Cetera, Laudir deOliveira, Danny Seraphine and Walt Parazalder, and group's producer Tom Dowd; (Bottom row, l-r) Chicago's Jimmy Pankow, Columbia's Ron Oberman, CBS President Bruce Lundvall, label's Terry Powell, and group member Lee Loughnane.

Dusty Goes For 20th



20th Century-Fox has signed Dusty Springfield to a contract, with a just-released single, "It Goes Like It Goes," from the movie "Norma Rae." Shown celebrating the collaboration are (rear, l-r): 20th VP's Dave Parks and Ronnie Vance and 20th's Brenda Geffner; (seated, l-r): Dusty and 20th President Neil Portnow.

Rossington Collins Band Rocks Atlanta Fox



After their recent performance at the Fox Theatre in Atlanta, MCA's Rossington Collins Band celebrated the release of their debut LP, "Anytime, Anyplace, Anywhere," with a number of label execs. Pictured at the party are (l-r) MCA's Leon Tsillis, MCA Dist. Corp. President Al Bergamo, MCA Records President Bob Siner, and Gary Rossington, Allen Collins, and Derek Hess of the Rossington Collins Band.

RCA Holds Sales Confab



Pictured at the podium making the pop product presentation at RCA Records National Sales and Marketing Conference held at Great Gorge, NJ Playboy Club recently is Ed DeJoy, label Division VP. Listening are (seated, l-r) RCA Division VP's John Betarcourt and Jack Chudnoff, and label's Jack Maher and Barry Gross.

"Duke" Disc Gold For Genesis



Following their recent performance at New York City's Madison Square Garden, Atlantic's Genesis were presented with gold album awards for their latest LP, "Duke." Pictured at the presentation are, from left: Atlantic VP Vince Faraci, group touring member Daryl Stuermer, group's Phil Collins, Mike Rutherford and Tony Banks, Genesis manager Tony Stratton-Smith, label VP Tunc Erim (in back), Atlantic Exec. VP/GM Dave Glew, and group touring member Chester Thompson.

Gabriel's Greek Greetings



Mercury's Peter Gabriel recently performed at the Greek Theatre in Los Angeles, where he was met backstage by a variety of label execs. Pictured post-concert are, from left: Gabriel, Phonogram/Mercury President Bob Sherwood, Gabriel manager Gail Colson, and Phonogram/Mercury's John Stainze and Carolyn Broner.

Clint Corral Radio Reps At "Bronco Billy" Bash



Warner Bros. Pictures recently provided radio programmers with the opportunity to attend a screening of "Bronco Billy," the latest Clint Eastwood vehicle, in New Orleans. Shown along with the film's star are (left photo) WBAM/Montgomery's Erin Brennan; (center photo) WKJJ/Louisville's E. Alvin Davis and his wife; and (right photo) WXCL/Peoria's Lee Ranson.



Black Radio

Bill Speed

The PD/Air Shift Combination — Can It Still Be Done By One?

In several radio formats — Pop/Adult and many AOR and Top 40 stations — it's rare to find a Program Director who also holds down an air shift. In other formats — Country and especially Black radio — it's more the rule than the exception to find the PD pulling a regular air show in addition to his or her programming duties. But as radio becomes more complex, there's a question as to whether any one person can handle both jobs at the peak of efficiency. I talked to three programmers who also do morning shifts to get their reactions.

Donnie Simpson, WKYS/Washington, DC — "It's taken its toll."

R&R: How is it for you being a PD and an air personality?

DS: I guess it's kind of rough, especially during the morning shift. A lot of times I have to stay all day. Right now, I'm really going through a lot of changes, because it happens to be '81 budget time, and this is something new for me. I've been a jock all my life, working two to four hours, and all of a sudden here I am with a budget and other things. And the radio station still has to go on despite the budget. I find my creativity suffers because of that.

R&R: Do you think that's a result of your working on the air too?

DS: I think it's a combination of that. I'm pulling an air shift, I'm Program Director, I do the music, and right now I happen to be Promotion Director because we are in between Promotion Directors. All of that is falling on my shoulders, and it's taken its toll. I leave the air a lot of mornings now feeling like I haven't done as good a job as I can. I haven't had the time to put into it that I am

used to having. I can see a time coming when I'm going to have to make a decision, one way or the other, and I've feared that since I started programming.

R&R: Does working both jobs affect your relationship with your jocks?

DS: I don't have a problem there because I treat them all as professionals. I think that's an advantage of being on the air with the guys, because you know what they need. I'm not one of those know-it-all cats — I ask them what they need, how they feel about the music, the pacing. My jocks have a lot of leeway because I'm on the air. I appreciate that freedom which the PD of course has, but I think they should also have it.

Dwight Harrison, WNOO/Chattanooga — "It's full of headaches but I love it!"

R&R: What's it like for you to run the radio station and do an air shift as well?

DH: Sometimes programming a station and handling a shift can be difficult, especially if you don't have yourself organized. You have to maintain a business attitude. You've got to map out your day-to-day plan. But programming and doing an air shift is really a challenge to me. It's full of headaches, but I love it and I wouldn't give it up for anything in the world.

R&R: There must be a certain psychological state of mind for programming and doing an air shift at the start of the day. How do you prepare?

DH: I have to psych myself up, especially to sign the station on. I get up every morning around 4:30am, read the newspaper, and gather information that will help the people make it through the day.

R&R: Do you use your air shift as a gauge for the pace of the station?

DH: I've been in this business for about seven years now, and my experience has been very helpful to me. In the morning I test the records to see how well they will be accepted by our audience.

Walter Martin (aka "Butterball Jr."), WILD/Boston — "You just have to set a routine for yourself."

R&R: Is it difficult for you to run the radio station and do an air shift?

WM: It's kind of hard to do. But you just have to set a routine for yourself. I've been in radio for seven years, and I feel that doing a radio show as a PD gives you input from the audience. You've got an edge on it.

R&R: What's the most difficult aspect for you with the combination of the two jobs?

WM: I think the hardest thing about it is you don't have time to plan your show. You really need that time. I find myself coming right out of my office, in the middle of conversations with record reps, local artists, or else coming out in the middle of a meeting. You find yourself coming out of it and popping right on to the air. But whatever it is, I can leave it behind, a discussion with another air personality, whatever. I can hit the air and boom, you've got Butterball Jr., who is ready to communicate and entertain you.

R&R: So you think the combination can work out . . .

WM: I think the job can be done. I think I put on a good radio show and I think I'm doing a good programming job as well.

That's how three PD/air personalities look at their roles. If you have strong feelings on this point or any other, I urge you to let me know. R&R welcomes your input.

People

Jo Ann Graham becomes Program Director of WGIV/Charlotte. Promoted from in-house, Graham replaces Chris Turner . . . With the exit of Program Director Ron King (R&R 7-11), WDIA/Memphis has appointed Music Director Mark Christian as acting PD. The station is still looking for a replacement PD . . . KMJQ/Houston has named Bill Travis interim Program Director and Dee Roquemore interim Music Director. Jerry Clifton, former consultant to 96X/Miami, will assume that same duty at KMJQ . . . Moving up the ladder of success is Linda Jackson, new air personality at KLOL/Beaumont. Prior to this Jackson was a receptionist at KMJQ . . . Baltimore recently welcomed the return of a familiar voice to its airwaves. Guy Broady is now handling middays at WWIN. Broady's debut last week fittingly coincided with his birthday (7-10) . . . PD/MD Butterball Jr. of WILD/Boston will soon be celebrating his seventh anniversary at the local Kicks Disco on July 25 . . . Connie Johnson has been appointed Director of Promotion for Philadelphia International and the TSOP labels. She was formerly the National R&B Promotion Director for Salsoul . . . 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.

Black Radio's Arbitron Scoreboard

With 16 major market Arbitron survey results for the April/May or Spring book in, it seemed like a good time to show how Black stations fared, and highlight some of the big success stories. The biggest success must be WVEE's in Atlanta, as the station gained over four shares from 7.6 to 11.9 and just missed overtaking Pop/Adult giant WSB, the market leader for decades. WBSL and WKTU continue to roll over everyone else in New York, and WXYV/Baltimore rose two full shares this book. WOKF/Tampa was a share-plus winner, and WKYS/Washington rose above a 6 share. Congratulations also to WAOK, WDMT, WABQ, WLBS, WGPR, KDAY, KGFJ, KJLH, WRVR, WDAS-FM, KMJM, WESL, KSOL, KDIA, KBLX, and WTMP for their up books; and to WTLC/Indianapolis for retaining its extremely high 9 share. LATE FLASH: Congratulations to Jazz-formatted WYLD-FM/New Orleans on its 3.8 to 7.0 increase.

Atlanta
WAOK (3.4-3.6)
WVEE (7.6-11.9)

Baltimore
WSID (2.0-1.8)
WWIN (4.5-4.3)
WXYV (5.6-7.6)

Chicago
WBMX (4.0-3.4)
WGCI (3.5-3.5)
WVON (1.9-1.9)

Cleveland
WABQ (1.3-1.4)
WDMT (4.1-4.5)
WJMO (3.7-2.4)

Dallas
KKDA-FM (5.8-5.1)
KNOK (4.2-3.9)

Detroit
WCHB (2.1-1.6)
WGPR (2.1-2.4)
WJLB (3.1-2.5)
WLBS (1.3-2.1)

Houston
KMJQ (8.0-5.1)

Indianapolis
WTLC (9.8-9.2)

Los Angeles
KDAY (1.9-2.1)
KGFJ (1.0-1.1)
KJLH (1.3-1.5)
KUTE (2.3-2.0)

New York
WBSL (7.5-8.1)
WKTU (6.0-6.7)
WRVR (1.2-1.6)

Philadelphia
WCAU-FM (3.3-2.8)
WDAS-FM (5.2-5.5)
WHAT (1.2-1.1)

St. Louis
KATZ (2.7-2.6)
KMJM (3.2-3.6)
WESL (1.7-2.6)

San Francisco
KBLX (1.4-1.8)
KDIA (2.5-3.1)
KSOL (3.8-4.3)

Seattle
KYAC (2.4-1.8)

Tampa
WOKF (4.7-5.8)
WTMP (2.1-2.3)

Washington, D.C.
WKYS (5.9-6.2)
WOL (1.5-1.4)
WOOK (4.8-4.1)

Places

RADIO ADVISORY COUNCIL: WWRL/New York Program Director Bob Law is a newly-elected board member for the Black Music Association (BMA) and is currently proposing a Radio Advisory Council to the organization. According to Law, "I think the BMA is on the threshold of becoming one of the most significant organizations in the industry. It is essential that the BMA be influenced by the new and progressive faces in radio. Black radio is at an historical crossroads." . . . Also in New York, jazz-formatted WRVR recently welcomed Billy Taylor to its studios and sponsored an 'RVR night at Yonkers Raceway featuring a live performance by Sonny Stitt before the race . . .

Things

BLUE MONDAY: Tying in with the "beginning of the work week blues," WDIA/Memphis is presenting "Blue Mondays." Beginning at 6am and ending at 3am Tuesday morning, two to three blues cuts will be added to regular programming . . .

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- GEORGE BENSON**
"Give Me The Night" (WB)
- FATBACK BAND**
"Backstrokin'" (Spring/Polydor)
- SPINNERS**
"Cupid/I've Loved You For A Long Time" (Atlantic)
- S.O.S. BAND**
"Take Your Time (Do It Right)" (Tabu)
- COMMODORES**
"Old-Fashion Love" (Motown)
- KURTIS BLOW**
"The Breaks" (Mercury)
- LARRY GRAHAM**
"One In A Million You" (WB)
- ISLEY BROTHERS**
"Here We Go Again" (T-Neck)
- DIANA ROSS**
"Upside Down" (Motown)
- CHIC**
"Rebels Are We" (Atlantic)

CLIMBERS

Following are listed in order of their airplay activity.

ASHFORD & SIMPSON "Love Don't Make It Right" (WB) 49% reporting. New at WKND, climbing at WOL, and hot at WWRL in the East. Added at WANT and WNOO, while climbing at WOIC, WAOK, WDIA and KOKY in the South. The Midwest shows medium airplay at WTLC, KAEZ, WKWM, KMJM, WJMO, WVKO and WBMX. New at KDAY in the West.

STACY LATTISAW "Dynamite!" (Cotillion) 46% reporting airplay. New at KMJQ, climbing at WJJS, and hot at WAOK and KAPE in the South. The Midwest reflects hot rotation at WJLB, WDAO and WKWM; climbing at WCIN, WJMO and KMJM. Hot at KYAC, KSOL and KDAY in the West. Heavy airplay at WOL, WILD and WKND in the East.

TEDDY PENDERGRASS "Can't We Try" (Philadelphia International) 46% reporting. Added at KDAY, KSOL and KYAC in the West. New at WBMX; climbing at WVKO, WJLB and WKWM in the Midwest. Debuting at WAMO and WKND while hot at WOL and WWRL in the East. Climbing at KOKY, WDIA, and WJJS with hot rotation at WAOK and WOIC in the South.

ROCKIE ROBBINS "You And Me" (A&M) 43% of our reporters are on it. Hot at WKND, WILD, WOL and WAMO in the East. Climbing at WCIN with hot rotation at WKWM, KATZ, KMJM and WJMO in the Midwest. The South shows it hot at WJJS while climbing at KMJQ, WAOK and WNOO. Hot at KYAC and KSOL in the West.

CON FUNK SHUN "By Your Side" (Mercury) 43% reporting airplay. Added at WJJS and WANT while climbing at WDIA, WAOK and KAPE in the South. Hot at KAEZ and WDAO while climbing at WCIN, KATZ, WJMO, WJLB, WVKO and WBMX in the Midwest. The East reflects medium airplay at WAMO with hot airplay at WOL.

AL JARREAU "Never Givin' Up" (WB) 40% reporting. New at WJMO, climbing at KAEZ, and hot at WJLB and WBMX in the Midwest. Climbing at KAPE and WAOK while hot at WJJS and WDIA in the South. Hot at WILD; climbing at WOL and WAMO in the East. The West shows hot rotation at KLIP while climbing at KSOL and KYAC.

O'JAYS "Girl, Don't Let It Get You Down" (TSOP/CBS) 40% reporting activity. Added at WNOO, WAOK, WHRK, WVEE and KOKY in the South. New at WTLC, KMJM, WVKO and WBMX in the Midwest. Debuting at WXYV, WILD, WWRL and WOL in the East. Added at KDAY in the West.

STARPOINT "I Just Wanna Dance With You" (Casablanca) 40% of our reporters are on it. The West shows an add at KDAY. New at WBMX, WJMO, WTLC and KAEZ while climbing at WKWM in the Midwest. Added at WJJS, WHRK and WVEE while climbing at WOIC and KOKY in the South. New at WXYV and WKND; medium airplay at WWRL in the East.

NATALIE COLE "Someone That I Used To Love" (Capitol) 37% reporting activity. Hot at WAOK, WJJS and WDIA in the South. Medium airplay at WILD and WKND in the East. Hot rotation at WVKO and WJMO; climbing at KAEZ, WCIN and KATZ in the Midwest. Climbing at KYAC and KSOL with hot rotation at KDAY in the West.

SMOKEY ROBINSON "Heavy On Pride" (Tamla) 37% reporting action. Added at WKWM, climbing at KATZ, WJLB and WDAO, and hot at WTLC in the Midwest. New at KDAY in the West. Debuting at WAOK with medium airplay at WOIC, WNOO, WJJS and WDIA in the South. Hot at WWRL with medium airplay at WKND in the East.

BARRY WHITE "Love Makin' Music" (Unlimited Gold/CBS) 37% reporting airplay. Added at WAMO and climbing at WWRL in the East. New at WAOK and WJJS while climbing at WOIC and KOKY in the South. Debuting at WVKO and WTLC; climbing at KATZ and WBMX in the Midwest. Added at KDIA, KYAC and KLIP in the West.

RAY PARKER JR. & RAYDIO "For Those Who Like To Groove" (Arista) 34% reporting. Medium airplay at KDAY in the West. Hot at WCIN; climbing at WKWM, KATZ, KMJM, WJMO, and WJLB in the Midwest. Hot at WOIC; climbing at KAPE, KMJQ and WDIA in the South. The East shows medium airplay at WOL.

BOZ SCAGGS "Jojo" (Columbia) 34% of our reporters are on it. Hot at WWRL while climbing at WILD and WOL in the East. Hot at WDIA with medium airplay at WAOK and WJJS in the South. Climbing at WJLB, WTLC and WKWM with hot rotation at KATZ in the Midwest. Climbing at KSOL and KDAY in the West.

SEVENTH WONDER "I Enjoy Ya" (Chocolate City) 34% reporting airplay. Climbing at WOL and WWRL in the East. Medium airplay at KAPE, WAOK, WJJS and KMJQ in the South. Climbing at WTLC, KAEZ, WDAO, KMJM, and WVKO in the Midwest. Medium airplay at KDAY in the West.

FIVE SPECIAL "Jam" (Elektra) 31% reporting action. Climbing at KMJQ in the South. Hot at KMJM while climbing at WCIN, WJMO, WJLB and WVKO in the Midwest. Heavy airplay at WAMO with medium activity at WOL, WWRL, WILD and WKND in the East.

GAP BAND "Party Lights" (Mercury) 31% reporting airplay. Hot at WAMO and WKND in the East. Climbing at KAPE while hot at KMJQ and WOIC in the South. Hot at KAEZ; climbing at WTLC, WCIN, WJMO and WVKO in the Midwest. Medium airplay at KDAY in the West.

CHAKA KHAN "Papillon" (WB) 31% of our reporters are on it. New at WTLC, WJMO and WJLB, climbing at WCIN, and hot at WBMX in the Midwest. Added at KAPE and WDIA, climbing at WOIC and WAOK, and hot at KOKY in the South. Hot rotation at WWRL in the East.

DYNASTY "I've Just Begun To Love You" (Solar/RCA) 31% reporting. Added at KYAC and KDAY in the West. New at WVKO while climbing at WTLC in the Midwest. Debuting at KMJQ and climbing at KOKY and WAOK in the South. Hot at WOL; medium airplay at WWRL, WILD and WKND in the East.

TASTE OF HONEY "Rescue Me" (Capitol) 31% reporting airplay. The West reflects an add at KDAY. New at WBMX; climbing at WVKO, WKWM, WDAO and WTLC in the Midwest. Added at WDIA while climbing at WAOK and WOIC in the South. Medium airplay at WKND and WWRL in the East.

NEW & ACTIVE

JOHNNY GUITAR WATSON "Love Jones" (DJM) 29% reporting. Hot at KMJM and KAEZ while climbing at WJLB in the Midwest. Medium airplay at WNOO, WAOK and WJJS in the South. Climbing at KSOL and KYAC in the West. Hot at WILD while climbing at WAMO in the East.

STANLEY CLARKE "We Supply" (Epic) 29% of our reporters are on it. Added at WKWM while climbing at WTLC, WBMX and WJLB in the Midwest. Hot at KDAY in the West. Climbing at WOIC, WAOK, WJJS and KMJQ in the South. Medium airplay at WWRL in the East.

WILLIAM DeVAUGHN "Figures Can't Calculate" (TEC) 29% reporting action. Climbing at WKND, WILD, WWRL and WOL in the East. Medium airplay at WJJS while hot at KOKY and WPDQ in the South. The Midwest reflects medium airplay at KATZ, WDAO and WKWM.

RICK JAMES "Big Time" (Gordy) 29% reporting. Added at WANT and WOIC; climbing at WNOO and KOKY; hot at WPDQ in the South. New at WJLB and KAEZ while climbing at WTLC, WJMO and WVKO in the Midwest.

JAZZ RADI D HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES** H (Tappan Zee/CBS)
- STANLEY TURRENTINE** Various Cuts
Inflation (Elektra)
- CRUSADERS** Rhapsody And Blues (MCA)
- AL JARREAU** Various Cuts
This Time (WB)
- FREDDIE HUBBARD** Various Cuts
Skagly (Columbia)
- VARIOUS ARTISTS** Various Cuts
Empire Jazz (RSO)
- MICHAEL FRANKS** Various Cuts
One Bad Habit (WB)
- RICHIE COLE** Various Cuts
Hollywood Madness (Muse)
- TOM BROWNE** Various Cuts
Love Approach (GRP/Arista)
- PHAROAH SANDERS** Various Cuts
Journey To The One (Theresa)

NEW & ACTIVE

- HERB ALPERT** Beyond (A&M)
- LOCKSMITH** Title, Various Cuts
Unlock The Funk (Arista)

EAST: WVRV/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/Baltimore, MD, Cheuncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLK/Atlanta, GA, Requeya Ward, WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. WEST: KAOX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGQ/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms
Hottest
July 18, 1980

EAST	SOUTH	MIDWEST	WEST
S.O.S. Band Stacy Lattisaw Gladys Knight & The Pips Rockie Robbins	S.O.S. Band Larry Graham Fatback Band	Larry Graham Spinners S.O.S. Band	Larry Graham Stacy Lattisaw Spinners S.O.S. Band

Regionalized Adds & Hots

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

EAST

WKND
Hartford, CT
Eddie Jordan

ADDED
Chic
Teddy Pendergrass
Starpoint
Ashford & Simpson
Gayle Adams
Peabo Bryson

HOTTEST
S.O.S. Band
Stacy Lattisaw
Kurtis Blow
Cameo "We're"
Rockie Robbins
Gap Band "Party"
Gladys Knight
Roberta Flack/Donny Hathaway
Jeralme Jackson
Fatback Band

WKYV
Larry Wilson
Baltimore, MD

ADDED
O'Jays
TTF
Rene & Angela
Jackie Moore
Starpoint

HOTTEST
Larry Graham
Fatback Band
S.O.S. Band
Gladys Knight
Stacy Lattisaw
Diana Ross
Gene Chandler "Does/Rainbow"
Cameo "We're/Shake"
Randy Crawford

WILD
Boston, MA
Steve Crumblay

ADDED
Stephen Bishop
O'Jays
Sugar Hill Gang
Trussel

HOTTEST
S.O.S. Band
Gene Chandler
Denise LaSalle
Gladys Knight
Stacy Lattisaw
One Way
Larry Graham
Johnny Guitar Watson
Rockie Robbins
AJ Jarreau

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Diana Ross
O'Jays
Della
Herb Alpert "Way"
Rene & Angela
Bobbi Walker
Noel Pointer
Simba

HOTTEST
Commodores
Ayers & Henderson
Smokey Robinson
Teddy Pendergrass
Ashford & Simpson
Chaka Khan "Hot"
George Benson
Boz Scaggs
Spyro Gyra
Harold Melvin & Bluenotes

WOL
Washington, D.C.
Bobby Barnett

ADDED
Midnight Star
RCR
Manhattans "Girl"
John & Arthur Simms
O'Jays
Sheila & B. Devotion

HOTTEST
Teddy Pendergrass
Dynasty
Spinners
George Benson
TTF
Con Funk Shun
Commodores
Isley Brothers
Rockie Robbins
Young & Company

WAMO
Pittsburgh, PA
Ken Allen

ADDED
John Gillian
Chic
Collins & Collins
Teddy Pendergrass
Barry White

HOTTEST
Spinners
Change
Stacy Lattisaw
Rockie Robbins
S.O.S. Band
Five Special
Gap Band "Party"
Gladys Knight
Larry Graham
Harold Melvin & Bluenotes

MIDWEST

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Barry White
Starpoint
David Hudson
Chaka Khan "Hot"
Shadow
O'Jays
Gary Glenn

HOTTEST
Kurtis Blow
George Benson
Fred Wesley
Commodores
Larry Graham
Smokey Robinson
Spinners
Brothers Johnson
Average White Band
Dayton

KATZ
St. Louis, MO
Earl Parnell

ADDED
Temptations "Struck"
Gayle Adams
High Inergy
Heat

HOTTEST
S.O.S. Band
Rockie Robbins
Spinners
GQ
One Way
TTF
Gladys Knight
Skeyy
Leon Haywood
Boz Scaggs

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Gary Glenn
Commodores "Jesus"
Kurtis Blow
Mass Production

HOTTEST
Raydio
Average White Band
Cameo
Harold Melvin & Bluenotes
Spinners
Larry Graham
Cameo "We're"
S.O.S. Band
Isley Brothers
Change

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Shalamar
Breakwater
Stanley Clarke
Tom Browne
Pleasure
Sheila & B. Devotion
Smokey Robinson

HOTTEST
Kurtis Blow
S.O.S. Band
GQ
Rockie Robbins
Fatback Band
Harold Melvin & Bluenotes
Larry Graham
Stacy Lattisaw
Kwick
Cameo

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Not Available

HOTTEST
Stacy Lattisaw
Skeyy
Dayton
Spinners
Kurtis Blow
Curtis Mayfield
Patrice Rushen/D.J. Rogers
Frank Hooker
Con Funk Shun
Sheila & B. Devotion

WBWX
Chicago, IL
Stephen Harris

ADDED
Taste Of Honey
O'Jays
Starpoint
Herbie Hancock
Ladmore
Alfonzo Surratt
Randy Crawford
Jeralme Jackson
Chocolate Milk
Delegation
Starship Orchestra
Teddy Pendergrass
Tom Browne

HOTTEST
Ambrosia
AJ Jarreau
Larry Graham
Gladys Knight
Omni
Frank Hooker
Harold Melvin & Bluenotes
Windy City
Spinners
Chaka Khan "Hot"

WEST

WJLB
Detroit, MI
J. Michael McKay

ADDED
ADC Band
Rick James
Chaka Khan "Hot"
Herb Alpert
Tom Browne
Lipps, Inc. "Rock"
Top Shelf
Gene Chandler

HOTTEST
Larry Graham
Stacy Lattisaw
Cameo "We're"
AJ Jarreau
One Way
Kool & The Gang
Ear Wizard
Sheila & B. Devotion
Spinners

KMJM
St. Louis, MO
Harry O

ADDED
O'Jays
Ambrosia "Woman"
Change "Searching"
David Ruffin
Rod
Patar Brown
Omni
Johnny Mathis
Herbie Hancock

HOTTEST
S.O.S. Band
Manhattans
Change
Gladys Knight
Ambrosia
Larry Graham
Rockie Robbins
Spinners
Johnny Guitar Watson
Five Special
Commodores

SOUTH

WVEE
Atlanta, GA
Scotty Andrews

ADDED
O'Jays
TTF
Rene & Angela
Jackie Moore
Starpoint

HOTTEST
Larry Graham
Fatback Band
S.O.S. Band
Gladys Knight
Stacy Lattisaw
Diana Ross
Gene Chandler "Does/Rainbow"
Cameo "We're/Shake"
Randy Crawford

WACK
Atlanta, GA
Carl Connors

ADDED
Barry White
Gladys Knight "Taste"
O'Jays
McFadden & Whitehead
Candi Staton
Smokey Robinson

HOTTEST
Fatback Band
Natalie Cole
Stacy Lattisaw
Kurtis Blow
Larry Graham
Diana Ross
Teddy Pendergrass
Commodores
TTF
Odyssey

WJJS
Lynchburg, VA
Robert Goins

ADDED
Barry White
Coffee
Temptations "Struck"
Randy Crawford
Ashford & Simpson
Starpoint
Con Funk Shun

HOTTEST
Larry Graham
S.O.S. Band
GQ
Spinners
Brothers Johnson
Rockie Robbins
Natalie Cole
AJ Jarreau
Fatback Band
Kurtis Blow

KMJQ
Houston, TX
Bill Travis

ADDED
Dynasty
Google & Tom Coppola
Chocolate Milk
Stacy Lattisaw "Dynamite"

HOTTEST
Fatback Band "Money"
Kurtis Blow
Diana Ross
Change
Manhattans
S.O.S. Band
Larry Graham
Invisible Man's Band
Commodores
Gap Band "Party"

WDIA
Memphis, TN
Mark Christian

ADDED
Diana Ross
Millie Jackson
Temptations "Struck"
Manhattans "Girl"
Taste Of Honey
D.J. Rogers
Chaka Khan "Hot"

HOTTEST
AJ Jarreau
Boz Scaggs
Fatback Band
George Benson
Isley Brothers
Larry Graham
Mass Production
Natalie Cole
Randy Crawford
S.O.S. Band

KOKY
Little Rock, AR
Jimmy Smith

ADDED
David Ruffin
O'Jays
Leon Huff
Manhattans
Patti Austin
Tom Browne

HOTTEST
Diana Ross
Chaka Khan "Hot"
Natalie Cole
George Benson
Alfonzo Surratt
Chocolate Milk
Syreeta
William DeVaughn
Ayers & Henderson
Herb Alpert

WPDQ
Jacksonville, FL
Net Jackson

ADDED
Whispers
Chaka Khan
Cameron
High Inergy
Trussel

HOTTEST
Kurtis Blow
Jeralme Jackson
Whispers "Lady"
Rick James
Curtis Mayfield/Linda Clifford
Chic
William DeVaughn
Shalamar "Owe"
Brothers Johnson
Fatback Band

WANT
Richmond, VA
Ben Miles

ADDED
Ashford & Simpson
Con Funk Shun
Kurtis Blow
Rick James
Herb Alpert
Ozone

HOTTEST
S.O.S. Band
Larry Graham
Stacy Lattisaw
Lipps, Inc.
Change
Chaka Khan
Spinners
Manhattans
Patti Labelle

WNOO
Chattanooga, TN
Dwight Harrison

ADDED
Ashford & Simpson
Shalamar
Peabo Bryson
Johnny Mathis
B.B. King
O'Jays
Maze
Merry Clayton
Chuck Brown & Soul Searchers
David Ruffin
George Benson
Herb Alpert
Whispers

HOTTEST
Fatback Band
Change
Lipps, Inc.
S.O.S. Band
Cameo "We're"
Kurtis Blow
Kleeer
Skeyy
Teena Marie
Spinners

SOUTH

KAPE
San Antonio, TX
Cesta Ayers

ADDED
Whispers
Chaka Khan
Cameron
High Inergy
Trussel

HOTTEST
S.O.S. Band
Change
Gladys Knight
Chaka Khan "Clouds"
Average White Band
Cameo "We're"
Stacy Lattisaw
Kurtis Blow
Breakwater
Chocolate Milk

WOIC
Columbia, SC
Bob Walters

ADDED
Joe Simon
Kurtis Blow
Rick James
Alfonzo Surratt
Manhattans "Girl"
Temptations "Struck"
Whispers

HOTTEST
S.O.S. Band
Fatback Band
Larry Graham
Spinners
Isley Brothers
Raydio
Invisible Man's Band
Commodores
Teddy Pendergrass
Gap Band "Party"

WHRK
Memphis, TN
Ron Olsen

ADDED
O'Jays
TTF
Rene & Angela
Jackie Moore
Starpoint

HOTTEST
Larry Graham
Fatback Band
S.O.S. Band
Gladys Knight
Stacy Lattisaw
Diana Ross
Gene Chandler "Does/Rainbow"
Cameo "We're/Shake"
Randy Crawford

MIDWEST

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
George Benson
Starpoint
Mass Production
Chic
Rick James
Lou Pride
Lipps, Inc. "Rock"

HOTTEST
S.O.S. Band
GQ
Invisible Man's Band
Con Funk Shun
Johnny Guitar Watson
TTF
Change
Switch
Isaac Hayes
Gap Band "Party"

WEST

WVCO
Columbus, OH
Kirk Bishop

ADDED
Stacy Lattisaw "Let"
Diana Ross
O'Jays
Chic
Michael Henderson
Maze
Dynasty
Barry White

HOTTEST
Kurtis Blow
Larry Graham
Harold Melvin & Bluenotes
Lipps, Inc.
Fatback Band
Skeyy
Patti Labelle
Brothers Johnson
Average White Band
Isley Brothers

WJMO
Cleveland, OH
Bernie Moody

ADDED
Starpoint
AJ Jarreau "Never"
Chaka Khan "Hot"

HOTTEST
Larry Graham
Rockie Robbins
Change
Patti Labelle
Isley Brothers
Gladys Knight
Brothers Johnson
Kurtis Blow
S.O.S. Band
Natalie Cole

WEST

KDAY
Los Angeles, CA
Steve Woods

ADDED
Lipps, Inc. "Rock"
Taste Of Honey
Teddy Pendergrass
Smokey Robinson
Patti Austin
Starpoint
Irene Cara
O'Jays
Dynasty
Ashford & Simpson

HOTTEST
Larry Graham
Stacy Lattisaw
Natalie Cole
Spinners
Kurtis Blow
Commodores
S.O.S. Band
George Benson
Cameo
Stanley Clarke

WEST

KYAC
Seattle, WA
Jimmy Pipkins

ADDED
Heat
Teddy Pendergrass
Dynasty
Barry White

HOTTEST
S.O.S. Band
Larry Graham
Stephanie Mills
Spinners
Gladys Knight
Change
Rockie Robbins
Stacy Lattisaw
Jeralme Jackson
Cameo "We're"

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Fatback Band
Raydio
Teddy Pendergrass
Chic

HOTTEST
Larry Graham
Spinners
S.O.S. Band
Stacy Lattisaw
George Benson
Cameo "We're"
Gladys Knight
Isley Brothers
Kurtis Blow
Rockie Robbins

KUP
Fresno, CA
Debbie Lee

ADDED
Candi Staton
Black Russian
Michael Franks
Watson Beasley
Barry White
Richard Tee
Tom Browne

HOTTEST
L.A. Boppers
AJ Jarreau
Stanley Turrentine
Con Funk Shun "Got"
Johnny Mathis

KDIA
Oakland, CA
Keith Adams

ADDED
Barry White
Crusaders
Dorothy Moore
Rene & Angela

HOTTEST
Not Available



Jeff Gelb AOR

WMNR: Putting The Handicap-Able To Work

Government statistics show a full ten percent of the American population to be handicapped in some way. Yet only one radio station in the country employs a full staff of the handicapped: WMNR/Monroe, CT, a 600-watt noncommercial AOR broadcasting live twenty hours daily.

WMNR is the brainchild of PD Stew Nazzaro, who wrote a grant that was approved by CETA (the Comprehensive Employment and Training Act) to begin broadcasting AOR music this past January. Nazzaro himself is an albino, while others on the staff include a woman with cerebral

"Handicapped is, after all, a subjective term. On the radio, no one's going to know if you have cerebral palsy and can't walk across the room."

— WMNR PD Stew Nazzaro

palsy, a stutterer, a Vietnam vet who lost a leg, and a wheelchair-confined person.

Nazzaro explained his purposes for starting the station with this unique crew: "We have three primary objectives. First is to train handicapped people in nontraditional roles. Second is to acquaint the disabled via the radio medium with different types of information. Third is to provide high visibility output to the community under the mask of radio to show them that the handicapped want to contribute to the community. By using this strong AOR format, we're demonstrating to the community that handicaps don't have to matter. They don't know we're handicapped unless we tell them."

Nazzaro said that outfitting the station for its handicapped employees was "a breeze." The console has been built to accommodate wheelchairs, with record racks placed immediately adjacent to the board.

As a noncommercial station, WMNR was faced with the problem of how to fill the natural breaks between music sets. That problem was solved by running prerecorded PSA's and voicing live PSA's just as if the jocks were reading live commercials. All the announcements deal with handicapped service information, including ride and job referrals.

Musically, the station makes best use of the fact that it is noncommercial and therefore does not need to show the sort of ratings its radio neighbors need. "We place a heavy emphasis on new music; we like to try and break artists. We're trying to provide an alternative input into the community; we're out to please our audience."

Listener response has been encouraging, especially within the handicapped community. "A lot of handicapped people come through the studios," Nazzaro reported. "It's like a fishbowl in here. The younger kids go, gee, this is great, there is hope for me; that kind of thing. The older ones generally say it's about time something like this happened; it's about time we got involved this way; it's about time we demonstrated our strengths."

The response has been personally rewarding to Nazzaro, who hopes that other radio stations will observe the success of WMNR and take its lesson to heart. As Nazzaro put it, "Handicapped people will break stones to get an opportunity to



ON THE AIR — Pictured (l-r) are WMNR Public Affairs Director Carolyn Aucella, PD Stew Nazzaro, MD Paul Kardas.

prove their worth. They're super-dedicated people who are fighting for a chance to do something with their lives. Handicapped is, after all, a subjective term. On the radio, no one's going to know if you have cerebral palsy and can't walk across the room. That's the beauty of it. We're destroying people's misconceptions of the abilities of the handicapped by what we prove we can do every day on the air."



STONES ROLL TO NEW YORK, RADIO FOLLOWS — Shown at the taping of DIR's 90-minute radio special with the Rolling Stones (scheduled for airing this Sunday night) are the six AOR programmers and personalities who were involved in the program's interview portions. Pictured (l-r) are WNEW-FM/New York PD Scott Muni, WMMR/Philadelphia PD Charlie Kendall, group's Charlie Watts, Ron Wood, Bill Wyman and Mick Jagger, KMET/Los Angeles MD Jack Snyder, KTXQ/Dallas MD Tempie Lindsey, WXRT/Chicago PD Norm Winer, WCBN/Boston air personality Mark Parenteau.



BUZZ FOR BOZ — Columbia invited Bay Area AOR reps to hear the latest Boz Scaggs album, "Middle Man," at a special listening party. Pictured (l-r) are KOMA/San Jose MD Dana Jang, Boz, Columbia's Bert Bamgartner.



BOBBIN BEAMS — Caught in mid-song is WLPX/Milwaukee MD Bobbin Beam, who sang the national anthem prior to the Young Milwaukee Night festivities co-sponsored by the station. Included in the evening's admission price was a concert by Atlantic's Off Broadway and a baseball game pitting the Milwaukee Brewers against the Baltimore Orioles.



WILLIE ROCKS WBAB — Arista's Willie Nile (left) seems surprised to find himself at WBAB/Long Island, where DJ Ralph Tortora (right) coerced him into an interview.



**Radio stations and retailers
are enjoying the
success of BOB DYLAN'S
latest album "SAVED."**

Another side of Bob Dylan.

Produced by Jerry Wexler and Barry Beckett



from Columbia Records

Jeff Bell



MASCOT OF LOOP FLIES THE COOP — It's a bird... It's a plane... actually, it is a bird of sorts; pictured is the Loop Hawk, new mascot for WLUP/Chicago. The big bird's first assignment is to hand out prizes to listeners wearing Loop T-shirts at functions throughout the city.



WAAL HAS HEART — Epic's Haert joined the staff of WAAL/Binghamton for on-air conversation during a recent concert stopover. Pictured (l-r) are WAAL MD Glenn Cornelless, group's Nancy Wilson and Michael Derosier, WAAL PD Keith Nelson.



KKBC GREET'S STARSHIP — KKBC/Reno held a contest offering winners a chauffeur-driven limo to the Jefferson Starship concert, and an opportunity to meet the band. Pictured (l-r) after the show are KKBC MD Paul Mitchell, group's David Freiberg and Mickey Thomas, two winners.

UPDATE

KISW/Seattle is sending its morning team of Crow and Hovanes to a different bar once weekly to buy a round for the house. Results so far, according to the station, have been "smashing" . . . 50 WXRT/Chicago listeners attended a Jimmy Buffett buffet of ribs prior to seeing the MCA artist in concert, courtesy of WXRT . . . Buffett was the star of a recent 50-station AOR network broadcast with KQRS/Minneapolis playing host . . . KLOS/Los Angeles jocks attended several July 4th listeners' parties, with newscaster Jane Platt doing live remotes from each. The station handed out Cheech & Chong memorabilia at the parties, in conjunction with Universal's new film of the duo, due shortly . . . WYSP/Philadelphia is tying in with the same movie for a promotion that asks listeners to imitate the comedy duo in a live performance in front of listeners and judges at a local comedy club. Everyone showing up gets free passes to a screening of the movie . . . KPAS/EI Paso sponsored a raft race that attracted 12,000 listeners, with winners receiving coolers and rubber rafts. The station capped the daylong festivities with a fireworks display. Among the other stations providing Fourth of July fireworks for listeners were WMMS/Cleveland and WIYY/Baltimore . . . WMMS, in conjunction with Planet Records and the American Noise album, are offering a complete Jensen car stereo system to a winning postcard entrant, while runners-up receive copies of the album by the Cleveland-based band . . . WWCK/Flint asked listeners to send in photos of themselves in their most "burned-out" state, to be displayed at the station. In exchange, the station is sending out a "Burnout Certificate" to each entrant . . . WBCN/Boston polished off its second annual rock 'n' roll rumble, a nine-day-long battle of the bands, with the winning band (Pastiche) receiving \$1000 cash and a TV concert on a local UHF outlet . . . WWCT/Peoria's benefit concert of area bands raised \$8000 for MD . . . WBAB/Long Island handed out 200 \$1 bills in sequence to cars spotted with the station's bumpersticker by WBAB's van. Later the station will draw one of the bills' serial numbers with the owner of that dollar receiving \$1023 in cash (corresponding with the station's 102.3 dial position) . . . KEZY/Anaheim is awarding four guest air shifts to the listeners who submit the most complete format descriptions of the AM AOR . . . KEZO/Omaha's "Classic Rock Night" gave listeners the chance to gather at a local nightclub to hear their favorite

album tracks (voted by the listeners themselves) on a \$20,000 stereo system, while enjoying free liquid refreshments.

COMING NEXT WEEK: One of the most interesting ratings upsets to date in the Spring ARB results has been the turnaround in Denver's numbers, where Superstars affiliate KAZY lost its AOR lead to KBPI, which jumped 4.9 to 9.0 in 12+ figures, becoming the city's top-rated station. Next week we'll talk to KBPI PD Frank Cody about his station's programming and promotional policies that helped lead KBPI to ratings victory.

PROMOTION OF THE WEEK



KZEW Invites Listeners To Buckle Up

KZEW/Dallas had 1500 customized belt buckles manufactured by Louis Bull Specialty Advertising in Ft. Worth. The KZEW logo die cast cost \$645, while the buckles themselves, made of bronze, cost \$1.60 each.

The buckles were first sold at KZEW's annual Zoo World lifestyle fair, and subsequently at the station's booth at the recent Texas World Music Festival, for \$5.

— Margie Poole,
Promotion Director
KZEW/Dallas

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.

EVOLUTION

Kevin Shutts has been named to the position of Operations Manager at WGRQ/Buffalo. Paul Heine has been promoted to MD at the station . . . Bill Flint has been upped to PD at WBWB/Bloomington; Randy Lloyd has been upped to MD at the station . . . Gary Shaw has rejoined KTXQ/Dallas for afternoons . . . KSJO/San Jose's new Creative Director is Stephen Dunwoody . . . WCAS/Cambridge has named Larry Miller as PD . . . John Bloodwell has been named Promotion Director at WWW/Detroit . . . New to the airstaff of KISW/Seattle are Jessie Brandon (for nights) and Paul Emery (for weekends) . . . Peter James and Chris Hartt have joined the airstaff at KROQ/Pasadena . . . Viv Roundtree has joined WBCN/Boston for weekends . . . WBCY/Charlotte is switching formats from AOR to Top 40.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMYK & WZAM/Norfolk presented Robbin Thompson, Jags for \$3.94 . . . WIMZ/Knoxville presented Jacaranda for free.

RADIO CONCERTS: Kittyhawk on WLIR/Long Island . . . Eric Clapton on WRNW/Briarcliffe Manor . . . Willie Nile on WRKI/Bridgeport . . . Jimmy Buffett on WBRU/Providence . . . Sussman-Lawrence on KQRS/Minneapolis.

GUEST DJ'S: Dirt Band on KSAS/Kansas City.

CONVERSATIONS: Tommy Tutone on KEZO/Omaha . . . Sammy Hagar on KSJO/San Jose . . . Eric Clapton on WRNW/Briarcliffe Manor . . . Ted Nugent on KGON/Portland . . . Blues Brothers on WMMS/Cleveland . . . Willie Nile on WRKI/Bridgeport . . . Pat Travers on WXL/Davenport . . . Rabble on KMGN/Bakersfield . . . Rocky Burnette, Jefferson Starship on WMMR/Philadelphia . . . Rossington Collins Band, Point Blank, Pat Travers on WORJ/Orlando . . . Billy Squier on KTXQ/Dallas . . . Interview, Rockets, Point Blank, Mitch Ryder on WILS/Lansing . . . Robin Lane, Undertones, Terry Dolan on KTIM/San Rafael . . . Father Guido Sarducci on KIOK/Tri-Cities . . . Billy Joel on WIOQ/Philadelphia . . . Shandi, Selector on KNAC/Long Beach . . . Judas Priest, Dakota on WZZO/Allentown . . . Henry Paul, Ted Nugent on WAQX/Syracuse . . . Heart, Judas Priest on WIYY/Baltimore . . . Ronin on KILO/Colorado Springs . . . Judas Priest on WCMF/Rochester . . . Billy Squier, Dirt Band, Nighthawks on KSAS/Kansas City . . . Rodney Dangerfield on WMMS/Cleveland . . . John Landis on KZOK/Seattle . . . Les McCann, Amazing Rhythm Aces on KSPN/Aspen.



SCOTT WILK + THE WALLS

ALREADY ON: WLUP, WMET, WXRT, WCCC, WLIR, WMMS, WPDH, WJKL, KLOL, WYMX, KNAC, KZEL, KILO, KLRB, KAAK, KTYD, WKTM, WZLD, WWWZ, WTUL, NOVA 104, KQDS, KBLE, WAER, WECM, WABX, WKLS, WRAS, WLSQ . . .



CONSENSUS CUTS:

- "SUSPICION,"
- "VICTIM OF CIRCUMSTANCE,"
- "SHADOW-BOX LOVE,"
- "MAN IN THE MIRROR"

PRODUCED BY MICHAEL OMARTIAN & SCOTT WILK
ON WARNER BROS. RECORDS



THE ENGLISH BEAT

ALREADY ON: WJKL, WMMS, WKDD, WNEW, WBCN, WBLM, WBRU, WGIR, WLIR, WMMR, WHFS, WQBK, KKRO, WIBA, WTUL, WRAS, WUOG, WLYX, KNAC, KFML, KSAN, KTIM, KLRB, KOZZ . . .



CONSENSUS CUTS:

- "TEARS OF A CLOWN,"
- "TWIST & CRAWL,"
- "HANDS OFF SHE'S MINE" &
- "MIRROR IN THE BATHROOM"



PRODUCED BY BOB SARGEANT
ON SIRE RECORDS

MANUFACTURED & DISTRIBUTED BY WARNER BROS. RECORDS

Album Airplay/ 40

Chart Summary

July 18, 1980

156 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for week numbers (6/27, 7/4, 7/11, 7/18) and album titles/artists. Includes entries for Rolling Stones, Jackson Browne, Pete Townshend, Genesis, Queen, Kinks, etc.

It was a good week for movement on the chart, as some AOR giants showed their airplayed strength. STONES leaped to first place with the greatest number of total reports of any album for the week. BROWNE jumped into second place with excellent medium and hot reports. QUEEN moved up nicely as R/C and BLACKFOOT held rock steady. ROADIE inched up as CLAPTON maintained and BOC jumped up. ROXY gained as SABBATH held its own. BECK, FOGHAT and SSJ all had a good week. POCO was the week's most added album and highest debut. JUDAS and GABRIEL moved up. PAUL jumped up as DIRT debuted with good reports in all rotations. ARMATRADING inched up as KROKUS and DYLAN climbed. The resilient SCORPIONS bounced back and LYNOTT inched up. JOURNEY and MOTELS came close to charting this week.

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 listing 'Most Added' albums with columns for weeks 7/18, 7/11, 7/4, 6/27, 6/20. Includes entries for POCO, Dave Davies, DIRT BAND, Huey Lewis & News, etc.

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 listing 'Medium' albums with columns for weeks 7/18, 7/11, 7/4, 6/27, 6/20. Includes entries for Jeff Beck, Blue Oyster Cult, Foghat, etc.

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 listing 'The Hottest' albums with columns for weeks 7/18, 7/11, 7/4, 6/27, 6/20. Includes entries for Rolling Stones, Pete Townshend, Jackson Browne, etc.

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.


"BREAKING" BIG:



And "BREAKING" From The Album
"UNDER THE GUN"

POCO

AOR BREAKERS




POCO
Under The Gun (MCA)
Title "Footsteps" "Young"
"Rain." 78% of our report-
ers on it. Total album re-
ports: 118. A-112, M-6, H-
1. Debuted this week at
No. 23.



And "BREAKING" From The Album
"DON'T MISUNDERSTAND ME"

ROSSINGTON COLLINS BAND

AOR BREAKERS



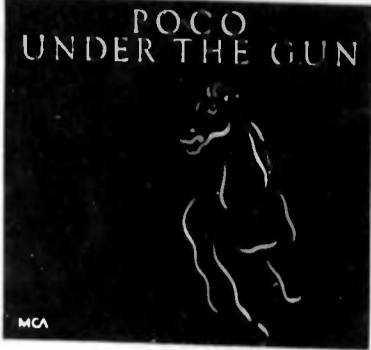
**ROSSINGTON
COLLINS BAND**
Anytime —
Anyplace —
Anywhere (MCA)
"Misunderstand" "Prime"
"Opportunity" "Getaway."
73% of our reporters on it.
Total album reports: 117.
A-115, M-0, H-2. Debuted
this week at No. 27.

JUNE 27th

ON MCA RECORDS

AOR BREAKERS

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



POCO Under The Gun (MCA)
Title "Footsteps 'Young' Rain." 78% of our reporters on it. Total album reports: 118. A-112, M-5, H-1. Debuted this week at No. 23.

SINGLES

- ROGER DALTRY** "Free Me" (Polydor)
- CHARLIE DANIELS BAND** "In America" (Epic)
- JOURNEY** "Walks Like A Lady" (Columbia)
- TOMMY TUTONE** "Angel Say No" (Columbia)
- PRETENDERS** "Stop Your Sobbing" (Sire)
- BOZ SCAGGS** "Jojo" (Columbia)
- KENNY LOGGINS** "I'm Alright" (Columbia)
- RUSS BALLARD** "On The Rebound" (Epic)
- WHITESNAKE** "Fool For Your Loving" (Mirage)
- KINGBEES** "My Mistake" (RSO)
- BILLY SQUIER** "Should Be High" (Capitol)
- ELO** "I'm Alive" (MCA)
- PURE PRAIRIE LEAGUE** "Let Me Love..." (Casablanca)
- GERRY RAFFERTY** "Royal Mile" (UA)
- JO JO ZEP & THE FALCONS** "Hit & Run" (Columbia)

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

- STANLEY CLARKE** Rocks, Pebbles & Sand (Epic)
Title
- DIXIE DREGS** Dregs Of The Earth (Arista)
"Road" "Twiggs" "Hereafter"
- CRUSADERS** Rhapsody & Blues (MCA)
"Shadows"
- AL DIMEOLA** Splendido Hotel (Columbia)
"Roller" "Dinner"
- KITTYHAWK** Kittyhawk (EMI America)
"Islands" "Chinese"
- LAMONT CRANSTON** Up From The... (Various Cuts)
Waterous Cuts
- MICHAEL FRANKS** One Bad Habit (WB)
Title "Baseball"
- JEFF LORBER FUSION** Wizard Island (Arista)
Title "Lava" "Roots"
- AL JARREAU** This Time (WB)
"Givin'" "Time" "Spain"
- DAN SIEGEL** Nite Ride (Inner City)
"Friday" "Habit"

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

WZZO Allentown 215-894-0511

PO: LYN COREY (Notting Stones)
NO: CHUCK HOLY (Rolling Stones)

Added:
DAVE DAVIES (Epic)
JACKSON BROWNE (Asylum)
POCO (MCA)
DIRT BAND (UA)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
JERRY DOUGLAS (Mercury)
DIRT BAND (UA)

Hot:
ROLLING STONES (Atlantic)

104FM WBCN Boston 617-266-1111

PO: TOM BERARDINO (Rolling Stones)
NO: RICHARD WOODMAN (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

MOST ADDED

- POCO Under The Gun (MCA)** 27/26
- DAVE DAVIES AFL1-3603 (RCA)** 19/18
- DIRT BAND Make A Little Magic (UA)** 11/7
- CAROLYN MAS Hold On (Mercury)** 8/6
- HUEY LEWIS & THE NEWS Huey Lewis... (Chrysalis)** 7/6

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

- JEFF BECK There And Back (Epic)** 21/16
- SOUTHSIDE JOHNNY & ASBURY JUKES Love Is A... (Mercury)** 27/15
- BLUE OYSTER CULT Cultusaurus... (Columbia)** 26/15
- ROYX MUSIC Flesh & Blood (Atco)** 25/14
- FOGHAT Tight... (Bearsville/WB)** 20/14

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

- ROLLING STONES Emotional... (Rolling Stones)** 34/32
- JACKSON BROWNE Hold Out (Asylum)** 33/31
- PETE TOWNSHEND Empty Glass (Atco)** 32/31
- GENESIS Duke (Atlantic)** 31/27
- KINKS One For The Road (Arista)** 30/24

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.

98Rock wyy Baltimore 301-889-0098

PO: GEORGE HARRIS (Rolling Stones)
NO: CHUCK HOLY (Rolling Stones)

Added:
JACKSON BROWNE (Asylum)
POCO (MCA)
DIRT BAND (UA)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

104FM WBCN Boston 617-266-1111

PO: TOM BERARDINO (Rolling Stones)
NO: RICHARD WOODMAN (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

97Rock WOLFA Buffalo 716-881-4555

PO: GEORGE HARRIS (Rolling Stones)
NO: CHUCK HOLY (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WHCN WGHM Hartford 203-247-1060

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WLIB FM 92.5 Long Island 516-485-9200

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WAAA Binghamton 607-772-8850

PO: KEITH HELSON (Rolling Stones)
NO: GLENN COMBESS (Rolling Stones)

Added:
JACKSON BROWNE (Asylum)
POCO (MCA)
DIRT BAND (UA)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

104FM WBCN Boston 617-262-5900

PO: TOM BERARDINO (Rolling Stones)
NO: RICHARD WOODMAN (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WECM Claremont 803-542-7735

PO: GEORGE HARRIS (Rolling Stones)
NO: CHUCK HOLY (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WBLM 106 Lewiston-Portland 207-783-2065

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WBCN 104 Long Island 516-727-1570

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WQZ Boston 617-247-0850

PO: JOHN SEBASTIAN (Rolling Stones)
NO: KATE NEWMAN (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

Bea's Rock 104.5fm Bridgeport 203-579-9995

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WCCC Hartford 203-549-3456

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

104FM WBCN Long Island 516-587-1023

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

WBCN 104 Long Island 516-727-1570

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

Manchester 603-825-6915

PO: DANIEL P. HAYDEN (Rolling Stones)
NO: ED O'CONNELL (Rolling Stones)

Added:
DAVE DAVIES (Epic)
"In A Believer"
"I'm Alive"
"Lips, Inc." (Casablanca)
"The Other" (Polygram)
"I'm Alive" (MCA)
"The Other" (Polygram)

Medium:
ALICE COOPER (Epic)
JACKSON BROWNE (Asylum)
"In A Believer"
"I'm Alive" (MCA)
"The Other" (Polygram)

Hot:
ROLLING STONES (Atlantic)

EAST

WVVAQ Morgantown 304-296-0029
PO: SCOTT RACER
ROCK (HEAT)
YORKTOWN (FM)

New York 212-986-7000
PO: DICK REED
ROCK (HEAT)
YORKTOWN (FM)

New York 212-887-7777
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

New York 212-887-7777
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

North Jersey 201-328-1055
PO: JANE McCAFFREY (Capitol)
ROCK (HEAT)
YORKTOWN (FM)

Ottawa 613-563-1919
PO: GREG TOWNSEND
ROCK (HEAT)
YORKTOWN (FM)

Philadelphia 215-687-8100
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Philadelphia 215-581-0933
PO: CHARLES DANIELS (Epic)
ROCK (HEAT)
YORKTOWN (FM)

Pittsburgh 412-562-5900
PO: DAVE LANE
ROCK (HEAT)
YORKTOWN (FM)

Pittsburgh 412-382-2144
PO: JACK ROBERTSON
ROCK (HEAT)
YORKTOWN (FM)

Providence 401-272-9550
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Providence 401-272-9550
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Rochester 716-288-3200
PO: TED EDWARDS
ROCK (HEAT)
YORKTOWN (FM)

Scranton 717-981-1842
PO: CHARLES DANIELS (Epic)
ROCK (HEAT)
YORKTOWN (FM)

Washington, D.C. 703-534-0320
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

West Virginia 304-722-3308
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Toronto 416-967-3445
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Washington, D.C. 202-826-9932
PO: MICHAEL HEAT
ROCK (HEAT)
YORKTOWN (FM)

Worcester 617-752-5811
PO: PAUL LEROUX
ROCK (HEAT)
YORKTOWN (FM)

York 717-266-8606
PO: JEFF HART
ROCK (HEAT)
YORKTOWN (FM)

SOUTH

KY99 Amarillo 806-359-8561
PO: DON STITTON
ROCK (HEAT)
YORKTOWN (FM)

Atlanta 404-325-0960
PO: RICH SALED
ROCK (HEAT)
YORKTOWN (FM)

Augusta 404-722-1302
PO: ERIC HEDGECOCK
ROCK (HEAT)
YORKTOWN (FM)

Austin 512-474-6543
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

MOST ADDED

- POCO Under The Gun (MCA) 26/25
DIRT BAND Make A Little Magic (UA) 21/9
DAVE DAVIES AFL1 3603 (RCA) 8/8
LE ROUX Up (Capitol) 14/6
HUEY LEWIS & THE NEWS Huey Lewis... (Chrysalis) 5/5

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

MEDIUM

- KINKS One For The Road (Arista) 23/13
FOGHAT Tight... (Bearsville/WB) 20/13
GRATEFUL DEAD Go To Heaven (Arista) 19/12
CHEAP TRICK Found All The Parts (Epic) 18/12
GRAHAM PARKER & RUMOUR The Up Escalator (Arista) 16/12
SAMMY HAGAR Danger Zone (Capitol) 14/12
BILLY SQUIER The Tale Of... (Capitol) 14/12

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

THE HOTTEST

- ROLLING STONES Emotional... (Rolling Stones) 30/28
PETE TOWNSHEND Empty Glass (Atco) 26/27
JACKSON BROWNE Hold Out (Asylum) 29/26
QUEEN The Game (Elektra) 27/23
ROSSINGTON COLLINS BAND Anytime... (MCA) 29/22

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

Beaumont 713-727-0229
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Birmingham 205-870-9900
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

Corpus Christi 512-855-4641
PO: GARY BERGER
ROCK (HEAT)
YORKTOWN (FM)

MIDWEST

WMAD Madison 808-249-9277

Oklahoma City 405-831-8881

Saginaw 517-892-9528 517-894-2908

FM 104 Toledo 419-248-3377

WXUS Lafayette 317-448-1588. Station info and playlist including Blue Brothers, Journey, and Cheap Trick.

FM 102 Home Lincoln 402-432-8585. Station info and playlist including Jackson Browne, Rolling Stones, and The Police.

WIBA-FM Madison 808-274-5450. Station info and playlist including Jackson Browne, The Police, and The Clash.

93QFM Milwaukee 414-276-2040. Station info and playlist including The Police, The Clash, and The Jam.

KQ92 Minneapolis 612-845-8601. Station info and playlist including The Police, The Clash, and The Jam.

KFMH Muscatine 319-283-2512. Station info and playlist including The Police, The Clash, and The Jam.

93QFM Milwaukee 414-276-2040. Station info and playlist including The Police, The Clash, and The Jam.

Z92 Omaha 402-692-6300. Station info and playlist including The Police, The Clash, and The Jam.

103 WUKT Peoria 308-674-2000. Station info and playlist including The Police, The Clash, and The Jam.

93QFM Milwaukee 414-276-2040. Station info and playlist including The Police, The Clash, and The Jam.

US 95 St. Louis 314-842-1111. Station info and playlist including The Police, The Clash, and The Jam.

PFR Rock 103 Terre Haute 812-238-2567. Station info and playlist including The Police, The Clash, and The Jam.

93QFM Milwaukee 414-276-2040. Station info and playlist including The Police, The Clash, and The Jam.

T-95 Wichita 316-722-8123. Station info and playlist including The Police, The Clash, and The Jam.

92 CITI FM Winnipeg 204-776-0371. Station info and playlist including The Police, The Clash, and The Jam.

93QFM Milwaukee 414-276-2040. Station info and playlist including The Police, The Clash, and The Jam.

MIDWEST

KRBT Albuquerque 505-268-7946. Station info and playlist including The Police, The Clash, and The Jam.

KQFN Aspen 303-925-5776. Station info and playlist including The Police, The Clash, and The Jam.

KEZY Anaheim 714-776-3696. Station info and playlist including The Police, The Clash, and The Jam.

98 FM Bakersfield 805-832-1410. Station info and playlist including The Police, The Clash, and The Jam.

MOST ADDED POCO Under The Gun (MCA) 3/28, DIRT BAND Make A Little Magic (UA) 20/11, DAVE DAVIES AFL1-3603 (RCA) 12/11, KROKUS Metal Rendez-Vous (Ariola) 16/6, HUEY LEWIS & THE NEWS Huey Lewis... (Chrysalis) 9/6.

103 Boise 208-344-6363. Station info and playlist including The Police, The Clash, and The Jam.

KBCO Boulder 303-444-5600. Station info and playlist including The Police, The Clash, and The Jam.

MEDIUM JEFF BECK There And Back (Epic) 28/17, ROXY MUSIC Flesh & Blood (Atco) 26/17, JUDAS PRIEST British Steel (Columbia) 22/17, SOUTHSIDE JOHNNY & ASBURY JUKES Love Is A... (Mercury) 19/16.

KILO 94 Colorado Springs STEREO FM 303-634-4896. Station info and playlist including The Police, The Clash, and The Jam.

KAZY Denver 303-758-5600. Station info and playlist including The Police, The Clash, and The Jam.

THE HOTTEST PETER DINKlage Empty Glass (Atco) 38/38, ROLLING STONES Emotional... (Rolling Stones) 37/37, JACKSON BROWNE Hold Out (Asylum) 39/35, QUEEN The Game (Elektra) 32/29, GENESIS Duke (Atlantic) 33/28.

103 KBPI Denver 303-938-2313. Station info and playlist including The Police, The Clash, and The Jam.

KZEL Eugene 503-484-4304. Station info and playlist including The Police, The Clash, and The Jam.

Country



Jim Duncan

Air Waves

Right here in the middle of the "good-ole-summertime," this column should be called "Heat Waves!" . . . Recently WMZQ-FM/Washington, DC had a Dallas sympathy day and turned off all the air conditioners at the station . . . WILQ-FM/Williamsport, PA came up with a little "cooler" idea by sponsoring the paddler class of the Tiadaughton Marathon Canoe Race over a recent weekend. The race is over a 6.5 mile course down Pine Creek and over to the Susquehanna River. Getting together with the local 7-Up bottlers, the station was able to pass out co-op WILQ-FM/7-Up T-shirts to each of the 300 competitors. All of the WILQ air personalities also competed, according to OM Jim Cameron . . . The WIL/St. Louis raft float from a few weeks back is documented on this page . . . Good early response from the Golden West Radio production of "Country Music's Magazine of the Air," which is hosted by KLAC/Los Angeles afternoon drive air personality Harry Newman (seen here with Golden West's VP/GM Roger Carroll) . . . The two-hour program includes music, interviews and special features. Country managers and programmers can get more info by calling toll free: (800) 421-4473 . . . WIRK-FM/West Palm Beach presented the South Florida premiere of Willie Nelson's new movie "Honeysuckle Rose." The station gave away tickets by having listeners answer trivia questions . . .



Harry Newman & Roger Carroll

News Notes

It looks the "vacation gods" have smiled upon me this year, as I'm looking forward to taking next week off. My trip will be both business and pleasure, with a few of the days of the week devoted to the Country Music Association Board of Directors meeting in Lake Tahoe. I hope to bring back some very good news about the CMA "Post-Awards Radio Special" and some other surprises as well. Of course, my ever-faithful camera will be with me to record some of the interesting moments of the meeting. A film report in two weeks . . . I'm sure Johnny Cash's "Any Old Wind That Blows" will not be heard for awhile on WDDD/Marion, IL. Bruce Welker, PD for the powerful FM station, tells R&R that a big old wind and storm tore down their 500-foot tower and managed to knock out the power for the entire city. The station was off the air for about five hours. Thanks to an auxiliary power generator, the station was able to get back into action with a minimum of headaches . . . WHN/New York reports having a new Station Manager in light of Nick Vebitsky's promotion at Mutual (R&R Washington Report, 7-11). Sales Manager Brian Moors has been given the nod. For more details see Page 3 of R&R . . . Jim Walton has been upped to Operations Manager of WITL-AM-FM/Lansing, MI. J.C. Sears has been appointed PD of WTTL-FM. Sears also does morning drive for the station . . . Starting Monday (7-21) Buddy Van Arsdale takes over as PD of KJJJ/Phoenix. Buddy had been with WIL/St. Louis as MD . . . After two years, Ray Sherwood leaves the MD job at WAXX/Eau Claire, WI and is the Twin Cities. No replacement announced yet, as WAXX's PD Tim Wilson will look after the music for now . . . Lloyd Carr is stepping out of the PD role at KTOM/Salinas, CA to join the sales staff. He spent the past seven years as KTOM's PD, and will assist in the selection of his replacement. Tapes and resumes to him at Box 1380, Salinas, CA 93902, (408) 422-7484. KTOM's MD Mike Noonan has exited to join local television station KSBW. KTOM's new MD is Marty Johnson . . . Tony George, most recently with WWOK/Miami which has dropped its Country format, is now doing mornings on WBAM/Montgomery, AL . . . Patty Spittler from WRNL/Richmond, VA to afternoon drive at WSAI/Cincinnati. Debby Conners has left that job for the all-nighter at crosstown WLW . . . Jack Smith has been named News Director of KVET-KASE/Austin. He has been Sports Director since last November, having joined the stations from San Diego. Ron Rogers, GM of KVET & KASE, has been re-elected chairman of the Austin Association of Broadcasters for the third consecutive year . . . Los Angeles is still buzzing over the one-day morning drive appearance of "Sweet Dick" Whittington on KLAC. He was sitting in for Gene Price, who has been looking after the Dick Haynes morning show for the past few months. (In case you hadn't heard, Haynes has been out sick.) KLAC personality Corky Mayberry taped the semi-crazed three hours. Since I missed hearing the show and the reaction was so mixed, I will wait to hear it before I make any further comments. With Whittington's madcap approach to personality radio, it should be a classic. He's come up with some of the wildest radio promotions, including lunch in a sewer drain, breakfast in bed (complete with a group of listeners) at an X-rated motel, and his famous trip to England to meet the Queen. That time he took his entire morning team (news director, engineer, traffic reporter, etc.) across the sea in an effort to give part of L.A. back to England. Long live the "King of The Crazyes!" . . .



Eddie Rabbitt & Tom Becka

WEPP also premiered the movie for the Pittsburgh market . . . Rhubarb Jones of WLWI-FM/Montgomery tells us he just did an on-air interview with Roy Orbison . . . WNYR/Rochester has begun a new program each Tuesday and Thursday nights called "Midnight Tracker." The program, hosted by Scott Gudell, is presented in four parts from midnight to 1am, and features selected cuts from a new best-selling album . . . KUGR/Green River, WY PD Tom Becka is pictured here with Eddie Rabbitt following a recent concert appearance . . . A 1980 Toyota Celica was the grand prize in phase one of the "Someplace Special" campaign just completed at WKXA/Brunswick, ME. Over 16,000 Someone Special cards were picked up at

participating sponsors during the contest. In the second part of the promotion, a trip for two to Disney World in Florida will be the big prize . . . KYXX/Odessa, TX just completed its "Time To Retire" promotion, in which listeners had an opportunity to "retire" their cars with Michelin radial tires . . . Comedian Rodney Dangerfield was a guest on a recent Tim Byrd show on WHK/Cleveland . . . Willie Nelson recorded a live album at Gilley's Club in Pasadena, TX a week ago Monday (7-7). The show was broadcast over KENR/Houston, with Jeff Mack doing the emcee work . . . Barbara Mandrell is shown visiting with WTQR/Winston-Salem, NC PD Mark Tudor after a concert performance in the area along with the Statler Brothers . . . KHEY/EI Paso just finished running a "Soundtrack" weekend featuring the best cuts from movie soundtrack albums. The weekend air was filled with the sound of movie music from "Urban Cowboy," "Bronco Billy" and "Coal Miner's Daughter," and past soundtracks from the likes of "True Grit," "Ode To Billy Joe," and others . . . KWJJ-KJIB-FM/Portland, OR reports very good response to their current "Country Card" promotion. The free plastic cards are good for discounts on tickets for concerts, movies, trips, merchandise, etc. Also, the cardholders will have daily chances to win prizes by hearing their card numbers on the air . . . Let's hear from you: R&R Country, 1930 Century Park West, Los Angeles, CA 90067 . . .



Barbara Mandrell & Mark Tudor



RADIO & RAFTS — As the kickoff event for WIL-AM-FM's summer-long "Summer In The Country" promotion, the station cosponsored for the first time the fifth annual Great Meremac River Raft Float. Officials estimated more than 20,000 spectators were on hand, and over 5000 in the river raft float itself. WIL sponsored the "Pre-Raft Float Party" the night before, featuring a free concert with RCA's newly-signed Alabama and other area bands. Some of the many participants are seen above with Alabama's Jeff Cook, Mark Herndon, Teddy Gentry, and Randy Owens, plus RCA's Wayne Edwards, and WIL's Mike Carta and Dan Weise on top of the action.



PREMIERE PEOPLE — KIKK/Houston broadcast from Gilley's Club the night of the world premiere of the movie "Urban Cowboy." A post-show party and concert was held at the club in celebration of the movie. On hand were many celebrities from the music and entertainment industries. Pictured above in the top photo (l-r) are Floyd Tillman, Charlie Daniels, KIKK's MD Joe Ladd, and PD Charlie Ochs. Lower picture (l-r) PD Ochs, Lynn Wyatt, Andy Warhol, Jerry Hall, and Cindy Hall.

Country

BREAKERS

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

JOHNNY LEE

Looking For Love (Full Moon/Asylum)

60% of reporting stations, this is one of the "Most Added" of the week. New at KSON, KMPS, WMAQ, WHK, WIL, KENR, WSUN, WWVA, WCMS, KRAM, KUZZ, WNRS, KYX, WKDA, KRMD, WPOR, WPOC, WNYR, WADR. Charts: 5-9 KRZY, 28-15 KLVI, 39-29 WKSJ, 30-23 WIRK-FM, 15-12 WHN, 10-8 WMZQ, 20-14 WYII, 33-15 KIKK, 28-18 WEEP. R&R Chart Debut 33.

STATLER BROTHERS

Charlotte's Web (Mercury)

7% of reporters on this record. Added this week at KNEW, WIRE, WQQT, KCUB, KCEY, WKMF, KYNN, WEAT, KLVI, MNVY, WCMS, WNYR, WADR, WSEN, WNOW, WYII. Charts: 15-25 WFCMS, 31-26 KFGO, 33-25 KSOP, debut 30 WKXA, debut 30 WLWI.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity or 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.

ANNE MURRAY "I'm Happy Just To Dance With You" (Capitol) 68/9, WFMS, NJJD, WSAI, WHBF, KFEQ, KWMT, WNYV, WSUN, WCMS. Charts: 18-10 WMZQ, 29-19 WIRK-FM, 38-29 KEED, 41-28 WSEN, 33-26 KLVI, 37-30 WKCC, 30-24 KSSS, 36-29 KRMD, 20-15 KUGR. R&R Chart Debut 35.

GEORGE JONES & JOHNNY PAYCHECK "When You're Ugly..." (Epic) 68/6, WSM, WKSJ, WFMS, WHK, KLAK, KUGR. Charts: 14-9 WVOJ, 26-21 KCUB, 22-17 WCXI, 36-29 WKKN, 35-29 WKDA, 21-16 WITL, 30-21 KRMD, 25-19 KEBC, 29-23 WKCC, 32-28 KEEN. R&R Chart Debut 36.

GAIL DAVIES "Good Lovin' Man" (WB) 67/7, WDAF, WFMS, WKKN, WSAI, WCXI, KNOE, KOKE. Charts: 31-25 KSO, 23-17 WCMS, 36-26 WIRE, 33-28 WQQT, 42-28 KFEQ, 28-23 KFGO, 31-24 KRMD. R&R Chart Debut 37.

EDDY ARNOLD "That's What I Get For Loving You" (RCA) 66/13, WIXY, WBAX, WNYV, WMC, KHEY, WKDA, KWMT, WSAI, WITL, WKCC, KSO, KIDN, KEEN. Charts: 32-26 KEBC, 34-28 WCMS, 28-22 KLAK, 30-26 WBAM, 33-27 KRMD. R&R Chart Debut 38.

DEAN DILLON "What Good Is A Heart" (RCA) 66/5, KENR, WSUN, KWMT, KUZZ, KKAL. Charts: 38-29 WIRK-FM, 11-9 KRMD, 37-30 WTHI, 33-29 WIRE, 19-15 KRAM, 36-30 WAXX, 35-29 KLZ, 30-26 WXCL, 30-26 WSLR, 31-27 KKYX. R&R Chart Debut 39.

OAK RIDGE BOYS "Heart Of Mine" (MCA) 60/28. The "Most Added" song for the second week in a row. New stations include KLAC, KLAK, KUZZ, KEEN, KRAM, KEED, WKKN, KEBC, WDAF, WXCL, WFMS, WIL, WCOS-FM, WEAT, WKDA, KRMD, KIKK, WCMS, WPOR, WNYR. Charts: 38-29 WQQT, 31-26 KCKC.

DANNY WOOD "A Heart's Been Broken" (RCA) 58/9, KLAC, KSON, KMAK, KGFX, WKCC, WCXI, WITL, WUBE, WNYV. Charts: 34-28 KRAM, 31-22 WCMS, debut 23 WMC, 35-34-29 KFGO, 30-26 KCUB, debut 27 KMPS.

JEANNE PRUETT "It's Too Late" (IBC) 56/3, WTHI, KCUB, WJJD. Charts: 35-29 WKCC, 39-29 WSLR, 34-29 WSM, 36-25 WCXI, 22-18 WMZO.

BILLIE JO SPEARS "Natural Attraction" (UA) 55/6, WKXA, WKCC, WWJO, WNRS, WKKN, WTHI. Charts: 24-27 WCOS-FM, 30-21 KNIX, 38-30 WIRE, 37-20 WIRK-FM, 27-23 KFEQ, Debut 27 WYDE.

DOLLY PARTON "Old Flames Can't Hold A Candle To You" (RCA) 54/21. One of the "Most Added" for the second week in a row. Adds include KSON, KRAM, KFTN, KUZZ, KEEN, KEED, WXCL, WFMS, WIRE, WTHI, WYDE, KRMD, KKYX, WKDA, WWVA, WHN, WADR, WNYR, debut 27 WDAF.

JIM ED BROWN & HELEN CORNELIUS "The Bedroom" (RCA) 53/14, KLAK, KCEY, KRZY, KNEW, KRAM, KFTN, KGFX, WKKN, WKMF, KNOE, WINN, WYDE, WKSJ, WNYV, 34-29 KFGO, debut 29 WLWI.

MAC DAVID "Let's Keep It That Way" (Casablanca) 52/12, WNYR, KNOE, WLWI, KHEY, WKDA, WXCL, WDAF, WKCC, WAXX, WHBF, WUBE, WKMF. Charts: debut 25 WIRK-FM, 32-27 KFGO, 31-26 KEEN, 37-30 KUGR, 32-28 WMZQ.

JOHNNY DUNCAN & JANIE FRICKE "He's Out Of My Life" (Columbia) 50/14.

Others Getting Significant Action

KENNY DALE "Thank You Ever-Lovin'" (Capitol) 43/4, KSO, WHBF, WBAM, WYII. Charts: 24-19 WUBE, 38-30 KRMD, 30-25 KFGO, 29-25 WLWI, 33-28 KNOE.

STEPHANIE WINSLOW "Try It On" (WB/Curb) 41/5, KFGO, KRMD, WRCP, WKXA, WBAX. Charts: 39-30 KNOE, 31-28 KZIF, debut 29 WUNI, 29-25 WBAM, 27-20 KHEY, 35-30 WKMF, 32-29 WHK, 20-15 WYDE.

MEL McDANIEL "Hello Dbdy, Good Morning Darling" (Capitol) 37/4, KEEN, KCUB, WHBF, WCMS. Charts: 33-27 KEBC, 26-22 WUNI, 40-30 WUBE.

BIG AL DOWNING "Bring It On Home" (WB) 32/11, WADR, WMZQ, WNYR, WUNI, WSM, KVET, WITL, KFGO, WDAF, KSO, KSSS, debut 29 WYII.

STEVE WARINER "The Easy Part's Over" (RCA) 32/7, KRZY, WXCL, WTSO, WNRS, WKMF, KNOE, KZIF.

SONNY CURTIS "Love Is All Around" (Elektra) 25/8, WDAF, WXCL, WAXX, WHK, WIRK-FM, KVET, WYII, KSSS, 35-30 KFGO.

CRYSTAL GAYLE "Heart Mender" (UA) 22/8, KRMD, WKSJ, KLVI, KWMT, WYII, WMZQ, KCUB, KUGR, 34-23 KCKC.

DEBBY BOONE "Free To Be Lonely Again" (WB/Curb) 20/20. One of the week's "Most Added." New stations include KMPS, KSOP, KRMD, KLAK, KFTN, KNIX, WITL, KEBC.

NATIONAL AIRPLAY/40

July 18, 1980

Three Weeks	Two Weeks	Last Week		
5	4	3	1	MERLE HAGGARD & CLINT EASTWOOD/Bar Room Buddies (Elektra)
14	10	8	2	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
6	6	4	3	CONWAY TWITTY & LORETTA LYNN/It's True Love (MCA)
2	2	1	4	JOHN CONLEE/Friday Night Blues (MCA)
11	8	7	5	BELLAMY BROTHERS/Dancin' Cowboys (WB/Curb)
29	21	15	6	EDDIE RABBITT/Drivin' My Life Away (Elektra)
13	9	9	7	WAYLON JENNINGS/Clyde (RCA)
16	12	11	8	ALABAMA/Tennessee River (RCA)
4	3	2	9	MICKEY GILLEY/True Love Ways (Epic)
8	5	6	10	CRYSTAL GAYLE/The Blue Side (Columbia)
12	11	10	11	CHARLIE DANIELS BAND/In America (Epic)
3	1	5	12	CHARLEY PRIDE/You Win Again (RCA)
17	13	13	13	EMMYLOU HARRIS/Wayfaring Stranger (WB)
34	23	16	14	KENNY ROGERS/Love The World Away (UA)
28	18	17	15	DOTTIE WEST/Leavin' For Unbelievers (UA)
22	20	18	16	JACKY WARD/Save Your Heart For Me (Mercury)
38	30	20	17	LARRY GATLIN & GATLIN BROS./We Are Number One (Columbia)
33	26	24	18	BARBARA MANDRELL/Crackers (MCA)
35	25	22	19	RONNIE MILSAP/Cowboys And Clowns/Misery Loves Company (RCA)
-	-	25	20	MERLE HAGGARD/Misery & Gin (MCA)
23	17	21	21	REX ALLEN JR./It's Over (WB)
15	14	14	22	HANK WILLIAMS JR./Kaw-Liga (Elektra)
1	7	12	23	GEORGE JONES/He Stopped Loving Her Today (Epic)
-	34	28	24	REBA McENTIRE/You Lift Me Up) To Heaven (Mercury)
37	29	26	25	JOHNNY DUNCAN/I'm Gonna Love You... (Columbia)
-	33	29	26	CONWAY TWITTY/I've Never Seen The Likes... (MCA)
-	36	34	27	ROY ORBISON & EMMYLOU HARRIS/That Lovin' You Feeling Again (WB)
39	32	31	28	LORETTA LYNN/Naked In The Rain (MCA)
36	31	30	29	ROSANNE CASH/Take Me, Take Me (Columbia)
-	35	32	30	LEON EVERETTE/Over (Orlando)
-	39	36	31	PORTER WAGONER & DOLLY PARTON/Making Plans (RCA)
-	38	35	32	FREDDIE HART/Sure Thing (Sunbird)
-	-	-	33	JOHNNY LEE/Looking For Love (Full Moon/Asylum)
-	-	-	34	STATLER BROTHERS/Charlotte's Web (Mercury)
-	-	-	35	ANNE MURRAY/I'm Happy Just To Dance With You (Capitol)
-	-	-	36	GEORGE JONES & JOHNNY PAYCHECK/When You're Ugly... (Epic)
-	-	-	37	GAIL DAVIES/Good Lovin' Man (WB)
-	-	-	38	EDDY ARNOLD/That's What I Get For Loving You (RCA) New Entry
-	-	-	39	DEAN DILLON/What Good Is A Heart (RCA)
7	15	19	40	WILLIE NELSON/Midnight Rider (Columbia)

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.

KRAM, KEED, WIRE, KFEQ, WKKN, WUBE, WEAT, WIRK-FM, WSM, WINN, WLWI, WNYV, WKDA, WBAX, debut 30 WIL.

TOMMY OVERSTREET "Sue" (Elektra) 49/6, WIRE, WUBE, KNOE, WSM, KOKE, WKSJ. Charts: 31-25 KUGR, 27-22 KRMD, debut 29 WKXA.

LYNN ANDERSON "Even Cowgirls Get The Blues" (Columbia) 49/6, WNRS, JOYNE, WAXX, WBAM, WYDE, WCMS.

JOE STAMPLEY "Haven't I Loved You..." (Epic) 48/6, WLWI, WTHI, WUBE, WNRS, WSAI, KMAK. Charts: 29-24 KNOE, 33-28 KSO, 34-26 WIRK-FM.

ED BRUCE "The Last Cowboy Song" (MCA) 47/11, WBAX, WPOC, WKDA, WIRK-FM, KOKE, WEAT, WCXI, WJJD, WNRS, WHBF, KFGO. Charts: 38-30 KIKK, 37-30 WITL, 33-29 KEEN.

MARCO SMITH "My Guy" (WB) 46/6, WXCL, WSM, KKYX, WIXY, KUGR, KEED, debut 28 WKXA, 27-22 KFGO.

WXCL, WSLR, WTSO, WHK, KFGO, KNOE, WCOS-FM, WLAS, WBAM, WVOJ, WLWI, KVET.

MOE BANDY "Yesterday Once More" (Columbia) 19/19. Another of the "Most Added" this week. New at WMZQ, KCKC, KMPS, KEED, KIKK, KEBC, WKKN, WNRS, KBMR, KFGO, KKYX, WLAS, WLWI, WMC, KIKK, WIRK-FM, WOKK, WYII, KSSS.

WAYNE KEMP "Love Goes To Hell When It Dies" (Mercury) 18/6, WBAM, WAXX, WJJD, WHK, KRZY, KEED.

GENE WATSON "Raisin' Cane In Texas" (Capitol) 16/16, KMPS, KCKC, KFTN, KRZY, KEBC, KSO, WKKN, WNRS, KVET, KKYX, WLAS, WIRK-FM, WBAM, WLWI, WMC, KIKK.

JOHN ANDERSON "If There Were No Memories" (WB) 16/16, KSOP, KCKC, KNIX, KMPS, KEBC, WUBE, WAXX, WSLR, KFEQ, KFGO, KVET, KIKK, WLAS, KRMD, WVOJ, WIRK-FM.

T.G. SHEPPARD "Do You Wanna Go To Heaven" (WB) 13/13, KIKK, WQQT, WIRK-FM, WBAM, KKYX, KVET, KEBC, KSO, WHK, KLAC, KFTN, KIKK, KMPS.

KENDALLS "Put It Off Until Tomorrow" (Ovation) 12/12, WCXI, KEBC (both), WCOS-FM, KHEY, WSM, WIRK-FM, KRMD, KSOP, KUZZ, KIKK, KMPS, KSSS.

RAZZY BAILEY "Loving Up A Storm" (RCA) 12/12, KMPS, KNIX, KEBC, WNRS, KBMR, KFEQ, KFGO, WCOS-FM, KVET, KIKK, KKYX, WBAM.

Most Requested

LW	TW	
8	1	EDDIE RABBITT (Elektra)
1	2	CHARLIE DANIELS BAND (Epic)
2	3	HAGGARD & EASTWOOD (Elektra)
7	4	BARBARA MANDRELL (MCA)
-	5	MICKEY GILLEY "Stand" (F.M./A.)
9	6	ALABAMA (RCA)
-	7	KENNY ROGERS (UA)
-	8	JOHNNY LEE (Full Moon/Asylum)
-	9	EMMYLOU HARRIS (WB)
6	10	WAYLON JENNINGS (RCA)
4	11	TWITTY & LYNN (MCA)

Active Records

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- JOHN CONLEE
Friday Night Blues (MCA)
- LACY J. DALTON
Losing Kind Of Love (Columbia)
- CRYSTAL GAYLE
The Blue Side (Columbia)
- MICKEY GILLEY
True Love Ways (Epic)
- GEORGE JONES
He Stopped Loving... (Epic)
- CRISTY LANE
One Day At A Time (UA)
- WILLIE NELSON
Midnight Rider (Columbia)
- OAK RIDGE BOYS
Trying To Love Two Women (MCA)
- CHARLEY PRIDE
You Win Again (RCA)
- T.G. SHEPPARD
Smooth Sailin' (WB/Curb)
- MEL TILLIS
Your Body Is An Outlaw (Elektra)
- HANK WILLIAMS JR.
Kaw-Liga (Elektra)
- TAMMY WYNETTE
He Was There... (Epic)



Biff Collie Inside Nashville

Country

SOUNDS OF SUMMER: LPGA's U.S. Open was hot competition to the thermometer last week at Nashville's Richland Country Club... Merle Haggard working in Wyoming, South Dakota, Alaska and Northern California to stay out of the "heat belt" (Didn't work)... Jerry Reed went fishing... "Hee Haw" finished taping for the fall in its new home at Opryland... Country radio stations are being sent copies of a 45-minute tribute to the late John Wayne in the form of a radio special. The show was prepared for RCA by Billy Liebert, who produced Wayne's only album, "America: Why I Love Her," and cowriter John Mitchum. Celebrity interviews include everyone from Roy Rogers to Ronald Reagan... The CMA, in cooperation with Elektra/Asylum Records, is distributing an audio-biography of Hank Williams Jr. called "Rocking The Family Tradition." The 50-minute special on disc was written and produced by E/A's Director of Media Concepts Karen Shearer... The Jim Halsey Company, the largest worldwide management and booking agency in the field of country music, has signed a \$2 million dollar personal appearance contract with England's Mervyn Conn. The venture will involve five Halsey acts including Don Williams, Tammy Wynette, Joe Sun, Hank Thompson, and George Lindsey. The 1981 concert performances throughout the United Kingdom and Europe will include appearances at Conn's 13th Wembley Country Music Festival held over the Easter weekend, and his five caravan festivals in Sweden, Holland, France, Germany, and Switzerland. Halsey will represent and market Conn's numerous television productions in America, including coverage of the annual Wembley Festivals... RCA Records has just signed Darrell McCall. His first single, "Long Line Of Empties," is produced by another RCA'er, Ronnie Milsap... The Country Music Association's ninth annual Talent Buyers' Seminar is set for October 10-13 at Nashville Hyatt Regency. Attendees include talent buyers, promoters, booking agents, artist managers, club owners, and representatives of fairs, auditoriums, and parks... Dave & Sugar were opening act for Kenny Rogers at Las Vegas's Riviera Hotel... One of the episodes of the 1980-81 season of "B.J. & The Bear" will be "Nashville Nights," reminds me of the standard greeting of Rose Maddox of the legendary Maddox Bros. & Rose: "I'm happy every day I live! (It's these nights that are killin' me!)"... Tony Joe "Polk Salad Annie" White cut his new one in Music City... Zondervan Corporation

of Grand Rapids buying John T. Benson Publishing Co. for \$3 million. Benson Co. is an 80-year old family firm still operated by John T. Benson III and his brother Bob, and the buyer is one of the world's largest gospel music firms, with sales of \$45 million last year... La Wayne Satterfield, longtime fixture in journalism and P.R. in Nashville, took over as Assistant Editor of the new Nashville Loafer consumer paper. Publisher Peggy Mathis projects a massive subscriber push nationally on the unique Music City paper... Congratulations to AFTRA local President Tom Brannon on his election as 2nd Vice President of the National Association of Recording Arts & Sciences...

NASHVILLE PALACE: ABC-TV's January 1981 entry into the TV sweepstakes will be hosted by Merle Haggard, produced by "Hee Haw" producer Sam Luvullo, and will star four to six giants per show "like Ronnie Milsap, Barbara Mandrell, Dolly Parton, Johnny Cash, and like that," Sam says. "It's a prime-time show, with the biggies. It'll be like a live show, and we'll tape it weekly at the new Roy Acuff Theatre at Opryland." The theatre seats only 1600, as compared to 4400 at the Opry House. The show will be the same format as the old "Hollywood Palace" show on ABC about 10 years ago, and will be a slickly-produced country variety show. The first show will be taped September 9-10-11. This "pilot" special, Sam feels, will turn into a regular series. No date set yet for the airing of this one.

HERE'S LOOKING AT YOU: Waylon Jennings's first network TV special starts taping July 26, with Jim "Rockford Files" Garner and Jessi Colter (the mother of Waylon's young son) as guests. The show will be taped in Phoenix at Mr. Lucky's and at Manzanita Speedway (both Waylon & Garner are "into" racing, you know); and also at an already-sold out concert at Red Rock Coliseum in Denver on August 1. Bob Booker and Jack Thompson, who produced the recent "50 Years of Country Gold" TV special, have been working on Waylon to do a special for a year. "He finally agreed," they said... Jerry Reed's starring role in the two-hour TV movie "Concrete Cowboy" is now finished. It'll be seen this coming TV season. Production was done in New Orleans, and the movie features Phil Harris and Belinda Montgomery... Roy Clark will guest on "The Tonight Show" on August 7... Mickey Gilley is being seen around the country these days on the "John Davidson Show," whenever and if it airs in your market...



PICNIC PALS — As reported here last issue, the annual Willie Nelson 4th of July Picnic was just held in Austin, TX for a reported 60,000-plus fans. The night before the big day-long party-concert, Willie's latest movie "Honey-suckle Rose" was screened. Pictured at the screening are Nelson and the film's executive producer Sydney Pollack and co-star Slim Pickens (center). In the bottom photo, Nelson and Ray Price share a laugh over lunch backstage during the picnic.

Hank Williams, Jr. is "coasting" this week to tape the "Cowboy Boogie" TV special... Tanya Tucker set for showings on NBC-TV's "Midnight Special" July 25th and August 1st... "Hee Haw" honey Misty Rowe guested on NBC's "Joe's World" last weekend... J.R. Ewing will be in Nashville August 23 and 24 appearing at Opryland two days (Larry Hagman will be here with him).

THROUGH THE EARPHONES: Max Kinkle, WBAX/Wilkes-Barre, won't tell who his West Coast production buddy is, but is excited about the results. Tell us, Max... WCXI/Detroit's Bill Ford confides Roger Miller's line when asked about the date he once had with the Siamese Twins, "Did you enjoy it?" Roger answered: "Well... yes and no!"... Clark White at KXKW/Lafayette booked Ronnie Milsap's show for a Saturday. Three hours after ticket sales began, the show sold out. White called back and booked Milsap for Friday. Half a day later, that show sold out, so he called back and booked Thursday. In less than one day, Thursday's show sold out. (Is that a success story or not???) Something's hot in Lafayette mery at KCAN/El Reno, OK told me it was so hot there last week, they fried an egg on the hood of their car!... "Lonesome George" Hume, in an emergency situation, signed on & off for two days without relief at WRAA/Luray, VA. (No wonder he's "Lonesome!")... Pat Martin, Operations boss at WXYQ/Stevens Point, WI is filling orders on his "Secrets Of Country Music Radio," which brims with creative, money-saving ways to help get higher ratings, save consultant fees, increase efficiency, and create bigger profits. For info on the book write Pat Martin, 809 Third St., Stevens Point, WI 54481. Pat's 1979 book is "Secrets Of Programming Power"... KRZE/Framington owner-Manager Boyd Whitney opened a travel agency (does that mean free trips, Boyd?)... "Carolina" Charlie Wiggs, longtime fixture at WCMS/Norfolk and now at WYVA/Yorktown, VA, joins "Tomcat" Reeder of WKCW/Warrenton in hosting this year's Watermelon Festival.

NASHVILLE AIRLINES: Porter Wagoner's TV show is the longest-running country television show in history... Dave Rowland of Dave & Sugar started as a member of a gospel quartet, later sang with the Four Guys... It's estimated that, in the past five years, over 100 TV pilots have been made here; 95 of them never got on the air!... Waylon Jennings's key role in "The Oklahoma Dolls," an ABC-TV movie, is slated for this fall on the tube... Hear about the time Conway's Twitty-Bird bus was attacked by 25 baboons as they drove through the "Great Adventure Safari" near Jackson, NJ? (Oh well, sooner or later they were bound to find somebody who's not a Conway Twitty fan.)



THE BROTHERS' BIRTHDAY BASH — The Stalter Brothers are seen floating during their birthday salute to America. Their annual birthday party and parade is held in Staunton, VA each July 4th. In the lower photo, shown are (l-r) Janet Rickman of Phonogram/Mercury, Don Reid and Lew De Witt of the Stalter Brothers, Phonogram/Mercury President Bob Sherwood, Jerry Kennedy, VPI&R, Country, Phonogram/Mercury; and "Brothers" Harold Reid and Phil Balsley.

Country

WEST

KRZY Albuquerque, NM
Gene Watson
Johnny Russell
Wayne Sapp
"Crash" Craddock
Billie Nelson
HOTTEST:
Mickie Gilley
HOTTEST:
Johnny Lee
Roy & Emlylou
Mickie Gilley "Stand"
Billie Jo Spears
Hank Williams Jr.

KSSS Colorado Springs, CO
Kendalls
Moe Bandy
Oak Ridge Boys
Sonny Curtis
HOTTEST:
Johnny Lee
Big Al Downing
John W. Ryles
Dolly Parton
HOTTEST:
Anne Murray
Waylon Jennings
Conway & Loretta

KMAR Fresno, CA
Johnny Lee
Danny Wood
Joe Stampley
Waylon Jennings
HOTTEST:
Conway & Loretta
John Conlee
Merle & Clint
Hank Williams Jr.
Mickie Gilley "Stand"

KUOR Green River, WY
Crystal Gayle
J.D. Souther
Jones & Paycheck
Margo Smith
HOTTEST:
Eddie RabBITT
Mickie Gilley "Stand"
Don King
Anne Murray

KUAK Las Vegas, NV
Johnny Lee
Oak Ridge Boys
Dolly Parton
Conway & Loretta
HOTTEST:
Mickie Gilley (Both)
Ronnie Millap "Clowns"
Roy & Emlylou
Eddie RabBITT

KUZZ Oakland, CA
Dean Dillon
Oak Ridge Boys
Johnny Lee
Kendalls
Dolly Parton
HOTTEST:
Buck Owens
Mel McDaniel
Brown & Cornelius
Big Al Downing
Stetler Bros.

KUZZ Oakland, CA
Dean Dillon
Oak Ridge Boys
Johnny Lee
Kendalls
Dolly Parton
HOTTEST:
Buck Owens
Mel McDaniel
Brown & Cornelius
Big Al Downing
Stetler Bros.

KUZZ Oakland, CA
Dean Dillon
Oak Ridge Boys
Johnny Lee
Kendalls
Dolly Parton
HOTTEST:
Buck Owens
Mel McDaniel
Brown & Cornelius
Big Al Downing
Stetler Bros.

KUZZ Oakland, CA
Dean Dillon
Oak Ridge Boys
Johnny Lee
Kendalls
Dolly Parton
HOTTEST:
Buck Owens
Mel McDaniel
Brown & Cornelius
Big Al Downing
Stetler Bros.

MIDWEST

WLSR Akron, OH
John Anderson
Debbie Boone
Sline Whitman
Mack Woolery
HOTTEST:
Charley Pride
Kenny Rogers
Roy & Emlylou
HOTTEST:
Mel McDaniel

WUOE Cincinnati, OH
Danny Wood
John Anderson
Mac Davis
Eddy Arnold
Porter & Dolly
Tommy Overstreet
Joe Stampley
HOTTEST:
Alabama
Charley Daniels Band
Mickie Gilley "Stand"
Freddie Hart
Mel McDaniel

WUOE Cincinnati, OH
Danny Wood
John Anderson
Mac Davis
Eddy Arnold
Porter & Dolly
Tommy Overstreet
Joe Stampley
HOTTEST:
Alabama
Charley Daniels Band
Mickie Gilley "Stand"
Freddie Hart
Mel McDaniel

WUOE Cincinnati, OH
Danny Wood
John Anderson
Mac Davis
Eddy Arnold
Porter & Dolly
Tommy Overstreet
Joe Stampley
HOTTEST:
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Charley Daniels Band
Mickie Gilley "Stand"
Freddie Hart
Mel McDaniel

WUOE Cincinnati, OH
Danny Wood
John Anderson
Mac Davis
Eddy Arnold
Porter & Dolly
Tommy Overstreet
Joe Stampley
HOTTEST:
Alabama
Charley Daniels Band
Mickie Gilley "Stand"
Freddie Hart
Mel McDaniel

Most Added
OAK RIDGE BOYS
Heart Of Mine (MCA)
JOHNNY LEE
Looking For Love (Full Moon/Asylum)
DOLLY PARTON
Old Flames Can't... (RCA)
DEBBY BOONE
Free To Be Lonely Again (WB/Curb)
MOE BANDY
Yesterday Once More (Columbia)

Hottest
EDDIE RABBITT
Drivin' My Life Away (Elektra)
MICKEY GILLEY
Stand By Me (Full Moon/Asylum)
ALABAMA
Tennessee River (RCA)
KENNY ROGERS
Love The World Away (UA)

REGIONAL ADDS & HOTS

EAST

WSEN Bala Cynwyd, PA
Stetler Bros.
Livingston Taylor
Reba MacEntire
Hank Cochran
HOTTEST:
Johnny Lee
Eddie RabBITT
Barbara Mandrell
Mickie Gilley "Stand"

WSEN Bala Cynwyd, PA
Stetler Bros.
Livingston Taylor
Reba MacEntire
Hank Cochran
HOTTEST:
Johnny Lee
Eddie RabBITT
Barbara Mandrell
Mickie Gilley "Stand"

WSEN Bala Cynwyd, PA
Stetler Bros.
Livingston Taylor
Reba MacEntire
Hank Cochran
HOTTEST:
Johnny Lee
Eddie RabBITT
Barbara Mandrell
Mickie Gilley "Stand"

WSEN Bala Cynwyd, PA
Stetler Bros.
Livingston Taylor
Reba MacEntire
Hank Cochran
HOTTEST:
Johnny Lee
Eddie RabBITT
Barbara Mandrell
Mickie Gilley "Stand"

SOUTH

KZPX Amarillo, TX
Hilki Mori
Steve Harner
Steve Douglas
HOTTEST:
Maylon Jennings
Charley Daniels Band
Eddie RabBITT
Porter & Dolly
Kin Vasey

KZPX Amarillo, TX
Hilki Mori
Steve Harner
Steve Douglas
HOTTEST:
Maylon Jennings
Charley Daniels Band
Eddie RabBITT
Porter & Dolly
Kin Vasey

KZPX Amarillo, TX
Hilki Mori
Steve Harner
Steve Douglas
HOTTEST:
Maylon Jennings
Charley Daniels Band
Eddie RabBITT
Porter & Dolly
Kin Vasey

KZPX Amarillo, TX
Hilki Mori
Steve Harner
Steve Douglas
HOTTEST:
Maylon Jennings
Charley Daniels Band
Eddie RabBITT
Porter & Dolly
Kin Vasey

COUNTRY

HOTTEST TRACKS:
"Dukes Of Hazzard"
WAYLON JENNINGS (RCA)

MICKEY GILLEY - That's All That Matters To Me - (Epic) "Jukebox Argument"
TOM T. HALL - Soldier Of Fortune - (RCA) "Back When Gas Was..."
"Me And Jimmie Rodgers"
EMMYLOU HARRIS - Roses In The Snow - (WB) "I'll Go Stepping, Too"
"Roses In The Snow"
WAYLON JENNINGS - Music Man - (RCA) "Dukes Of Hazzard"
"Waltz Across Texas" "Nashville Wimmin"
"Storms Never Last"
WILLIE NELSON & RAY PRICE - San Antonio Rose - (Columbia)
"Faded Love" "Crazy Arms"
"San Antonio Rose"
EDDIE RABBITT - Horizon - (Elektra) "Short Road To Love"
"Rockin' With My Baby" "I Love A Rainy Night"
JOE STAMPLEY - After Hours - (Epic) "Whiskey Fever"
"There's Another Woman" "This Should Go On Forever"
MEL TILLIS - Your Body Is An Outlaw - (Elektra) "Cherokee Maiden"
URBAN COWBOY - Soundtrack - (Full Moon/Asylum) "Could I Have This Dance"
"Darlin'" "Don't It Make You Wanna Dance"
"Hello Texas" "Cherokee Fiddle"
HANK WILLIAMS JR. - Habits Old And New - (Elektra) "Old Habits"
"Move It On Over"

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

MOE BANDY - The Champ - (Columbia) "Beethoven Was Before My Time" "Wild Side Of Life" "Accidentally, On Purpose Tonight" "Like Some Good Ol' Boy"

BRONCO BILLY - Soundtrack - (Elektra) "Bayou Lullaby" "Bronco Billy"

BROWN & CORNELIUS - One Man, One Woman - (RCA) "Born To Be With You/Endlessly" "One Man, One Woman" "What A Friend I Have In You"

JOHN CONLEE - Friday Night Blues - (MCA) "Let's Get Married Again" "She Can't Say That Anymore" "Always True"

DAVID ALLAN COE - I've Got Something To Say - (Columbia) "I've Got Something To Say" "Take This Job..."

JOHNNY DUNCAN - In My Dreams - (Columbia) "Wonderful Tonight"



P/A

POP/ADULT®

Mike Kasabo

Noted Pop/Adult Programmer Becomes Station Owner

Those who have followed R&R's P/A column through the years are familiar with Scott Burton. Although his profile has been (by choice) somewhat lower the past year or so, Burton has now made a move that most radio people dream of — owning his own radio station. Yes, how many Program Directors reading this (or GM's, for that matter) would love the opportunity to do things "my way?" Burton, as you may recall, took KSD/St. Louis from an almost dead last position in 1976 to a top three contender in less than a year. From there he lent his programming skills to KFMB/San Diego, moved up the West Coast to KNBR in the Bay Area, and then took some time off to reevaluate where he was going and just what he wanted to do. Scott and I had the chance to talk about his personal and professional changes and new attitudes:

R&R: Congratulations! When do you hit the air?

SB: Around the last week of July. Myself and several other investors have formed a partnership, and our company, Beta Communications, Inc., has just recently purchased an FM facility in the Phoenix area. Right now we're in the process of building the studios and getting new equipment.

R&R: Pat Nugent is a partner in this venture. How'd you get together?

SB: Pat had worked with ITC (the corporation which owns KJJJ/Phoenix, where Burton was most recently PD) and had that desire of going on his own. He went out and started the ball in motion and then called

me and said, "Have you ever thought about this?" So I came aboard with an investment and here we are.

R&R: Could you illuminate how you "came aboard?"

SB: I had dropped out of things for awhile and gotten into some other businesses like an ice cream sandwich shop and a beauty shop; but after awhile I realized that radio is really where I'm at. Pat hired me at KJJJ, and then when he left in December, he put together the acquisition idea and we worked out a partnership arrangement that makes me a stockholder and Vice President of the corporation.

R&R: So in essence you're running the show?

SB: That's right. But you know the ownership thing really hasn't hit me quite yet. I'm not doing anything different than I did before. Sooner or later I'm going to have to step back from this thing and hire someone to program so I can sit behind a desk and completely manage people.

R&R: What about acquiring those people you'll be managing?

SB: Well, the first thing that hits me is you want to have very qualified, capable people and that you're going to have to give them the reins to do things — it winds up being quite an eye-opener that this is really a people business.

R&R: How do you go from Scott Burton, Program Director to Scott Burton, owner?

SB: I don't think my attitude will change — meaning that I've always tried my best to be honest with people, tried to be fair with them. I think the change for me will be letting go the responsibility of programming to whomever I finally decide on. I guess that's going to be the hardest thing, to let go of something that I've done for so long and love doing so well, programming. It's also going to be hard, at least at first, to take the bottom line view and say to the PD, "No, we just can't do that promotion because our budget" . . . and so on. At first it'll be strange, but I'll have no big problems becoming very dollars and cents conscious.

R&R: Once you open shop, what do you expect to accomplish in the first year?

SB: At this point only to put together the best broadcasters available so we can begin with the strongest foundation possible.

R&R: You're obviously going to make as great an impact as possible, without giving away any secrets. Are there any elements that you will strive for specifically?

SB: I will keep the philosophy that I've always had, that a radio station should be interesting, it should be informative and we're going to keep it adult — Pop/Adult!

R&R: What about contesting?

SB: We'll keep it very much in the lifestyle mode of the area — we'll design everything based on the population's environment.

R&R: Let's face it, you must feel great in the big guy's chair, not having to put up with a lot of frustrations from above . . .

SB: That's a very big part of it and that's why it got us all together. We had reached a point in life where we had all been with major corporations, played the corporate role, and finally said, "Hey, we are all capable of doing this ourselves without someone else's aggravation."

R&R: Do you see yourself, at least initially, super-conscious of programming because you came from it?

SB: I suppose I will always be programming-oriented, but I've made an effort to cover all the bases properly.

R&R: Is your long-range plan to acquire more properties?

SB: Absolutely. We're not just going to sit here with one station, and the master plan is to expand.

R&R: You've bridged the gap from programming to management, Ted Atkins is successful in Pittsburgh, Gary Stevens is another example — what's required to make that jump?

SB: Gary and Ted come quickly to mind as those who've bridged it beautifully, but I think if you look at their background more closely, you'll find that they were interested in more than just programming. They had a healthy interest in sales, creative merchandising, involvement with engineering, and so on.

R&R: You're saying they "programmed" themselves for a management situation?

SB: Yes, and they just channeled most of it in programming because that's what they were doing at the time.

R&R: To put a wrap on it, you must be excited?

SB: It is exciting and I'm just a little nervous, kind of like before you go on stage, but it'll be just fine once we get started. I got my business cards today, and it says Scott Burton, KSTM-FM, Beta Communications, Vice President & General Manager — and let me tell you, it means a lot.

The Steam Room

We have gotten loads of reaction to a recent interview (R&R 6-20) with Warner Bros. National Pop/Adult Promotion Director Pat McCoy including this letter from WRFY/Reading, PA Program Director Mike Shannon. He writes: "Enjoyed your article about record promotion and service to Pop/Adult stations. I must take exception, however, to your statement that . . . record company people have never consciously ignored Pop/Adult stations promotionally." I have called and written to every distributorship and record promoter out of Philadelphia this past year, at least three times, without much result. The Top 40 station in town here gets more than they need (I know this because I programmed it for two years) even though we are by far the number one station, plus the Top 40 station is dead last. You know as well as I do that you can't sell music if no one is listening to you. Thanks again for the article. Perhaps our local promotion people will read it and wake up." Other radio and record people are invited to add their views about this continuing problem.

Update

"TWISTING" THE NIGHT AWAY — WIBW/Topeka had planned a super Fourth of July fireworks display (as most stations did), but was suddenly hit by a huge tornado that blew through the area. The fairgrounds where the event was to take place had a six-foot-thick concrete top blown completely away from the grandstand due to the force of the twister, which tore up trees and everything else in its path. PD John Katz got a preview of things to come that day when, in the morning on his way to work, a bolt of lightning hit a power line right over his car. Anyway, they will now celebrate July 4th on Friday the 18th . . . Things are cooking in Memphis as WREC cosponsored the "Wild Hog Boogie," an outdoor concert featuring the Doobie Bros., ARS, and others. The station gave away tickets, gas, and accommodations to listeners as well as airing some humorous promos with the voice of WKRP's Les Nessman . . . MORE FROM TENNESSEE — WSIX/Nashville had listeners answer silly trivia questions, with winners being treated to a movie that featured a seven-story movie screen (this should be listed under "tall tales") . . . WWWE/Cleveland listeners responded terrifically to the station's "Top 300 Of All Time" promotion. Votes were sent in on ballots placed in newspapers with a total count over 1000 . . . "Brubaker," the latest Robert Redford film, was shot at an old closed-down prison in Junction City, Ohio, and P/A heavy WTVN took advantage by staging a Hollywood-type premiere of the movie complete with a live remote on the Steve Cannon show. Several key people from the movie were on hand for the occasion, and the invitation-only crowd was given a splendid evening . . . WBZ/Boston Program Director Rick Starr was injured recently by a hit-and-run driver as he was riding his bicycle in the Back Bay section of Beantown — the result was a fracture of the left tibia (leg) plus a concussion. He was just generally banged up, but is now OK and back to the business of programming WBZ . . . And how was your week?

Transition

Bill Ballman, former General Sales Manager of WIP/Philadelphia, has been promoted to the position of GM, a move that fills the vacancy left by the departed Don Kelly, who moves west to handle the GM reins of Metromedia's KLAC/Los Angeles . . . Karen Henderson has been named to a weekend air shift of WMAL/Washington. Henderson, who has acting and commercial announcer credits, will also be featured as a club vocalist in the D.C. area . . . Stan Savaran from KQV/Pittsburgh will join WTAE-AM & TV, in that city in the near future to do weekend sports for television this fall, and in the winter will be assigned to an as yet unnamed position with WTAE radio. This move has to be considered a major coup for the Hearst stations, in view of Savaran's extremely high profile in the market . . . Lanny Wheeler leaves WWWE/Cleveland as all-night personality and is available for a new position — his phone number is (216) 631-2309 . . . Mike Elliott exits WTMJ/Milwaukee as Program Director owing to what was described to him by President Mike McCormick as a conflict of interest. He can be reached at (414) 961-0943 . . . Glynn Hines has been named an account exec at WOWO/Ft. Wayne, coming to the Westinghouse station from Indiana Bell Telephone . . . Joe Geoffry comes to KLTE/Oklahoma City as Program Director from KQIV/Amarillo, replacing Doc Dalton, who remains with the station as afternoon drive personality. Also, Scott Wilson, Music Director, leaves the station to go to KKYN/Plain View, TX as Chief Engineer . . . Ken McDonald leaves WCFR/Springfield, VT's midnight to six slot, and radio, to continue his University studies . . . Jeff Harmon departs the morning drive slot of KXIC/Iowa City to go across town at KRNA . . .

JUST SHIPPED



**“It Goes Like It Goes
(Theme From Norma Rae)”**

**DUSTY
SPRINGFIELD**

The Academy Award Winner—
Best Song In A Motion Picture



Exclusive Management By J.N.S Enterprises, Inc. Produced By Andre Fischer Manufactured and Distributed by RCA Records



POP/ADULT

BREAKERS

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

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

72% of our reporters are on it. Adds include KUGN, WHBC, WEBC, WJBO, KSFO, WLW, WWWE, WCBM, WTIC, WATR. Key moves: 19-13 WVMT, 30-18 WBT, 18-15 WGR, 19-18 KRMG, 40-28 KRKO, 22-17 WHAG, 26-22 WORG, 25-22 KBAI, debut 19 WISN, debut 25 WDFD, debut 27 WBOW. Heavy rotation: WSIX, WSJS, WCCO-FM, KSL. Jumps 30-24 on P/A chart.

FRED KNOBLOCK

Why Not Me (Scotti Bros.)

67% of our reporters are on it. Captures this week's Most Added honors also. Adds include WGY, WIS, WHBC, KRMG, WTIC, WLW, KDKA, WOWO, KUGN, WCBM, WISN, KHOW, WGR, WSBA, WWWE, WQUO, WQUA. Key moves: 26-22 WVMT, 29-26 FM97, 36-28 WLVA, 27-24 WBT, 39-30 KBLF, 30-27 WPRO, debut 20 WYMC, debut 21 WORG, debut 22 WBEN, debut 28 WSM-FM. Heavy rotation: WSLI, WATR. Hot at WIP, KMRJ. Debuts at No. 27 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.

BILLY PRESTON & SYREETA "One More Time For Love" (Motown) 48/3 add KWOS, WCCO-FM, WIOD. Key moves: 31-24 WLVA, 32-29 KBLF, debut 28 WDFD, debut 28 WPRO. Heavy rotation: KSL, WTMJ. Increased 32-29 on P/A chart.

DR. HOOK "Years From Now" (Capitol) 47/9 add WHAM, WGR, WTMJ, WSJS, WGY, WRIE, WTAR, WISN, WBDW. Key moves: 25-22 WSB, 36-29 WGAR, 22-19 WIBW, debut 22 KMBZ, debut 28 FM97, debut 29 WVMT, debut 29 WJBO. Increased 36-30 on P/A chart.

EDDIE RABBITT "Drivin' My Life Away" (Elektra) 45/11 add WLW, KFOR, WTMJ, KWOS, WQUO, KMRJ, WHAM, WOOD, WIP, WDBO, WIOD. Key moves: 26-21 WBT, 26-21 WSB, 32-23 WTAR, 30-25 WORG, 24-18 WBEN, 23-19 WPRO, debut 20 KRMG, debut 20 WTVN, debut 24 WYMC, debut 30 WJBO. Increased 39-31 on P/A chart.

GENESIS "Misunderstanding" (Atlantic) 38/4 add WBT, WDAE, WSIX (dp), KRKO. Key moves: 2-1 WVMT, 22-17 WLW, 20-13 WSM-FM, 13-9 WFYR, 18-12 WOWO, 16-13 KWOS. Increased 33-32 on P/A chart.

LINDA RONSTADT "I Can't Let Go" (Asylum) 43/11 add WOWO, WQUO, WBT, KLTE, WGR, WGAR, KDKA, WSLI, WCHV, WBEN, WORG. Key moves: 26-23 WPRO, 31-26 WHAG, 24-20 WJBO, 20-16 KBAI, 25-21 WWWE, debut 25 KWOS. Increased 40-33 on P/A chart.

MECO "The Empire Strikes Back (Medley)" (RSO) 41/8 add WHIO, WBZ, WBOW, KAKZ, KSFO, WHBC, WCCO-FM, WQUA (dp). Key moves: 18-15 WYMC, 29-24 WJBO, 35-30 WHIZ, 27-19 WFIR, 22-17 KRKO, 31-27 KBLF, 23-21 WGAR, debut 19 WGR, debut 28 KDKA, debut 28 KWOS. Increased 35-34 on P/A chart.

RODNEY CROWELL "Ashes By Now" (WB) 35/2 add WEBC, WJDN. Key moves: 7-4 WIBW, 22-17 WFIR, 29-25 WHBC, 27-23 WLNH, 37-30 WLVA, 23-19 WQUO, 30-26 WBOW. Increased 38-35 on P/A chart.

PAUL DAVIS "Cry Just A Little" (Bang) 41/9 add KRNT, KHOW, WDFD, WFIR, WJBO, KFMB, WBOW, WELI, WSBA. Key moves: 28-24 KBLF, 30-25 WWWE. Debuts at No. 38 on P/A chart.

HERB ALPERT "Beyond" (A&M) 35/7 add KAKZ, WGAR, KMRJ, WLVA, WFIR, WLNH, KMPC. Key moves: 28-24 WPRO, 18-15 WSM-FM, 29-26 KBAI, 33-25 WBT. Hot at KGGF. Debuts at No. 39 on P/A chart.

AMBROSIA "You're The Only Woman (You & I)" (WB) 32/19 adds include WHIZ, WFIR, WPRO, WIP, WBEN, WHIO, KRKK, WQUO, WCBM, WCCO-FM, WSIX, KSFO, WATR. Key moves: 20-14 WCWA, 28-20 WSM-FM, 36-29 KBAI, debut 29 WWWE. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

LIVINGSTON TAYLOR "First Time Lovin'" (Epic) 38/2 add WFTL, KFMB. Moves: 32-27 KBAI, 34-29 WLVA. Heavy rotation: WKIQ.

NATALIE COLE "Someone That I Used To Love" (Capitol) 34/9 add WHDH, WHIO, KOGO, WASH, WCBM, KAKZ, KFMB, WHBC, WDBO. Moves: 21-17 KAAV, 25-20 WVMT, 31-28 WORG, debut 18 WBZ, debut 27 WSM-FM, debut 29 WPRO.

BENNY MARDONES "Into The Night" (Polydor) 30/4 add WNFL, WWWE, WGR, KHOW. Moves: 11-9 FM97, 19-14 WSM-FM, 36-27 KRKO, 29-25 WFIR, 26-20 WGAR, 28-23 WQUO, debut 23 WVMT.

PHILADELPHIA LUV ENSEMBLE "Love Fantasy" (Pavillion) 29/1 add WLNH. Heavy rotation: WNEW, KDY, WATR.

KENNY RANKIN "Regrets" (Atlantic) 27/4 add WGY, KUGN, WSBA, WHIO. Moves: 33-30 KBAI. Heavy rotation: WATR.

JOHN DENVER "Dancing With The Mountains" (RCA) 27/1 add WJON. Moves: 32-28 WHBC, debut 30 WBOW. Heavy rotation: WSBA.

JOHNNY LEE "Lookin' For Love" (Full Moon/Asylum) 25/17 adds include WCFR, WBT, WASH, WBAL, KLTE, KFOR, WHAS, WBZ, WSLI, WBEN, WJON. Moves: 17-12 KRMG, 30-22 WQUO.

ELO "I'm Alive" (MCA) 25/2 add WIS, WTVN. Moves: 12-7 WYMC, 17-13 WHIZ, 15-11 WFIR, 9-7 WLNH.

EARL KLUGH "Doc" (UA) 23/6 add KGGF, WIS, WSIX, WPTF, WBAL, WKIQ. Moves: 28-23 WBT, debut 24 KAAV. Heavy rotation: WNEW, WCCO-AM.

LANI HALL "I Don't Want You To Go" (A&M) 23/2 add WBOW, KRNT. Moves: 22-18 WHBC, debut 30 WVMT.

TERRY WILLIAMS "Blame It On The Night" (International Artists) 23/2 add WOOD, WATR. Moves: 27-25 WSB.

STARLAND VOCAL BAND "(Love) Thought I Would Never Find Love" (Windsong) 23/0. Moves: 26-23 WHAG, 28-25 WTAR, debut 24 KMBZ.

COMMODORES "Old-Fashioned Love" (Motown) 22/4 add WCCO-AM, WQUO, WGAR, KBAI. Moves: 21-16 WPRO, 26-19 WWWE, 25-21 KRKO, 29-26 WORG, 28-23 WLVA, 33-28 WFIR, debut 30 KWOS.

SPYRO GYRA "Percolator" (MCA) 21/3 add WLVA, WLW, WYMC.

Radio & Records

POP/ADULT AIRPLAY / 40

July 18, 1980

Table with 4 columns: Three Weeks, Two Weeks, Last Week, This Week. Lists songs and artists with their chart positions and week numbers. Includes songs like 'That Lovin' You Feelin' Again' and 'Why Not Me'.

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

TOBY BEAU "If I Were You" (RCA) 21/2 add KMBZ, WQUO. Debuts 29 WMS-FM. Heavy rotation: WATR.

RICK PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 21/1 add WSB. Moves: 1-1 WPRO, 11-7 WBZ, 29-20 WTAR.

PLAYER "It's For You" (Casablanca) 21/1 add KMRJ. Moves: 33-30 WGAR.

GEORGE BENSON "Give Me The Night" (WB) 16/8 add WHIO, WBT, KRKK, WBEN, WCHV, WSLI, WGAR, WASH. Moves: 33-28 KBLF.

HOTEL "Half Moon Silver" (MCA) 15/11 add WHIZ, WSLI, KMRJ, WKIQ, KGGF, KRKK, WREC, WJON, KAAV, KBLF, WYMC. Moves: 25-19 WSM-FM.

PETE TOWNSHEND "Let My Love Open The Door" (Atco) 15/2 add WSJS, WBT. Moves: 22-17 WPRD, 26-20 KRKO, 25-22 WLNH, 21-19 WGAR.

GARY BURBANK "Who Shot J.R.?" (Ovation) 14/2 add WIS, KGGF. Moves: 25-21 WYMC.

CHARLIE DORE "Fear Of Flying" (Island) 14/0. Moves: 23-20 KBAI, debut 28 WDFD.

HUES CORPORATION "Something In Return" (Polydor/Curb) 13/1 add KLYD. Moves: 19-12 WHAG, 23-17 WYMC.

TERRY DeSARIO & KC "Dancin' In The Streets" (Casablanca) 12/3 add KRKO, KBAI, WNFL.

GLADYS KNIGHT & THE PIPS "Landlord" (Columbia) 11/0. Moves: 20-16 WQUO, 19-16 WDRG.

S.O.S. BAND "Take Your Time (Do It Right)" (Tabu) 11/0. Moves: 18-12 KAAV, 34-29 WFIR, 25-21 KDKA, 27-24 WOWO.

FRANK SINATRA "You And Me (We Wanted It All)" (WB/Reprise) 10/8 add WATR, KGGF, WBAL, WGR, WNEW, KMBZ, WRIE, KOB.

BELLAMY BROTHERS "Dancin' Cowboys" (WB/Curb) 10/3 add WFTL, WCCO-AM, KRNT. Debuts 26 WTAR.

POINTER SISTERS "He's So Shy" (Planet) 9/6 add KWOS, WREC, WYMC, KBLF, WVMT, KRMG. Debut 30 FM97.

LARRY GRAHAM "One In A Million You" (WB) 9/3 add WHIZ, WQUO, WBT. Moves: 30-23 WSM-FM.

GERRY RAFFERTY "The Royal Mile" (UA) 8/6 add WLNH, WCHV, KRKO, KRMG, KGGF, KRKK.

ERIC TROYER "Mirage" (Chrysalis) 8/3 add WPRO, WHIZ, KWOS.

JOURNEY "Walks Like A Lady" (Columbia) 8/1 add WCHV. Moves: 31-26 WGAR.

ENGLAND DAN SEALS "Late At Night" (Atlantic) 7/7 add WATR, KWOS, WORG, WRIE, KBLF, WSM-FM, FM97.

OAK RIDGE BOYS "Trying To Love Two Women" (MCA) 7/4 add WCCO-AM, WSBA, WIBW, WORG. Debut 30 WTAR.

PHOTOGLO "When Love Is Gone" (20th) 7/4 add WHAG, KSL, WSB, WATR.

JACKSON BROWNE "Boulevard" (Asylum) 7/2 add WHEN, KLTE. Moves: 38-25 KRKO, 28-25 FM97, debut 30 WLNH.

ENGELBERT "Any Kind Of Love At All" (Epic) 7/1 add WATR.

Most Added:

- FRED KNOBLOCK Why Not Me (Scotti Bros.) Added at 24% of our reporting stations.
AMBROSIA You're The Only Woman (You And I) (WB) Added at 19% of our reporting stations.
JOHNNY LEE Lookin' For Love (Full Moon/Asylum) Added at 17% of our reporting stations.
ROY ORBISON & EMMYLOU HARRIS That Lovin' You Feelin' Again (WB) Added at 15% of our reporting stations.
DIRT BAND Make A Little Magic (UA) Added at 12% of our reporting stations.
HOTEL Half Moon Silver (MCA) Added at 11% of our reporting stations.
EDDIE RABBITT Drivin' My Life Away (Elektra) Added at 11% of our reporting stations.
LINDA RONSTADT I Can't Let Go (Asylum) Added at 11% of our reporting stations.

Hottest:

- OLIVIA NEWTON-JOHN Magic (MCA) Reported hot at 56% of our stations.
KIM CARNES More Love (EMI America) Reported hot at 53% of our stations.
PURE PRAIRIE LEAGUE Let Me Love You Tonight (Casablanca) Reported hot at 50% of our stations.
KENNY ROGERS Love The World Away (UA) Reported hot at 34% of our stations.
MICKEY GILLEY Stand By Me (Full Moon/Asylum) Reported hot at 32% of our stations.
CHRISTOPHER CROSS Sailing (WB) Reported hot at 30% of our stations.



REGIONAL ADDS & HOTS

R/Friday, July 18, 1980

EAST

WBAL/Baltimore
Jack Lacy

B. J. Thomas
(Works)
J. Lee
Birtles & Goble
E. Klugh
Jer. Jackson
(Suggested)
F. Sinatra
(You)

WBZ/Boston
Wendy Fungo

C. Cross
M. Cole
J. Lee
HOTTEST
B. Joel
K. Rogers
R. Pinette & Oak
R. Burnette
Manhattans

WHDH/Boston
Jane Raino

M. Gilley
N. Cole
HOTTEST
Elton
PPL
K. Carnes
ONJ

WBUR/Buffalo
Roger Christian

G. Benson
L. Ronstadt
J. Lee
Ambrosia
(Woman)
HOTTEST
ONJ
K. Rogers
Manhattans
C. Cross

WGR/Buffalo
Jerry Rao

PPL
K. Rogers
Manhattans
ONJ
Dir. Band
K. Carnes
A. Thomson

WVMT/Burlington
Gary Wheelock

Dirt Band
Pointer Sisters
HOTTEST
Genesis
PPL
R. Orbison &
E. Harris
K. Carnes
B. Scaggs
C. Cross

WRE/Ene
Ted Abbott

C. Cross
Dr. Hook
F. Knoblack
D. Ross
E. Dan Seals
F. Sinatra
(You)
J. Mathis
D. Marvick
(Everlasting)(lp)
Seals & Crofts
(Silver)(lp)
M. Davis
(Gift)(lp)
R. Holmes
(Less)(lp)
N. Sedaka
(Love)(lp)
M. Manchester
(Nothin')(lp)
HOTTEST
K. Rogers
Manhattans
R. Burnette

WVAG/Hagerstown
Rick Summers

D. Boone
(Free)
J. Ruffin
(Night)
Firefall
Photoglo
(When)
D. Selge
HOTTEST
PPL
M. Magregor
F. Valli
K. Carnes
Air Supply
Hues Corp.
F. Cavaliere

WVMB/Harrisburg
Larry Horn

Dir. Band
Air Supply
HOTTEST
K. Carnes
M. Gilley
PPL
C. Cross
ONJ

WVTC/Harrisburg
Genny Jasionko

R. Orbison &
E. Harris
Firefall
F. Knoblack
HOTTEST
Elton
PPL
R. Dupree
(Steal)
A. Murray

WVNH/Laconia
Bill Stone

H. Alpert
Ambrosia
(Woman)
G. Rafferty
Phil. Luv Ensemble
HOTTEST
B. Joel
ELO
C. Cross
K. Rogers
Air Supply
C. King
G. Lightfoot
Genesis

WGR/Manchester
Karen Anderson

F. Sinatra
(You)
HOTTEST
ONJ
R. Pinette & Oak
R. Dupree
(Steal)
C. King

WEL/New Haven
Wol Piro

P. Davis
HOTTEST
K. Rogers
E. Harris
Air Supply
F. Valli
PPL

WVNH/Pittsburgh
Dennis Elhoff

R. John
E. Dan Seals
Ambrosia
(Woman)
HOTTEST
CDB
K. Carnes
B. Mardones
R. Robbins
Dir. Band
M. Gilley

MIDWEST

WKQA/Bowling Green
John Swan

Hotel
E. Klugh
K. Rogers
HOTTEST
K. Rogers
M. Gilley
PPL
L. Taylor
ONJ
C. Cross
R. Burnette
Commodores

WGCF/Coleville
McCord

N. Cole
R. Orbison &
E. Harris
F. Knoblack
HOTTEST
E. Klugh
(Pearl's)
D. Springfield
G. Burbank
G. Rafferty
Hotel
HOTTEST
K. Rogers
ONJ
A. Murray
C. Cross
K. Carnes

WVFR/Chicago
John Wetherbee

R. John
HOTTEST
B. Joel
R. Dupree
(Steal)
Elton
R. Burnette
Genesis

WVW/Cincinnati
Lara Gilen

F. Knoblack
R. Orbison &
E. Harris
Sproy Gyra
J. Last Band
(Fantasy)
A. Thomson
Dir. Band
E. Rabbitt
HOTTEST
PPL
Spinners
K. Rogers
B. Joel
R. Burnette
M. Gilley
C. Cross
Genesis

WVW/Cleveland
Chuck Collier

Commodores
L. Ronstadt
G. Benson
H. Alpert
HOTTEST
B. Joel
R. Burnette
ONJ
Genesis
C. Cross
K. Rogers

WVW/Cleveland
Terry Patrick

B. Mardones
F. Knoblack
R. Orbison &
E. Harris
HOTTEST
Elton
C. King
PPL
K. Carnes
C. Cross
R. Burnette
Commodores

WVW/Jackson City
Steve Morse

Pointer Sisters
B. J. Thomas
(Works)
E. Troyer
E. Dan Seals
E. Rabbitt
Preston &
Syreeta
HOTTEST
PPL
K. Carnes
R. Burnette
C. Cross

WVW/Quad Cities
W/W Baker

F. Knoblack
B. Scaggs
Dir. Band
CDB
Meco
HOTTEST
K. Rogers
A. Thomson
C. Cross
WJON/St. Cloud
Tom Scott

J. Denver
J. Lee
R. Crowell
Hotel
B. Wanger
R. Dangerfield
HOTTEST
ONJ
M. Jackson
Air Supply
B. Midler
R. Burnette

WVW/Terre Haute
Larry Joseph

P. Davis
L. Hall
D. Hook
Meco
HOTTEST
Elton
PPL
K. Carnes
Manhattans
B. Scaggs
C. Cross
Dir. Band
A. Murray

WVW/Toronto
Mark Stevens

Firefall
F. Knoblack
HOTTEST
PPL
M. Gilley
C. Cross
B. Scaggs
C. Cross
A. Murray
F. Valli

WVW/Toledo
Mark Stevens

Firefall
F. Knoblack
HOTTEST
PPL
M. Gilley
C. Cross
B. Scaggs
C. Cross
A. Murray
F. Valli

KRMG/Tulso
Don Bishop

R. John
F. Knoblack
G. Rafferty
Pointer Sisters
HOTTEST
PPL
R. Gilley
Manhattans
K. Carnes

WVW/Columbo
Mike Collins

E. Klugh
G. Burbank
F. Knoblack
ELO
HOTTEST
Elton
PPL
Spinners
ONJ

WVW/Louisville
Jerry Malloy

Manhattans
J. Lee
A. Thomson
Air Supply
Dir. Band
HOTTEST
ONJ
WLVA/Lynchburg
Jackson Hill

J. Lee
A. Murray
H. Alpert
Ambrosia
(Woman)
Sproy Gyra
HOTTEST
PPL
ONJ
Exile
K. Carnes
B. Scaggs
B. Scaggs
M. Gilley
E. Harris
Air Supply
C. Cross

WVW/Mayfield
Mike Brophy

Pointer Sisters
Hotel
Clout
Sproy Gyra
Air Supply
HOTTEST
P. McCartney
Elton
Spinners
ONJ
ELO
Exile
A. Thomson

WVW/Memphis
Carter Davis

B. Joel
K. Carnes
M. Gilley
R. Burnette
F. Knoblack
Toby Beau
Firefall
L. Graham
Ambrosia
(Woman)
R. Orbison &
E. Harris
Firefall
Air Supply

WVW/Charlottesville
Thomas H. Tenne

G. Benson
L. Ronstadt
R. Orbison &
E. Harris
Journey
G. Rafferty
HOTTEST
R. Burnette
ONJ
K. Carnes
ELO
Genesis
P. Townshend

WVW/Columbo
Mike Collins

E. Klugh
G. Burbank
F. Knoblack
ELO
HOTTEST
Elton
PPL
Spinners
ONJ

WVW/Laurens
Tom Daren

Bellamy Bros.
L. Taylor
HOTTEST
Elton
K. Rogers
A. Murray
F. Valli

WVW/Jackson
Wol Grayson

ONJ & C. Richard
(Sudden)(lp)
J. Lee
B. J. Thomas
(Works)
L. Ronstadt
HOTTEST
Hotel
G. Benson
HOTTEST
ONJ
F. Knoblack

KAAY/Life Rock
Ray Lincoln

Spinners
HOTTEST
Elton
B. Joel
Spinners
CDB
S.O.S. Band
K. Carnes

WVW/FM/Nashville
Mary Catherine Sneed

E. Dan Seals
HOTTEST
B. Joel
C. Cross
Manhattans
B. Scaggs
Air Supply
A. Thomson
M. Gilley
Firefall
Genesis
B. Mardones
Hotel
Ambrosia
(Woman)

SOUTH

WVW/Baltimore
Dexter Boone

Jer. Jackson
(Sudden)
F. Knoblack
M. Cole
J. Lee
R. Orbison &
E. Harris
Ambrosia
(Woman)
HOTTEST
Manhattans
K. Rogers
PPL
Spinners

WVW/Boston
Wendy Fungo

C. Cross
M. Cole
J. Lee
HOTTEST
B. Joel
K. Rogers
R. Pinette & Oak
R. Burnette
Manhattans

WHDH/Boston
Jane Raino

M. Gilley
N. Cole
HOTTEST
Elton
PPL
K. Carnes
ONJ

WBUR/Buffalo
Roger Christian

G. Benson
L. Ronstadt
J. Lee
Ambrosia
(Woman)
HOTTEST
ONJ
K. Rogers
Manhattans
C. Cross

WGR/Buffalo
Jerry Rao

PPL
K. Rogers
Manhattans
ONJ
Dir. Band
K. Carnes
A. Thomson

WVMT/Burlington
Gary Wheelock

Dirt Band
Pointer Sisters
HOTTEST
Genesis
PPL
R. Orbison &
E. Harris
K. Carnes
B. Scaggs
C. Cross

WRE/Ene
Ted Abbott

C. Cross
Dr. Hook
F. Knoblack
D. Ross
E. Dan Seals
F. Sinatra
(You)
J. Mathis
D. Marvick
(Everlasting)(lp)
Seals & Crofts
(Silver)(lp)
M. Davis
(Gift)(lp)
R. Holmes
(Less)(lp)
N. Sedaka
(Love)(lp)
M. Manchester
(Nothin')(lp)
HOTTEST
K. Rogers
Manhattans
R. Burnette

WVAG/Hagerstown
Rick Summers

D. Boone
(Free)
J. Ruffin
(Night)
Firefall
Photoglo
(When)
D. Selge
HOTTEST
PPL
M. Magregor
F. Valli
K. Carnes
Air Supply
Hues Corp.
F. Cavaliere

WVMB/Harrisburg
Larry Horn

Dir. Band
Air Supply
HOTTEST
K. Carnes
M. Gilley
PPL
C. Cross
ONJ

WVTC/Harrisburg
Genny Jasionko

R. Orbison &
E. Harris
Firefall
F. Knoblack
HOTTEST
Elton
PPL
R. Dupree
(Steal)
A. Murray

WVNH/Laconia
Bill Stone

H. Alpert
Ambrosia
(Woman)
G. Rafferty
Phil. Luv Ensemble
HOTTEST
B. Joel
ELO
C. Cross
K. Rogers
Air Supply
C. King
G. Lightfoot
Genesis

WGR/Manchester
Karen Anderson

F. Sinatra
(You)
HOTTEST
ONJ
R. Pinette & Oak
R. Dupree
(Steal)
C. King

WEL/New Haven
Wol Piro

P. Davis
HOTTEST
K. Rogers
E. Harris
Air Supply
F. Valli
PPL

WVNH/Pittsburgh
Dennis Elhoff

R. John
E. Dan Seals
Ambrosia
(Woman)
HOTTEST
CDB
K. Carnes
B. Mardones
R. Robbins
Dir. Band
M. Gilley

WEST

KOBY/Albuquerque
Paul Douglas

C. Cross
Dir. Band
F. Sinatra
(You)
S. Danzig
T. Furtado
HOTTEST
K. Rogers
PPL
M. Gilley

KLVD/Bakersfield
Larry Crawford

J. Mathis
(Lights)(lp)
Hues Corp.
D. Springfield
HOTTEST
B. Midler
K. Rogers
F. Sinatra
(New York)
Engelbert

KNOW/Denver
Brian Scott

P. Davis
F. Knoblack
B. Mardones
HOTTEST
C. King
ONJ
K. Rogers
R. Carnes
Dir. Band

KKPL/Denver
Michael Moore

Ambrosia
(Woman)
HOTTEST
F. Knoblack
R. Orbison &
E. Harris
HOTTEST
ONJ
K. Carnes
Manhattans
C. Cross
Air Supply

KUGA/Eugene, OR
Paul Thome

Hudson
R. Orbison &
E. Harris
F. Knoblack
K. Rankin
HOTTEST
B. Joel
D. Selge
R. Franklin
T. J. White

KRKO/Everett
R.P. McMurphy

Genesis
G. Rafferty
D. Springfield
HOTTEST
Poco
T. DeSario w/KC
(Woman)
HOTTEST
J. Lee
D. Joel
(Why)(lp)
HOTTEST
PPL
M. Gilley
Spinners
C. Cross
R. Burnette
K. Carnes
HOTTEST
C. King
ONJ
J. Mathis
Dir. Band

KVBA/Morro Bay
Donna St. John

Commodores
B. Joel
(Why)(lp)
J.D. Souther
T. DeSario w/KC
HOTTEST
ONJ
PPL
K. Carnes
Spinners
Air Supply
C. Rafferty
C. Cross
M. Gilley

KOV/Phoenix
Armstrong/Stevens

None
HOTTEST
M. Gilley
M. Jackson
G. Lightfoot
A. Murray
Phil. Luv Ensemble
J. Feliciano

KBLF/Red Bluff
Tom Plant

J. Mathis
Hotel
Ambrosia
(Woman)
Pointer Sisters
E. Dan Seals
HOTTEST
K. Rogers
G. Lightfoot
K. Carnes
Manhattans

KRKK/Scott Springs
Rod Tucker

Ambrosia
(Woman)
G. Rafferty
G. Benson
HOTTEST
PPL
C. King
ONJ
C. King
Air Supply
C. Cross
K. Carnes

KSL/Salt Lake City
George Larnich

Photoglo
(When)
A. Thomson
HOTTEST
R. Orbison &
E. Harris
Preston &
Syreeta
Dir. Band
C. Cross
F. Valli
P. Carnes
Elton

KFMB/San Diego
Larion/Anthony

P. Davis
N. Cole
L. Taylor
HOTTEST
A. Murray
K. Carnes
B. Scaggs
Dir. Band

KOGO/San Diego
Chuck Brinkman

F. Valli
M. Cole
HOTTEST
M. Gilley
A. Thomson

KFSD/San Francisco
John Hardy

Meco
R. Orbison &
E. Harris
Ambrosia
(Woman)
HOTTEST
Dir. Band
M. Gilley
Manhattans
A. Murray
K. Carnes

KLTE/Oklahoma City
Scott Wilson

A. Thomson
L. Ronstadt
J. Lee
J. Browne
HOTTEST
K. Rogers
M. Gilley
C. Cross
A. Murray
Dir. Band

KMBL/Pittsburg
Lanette Swonger

E. Rabbitt
M. Alpert
B. J. Thomas
(Works)
Player
Hotel
E. Carnes
PPL
Spinners
ONJ
Elton
F. Knoblack

WEST

WVW/Baltimore
Dexter Boone

Jer. Jackson
(Sudden)
F. Knoblack
M. Cole
J. Lee
R. Orbison &
E. Harris
Ambrosia
(Woman)
HOTTEST
Manhattans
K. Rogers
PPL
Spinners

WVW/Boston
Wendy Fungo

C. Cross
M. Cole
J. Lee
HOTTEST
B. Joel
K. Rogers
R. Pinette & Oak
R. Burnette
Manhattans

WHDH/Boston
Jane Raino

M. Gilley
N. Cole
HOTTEST
Elton
PPL
K. Carnes
ONJ

WBUR/Buffalo
Roger Christian

G. Benson
L. Ronstadt
J. Lee
Ambrosia
(Woman)
HOTTEST
ONJ
K. Rogers
Manhattans
C. Cross

WGR/Buffalo
Jerry Rao

PPL
K. Rogers
Manhattans
ONJ
Dir. Band
K. Carnes
A. Thomson

WVMT/Burlington
Gary Wheelock

Dirt Band
Pointer Sisters
HOTTEST
Genesis
PPL
R. Orbison &
E. Harris
K. Carnes
B. Scaggs
C. Cross

WRE/Ene
Ted Abbott

C. Cross
Dr. Hook
F. Knoblack
D. Ross
E. Dan Seals
F. Sinatra
(You)
J. Mathis
D. Marvick
(Everlasting)(lp)
Seals & Crofts
(Silver)(lp)
M. Davis
(Gift)(lp)
R. Holmes
(Less)(lp)
N. Sedaka
(Love)(lp)
M. Manchester
(Nothin')(lp)
HOTTEST
K. Rogers
Manhattans
R. Burnette

WVAG/Hagerstown
Rick Summers

D. Boone
(Free)
J. Ruffin
(Night)
Firefall
Photoglo
(When)
D. Selge
HOTTEST
PPL
M. Magregor
F. Valli
K. Carnes
Air Supply
Hues Corp.
F. Cavaliere

WVMB/Harrisburg
Larry Horn

Dir. Band
Air Supply
HOTTEST
K. Carnes
M. Gilley
PPL
C. Cross
ONJ

WVTC/Harrisburg
Genny Jasionko

R. Orbison &
E. Harris
Firefall
F. Knoblack
HOTTEST
Elton
PPL
R. Dupree
(Steal)
A. Murray

WVNH/Laconia
Bill Stone

H. Alpert
Ambrosia
(Woman)
G. Rafferty
Phil. Luv Ensemble
HOTTEST
B. Joel
ELO
C. Cross
K. Rogers
Air Supply
C. King
G. Lightfoot
Genesis

WGR/Manchester
Karen Anderson

F. Sinatra
(You)
HOTTEST
ONJ
R. Pinette & Oak
R. Dupree
(Steal)
C. King

WEL/New Haven
Wol Piro

P. Davis
HOTTEST
K. Rogers
E. Harris
Air Supply
F. Valli
PPL

WVNH/Pittsburgh
Dennis Elhoff

R. John
E. Dan Seals
Ambrosia
(Woman)
HOTTEST
CDB
K. Carnes
B. Mardones
R. Robbins
Dir. Band
M. Gilley

SOUTH

WSB/Atlanta
George Fisher

R. Pinette & Oak
Blach Russian
T. Pengrass
Photoglo
(When)
J. Last Band
(Fantasy)
HOTTEST
Elton
PPL
Spinners
ONJ
K. Rogers
G. Lightfoot
R. Burnette
Air Supply
M. Gilley

WJBO/Baton Rouge
Laurie Harrison

B. Scaggs
P. Davis
R. Orbison &
E. Harris
HOTTEST
ONJ
B. Joel
(Why)(lp)
C. King
Manhattans
M. Gilley
C. Cross

WBT/Charlotte
Andy Bickel

Genesis
L. Ronstadt
J. Lee
G. Benson
L. Graham
S. Bishop &
V. Elliman
P. Townshend
HOTTEST
ONJ
B. Joel
K. Carnes
M. Gilley
R. Burnette
F. Knoblack
Toby Beau
Firefall
L. Graham
Ambrosia
(Woman)
R. Orbison &
E. Harris
Firefall
Air Supply

WCHV/Charlottesville
Thomas H. Tenne

G. Benson
L. Ronstadt
R. Orbison &
E. Harris
Journey
G. Rafferty
HOTTEST
R. Burnette
ONJ
K. Carnes
ELO
Genesis
P. Townshend

WIS/Columbo
Mike Collins

E. Klugh
G. Burbank
F. Knoblack
ELO
HOTTEST
Elton
PPL
Spinners
ONJ

WFTL/P. Lauderdale
Tom Daren

Bellamy Bros.
L. Taylor
HOTTEST
Elton
K. Rogers
A. Murray
F. Valli

WSL/Jackson
Wol Grayson

ONJ & C. Richard
(Sudden)(lp)
J. Lee
B. J. Thomas
(Works)
L. Ronstadt
HOTTEST
Hotel
G. Benson
HOTTEST
ONJ
F. Knoblack

KAAY/Life Rock
Ray Lincoln

Spinners
HOTTEST
Elton
B. Joel
Spinners
CDB
S.O.S. Band
K. Carnes

WVW/FM/Nashville
Mary Catherine Sneed

E. Dan Seals
HOTTEST
B. Joel
C. Cross
Manhattans
B. Scaggs
Air Supply
A. Thomson
M. Gilley
Firefall
Genesis
B. Mardones
Hotel
Ambrosia
(Woman)

WTAR/Hartfolk
Dale Parsons

A. Thomson
R. Orbison &
E. Harris
HOTTEST
P. Dose
D. King
HOTTEST
ONJ
M. Gilley
C. King
Firefall
K. Rogers
K. Carnes

WDBO/Orlando
Tom Kunnington

F. Knoblack
E. Rabbitt
N. Cole
A. Thomson
HOTTEST
Neil & Dara
Sedaka
PPL
F. Valli
K. Carnes

WORG/Orangeburg
Stu Wright

L. Ronstadt
E. Dan Seals
Oak Ridge Boys
S. Bishop &
V. Elliman
HOTTEST
Manhattans
Spinners
ONJ
PPL
K. Carnes
B. Scaggs
B. Joel

WPTF/Raleigh
Jimmy Dean

E. Klugh
C. Cross
HOTTEST
Elton
Spinners
ONJ
D. Severinsen
WFR/Roanoke
Carl Riddleberger

H. Alpert
J. Lee
P. Davis
Ambrosia
(Woman)
HOTTEST
Elton
R. Dupree
(Steal)
B. Joel
Manhattans
ONJ
C. King
ELO
K. Carnes
CDB
K. Rogers
M. Gilley

WDAE/Tampa
Vance Dillard

B. Scaggs
Dir. Band
HOTTEST
B. Joel
Elton
PPL
R. Burnette
HOTTEST
Spinners
K. Carnes

WSJS/Winston-Salem
George Brown

Dr. Hook
P. Townshend
C. Cross
HOTTEST
PPL
Spinners
ONJ
Air Supply
B. Scaggs
R. Orbison &
E. Harris

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

- AIR SUPPLY (Arista) "Old Habits Die Hard" "Every Woman In The World"
- CHRISTOPHER CROSS (WB) "The Light Is On"
- DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" "Last To Know"
- RUPERT HOLMES (MCA) "Partners In Crime" "Long Way Home" "In You I Trust"
- BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long Night" "I Don't Want To Be Alone" "You're The One" "Sometimes A Fantasy"
- ELTON JOHN (MCA) "Never Gonna Fall In Love Again" "Take Me Back" "Sartorial Eloquence"

- CAROLE KING (Capitol) "Hey Girl" "Oh No Not My Baby" "Chains"
- GORDON LIGHTFOOT (WB) "Auctioneer" "Ghosts Of Cape Horn"
- DAVE MASON (Columbia) "I'm Missing You"
- PAUL McCARTNEY (Columbia) "One Of These Days"
- ANNE MURRAY (Capitol) "You've Got Me To Hold On To" "Nevertheless, I'm In Love With You"
- ANNE MURRAY (Full Moon/Asylum) "Could I Have This Dance"
- OLIVIA NEWTON-JOHN (MCA) "Suddenly" "Suspended In Time"
- EDDIE RABBITT (Elektra) "So Deep In Your Love" "I Need To Fall In Love Again"
- LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
- BOZ SCAGGS (Columbia) "You Can Have Me Anytime"
- CARLY SIMON (WB) "Stardust" "The Three Of Us In The Dark" "Take Me As I Am"
- FRANK SINATRA (WB/Reprise) "Love Me Tender" "Summer Me, Winter Me" "Just The Way You Are"

OPPORTUNITIES

Openings

EAST

An Opening? Not yet ... but just in case, let me know what you sound like and what you can do. Zap those tapes and resumes out right away. Dave Mason, PD, WBBF, 850 Midtown Tower, Rochester, NY 14604. P.S. We could use a good weekend person too. No calls please. EOE M/F (7-18)

Z104/Frederick, MD lost its morning personality newsmen to a major market and is looking for a replacement. Tapes and resumes to Kemosabi Joe, 6633 Mt. Phillip Road, Frederick, MD 21701, (301) 662-2148. EOE M/F (7-18)

Z104/Frederick, MD is looking for a high energy personality for opening in near future. Tapes and resumes to Kemosabi Joe, 6633 Mt. Phillip Road, Frederick, MD 21701, (301) 662-2148. EOE M/F (7-18)

Doubleday Broadcasting has immediate openings for air and news talent. Tapes and resumes to Bob Hattrik, Group PD/Contemporary Stations, Doubleday Broadcasting, KWK, 2460 Hampton Ave., St. Louis, MO 63139. EOE M/F (7-18)

New AOR 24-hour station opening soon in Johnstown, PA. Need morning jock. At least three years experience. Good pay and benefits. Send air check and resume to Ken Williams, PD, Conemaugh Communications Corp., The Landmark, 516 Main St., Johnstown, PA 15901. EOE M/F (7-18)

WKBO/Harrisburg, PA looking for personality mid-day communicator for adult approach Top 40. PD going off the air. Excellent pay and benefits for night person. Beginners need not apply. Send tapes and resumes to Jim Buchanan, PD, WKBO, 411 S. 40th St., Harrisburg, PA 17111. EOE M/F (7-18)

WBSB/Baltimore's Best B104 has immediate opening for 10am-2pm production wizard. If you have great pipes, are sharp with a knife, and ready to work harder than ever and have more fun than ever and make great bucks, send tapes and resumes plus production sample to Joel Denver, WBSB, 7 E. Lexington, Baltimore, MD 21202. EOE M/F (7-18)

WCBS/Charleston, WV is now accepting tapes and resumes for future openings in the news department. Must have at least two years experience, preferably in capital city, but not required. Tapes, resumes, and writing samples to Edward Esposito, ND, 1111 Virginia St. E., Charleston, WV 25324. No calls please. (7-18)

Major market morning personality Group owner needs an explosive, aggressive, promotion minded morning personality ready to become number one in competitive top ten market. Personal appearances, promotions a must. If you have MOR, Top 40 or Country experience and a proven track record, send tapes and resumes to Radio & Records, 1930 Century Park West, #197, Los Angeles, CA 90067. EOE

Marketing Visionary: Audio Independents seeks innovative self-starter with commercial experience to promote and develop opportunities for radio indies. Reply to Audio Independents, One Lincoln Plaza, New York, NY 10023 (7-11)

North Jersey Top 40 FM looking for a bright individual to lead its news department. Must be able to gather and write local/regional news and have strong on-air delivery. Send tapes and resumes to George Fuller, PD, WFMV-FM, Box 428, Blairstown, NJ 07825. No calls please. EOE M/F (7-11)

Full-time news reporter/announcer for AM drive in South Central PA. At least 2 yrs full-time experience. Call Phyllis Clugston, ND, between 8am-5pm (717) 397-0333 (7-11)

Openings

SOUTH

Need AM drive talent. Good bucks for right person. Creative personalities need only apply. Tapes and resumes to Steve Coggins, KSEL, Box 2369, Lubbock, TX 79408. (7-18)

WRKA/Louisville searching for AM drive talent. Contemporary background in medium to large markets a must. Great opportunity, working conditions and compensation. Be a part of what's destined to be America's newest FM success story. Tapes and resumes to Kevin Fennessy, PD, WRKA, 10001 Linn Station Rd., Louisville, KY 40223. No call please. EOE M/F (7-18)

Tapes and resumes now being accepted for possible future opening. Females encouraged. 2 yrs experience. Send info to Mike Brophy, Box 13, Mayfield, KY 42066. No calls please. EOE M/F (7-18)

The new KJ100 looking for creative individual to handle all nights. Rush tapes and resumes to C.C. Matthews, KJ100, 307 West Muhammad Ali Blvd., Louisville, KY 40202. If you're in a small market this could be your big break. No beginners please. Minorities encouraged to apply. EOE (7-18)

Ass't Chief Engineer needed. 1st class FCC license required. No experience necessary. New AM/FM facility. Call Marty Foglia, Chief Engineer, WWSA WCHY at (912) 236-7794. EOE M/F (7-18)

Air talent needed immediately for 50,000 watt Country AM, 100,000 watt Rock FM in North Carolina. Must be strong on production, personality and community involvement. Send tapes and resumes to Joe London, PD, WFNC-WQSM, Box 35297, Fayetteville, NC 28303. EOE M/F (7-18)

Southeastern Superstars AOR needs witty, mature morning personality that can relate to our audience. Knowledge of current events, sports and other media essential. Send tapes and resumes to Dwight Douglas, Burkhart/Abrams/Michaels/Douglas & Assoc., 6500 River Chase Circle East, Atlanta, GA 30328, or call (404) 955-1550. EOE M/F (7-18)

WTMC/Ocala is looking for news person. Both street work and anchor work are necessary. Tapes and resumes to Bill Mansfield or Chuck Jackson, Box 897, Ocala, FL 32670, or call (904) 629-8008. (7-18)

Wizard 99 needs mature, slightly warped midday person who's a production ace. Great bucks, new equipment and more fun on the air than you've had in years. Minorities encouraged to apply. Send tapes and resumes to Scott Fisher, WIZD, Box 99, Ft. Pierce, FL 33450. EOE M/F (7-18)

Radio hot as the weather. Market of 180,000 looking for energetic, natural communicator to spend a few years at the top of Texas. #1 in market and part of a growing chain. Good bucks for professionals with that extra touch. Tapes and resumes to Steve Stucker, 293-FM, Box 7488, Amarillo, TX 79109, or call (806) 353-6662. EOE M/F (7-18)

Q104 (WCKQ) in South Central Kentucky is updating their files. Now accepting tapes and resumes for future openings news, air personnel, play-by-play and sales. For further information reply to Jim Jackson, PD, Q104, Campbellsville, KY 42718, or call (502) 789-2401. EOE M/F (7-18)

WRXL/Richmond has openings for drive-time performers. Excellent benefits. 140,000 watts in an excellent medium market. We're the only game in town. Send tapes and resumes to Robert Davis, WRXL, 7100 Bethlehem Rd., Richmond, VA 23228. EOE M/F (7-18)

Burkhart/Abrams/Michaels/Douglas is expanding our newest format - Femme FM and is looking for qualified PD's at client stations across the country. Send tapes and resumes to Burkhart/Abrams/Michaels/Douglas, 6500 River Chase Circle East, Atlanta, GA 30328. EOE M/F (7-18)

Openings

WLEE, Nationwide Communications in Richmond, VA needs to add to its list of Pop/Adult personalities. If you're a real pro who can entertain but still perform, we can use you in PM drive. Send tapes and resumes to Dave Bishop, MD, WLEE, Box 8477, Richmond, VA 23226. EOE M/F (7-18)

Aggressive, growing chain in South looking for communicators, all shifts. All new facilities, great people to work with. Contact Ron Herper, (318) 487-0347. EOE M/F (7-11)

V97/AM-80 seeking tapes and resumes from newsmen and announcers for future openings. Send to Box 6877, Jacksonville, FL 32205. EOE (7-11)

MIDWEST

Major market AOR talent ... If you're into it and know that you've got what it takes to relate in a warm and enthusiastic manner, send tapes and resumes for consideration for future openings. Your current market size is irrelevant. It's talent that counts and a desire to be the best you can. Top 40 experience helpful. Send to Bob Linden, Meredith Broadcasting, 11128 John Galt Blvd., Omaha, NE 68137. EOE M/F (7-18)

Wanted: Experienced air personality with creativity and polished act to do morning drive for good bucks. If you think you can cut it, send tapes and resumes to Bob Meadows, WTRX, Box 1330, Flint, MI 48501. EOE M/F (7-18)

AM/FM TV in Youngstown, OH needs take-charge news person. Chance for some TV work. \$230.00 a week to start. Tapes and resumes to Mike Gauntner, WKBN, Youngstown, OH 44501. EOE M/F (7-18)

WSPT looking for air personality who is good in production and promotions. Send tapes and resumes to Pat Martin, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (7-18)

KSTT/Quad Cities looking for the finest talents available to do morning drive at one of the Midwest's legendary medium market stations. It's a competitive situation and we need a true personality to handle it. Group ownership, excellent salary and benefits. Tapes and resumes to Jim O'Hara, PD, Box 3788, Davenport, IA 52808. EOE M/F (7-18)

Doubleday Broadcasting has immediate openings for air and news talent. Tapes and resumes to Bob Hattrik, Group PD/Contemporary Stations Doubleday Broadcasting, KWK, 2460 Hampton Ave., St. Louis, MO 63139. EOE M/F (7-18)

Bismarck station seeks station Manager. Applicants must have experience in programming, sales and FCC matters. Address replies to Box 1738, Bismarck, ND 58501. EOE (7-18)

Large market sound in a college town of 50,000. KXIC needs the best morning man in the Midwest for our Pop/Adult personality morning show. Dynamite, creative production a plus. Salary open. Tapes and resumes to Roger Davis, Box 2388, Iowa City, IA 52240. EOE M/F (7-18)

Adult communicator needed for WKMF/Flint, MI. Must have minimum of three years experience. Professionals who want to be involved in our community should send tape, resume, and salary requirements to Lee Philips, WKMF, Box 1470, Flint, MI 48501. (7-18)

Hey! If you've got a year to two of experience and you're looking to get into a good market to expand your talents, THIS IS IT! WDIF/Dayton, OH, one of Billboard's stations of the year, is looking to add to its staff. Need Pop/Adult personality. In August we move into a new million dollar facility. Come join a winner! Send tapes and resumes to Jim Roberts, PD, WDIF, Box 10,000, Marion, OH 43302. Sorry, no calls accepted. EOE (7-18)

America's finest Pop/Adult station has rare opening for morning personality. More money and better lifestyle than most major markets. Tapes and resumes to Dave Clark, PD, 6161 Fall Creek Rd., Indianapolis, IN 46220. EOE (7-11)

Openings

WEST

KEXO/Grand Junction, CO will have opening in near future. Come to colorful Colorado and work with a great staff in a competitive area. Engineering or play-by-play abilities will be a plus but not essential. Tapes, resumes and salary requirements to Mike Connors, KEXO, Box 1448, Grand Junction, CO 81502. EOE M/F (7-18)

KRCQ (14Q)/Indio-Palm Springs looking for talented jocks with background in Country music. Not looking for cowboys. We're looking for communicators with personality. Tapes and resumes to Ron Young, 82640 Miles Avenue, Indio, CA 92201. No calls please. EOE M/F (7-18)

Dedicated, tenacious News Director needed. Intensive 5-day week. Live in Redwood country by the ocean. Contact Mark Hill, KATA at (707) 822-4814. EOE M/F (7-18)

KXOA/Sacramento is seeking additional quality air talent, full and part-time on-air professional personalities. Also experienced music research person needed. Send tapes and resumes to Terry Nelson, Box 1677, Sacramento, CA 95808. EOE M/F (7-18)

NEEDED YESTERDAY. Informative and creative morning person for #1 Superstars AOR in Las Vegas. Tapes and resumes to Big Marty, Box 15223, Las Vegas, NV 89109. No calls please. EOE M/F (7-18)

No screamers, pukers, or pre-frontal lobotomies please. One-to-one communicator with intelligent delivery needed for image Top 40 in America's #2 condensed radio market. If you have strong production and the desire to work on Oregon's fastest moving FM call Russ Daniels, PD (503) 259-2414, or send tape and resume to K104, 743 Main Street, Lebanon, OR 97355. EOE M/F (7-18)

Active advertising firm seeking creative, innovating, free-lance audio production talent. Send outstanding demo tapes to Fresno Advertising Associates, 764 P Street, Suite C, Fresno, CA 93721. (7-18)

50,000 watt KEX/Portland, OR has a rare weekend opening for an air personality. Minimum 14 hours per week, 3rd class FCC license required and minimum one year experience in the broadcast field. Application deadline July 28, 1980. Tapes and resumes only to Bob Miller, PD, KEX Radio, Golden West Broadcast Center, 4949 Southwest Mac Adam, Portland, OR 97201. EOE M/F (7-18)

KUHL/Santa Maria, CA looking for someone interested in radio sales. Call (805) 922-7727, ask for Jim Ranger. EOE M/F (7-18)

KFMS/Las Vegas needs a dependable and flexible part-timer for #1 AOR. Also accepting tapes and resumes for future openings. Send info to Big Marty, Box 15223, Las Vegas, NV 89109. No calls please. EOE M/F (7-18)

A great opportunity to program a top rated Country station in California. KTOM has a rare opening for a PD/air talent as our PD for the last 7 years joins the sales department. Tapes and resumes to Lloyd Carr, KTOM, Box 1380, Salinas, CA 93902, or call (408) 422-7484 (7-18)

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

DIANE GOLDSHER has joined the News Department at W-ROCK/Chicago, IL.
BETH DROWN appointed Business Manager at KUDL-FM/Kansas City, KS.
KATHLEEN GORMAN has been named Financial Manager at WTVQ-TV/Lexington, KY.
JOHN BLOODWELL named Promotion Director at WWWW-FM/Detroit, MI.
PAUL THOMPSON, formerly with KGHO/Hoquiam, WA, joins KXRO/Aberdeen, WA.
SCOTT PATRICK promoted from weekends to morning drive at KGHO/Hoquiam, WA.
PHIL SIMON joins WRKA/Louisville, KY as MD and 7pm-12mid personality. Formerly with WPSI/Trenton, NJ.
BIG MARTY promoted to Operations Manager at KFMS/Las Vegas, NV.
ED JOYCE, moves from KEZX/Seattle, WA, to K-TAHOE/Lake Tahoe, CA, as News and Public Affairs Director.
CHRIS WALLENBERG, formerly with WEZB/New Orleans, LA, joins K-TAHOE/Lake Tahoe, CA, evenings.
BOB TURNER moves from evenings to mornings at K-TAHOE/Lake Tahoe, CA.
RICK CARNER joins K-TAHOE-FM/Lake Tahoe, CA as Operations Director, from KZ-93/Peoria, IL.

IAN SILVA moves from weekends at WMZQ/Washington, D.C., to mornings at WPRW/Manassas, VA.
BILL EASTER appointed Operations Manager at CKAR-CKQT-FM95/Oshawa, Ontario.
GERRY BRETT named Regional Sales Manager for 1350 CKAR-AM/Oshawa, Ontario.
MARK ORTON promoted to News Director at CKAR-CKQT-FM95/Oshawa, Ontario.
BILL FINNIGAN has been named Controller and Office Manager of Grant Broadcasting Limited, Oshawa, Ontario.
LORNA HIGDON JOYNER appointed Director of Promotions and Community Relations for Grant Broadcasting Limited, Oshawa, Ontario.

Record

ROBIN SLOANE has been appointed Manager of Writing Service for Epic/Portrait/CBS Associated Labels.
ROBERT STANFORD has been named Director of Sales, Special Projects for CBS Records.
DIANE WAGNER appointed to the post of Administrative Assistant to David Ker-shenbaum at A&M Records.

OPPORTUNITIES

Openings

WEST

NEWS DIRECTOR. Fresno radio station in need of experienced male or female for position of News Director! Please send non-returnable tapes and resumes to Bill Weaver, KLOK Radio, Box 21248, San Jose, CA 95151. EOE (7-18)

KBDF/Eugene, OR needs experienced full-time and part-time announcers immediately. Tapes and resumes to Chris Kovanik, PO KBDF, Box 70128, Eugene, OR 97401. (7-18)

KOBO/Yuba City has an opening right now for a news person. We are looking for the right person who can demonstrate a strong desire to dig for local news items, get involved in community activities, and have a strong authoritative delivery. If you think you have what it takes for the number one news operation in our market, send tape and detailed resume to Rosa W. Forbes, Operations Manager, Box 1056, Yuba City, CA 95991. No calls please. EOE M/F (7-18)

50,000 watt radio station in San Jose is looking for a permanent part-time air personality. KLOK serves 10 counties in the San Francisco Bay area and has an AOR/Adult format. Please send non-returnable tapes and resumes to Bill Weaver, KLOK, Box 21248, San Jose, CA 95151. EOE (7-18)

Miscellaneous

KRCQ/Palm Springs needs Country library. New service gives old hits immediately from all labels. Ask for Terry Aylor or Ron Young (714) 347-3404, or send to 82640 Miles Ave., Indio, CA 92201 (7-18)

WSEB/Elkton, MD needs record service from all labels. Vanced format. Includes Top 40, AOR, R&B, Country. Call collect (301) 398-6041 ask for Chuck Anthony (7-18)

Everyone has a hobby. Well mine is collecting your station's (radio or TV) T-shirts (size 42-44) or bumper stickers. Send to Roke, Rt 7, Box 50, Martinsburg, WV 25401 (7-18)

WTMC/Ocala, FL needs record service from all labels, especially albums. Adult Contemporary format. Send to Chuck Jackson, Box 897, Ocala, FL 32870, or call (904) 629-9008 (7-18)

Wanted: Country record service from all sources including singles and albums. Contact Jim Ahlborn at WTIO, 1501 Deer St., Manistique, MI 49854 (906) 341-2024 (7-11)

Tampa Bay's 86WAZE is a trade reporter in the 23rd market and has just achieved the highest ratings in its history. We need Top 40 single/album service. Contact Apple, PD, 86WAZE, Box 4667, Clearwater, FL 33518 (813) 725-5545 (7-11)

Positions Sought

Experienced, conscientious, hardworking. Third, 2 year Broadcasting grad. Involved, friendly, communicative. Tight board. Tape and resume. (518) 868-9351, or Box 8, Central Bridge, NY 12035. (7-18)

Ready to move. Have been with respected medium market facility for several years. Looking for a stable, personality-oriented Pop/Adult or Top 40 air position in a major or prestigious medium market. 7 years experience, various formats, (some in major markets), production, promotion, public relations. Present employer is class act and will give solid recommendation. S.R. MORISON, FRD 2, Box 95, Delmar, DE 19940. (7-18)

I've been entertaining listeners for 10 years, most of it with funny stuff. Adult personality, witty, ad-libber. I should be on the air, somewhere. Good numbers, good references, good day. Call me, will ya! Let me tell you more about myself. (702) 361-6403. (7-18)

ROGER CARY, mornings KNUS/Dallas, Y-103, WQAM, WFUN, now available for major market or exceptional larger medium market personality opportunity. Multi-voiced entertainer. Hot production. Even crazy news. (214) 368-8008, (214) 826-8780, or (703) 830-3818. (7-18)

Looking to stay. Desire a job in promotion or programming, have entry level experience plus copywriting, production, on-air, interviews and automation. Not afraid of hard work or of paying dues of management placement is possible with proven performance. Prefer AOR or soft rock. Have degree. Call R.J. at (314) 445-7123, or write 2012 W. Ash, Apt. 1-4, Columbia, MO 65201. (7-18)

BILL McCOWN, Formerly PD/MD WAIM-FM and WANS-FM/Greenville-Anderson, SC. Available immediately. 8 years experience with proven track record and excellent references. Call (803) 226-1408. Composite aircheck, resume, ratings report and programming philosophy booklet available. Prefer South. (7-18)

3 year plus news pro would like to help make your medium to major market station sound good. Looking for a committed, non rip 'n' read operation. Street reporting and anchoring experience. Creative writing ability a strong suit. (319) 369-5530. (7-18)

This is my 10th year in the business. One of my friends and I want to strut our stuff as one of the nation's newest, funnest, entertaining and informative morning teams. Can do a top notch job. Have worked in every aspect of the industry, and want a shot at the big time doing what we love best. If you need something to help your morning ratings why not give MARK and BOB a chance? Call during day, and leave message. BOB, (919) 326-3284. (7-18)

Goods & Services

Aircheck Factory

MOTOR CITY MORNINGS: One hour profile of Detroit AM Drive, Cassette #4.50. TRIBUTE TO KHJ (Part 1): Two hour profile featuring 1965 to 1970. Cassettes \$9.00. Prices include shipping. Ask for complimentary copy of monthly newsletter. AIRCHECK FACTORY, Box 156, Franklin Park, IL 60131

World's Largest

Why is FRUITBOWL the world's largest weekly humor and information service? Topical jokes, humorous vignettes, artist bio's, record tie-ins, "JOCK TIPS," exclusive artist-market record charts, and far more! Four week trial, \$10, refundable with yearly subscription. FRUITBOWL, Box 9787, Fresno, CA 93794.

Broadcaster's Action Line

Job referral service - \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

"Radio's Premiere Comedy Service"

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.

Comedy Material

Funny horoscopes, Krazy commercials, silly soap operas, ridiculous TV reviews and more. 25 pages delivered to your mouth every month. For free, write HYPE, INC., Box 69581, Los Angeles, CA 90069

Lola's Lunch

DROP YOUR PANTS grab your socks, here comes the info here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197

Sound Effects

COMPLETE SOUND EFFECTS LIBRARY on 24 LP Records. Only \$7.50 per record no other charges. Everything from an Atom Bomb to a Toilet Flush. From the pioneers in Sound Effects for broadcasting. Write for catalog today. THOMAS J. VALENTINO INC., 151 West 46th St., New York, NY 10036, (212) 246-4675

Oldies But Goodies!

Huge inventory! Fast service, low prices! Send \$1.00 (deductible on first order) for giant catalogue THE GOLD VAULT, P.O. BOX 202-C, Oshkosh, WI 54907. (616) 344-6345

Election Year Entertainment

"Rock 'n Politics" Rockumentary. The music and voices of Past Presidential campaigns. 6 shows, 1956-1976. Free demo SOUND ARCHIVE PRODUCTIONS, 175-21st Ave., San Francisco, CA 94121

Top 1573 Of The 1970's

Complete, ordered list of every record to hit New York's Top 25 over the last ten years. Also - the Top 100 Artists \$30 to Joe Persek, 20-02 37 Street, New York, NY 11105

Phantastic Phunnies

Highly respected proven worldwide audience builder! Hilarious original 'quik-quip' topical humor!! Introductory month's 400 topical one-liners and 'Bonus' just \$2.00!!! PHANTASTIC PHUNNIES, 1343-A Stratford Dr., Kent, OH 44240

Top 20 Countdown

Fifteen weekly 4 and 7 minute radio football shows beginning 8:30. Uttempo, conversational, creative. More info-Demo JTP PRODUCTIONS, Box 747, Pittsburg, Kansas 66782 (316) 231-9200

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

Solid prospect. Young black rock, roll and souler seeking AOR or Top 40 first break. Great communicator with tight board. 3rd. I can make your small or medium market station go. Will relocate. GENE H. GRANT, 11 Weld St., #1, Framingham, MA 01701, (617) 879-0314. (7-18)

Successful personality. MD. Want a "new" challenge. 3 1/2 years experience and counting. Salary open. Call THE POSITIVE THINKER. (216) 478-0440. (7-18)

Award-winning journalist seeking position in California or Colorado. Serious and stable. Call MARK WYATT (303) 738-8225. (7-18)

Somewhere out there is a medium market station who could use a college grad with 4 stations and 4 years in the business. I'm ready to move. Call me. CHRIS (412) 766-0247. (7-18)

Need a change? Top-rated California radio announcer seeks medium market programming challenge in Top 40, Pop/Adult or Country. Available now. Call WES (209) 299-0688. (7-18)

Entry level broadcaster looking for a job. Willing to go anywhere in country. Have good knowledge of sports and have experience with play-by-play. 10-month broadcasting course, including a three month internship at station. Have 3rd. Contact DAVID HOKENSON, (612) 665-3918. 108 S. Park Lane, LeSueur, MN 56058. (7-18)

Positions Sought

CHRIS JARRETT (WAYS, 9 ROCK) now available for major or medium market. Minority, superb communicator. Excellent references. Call (206) 345-4437, or (206) 758-5523. (7-18)

So you haven't found that talented, versatile, hard working, rock 'n' roller for your station yet, huh? You should call THE RABBIT and take care of the situation soon. You'll also get a wild and zany production animal! Available now for work anywhere in the US or Australia. (808) 261-7026 for the tape and the resume. Better hurry. Offer could end soon. (7-18)

Eager, energetic entertainer looking for work in Rochester, MN. Have college degree, trade school diploma and 1st phone. Experience in ADR, MOR and Adult Contemporary. Also News/Sports and commercial copy writing. Run a tight board, good strong production. I'd love to go back to Rochester!!! PAUL, (218) 326-9952 days, (218) 326-3448 from 1-3pm or 5:30-midnight any time except Wednesday. (7-18)

Experienced female air-talent with 3rd endorsed seeking full or part-time position with station in Richmond, VA area. Please call (212) 657-2580. (7-18)

California boy ready to come home. Working mature professional looking for medium or major market California gig. AOR, Pop/Adult or Top 40. Versatile, one-to-one, good production, tight. Automation experience. Ready to grow! Call MARK ALAN RAPPAPORT (213) 344-1970 (message) or (303) 245-5285, home days. (7-18)

Aggressive air-talent, MD or PD, preferably West. DAVID O'DELL. (601) 332-0526, or (501) 285-3420. (7-18)

Attention Texas: MD/air-personality seeking position on your staff. 4 years air experience, including mornings. Dedicated hard-worker seeking break in small/medium market. For tapes and resumes call ROB CRESTWOOD (517) 772-0375, or write 611 Sunset, Mt Pleasant, MI 48858. (7-18)

Chicago morning pro seeks sunshine. Working, winning, incredible craziness. Will negotiate with anyone that accepts no substitute for success. (312) 985-9545. (7-18)

Please consider me. Young, but talented personality. Successful MD. I don't tell jokes, I don't scream. I'm myself and that's why people like me. Call anytime. (216) 478-1206. Ask for L.D. (7-18)

Young, energetic with 5 years experience AOR. Live board, ad production and engineering. Have done voice over for national ad spots. Metro NY and East Coast preferred. Write FRANK WARD, 1529 Rosedale Ave., Bronx, NY 10460 (7-18)

TOM ARMSTRONG. Last 2 years with WZYQ 10 years experience PD/MD. Now available. Call (301) 662-0264 (7-18)

12 year vet, formerly Q106/Tampa, WAVZ/New Haven, WABB/Mobile and Y103/Jacksonville. Looking for position in medium or large market, in programming. Prefer the sunny South, in no hurry. (904) 731-4865 (7-18)

Comedy, consistency and communication. Two major market jocks are ready to go with one of the best morning or afternoon drive shows in the country. We welcome all reasonable offers. Call (313) 872-7282 before noon (7-18)

I am named after a city in Texas but this experienced Top 40 drive jock is looking for a gig in the East. Good low voice, any slot, music and production. HOUSTON (516) 423-0167 (7-18)

I shot J.R. and have been for the past 2 years at KCMO/Kansas City, 3 first in the state awards for spots and promos. Nominated both years for radio personality of the year. A.W. RT. Highly creative morning drive Pop/Adult personality. Will still do afternoon drive but no windows. 16-year pro and still young. PD and News Dir. experience. College grad. A format change has left me upwardly mobile. Give me the framework, I'll paint the picture. Major markets only. Call JIM LONDON (913) 722-6033, or write 6124 El Monte St., Fairway, Kansas 66205. (7-18)

Positions Sought

EDDIE COYLE, currently working at WFIL/Philadelphia, is looking for a major or large market. A young, professional announcer with 10 years experience. (215) 632-1933. (7-18)

Experienced DJ looking for permanent position with stable station on East Coast. Please write BILL JENKINS, Box 1045, Charlottesville, VA 22902, or call (804) 294-0967. (7-18)

I take my work seriously. Reliable, energetic entertainer seeks full-time announcing or news slot in small to medium market. Pop/Adult or Country. I'm no dither and will relocate anywhere. Over 1 year commercial experience. Possible part-time sales. Call WADE COMBS collect. (419) 943-2525 before noon. (7-18)

7-year modern Country personality, last 4 years in medium market, last 2 years #1 adult 25-49 afternoon drive. Looking for PD or MD position... or almost anything. Medium market preferred. (507) 777-4224. Ask for JOHN. (7-18)

BOB LANDREE, formerly with WHBO/Memphis, B-100/San Diego and most recently with KLOK/San Jose, is available for mornings but will consider afternoon drive. Will relocate. Looking for stable position. Proven track record. Call anytime. (415) 523-2359 (7-18)

I'm a professional radio person. Totally dedicated to the field, looking for a good station. Tight board, reliable and have a competitive spirit. Call PETER BERNARD (213) 385-0101 (7-18)

Young, experienced PD/MD (now legendary Midwest Pop/Adult) wants to return to combo of air/MD/PD in Midwest or West. Call (812) 338-8856 after 4 CST (7-11)

KCBQ, KCCC, KBAD, currently MD and afternoon drive at 50kw KBCQ/Roswell, NM. Need Top 40 or AOR gig yesterday. 3 years experience. Music mixing ability is next to none. Good music knowledge, hard working and cheap. Prefer AZ or Southern CA but will consider all offers. Call CHRIS KAY (505) 622-6450, or (505) 623-4875. (7-18)

JEFF YOUNG, News Director, KYNO-AM-FM, K104, WQAM and ZETA 4. Music stations can build shares with news! I'll help you get or stay on top with new concepts in local news programming. Strong tape, great track and references. (209) 291-4034. (Let it ring) (7-18)

Adult Contemporary, one of the nicest, hardest working, result getting personalities will be available soon. New York, Tampa, and now Philly. Fluff up your Fall ARB now! All replies confidential, prefer East. Major market only. Box 15968, Philadelphia, PA 19103. (7-18)

This copywriter writes spots so creative, several stations clients have dropped their national agencies because she can do it better! Writes straight or "off-the-wall" and writes fast! Wants to move to warmer places and larger spaces. South and West preferred. 911 Orrvillewood Rd., St. Louis, MO 63017. (7-18)

College graduate, broadcast major, with commercial radio and TV experience is ready for the real world. 1st class ticket. Call LONNIE (515) 733-2418, after 12 noon (7-18)

Los Angeles newsmen wants to get back to Top 40 or Pop/Adult airwork in the Western U.S. I have worked as a production director. I'm a hard worker with 2 years experience. KEN E. MARKS (213) 559-9156. (7-18)

Aggressive News Director in upstate NY seeks radio news position in major or medium market. Willing to relocate. Call after 7pm (914) 794-5092. (7-18)

#3 in Cleveland's all night ARB. LANNY WHEELER is available immediately. 10 years experience, including WWWE, KIRL/St. Louis. An experienced personality, versatile in all formats. Call (216) 831-2309. (7-18)

Sports Director in small market looking for SD or sports position in medium market. Strong in play-by-play, have 4 years sports/news experience. Ready for move up. Call (313) 681-3610. Good references. (7-11)

Radio & Records

1930 CENTURY PARK WEST, LOS ANGELES, CA 90067

TELEPHONE: (213) 553-4330

HANDY WAY TO SUBSCRIBE

Please check above to enter a subscription to Radio & Records for one year.

ONE YEAR — \$140

Enclose payment with order

Overseas subscribers add \$100 per year

International U.S. funds please

Check here to change address of a subscription in force. Print new address below and attach label from a recent issue showing old address. Please send notice of change 4 weeks in advance.

Name _____
Street _____
City _____
State _____ Zip _____

THE BACK PAGE BREAKERS

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

AMBROSIA

You're The Only Woman (You & I) (WB)

72% of our reporters on it. Moves: Up 54, Same 23, Down 0, Adds 62 including WXLO, WKBW, WFIL, Q107, CFTR, KS95-FM, WHB, WGCL, WZUU, KFRC, KIMN. See Parallels, charts at number 28.

AIR SUPPLY

All Out Of Love (Arista)

68% of our reporters on it. Moves: Up 91, Same 13, Down 1, Adds 27 including KRLY, KSLQ, WHB, WGCL, 13K, WPEZ, WHFM, KTSA, WERC, KZ93, KTAC. See Parallels, charts at number 29.

FRED KNOBLOCK

Why Not Me (Scotti Bros.)

61% of our reporters on it. Moves: Up 62, Same 35, Down 0, Adds 21 including CFTR, KVIL, Y100, KIMN, WBEN-FM, Q106, KEEL, 92Q, KLEO, KCPX, KENO. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title 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.

COMMODORES "Old-Fashion Love" (Motown) 94/7

Moves: Up 68, Same 18, Down 1, Adds 7, WNBC, KVIL, WOKY, KFI, KEEL, WFMF, WGH, JB105 30-25, KRLY 20-15, Q105 30-24, KOPA 28-23.

JOHNNY LEE "Lookin' For Love" (Full Moon/Asylum) 93/29

Moves: Up 47, Same 17, Down 0, Adds 29 including WKBW, WCAO, F105, WPGC, WHB, WZUU, KRLA, KIMN, KOPA, Z93 26-18, 94Q 12-6, KEARTH 26-23.

GEORGE BENSON "Give Me The Night" (WB) 93/26

Moves: Up 43, Same 23, Down 1, Adds 26 including CKGM, KS95-FM, KFI, WTRY, WTX, WOH, KERN, WPGC 26-21, Q105 28-22, KEARTH 28-24.

QUEEN "Play The Game" (Elektra) 87/2

Moves: Up 53, Same 30, Down 2, Adds 2, WGCL, KZ93, CHUM 21-19, KJR 17-14, WBEN-FM 28-19, WERC 10-5, Y103 30-25, WQRK 21-15, Y94 21-18, KRSP 15-10.

ERIC CLAPTON "Tulsa Time" (RSO) 84/1

Moves: Up 61, Same 19, Down 3, Adds 1, KFYZ, Z97 15-9, Q105 21-19, KUPD 27-21, Q106 30-25, KHFI 20-15, KX104 10-4, WQRK 30-24, KTKT 20-13.

IRENE CARA "Fame" (RSO) 77/30

Moves: Up 32, Same 15, Down 0, Adds 30 including WKBW, WRKO, PRO-FM, WPGC, KSLQ, WNBC 25-20, JB105 19-14, KEARTH 13-4, KRLA 10-7, KFI 14-11, 13K 26-15.

EDDIE RABBITT "Drivin' My Life Away" (Elektra) 71/14

Moves: Up 45, Same 12, Down 0, Adds 14 including Z93, KDWB, WFBL, 14Q, WAPE, KROY, KLUC, WRKO 26-22, WHB 11-7, WOKY 25-20, KIMN 21-14, KOPA 25-20.

ROBBIE DUPREE "Hot Rod Hearts" (Elektra) 67/34

Moves: Up 19, Same 14, Down 0, Adds 34 including WKBW, WFIL, 96KX, WOKY, KIMN, KOPA, WICC, KXX106, KROY, Z93 25-20, 94Q 22-17.

ROGER DALTREY "Free Me" (Polydor) 65/11

Moves: Up 22, Same 32, Down 0, Adds 11 including JB105, WAEB, WNCI, KERN, WXIL, KSLY, KOOK, WBEN-FM 38-31, WTX 40-35, KRSP 25-19.

POCO "Under The Gun" (MCA) 58/21

Moves: Up 15, Same 22, Down 0, Adds 21 including KJR, KUPD, WPST, 95SGF, KYNO-FM, WJBO, WAAY, KENI, 96KX 32-27, KWK 22-14, KBEO 17-12.

FIREBALL "Love That Got Away" (Atlantic) 56/6

Moves: Up 34, Same 16, Down 0, Adds 6, WTIC-FM, WHY, 14Q, KAUM, WLCY, G100, KSLQ 25-23, KBEO 11-6, WHB 25-23, WOKY 30-27.

JOURNEY "Walks Like A Lady" (Columbia) 55/0

Moves: Up 23, Same 21, Down 1, Adds 0, WFI 12-10, PRO-FM 16-14, Q105 22-20, KJR 27-25, KHFI 18-12, WTX 38-31, WRVQ 13-9.

ELECTRIC LIGHT ORCHESTRA "All Over The World" (MCA) 50/30

Moves: Up 12, Same 8, Down 0, Adds 30 including 94Q, Q105, KBEO, KEARTH, WPEZ, KAUM, WSGA, KIOY, KLUC, 96KX 18-12, WPGC 28-26, KRQ 13-7.

Others Getting Significant Action

ROY ORBISON & EMMYLOU HARRIS "That Lovin' You Feelin' Again" (WB) 48/3, Moves: Up 29, Same 15, Down 1, Adds 3, WKEE, KSTT, KKLS, Y103 36-32, WRJZ 27-22, KWEN 30-24, WISM 24-19, WAAY 14-10, WISE 37-32, WANS-FM 25-20.

Radio & Records

NATIONAL AIRPLAY/30

July 18, 1980

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

8	4	2	1	OLIVIA NEWTON-JOHN/Magic (MCA)
1	1	1	2	BILLY JOEL/It's Still Rock & Roll To Me (Columbia)
10	8	5	3	MANHATTANS/Shining Star (Columbia)
17	10	7	4	GENESIS/Misunderstanding (Atlantic)
26	20	12	5	CHRISTOPHER CROSS/Sailing (WB)
14	11	9	6	KIM CARNES/More Love (EMI America)
4	3	3	7	PURE PRAIRIE LEAGUE/Let Me Love You... (Casablanca)
6	6	6	8	ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)
23	21	13	9	PETE TOWNSHEND/Let My Love Open The Door (Atco)
2	2	4	10	ELTON JOHN/Little Jeannie (MCA)
25	22	15	11	BOZ SCAGGS/Jojo (Columbia)
-	27	20	12	ROLLING STONES/Emotional Rescue (Rolling Stones)
7	7	8	13	SPINNERS/Cupid/I've Loved You For A Long Time (Atlantic)
13	13	11	14	CHARLIE DANIELS BAND/In America (Epic)
20	19	16	15	KENNY ROGERS/Love The World Away (UA)
15	14	14	16	JOE WALSH/All Night Long (Full Moon/Asylum)
3	5	10	17	PAUL McCARTNEY/Coming Up (Columbia)
28	24	22	18	ALI THOMSON/Take A Little Rhythm (A&M)
27	25	23	19	S.O.S. BAND/Take Your Time (Do It Right) (Tabu)
18	18	17	20	CAROLE KING/One Fine Day (Capitol)
-	28	26	21	BENNY MARDONES/Into The Night (Polydor)
-	30	28	22	JACKSON BROWNE/Boulevard (Asylum)
-	29	27	23	DIRT BAND/Make A Little Magic (UA)
29	26	25	24	MECO/The Empire Strikes Back (Medley) (RSO)
19	17	18	25	BLUES BROTHERS/Gimme Some Lovin' (Atlantic)
-	-	30	26	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
-	-	29	27	LINDA RONSTADT/I Can't Let Go (Asylum)
-	-	-	28	AMBROSIA/You're The Only Woman (You & I) (WB)
-	-	-	29	AIR SUPPLY/All Out Of Love (Arista)
-	-	-	30	FRED KNOBLOCK/Why Not Me (Scotti Bros.)

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

AMBROSIA "You're The Only Woman (You & I) (WB)
ROBBIE DUPREE "Hot Rod Hearts" (Elektra)
IRENE CARA "Fame" (RSO)
ELECTRIC LIGHT ORCHESTRA "All Over..." (MCA)
JOHNNY LEE "Lookin' For..." (Full Moon/Asylum)

Complete Regionalized Listings on Page 20 and 21.

HOTTEST

CHRISTOPHER CROSS "Sailing" (WB)
OLIVIA NEWTON-JOHN "Magic" (MCA)
BILLY JOEL "It's Still Rock & Roll To Me" (Columbia)
MANHATTANS "Shining Star" (Columbia)
GENESIS "Misunderstanding" (Atlantic)

Parallel Listings Begin on Page 24.

LARRY GRAHAM "One In A Million You" (WB) 47/13

Moves: Up 24, Same 10, Down 0, Adds 13 including WXLO, Y100, Q105, 13K, WHY, WAPE, WNOX, WCAO 11-6, WPGC 5-1, KRLY 25-20, CKLW 19-8.

AVERAGE WHITE BAND "Let's Go 'Round Again" (Arista) 44/12

Moves: Up 18, Same 13, Down 1, Adds 12 including CKGM, 14Q, Y103, WGH, WVIC, KRUX, WKBW 21-17, KHFI 29-24, WNOE 30-26, KXX106 5-4.

KENNY LOGGINS "I'm Alright" (Columbia) 43/19

Moves: Up 13, Same 11, Down 0, Adds 19 including WFI, WGCL, WPST, WTX, WTVR, Y94, WCIR, WCGQ, KKLS, 96KX 27-22, WBEO 16-11.

GERRY RAFFERTY "The Royal Mile" (UA) 41/25

Moves: Up 7, Same 9, Down 0, Adds 25 including WHFM, WKEE, WSKZ, KJ100, WZZP, KMJC, KRQ, V100, WFOX, KKXL, 94Q 30-27.

NATALIE COLE "Someone That I Used To Love" (Capitol) 41/13

Moves: Up 18, Same 10, Down 0, Adds 13 including WXLO, PRO-FM, 14Q, KHFI, Y103, KMJC, WRKO 13-9, KEARTH 30-27, WFB 28-25, WHEB 23-17, WROV 15-8.

HERB ALPERT "Beyond" (A&M) 39/3

Moves: Up 25, Same 11, Down 0, Adds 3, WFIL, WERC, 96X, 94Q 18-16, WOKY 28-23, WFB 23-19, KHFI 30-25, WISE 38-33.

ROBERT JOHN "Hey There Lonely Girl" (EMI America) 37/23

Moves: Up 2, Same 12, Down 0, Adds 23 including JB105, Z93, 13K, WLCY, WAPE, 92Q, WQRK, KIOA, KRAV, KGW.

RICK PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 35/0

Moves: Up 19, Same 10, Down 6, Adds 0, F105 5-4, WOKY 26-24, WFLY 10-8, 14Q 1-1, WTX 36-33, WVIC 40-33, KCPX 30-25, KKRC 29-24.

KISS "Shandi" (Casablanca) 32/4

Moves: Up 12, Same 14, Down 2, Adds 4, 96X, KGW, KRUX, KODI, PRO-FM 21-19, WPGC 25-22, WGCL 29-26, WXIL 12-6.

RUSS BALLARD "On The Rebound" (Epic) 31/2

Moves: Up 17, Same 12, Down 0, Adds 2, WFI, KDZA, Q102 21-19, KUPD 29-26, KXX106 29-26, KRUX 38-34, WFB 29-22, WANS-FM 24-19, KRLC 15-10.

DARYL HALL & JOHN OATES "How Does It Feel To Be Back" (RCA) 29/21

Moves: Up 3, Same 5, Down 0, Adds 21 including KWK, WFLY, WHY, KXX106, WLAC, WQRK, WDRQ, KWEN, KIOY, KBEO 22-18.

BOB SEGER "You'll Accomp'ny Me" (Capitol) 26/25

Moves: Up 0, Same 1, Down 0, Adds 25 including F105, WRKO, JB105, CKLW, KRBE, 96X, KJ100, KRAV, KJRB, TOUCH "Call Me" (Atco) 25/12

PAT BENATAR "You Better Run" (Chrysalis) 24/16

Moves: Up 4, Same 4, Down 0, Adds 16 including JB105, WGCL, WFLY, KX104, KSTT, KCPX, KMJK, WFBG, WFI 30-27, WDRQ 28-25.

Continued on Page 26