

Radio & Records

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Beaver Falls Station Scores Reagan Coup

WBVP/Beaver Falls, PA captured international attention last week by getting the first interview with President Reagan since the attempt on his life.

The unlikely opportunity arose when Reagan, seeking Congressional support for his economic package, placed a call to Rep. Gene Atkinson (D-PA), who was appearing on the station's morning talk show. They conferred privately during a commercial break, but at the suggestion of OM Scott Lowe, Atkinson asked Reagan to appear briefly on the air, and the President agreed.

During a two-minute interview, he told listeners he felt fine and won a pledge from Atkinson of support for his economic program.

For WBVP that was just the beginning of an extraordinary day in the limelight. Dozens of wire services, networks, and radio stations from the United States and abroad deluged the station with requests for the Reagan tape and interviews with staffers. Three Pittsburgh television stations rushed crews to the studios, and the White House called three times to find out what the President had said.

"We didn't realize the far-reaching implications of what was such an innocent thing at the beginning," Lowe told R&R. "It just took off. The broadcast industry hopped right on it within an hour of ABC breaking the story nationally."

QUARTER-MILLION DOLLAR SUIT

Contest Loser Takes Action Against Y100

Y100/Miami found itself slapped with a quarter-million-dollar-plus lawsuit stemming from listener Jody Gold's erroneous reply while taking part in the station's "Rainbow Connection Cash Call" contest on April 20. In an article appearing in the Tuesday (4-28) edition of the Miami Herald, Gold described being flagged down by Y100 air personality Bruce Kelly, who was out driving the station's van, looking for cars bearing Y100 bumper stickers.

According to Gold, Kelly beckoned her from her car, asked her what station she was listening to ("Y100," she replied) and the exact amount of money contained in the "Rainbow Connection" jackpot. Gold contends she asked to go back to her car (a contention the station denies), where she had the precise amount scribbled on a piece of paper. She says that Kelly

directed her to answer immediately. "\$251,357.20," she answered. She was a penny short.

Gold alleged that because the station's promotional announcements told listeners to write down the amount in the jackpot and because the station did not specify that listeners had to answer from memory, she had been defrauded. Therefore, she is seeking the contest jackpot plus punitive damages.

"Y100 conducted itself in exact accordance with the official rules of the contest," Program Director Bill Tanner told R&R. "The radio station and its DJ, Bruce Kelly, have in no way done anything wrong. This will become obvious when the tape (of the exchange between Gold and Kelly) is released. We will stand on the record of the tape," Tanner concluded.

SHOOTS BLANKS TO MAKE POINT

Talk Show Guest Fires Gun At Host On-Air

KSL/Salt Lake City's Doug Wright had a rather unsettling experience during his Monday (4-27) evening talk show during a discussion of "gun control." KSL PD George Lemich succinctly summed up the incident: "The guest pulled a gun and shot our host twice . . . thankfully, with blanks."

The unrehearsed stunt was the brainchild of Wright's guest for the evening, Dr. Robert Howell, a professor of Clinical Psychology at Brigham Young University. As the show began, Wright and Howell were discussing the various forms of violence in America. Howell told Wright that since they were separated by a four-foot table, a knife attack would allow Wright time to react and defend himself. Howell then pointed out that if he had a gun, Wright wouldn't have a chance. At that point Howell produced a pistol, pointed it at Wright and fired two blanks.

Lemich picks up the story there: "Doug handled it very well. He laughed it off, and in doing so he diluted any strong reaction we might have gotten from the listeners. Most of the callers did not focus on the incident, but addressed themselves to the broader issue that was being discussed."

The episode was not without potential consequences, as Lemich pointed out. "Dr. Howell was rather lucky that our security man didn't just barge into the studio and shoot him after the incident. If our transmitter had taken the high impulse audio of the gunfire and kicked itself off the air, our security guard, who monitors

the station from the lobby, would have heard two gunshots and then dead air. I can only imagine what his reaction to that might have been. The fact that Doug handled the incident the way he did may have saved a very theatrical episode from turning into a tragedy."

Even though Howell's stunt possibly violated two felony gun laws (carrying a concealed weapon and discharging a firearm within city limits), the station plans no legal action against the professor. However, the ease with which Howell was able to create the incident has given Wright, Lemich, and many KSL listeners pause for thought.

WDAF's Martin Takes WMAQ GM Position

Dave Martin has been named to fill the General Manager's position at NBC's WMAQ/Chicago. Martin, who was most recently GM at WDAF/Kansas City, replaces Burt Sherwood, who departed with PD Bill Hennes to form a consultation company (R&R 4-3). No new PD has been selected at WMAQ.

Martin commented to R&R, "It's a great opportunity. NBC's a great company and WMAQ's a great radio station, and I'm glad to be a part of both." Discussing possible changes, he joked, "I'm much too new to have any ideas beyond how to find the men's room and the Coke machine."

Upsets Dominate First Winter Arbitron Results

Results for the first seven Winter '81 Arbitron surveys released showed a number of longstanding format and market leaders tumbling and new contenders soaring in a turbulent quarterly measurement period. A quick summary of highlights:

- WOR ties WKTU for New York lead.
- KNX-FM beats KMET; KRTH leads L.A. CHR's.
- WMET passes WLUP and WLS-FM triples in Chicago.
- WDAS-FM, three Philadelphia AOR's improve.
- WJR rebounds and WLLZ leaps to 9.2 in Detroit.
- WCOZ takes over Boston with 11 share.

For market summaries of these six top 10 markets plus San Diego, see Page 12.

Elton John Nobody Wins



GEF 49722

#1 MOST ADDED RECORD

Produced by Chris Thomas
Recorded by Bill Price



From the forthcoming album "The Fox"
On Geffen Records and Tapes

Manufactured and distributed by Warner Bros. Records, Inc.

Anderson To Manage WBMX

Kernie Anderson has been named General Manager of WBMX/Chicago, replacing Jim Madrox, who resigned last week (R&R 4-24). Anderson, who had managed KDIA/Oakland since 1977, told R&R, "To go to Chicago to run WBMX is obviously very exciting, but it's important to note that I'm returning to work for Egmont Sonderling, the man who brought me into Black radio." Anderson joined KDIA when the station was owned by Sonderling, remaining with the property after Sonderling's merger with Viacom.

Sonderling President Egmont Sonderling told R&R, "I have known Mr. Anderson for four years. I was extremely pleased with his performance at KDIA and when the opportunity arose to have him manage WBMX, I offered him the position."

Anderson, whose appointment at WBMX becomes effective May 4, added, "I have enjoyed being at KDIA, but going to Chicago to run a 50,000-watt FM station... I feel very happy about the move."

Slemenda New WYDD/WKPA GM

Norm Slemenda has been named GM at WYDD & WKPA/Pittsburgh, moving over from a similar position at WJOI across town. Slemenda replaces Brian McIntyre, who takes on an administrative/financial position at the corporate headquarters of Total Communications Systems, owner of the stations.

TCS owner Nelson Goldberg commented, "We're delighted to have Norm in our family." Slemenda, a Pittsburgh native who owned and operated WNRI/Woonsocket, RI for five years before joining WJOI, told R&R, "I'm real excited about it. It's a big challenge and a very competitive market. I think it should be a lot of fun."

ADAMS TAKES KYTE POSITION

Collier Comes To KILT As PD

Chris Collier has been named Program Director at KILT/Houston, as previewed last week in R&R. He joins the station May 11, leaving the Operations Director position at KYTE & KLLB/Portland, OR, which he had held for two years. Chris Adams, formerly PD at KWJJ/Portland, takes over as PD at KYTE.

Collier told R&R, "I'm really excited about it. To work for a company like LIN Broadcasting is a once-in-a-lifetime opportunity. He continued, "KILT will be going Country in the near future, and I have no plans at this time to make any other changes. It was a sad decision to leave Portland; I have become very close to the people here, and we had a magic team that really clicked. But I knew I could not pass up this chance to return to the Houston market."

Adams, who programmed KWJJ for three years before becoming Studio Manager for Portland's Rex Recording, told R&R, "I'm tickled to death to become a full-time part of an already-great radio station. I am very happy that (Station Manager) Veri Wheeler has given me the chance to be involved with Country radio again."

KMPC's Rose, CBS-TV & Author Targets Of \$110 Million Suit

KMPC/Los Angeles talk show host Hilly Rose, along with CBS-TV's "60 Minutes," the New York Times Book Company, and author Ovid Demaris, has been named as a defendant in a \$110 million civil suit filed by Agnes Underwood, a former Assistant Managing Editor for the Los Angeles Herald-Examiner newspaper. Underwood's petition, filed in Los Angeles Superior Court last week (4-22), contends that she was erroneously linked to a bogus news item allegedly fostered by the late underworld figure Mickey Cohen.

The news item, concerning the 1948 sinking of a munitions ship bound for Israel, was ushered into print by Underwood, according to author Demaris, who reiterated his book's allegations while a guest on Rose's radio show last February. These charges were corroborated by alleged mobster Jimmy (The Weasel) Fratianne during a "60 Minutes" interview

KMPC/See Page 22

WSLC's Smith Dies At 49

King Edward Smith IV, one of Country radio's best-known air personalities, died last week (4-23) following a heart attack at the age of 49. He had been Music Director and morning man at WSLC/Roanoke, VA since 1964, leading the station to consistently high ratings, and also maintained a career as a recording and performing artist.



Smith was a prominent figure in Country radio circles, having served as a director on the Country Music Association board and as President of the Federation of International Country Air Personalities (FICAP).

WSLC Exec. VP/GM Harm Reavis told R&R, "It's a real tragedy to us and the music world. Music was his love and his life. He had a beautiful rapport with people; anyone whoever met or knew him became his friend. I may be able to choose another music director, but there will never be another King Edward. He was one of a kind and he will be missed by us all."

For further tributes to Smith, see Jim Duncan's News Notes (Page 43) and Biff Collie's column (Page 46).

WILL DO AM DRIVE AT WVBF

Owens Resigns At KIMN

After 4½ years as both AM drive personality and Operations Director of Jefferson-Pilot's KIMN/Denver, Loren Owens has resigned to join Fairbanks Broadcasting's WVBF/Boston as morning man. Owens told R&R, "It was a tough decision to leave KIMN, but my new situation has very good potential for the future. Fairbanks is an excellent company, as is Jefferson-Pilot, and I'm quite excited about it. I have enjoyed both programming and air work, but there comes a time in your life when you have to devote all your energies to one or the other because you can't continue to give both your full attention. Building the morning show at WVBF will be a full time job."

KIMN General Manager Steve Keeney said, "Loren has done a remarkable job in the 4½ years he's been at KIMN. Denver is certainly one of the most competitive markets in the country, and Loren brought KIMN back to a position of great strength. He did it both as morning anchor and Operations Director, and it's almost unheard of for someone to assume two roles and do them both extraordinarily well. KIMN and Denver will miss Loren very much."

Owens will remain with KIMN through the end of the current rating period, joining WVBF around July 1. Keeney indicated to R&R that Owens's vacated positions at the station will be filled by two separate individuals.

Chunn Becomes KSJO-KXRX GM

Jack Chunn has been appointed General Manager at the Sterling Recreation Organization's KSJO-KXRX/San Jose. Former KSJO-KXRX GM Cliff Hunter, now SRO Corporate GM, transferred Chunn from the company's KIOK/Tri-Cities, WA, where he had served for a year and a half. Previously he was General Sales Manager at SRO's KZOK/Seattle.

Chunn commented, "I've been with this company for five years, and growth has been steady. San Jose is a major market, and this is a great opportunity for me." Chunn takes over KSJO (an AOR FM facility) and News-formatted KXRX immediately.

Starr New WNOR GM As Sale Completed

The sale of WNOR-AM-FM/Norfolk to Marvin Josephson Associates subsidiary Tidewater Communications for \$3.2 million (R&R 12-12-80) has been approved, and Tidewater Executive VP/Director of Broadcasting Ed Christian announced the appointment of Jack Starr as GM of the stations. Starr, formerly VP/GM at WDEF-AM-FM/Chattanooga, replaces Fred Gage, who will manage WKSJ/Columbia City, IN, a property of the principal owners of Commonwealth Broadcasting, former owner of WNOR.

STARR/See Page 22

COMMERCIAL BROADCASTERS COMMENT ON PUBLIC RADIO MOVE

New fundraising opportunities raise varied reactions from the commercial side.

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POLLACK PREVIEWS ADULT AOR FORMAT

Noted consultant Jeff Pollack exclusively reveals portions of his new older-demographic programming innovation.

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RADIO'S INFLATION FIGHTERS

Four CHR stations develop promotional ideas to help listeners get discounts and ease their cost of living.

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WILM DOUBLES RATINGS WITH ALL-NEWS

Strong local emphasis spurs a dramatic jump for this Wilmington, DE station.

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MARK DRISCOLL NAMED GROUP PD FOR BRANDON COMMUNICATIONS

Longtime programmer supervises five California, Texas stations.

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JOHN HAMMOND STARTS OWN LABEL

CBS distributes veteran A&R notable's John Hammond Records.

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Washington Report

Wunder Named NTIA Administrator

President Reagan Monday (4-27) named Bernard Wunder to head the National Telecommunications and Information Agency (NTIA), which is the President's principal advisory body on communications policy. Wunder, 38, has longstanding ties to Rep. James Collins (R-TX), senior GOP member of the House Telecommunications Subcommittee.

In anticipation of the nomination, Wunder had moved over to the NTIA as a consultant last week, coming from his position as associate minority counsel to the House Interstate and Foreign Commerce Committee.

Former President Carter created the NTIA within the Commerce Department in 1978 by merging the communications functions of the department and the White House. Henry Geller, Carter's choice to head the agency, aggressively pushed for deregulation and increased competition.

GOP Hill Career

Wunder's political career

MOST PROUD OF RADIO DEREGULATION

Broadcast Bureau's Washington Resigns

FCC Deputy Broadcast Bureau Chief Frank Washington handed in his resignation Monday (4-27), effective May 8. He told R&R he will become Vice President of the Times Mirror Cable Company in Irvine, CA.

Washington joined the FCC in April 1977 as a legal assistant to Chairman Charles Ferris, serving briefly as Chief of the Policy and Rules Division before stepping up to the number two slot under Broadcast Bureau Chief Dick Shiben in September of 1979.

At Times Mirror, Washington expects to take a managerial role in about a year, after learning the nuts and bolts of the company's cable, direct marketing, and videotext operations.

Washington says he's most proud of his role in radio deregulation,

which he believes sets a precedent for "a whole different regulatory approach" based on marketplace forces.

On AM stereo, Washington remains convinced that the marketplace, and not the Commission, should select from the five competing systems. As for the future of radio, Washington told R&R it has "the potential for being a very vibrant medium as long as the people in radio realize they're going to have to be as entrepreneurial as the people in other media."

After serving on Collins's staff and attending law school, Wunder held several counsel positions with the Commerce Committee starting in 1975. For a short time last fall he served as Chief Counsel and Staff Director of the House Communications Subcommittee after Chairman Lionel Van Deerlin (D-CA) lost his reelection bid.

KEY ISSUE IN SIX CASES

Character Issue Still Critical For Licensees

While the FCC has relaxed rules on programming and commercialization, last week's meeting leaves no doubt that the Commission remains vitally interested in the basic character and honesty of licensees. In a half dozen radio cases before the Commission, character was a key issue.

Commission officials agree that character will continue to be as critical as ever. "Licensees are being given a great deal more discretion, and I think if allegations of wrongdoing come to our attention, we would take a pretty hard line," one official told R&R.

Licensee Rehabilitation Considered

In one character case last week, the Commission voted to consider whether Don Burden, whose Star Stations lost all five licenses in 1975, has rehabilitated himself enough to qualify as the new owner of KPEN/Los Altos, CA. Charges against Star had included attempted bribery and electronic eavesdropping, political favoritism, and rigged contests.

"You can't penalize somebody for life," commented Chairman Bob Lee, who voted to reconsider Burden's qualifications.

Rocket Radio Case

In a closed session, the Commission ordered a hearing on whether any mitigating factors should prevent Rocket Radio from losing the license of WFPM/Ft. Valley, GA. The character issue arose when Rocket was found unfit to be a licensee in the course of a separate proceeding involving a new FM assignment.

Issue Added To WOOK-FM Case

At the same closed session, the Commission added the character question to the renewal case for

United Broadcasting's WOOK-FM/Washington. United, which is fighting off competing applications from two challengers, lost the licenses of WOOK-AM and WFAB/Miami in 1975 due to "serious, repetitive and far-flung" misconduct.

KDIG/San Diego Denial Upheld

The Commission also denied West Coast Media's petition for reconsideration of its denial of renewal for KDIG-FM/San Diego (now KIFM) for failure to carry out a promised restoration of news and public affairs programming, which was largely dropped in 1971 to reduce expenses.

WHLW/Lakewood, NJ Sale Approved

In yet another case, Mid-State Broadcasting's sale of WHLW/Lakewood, NJ to North Shore Broadcasting was approved under an FCC policy allowing the sale of a bankrupt station when there are qualifications issues pending against the licensee, as long as the alleged wrongdoers don't substantially benefit from the sale.

Surveying the group of character cases, Transfer Branch Chief Stuart Bedell told R&R, "The Commission continues to remain concerned about misconduct that could have an effect on the qualifications of a broadcast licensee. I guess the message is simply that you're not going to get away with everything. And I don't that impression was ever meant to be conveyed."

COMMERCIAL BROADCASTERS DIVIDED

Fundraising Made Easier For Public Radio

Commercial broadcasters seem to have mixed feelings about the FCC's decision last week to loosen its fundraising restrictions on public radio and television. The Commission justified its action by citing the need for public broadcasters to replace dwindling federal dollars with new sources of revenue.

Commercials Still Banned

While stressing that commercials and promotions are still taboo, the Commission said public stations can now:

1. Expand name-only identification of underwriters to include company location and product lines, in hopes that more sponsors will be attracted by the broader identification.
2. Engage in greater on-air fundraising, with no limits on the timing and frequency of contributor acknowledgments.
3. Identify for the first time the location of remote broadcasts, such as those used in fundraising drives.

In refusing to impose many restrictions, the Commission said it will rely on the good judgment of public broadcasters and listeners' resistance to curb excessive fundraising pitches.

FCC May Be "Opening The Door" For More Dollars

While public broadcasters were predictably pleased by the move, several commercial broadcasters contacted by R&R offered differing views.

"I'm against any type of commercial on public radio no matter what you call it, particularly as long as our tax money is supposed to be paying for it," said NAB Board member Len Hensel, VP/GM of WSM/Nashville.

Hensel, who sees underwriting funds coming out of commercial budgets, he told R&R, "They're getting perilously close to being

all-out commercial. If that's the case, fine. But cut out my tax dollars supporting them."

William Rust, a veteran broadcaster who heads up the Rust Communications Group, called the new rules "undesirable" and compared public radio today to commercial radio in the early 1920's, when commercials were banned and programs were just sponsored. "After a few years it evolved into full commercials," Rust recalls. "So, I think once you open the door this way it could get worse and worse a bit at a time."

"Can't Have Cake And Eat It Too" — Chapin

Gary Stevens, President of Doubleday Broadcasting, said the FCC action was a good break that public broadcasters deserved. Stevens told R&R, "I think broadcasters who are opposed to the development of public radio are foolish, because it's been the very existence of those stations which has taken the pressure off us to provide that kind of programming which we know to be uneconomic. We should kiss those guys."

A similar moderate tone was sounded by Stuart Broadcasting President Dick Chapin. While generally opposing more commercialization of public radio, Chapin added a cautionary note: "I don't think we can expect to have all the deregulation we've had and still expect another sector of broadcasting not to get any. I guess you can't have your cake and eat it, too."

Washington Street Talk

Fowler On Hill May 1

After a nine-week delay, the White House sent Mark Fowler's FCC nomination to the Senate on Monday (4-27). The confirmation hearing is scheduled for Friday (5-1), with Barry Goldwater in the chair.

NRBA Moves Convention Place, Date

The NRBA has moved its 1981 convention to the Fontainebleau Hilton in Miami Beach from September 13-16. Previous plans for the next week in nearby Hollywood were junked when a scheduling conflict wouldn't have allowed exhibitors to set up on time.

Swift Gets Slow Response

Only a handful of comments, including opposition from CBS, have been offered on Rep. Swift's deregulation proposal, which includes a point system to determine public trust. His staff hopes the low response means the plan is generating discussion and that comments will come in before the May 11 target date for the bill's introduction.

Who's Minding The Store?

"Who's minding the store? This would be a good time to take over the airwaves," cracked Sen. Lowell Weicker (R-CT), as he sat facing FCC Chairman Bob Lee and 11 other top FCC brass at an appropriations hearing. Lee was overprepared. He read a 10-minute statement and was asked only two questions. His deputies, including most bureau chiefs, only listened.

Buck It To Fowler

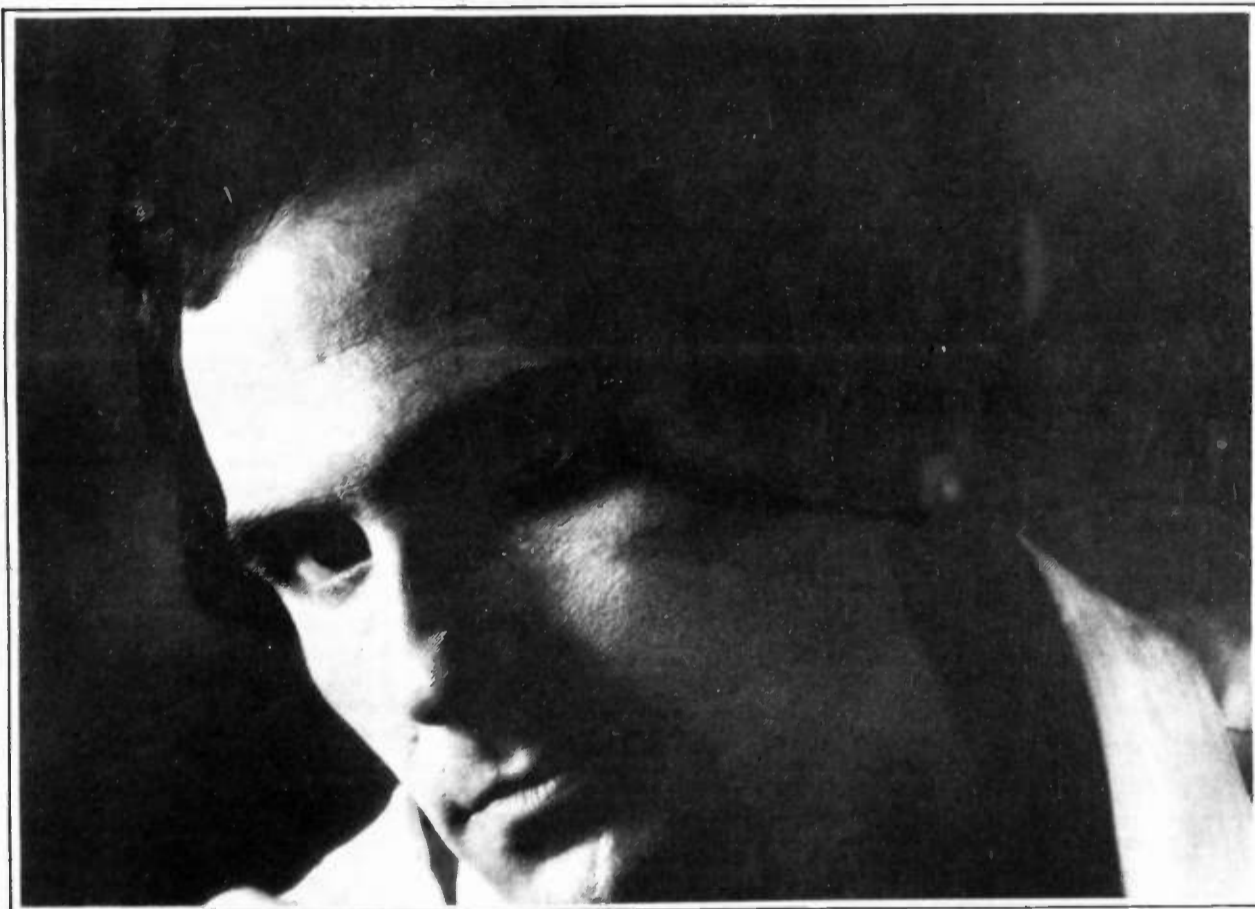
The latest thorny issue deferred until Mark Fowler becomes Chairman is the establishment of internal program evaluations to scour the agency looking for ways to cut programs and save money. The question of moving the agency was similarly delayed.



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"Dad Loves His Work"



on Columbia records & tapes



PARENT FIRM'S EARNINGS DIP

CBS Records Maintains '80's Record Revenue Pact In '81

Despite the **CBS/Records Group's** first-quarter net equalling its record-setting 1980 levels, first-quarter pretax earnings for **CBS Inc.** slipped eight percent during 1981. Revenues for the firm's Record Division, however, dipped six percent during the first quarter of 1981, attributed to a decrease in revenues for the **Columbia House** division (recently transferred to the Records Group).

Nevertheless, CBS Inc. took advantage of a lower tax rate to rack up a seven percent increase in first-quarter net income, which climbed to \$14 million from \$13.1 million in the equivalent period of 1980. First-quarter revenues for CBS Inc. inched up two percent to \$990.8 million, compared to \$968.9 million in the first quarter of 1980.

American Coffee Drinking Down

U.S. coffee consumption continues to decline, independent of the recent "coffee causes cancer" findings. According to statistics compiled by the New York-based **Lehman Bros. Kuhn Loeb** consumer research firm, Americans guzzled a mere 27.8 gallons of java juice per capita (10.8 pounds per person) in 1980, down substantially from the 33.8 gallons per capita (13.1 pounds per person) in 1974.

Procter & Gamble's "Folger's" remains the number one brand of regular coffee with 25 percent of the market, trailed by **General Foods's** "Maxwell House" brand, which has 22.3 percent of the regular coffee market. "Hills Brothers", manufactured by **Hills Brothers**, is third with 6.3 percent of the market. No other brand commands as much as four percent.

Interestingly, "Maxwell House" has held steady for the past three years, while "Folger's" dipped 2.3 percent last year. Only "Sanka" posted an increase — 1.1 percent to 3.2 percent of the market.

CCC's 1st Qtr. Net, Revenues Rise

Capital Cities Communications Inc. announced that its 1981 first quarter net increased eight percent to \$16.4 million, up from \$15.1 million in the analogous period of 1980. First quarter revenues for the firm climbed 15 percent during 1980 to \$122.9 million, up from \$106.7 in the year-previous period.

Orban Offers 8-Band, Split-Stereo Equalizer

San Francisco-based **Orban Associates** recently introduced an eight-band, split-stereo equalizer, the "674A," which is basically a stereo version of the firm's "672A" equalizer. The "674A" stereo model features graphic-type EQ controls with continuously variable center frequency and bandwidth in each band. In addition, wide-range high and low-pass filters with 12 dB/octave Butterworth slopes follow the EQ section, which can be used as independent, tuneable two-way electronic crossovers.

Furthermore, each of the "674A" 's eight bands tunes over a 3:1 frequency range, offering 16 dB boost or cut with reciprocal curves. The unit's "Q" quality can also be varied between 0.3 and 20 for extra-narrow notches, while the independently-switchable high and low-pass filter sections are continuously tuneable over an 100:1 frequency range in two decades.

Each "674A" input is electronically balanced; outputs are unbalanced with a balanced option available. Nominal output level for the "674A" is +4 dBm with the maximum output level (prior to clipping) being greater than +19 dBm. Total noise at the output is less than -78 dBm with a dynamic range greater than 97 dB. Priced at \$1149, the "674A" is available from Orban Associates at (415) 957-1067.

NMA Sponsors Black Music Talent Search

The **Nashville Music Association's** (NMA) Black Music Committee is sponsoring a Black Music Showcase in order to focus record label attention on black musical talent. This talent search is open to

any artist or group without an existing recording contract.

Entrants must submit a cassette containing three copyrighted songs of previously unrecorded black-oriented music, totalling not more

than 15 minutes in length. Each cassette must include the name, address, and phone number of the entrant. Entries must be received by the Nashville Music Association (2020 21st Avenue South, Nashville, TN 37212) no later than 5pm on Friday, May 15, 1981. Cassettes will not be returned.

All entries will be judged by a two-tier screening process with a panel of Nashville music industry executives choosing the semifinalists, who will then perform live before a second panel of five judges. These five winners will be presented at a live public concert promoted by the NMA at the Tennessee Theater on Friday, June 19. The five winners will also receive six hours of recording studio time as well as a one-year membership in the NMA.

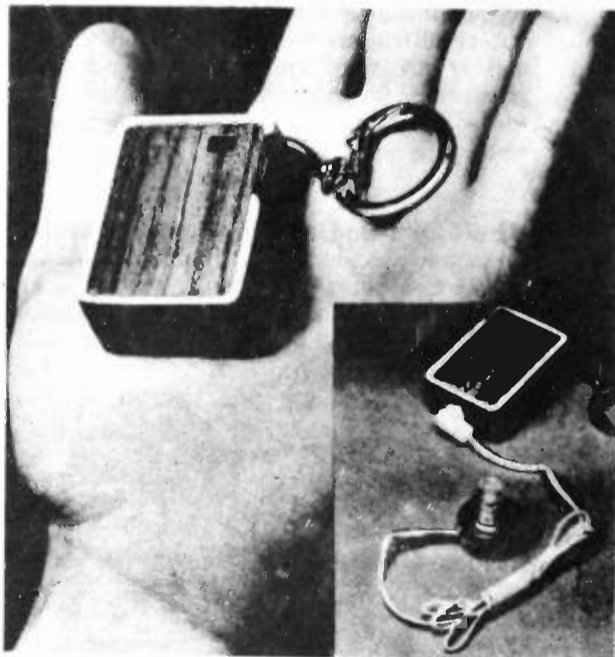
\$1 MILLION AD CAMPAIGN

Frozen Quiches, Crepes Take To Radio

Michel's Famous "natural" frozen quiches and crepes, currently available in health food stores in 27 states and in California, Oregon and Washington supermarkets, will spend \$1 million in advertising this year as the firm rolls the products out on a regional basis. A \$300,000 radio ad campaign has already begun in northern California with 60-second spots featuring company President **Michael Venghiattis** exclaiming in lightly-accented English, "It's like having a French chef in your freezer." According to San Francisco-based ad agency **Gardner Communications**, expansion into the Southern California and Denver markets will come by the end of 1981.

The company, which the French-born Venghiattis began by selling his wares at the northern California Renaissance Pleasure Faire, markets four quiches (crab, mushroom/spinach, artichoke, and Lorraine) and six crepes (cheese, mushroom, shrimp, apple/walnut, spinach/mushroom/cream sauce, and a cream cheese/sour cream/almond/orange sauce combination).

World's Smallest Radio



In recent years, the size of electronic devices has been shrinking almost as fast as consumers' purchasing power. The latest contender in the "world's smallest radio" sweepstakes is this 1½-inch model from the NYC-based **Dynamic Classics** company. Fully transistorized, the unit comes equipped with an earphone, and an attached keychain ensures easy accessibility. The device is powered by 1.5 volt batteries.

Perrier To Plunge 85% Of Ad Budget Into Radio



"It's good, but it's not Perrier."

Perrier, the naturally-carbonated bottled water that was on virtually everyone's lips as the *chl-chl* beverage of choice when Americans first acquired a taste for bottled water back in 1977 or so, aims to restore that word-of-mouth via an aggressive radio campaign, scheduled to begin this week.

The campaign, set to run over the next four months, will devote 85 percent of its budget to 15 different radio spots, which feature such various figures associated with drinking as Ponce de Leon, Socrates, and Count Dracula imbibing their favorite beverage, then uttering the copyline that **Mathieu, Gerfen & Bresner** (Perrier's ad agency) hopes will become famous... "It's good, but it's not Perrier."

WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' it Like It Was.



WESTWOOD ONE

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

TOM PETTY AND THE HEARTBREAKERS



THE WAITING

BSR-51100

From the album
HARD PROMISES

AOR BREAKER

Backstreet
RECORDS

PRODUCED BY TOM PETTY & JIMMY IOVINE
ENGINEERED BY SHELLY YAKUS

Management:
Elliot Roberts/Tony Dimitriades
Lookout Management



Syndicators

Progressive Radio Network

The next four comedy specials in the firm's "Holiday Package" series are available from the Bronx, NY-based firm on a market-exclusive, cash or barter basis. The programs are a "Mother's Day Special," a "Father's Day Special," a "Fourth Of July Special," and a "Summer Special." The "Mother's Day Special" is set to air May 10, and consists (as do all the other programs) of six, four-minute collages of rock music, comedy, and production effects — all thematically programmed for the holiday at hand.

Westwood One

Schlitz beer has renewed its sponsorship of "Live From Gilley's," the hour-long country concert series currently airing via 350 radio stations across the nation.

Drake-Chenault

The Silver Anniversary Edition of the "History Of Rock And Roll" show has been cleared in several international markets including CKGM/Montreal and CFTR/Toronto, Canada and Radio Hauraki/Auckland, New Zealand.

Tuesday Productions



REYNOLD'S RAP — KMPC/Los Angeles air personality **Joey Reynolds** appears undismayed upon learning that he has been chosen to host **Tuesday Productions' "Satellite Live,"** the satellite-delivered national call-in radio show which airs Sunday nights from 10-midnight (EST). A longtime veteran of the radio and record industries, Reynolds most recently served as **President of Wayne Newton's Arles II label,** having previously been **Creative Director at 20th Century-Fox Records, PD at KQV/Pittsburgh,** and an air personality at **WNBC/New York, WIBG/Philadelphia, WXYZ/Detroit, WKBW/Buffalo, and WIXY/Cleveland.**

Watermark



1 G.O. 2 GO — When **Watermark Inc.** threw a fete honoring noted air personality and **R&R** columnist **Gary Owens** (recently-named host of the firm's "Soundtrack Of The 60's" program) at the **NAB** convention in Las Vegas last month, it seems everyone within earshot turned up. Seen at the scene are, from left: **Watermark Eastern Regional Manager Julie Spira,** Owens, Owens's cardboard facsimile, **KHOW/Denver PD Scotty Brink,** and **Watermark Southeastern Regional Manager Sam Thayer.**

Nets



Mutual

Martin Rubenstein, President/Chief Executive Officer for the net, has been elected Executive Vice President of the **United Cerebral Palsy Association.** Rubenstein has served as a member of the association's board of directors since 1964, having previously held the Finance Chair and National Vice President positions.

CBS RADIO

CBS News has won the 13th annual **Robert F. Kennedy Journalism Award** for radio for its "Newmark" documentary "Exodus: The Freedom Flotilla," which aired via the **CBS Radio Network** on May 31, 1980. Anchored by **CBS News** correspondent **Martha Teichner,** the program examined the plight of Cuban refugees and their effect on the U.S. economy.

The **RFK** award is presented for "outstanding coverage of the problems of the disadvantaged," and is bestowed annually by an awards committee composed of professional journalists.



"All Things Considered," the net's award-winning daily radio newsmagazine, will celebrate its 10th anniversary on May 3. To commemorate the event, **NPR** will present a special half-hour retrospective montage of memorable news and human interest stories, interviews, and commentaries culled from previous programs. This retrospective will comprise the second third of the show's regular broadcast.



NBC Radio

"Country Sessions," a weekly series of one-hour, recorded-in-concert country music specials, is currently being offered to affiliates. Produced by **WMAQ/Chicago** OM **Brian Chau** and hosted by **WMAQ** morning man **Joel Sebastian,** upcoming special feature **Tom T. Hall** (May 1-3), **John Conlee** (May 8-10), and **Margo Smith** (May 15-17). Previous programs featured **Charley Pride, Johnny Paycheck, Hank Williams Jr., Ronnie Milsap, Mel Tillie,** and **Lynn Anderson.**

ENTERPRISE RADIO

WFIL-AM/Philadelphia has announced its affiliation with the net.

Sales

WGXL/Laurins-Greenville, SC has been sold by **Towers South Inc.** to **Keymarket Communications Inc.** for \$2.5 million, subject to FCC approval. **Blackburn & Company Inc.** brokered the transaction.



FOREIGNER'S FIRST PHOTO — When **The Source's Denny Somach** (second from right, standing) dropped by the **Electric Lady studios** in New York recently, he managed to capture what is reportedly the first picture of **Foreigner** since the group's recent personnel change. **Somach** was on hand to gather material for the upcoming "Foreigner Event," a two-hour music and group interview special scheduled to air via the net on the weekend of June 12-14. Pictured in the middle of mixing their impending LP, "Silent Partners," are (l-r) **Foreigner's Lou Gramm and Mick Jones, E.S.P. Management's publicist Jessica Falcon, Somach,** and group's **Rick Willis.** **Drummer Dennis Elliott** is seated in the foreground.

Reps



Katz Radio

The four **Texas State Networks** (**TSN-News, TSN-Agribusiness,** the **Houston Oilier Network,** and the **Spanish Information Service**) have announced their affiliation with the company.

Selcom, Inc.

WZAK/Cleveland, WBLM/Portland, ME; WOKQ/Manchester, NH; and KCCY/Pueblo, CO have signed on as affiliates.



BLAIR RADIO

The rep announced it has relocated its Seattle offices. The new address for the **Blair/Northwest** firm is 333 Dexter Avenue North, Seattle, WA 98109, (206) 343-3613. The mailing address and Telex numbers will remain the same.



RKO Radio Sales

Jeff Reinus has been named to an account exec post in the rep's Los Angeles office. Most recently, **Reinus** served as National Director/Co-Op Advertising for the L.A.-based **Associated Film Distribution** firm.

Radio Spot Sales

The rep, a recently-formed subsidiary of TV rep firm **Spot Time,** has announced it will be handling the 38-station **Gospel Radio Network.** **Anthony Patti** has been named President of **Radio Spot Sales.**



bernard howard & company, inc.

KLIN-AM and **KLIN-FM/Lincoln, NE** have announced their affiliation with the rep.

People

Minneapolis

Eric Stenberg has been appointed Director of Sales for **Doubleday Broadcasting Inc.** Most recently, **Stenberg** served as GSM with **Doubleday's KHOW-AM-FM/Denver.** He will retain his Denver base and his **KHOW** sales department supervisory capacities as well.

Raleigh, NC

Edward Weiss has been upped to General Manager at **WKIX-WYYD.** A 17-year veteran of broadcasting, **Weiss** began his career as an air personality with **WKIX,** moving into sales in 1971. He most recently served as Director of Sales Development for the **Mann Media** stations, which includes **WKIX-WYYD.**

San Diego

Ross Aille has been elevated to Sales Manager for **KJQY,** coming from his former post as Local Sales Manager at the station. Prior to his joining **KJQY** two years ago, **Aille** held the Sales Manager position at **KOWN-AM-FM/Esccondido, CA.**

Fairfax, VA

Stanley (Curt) Newton has been promoted to Station Manager at **WEEL,** coming from his previous post as GSM for the facility.

Simultaneously, **Guy Hamilton Sr.** has been upped to **WEEL** Local Sales Manager from his former duties as Regional Sales Manager with the station.



JINGLES
STATION ID'S

CONTINENTAL RECORDINGS

210 SOUTH STREET, BOSTON, MA 02111

Call us collect for a free demo
(617) 426-3131

IF YOU NEED \$5,000...20,000 EVEN UP TO 500,000 TO START A NEW BUSINESS OR TO EXPAND AN EXISTING FIRM—THEN READ WHY YOU TOO WILL CALL THIS INCREDIBLE MONEY RAISING MANUAL

“THE SMALL BUSINESS BORROWER’S BIBLE”

Practically prepares the loan application for you line-by-line...the “proper” way.
All properly prepared applications are processed faster...no red tape!
Guaranteed Loans...Direct Loans...and Immediate Loans are available now!

Most men and women seriously interested in starting their own business are eligible to apply — including those who already own a business and need capital fast for expansion...or to stay afloat...even if they've been flatly refused by banks and turned down elsewhere! Yet, too, many never qualify, simply because they do not know how to “properly” prepare the loan application...

In order to help those people applying for these guaranteed and direct loans fill out their loan applications the “right way,” ICC Business Research, through its diligent compilation and research efforts, has successfully assembled and published a comprehensive, easy-to-follow seminar manual: The Money Raiser's Guaranteed and Direct Loans Manual, that will quickly show you practically everything you'll need to know to prepare a loan application to get federally Guaranteed and Direct Loans.

Here are just some of the many important benefits the Money Raiser's Guaranteed and Direct Loans Manual provides you with:

- a completely filled in sample set of actual SBA loan application forms, all properly filled in for you to easily follow—helps you in quickly preparing your own loan application the right way. Each line on the sample application forms is explained and illustrated in easy-to-understand language.
- fast application preparation procedures for getting loans for both new start up business ventures and established firms.
- advises you on how to properly answer key questions necessary for loan approval and in order to help avoid having your application turned down—gives you advice on what you should not do under any circumstances.
- what simple steps you take to guarantee eligibility—no matter if you do not presently qualify.
- where you can file your application for fastest processing.

At this point the most important question you want answered is: Just where is all this loan money coming from? Incredible as it may sound—these Guaranteed Loans, Direct Loans...and Immediate Loans are indeed available right now — from the best, and yet, the most overlooked and frequently the most ignored and sometimes outright ridiculed...“made-fun-of” source of ready money...fast capital, in America — THE UNITED STATES GOVERNMENT.

Of course, there are those who upon hearing the words “UNITED STATES GOVERNMENT” will instantly freeze up and frown and say

“only minorities can get small business loan money from the government!”

Yet, on the other hand (and most puzzling) others will rant on and on and on that

“don't even try, it's just impossible — all those Business Loans Programs are strictly for the Chryslers, the Lockheeds, the big corporations...not for the little guy or small companies” etc.



Still there are those who declare:

“...I need money right now...and small business government loans take too darn long. It's impossible to qualify. No one ever gets one of those loans.”

Or you may hear these comments:

“My accountant's junior assistant says he thinks it might be a waste of my time!” “Heck, there's too much worrisome paperwork and red tape to wade through!”

Frankly — such rantings and ravings are just a lot of “bull” without any real basis — and only serve to clearly show that lack of knowledge...misinformation...and not quite fully understanding the UNITED STATES GOVERNMENT'S Small Business Administration's (SBA) Programs have unfortunately caused a lot of people to ignore what is without a doubt — not only the most important and generous source of financing for new business start ups and existing business expansions in this country — but of the entire world!

Now that you've heard the “bull” about the United States Government's SBA Loan Program — take a few more moments and read the following facts:

- Only 9.6% of approved loans were actually made to minorities last year
- What SBA recognizes as a “small business” actually applies to 97% of all the companies in the nation
- Red tape comes about only when the loan application is sent back due to applicant not providing the requested information...or providing the wrong information
- The SBA is required by Congress to provide a minimum dollar amount in business loans each fiscal year in order to lawfully comply with strict quotas. (Almost 5 billion this year)

Yet, despite the millions who miss out — there are still literally thousands of ambitious men and women nationwide who are properly applying — being approved — and obtaining sufficient funds to either start a new business, a franchise, or buy out or expand an existing one. Mostly, they are all just typical Americans with no fancy titles, who used essentially the same effective know-how to fill out their applications that you'll find in the Money Raiser's Guaranteed and Direct Loans Manual.

So don't you dare be shy about applying for and accepting these guaranteed and direct government loans. Curiously enough, the government is actually very much

GUARANTEE #1
Simply — look over this most effective money raising loan preparation assistance manual for 15 days — and, then, if you are not convinced that it can actually help you obtain the Business Loan you need right away — just return it for a full and prompt refund.

interested in helping you start a business that will make a lot of money. It's to their advantage — the more money you make the more they stand to collect in taxes. In fiscal 1981, our nation's good old generous “uncle” will either lend directly or guarantee billions of dollars in loan requests, along with technical assistance and even sales procurement assistance. Remember, if you don't apply for these available SBA funds somebody else certainly will.

Don't lose out — now is the best time to place your order for this comprehensive manual. It is not sold in stores. Available only by mail through this ad, directly from ICC Business Research, the exclusive publisher, at just a small fraction of what it would cost for the services of a private loan advisor or to attend a seminar. For example:

Initially, this amazing Guaranteed and Direct Loans Manual was specially designed to be the basis of a Small Business Loan Seminar — where each registrant would pay an admission fee of \$450. But our company felt that since the manual's quality instructions were so exceptionally crystal-clear that anyone who could read, could successfully use its techniques without having to attend a seminar or pay for costly private loan advisory assistance services.

Therefore, for those purchasing the manual by mail, no 3 day class, no course and accommodations are required. And rather than \$450 we could slash the price all the way down to just a mere \$35 — a small portion of a typical seminar attendance fee — providing you promptly fill in and mail coupon below with fee while this special “seminar-in-print” manual offer is still available by mail at this relatively low price!

Remember, this most unique manual quickly provides you with actual sample copies of SBA Loan application and all other required forms—already properly filled in for you to easily use as reliably accurate step-by-step guides—thus offering you complete assurance that your application will be properly prepared and thereby immediately putting you on the right road to obtaining fast, no red-tape loan approval.

GUARANTEE #2
Even after 15 days — here's how you are still strongly protected — if you decide to keep the manual — and you apply for an SBA Loan anytime within 1 year...your loan must be approved and you must actually receive the funds or your money will be refunded in full.

YOU GET NOT 1 BUT 2 STRONG BINDING GUARANTEES!
YOUR LOAN MUST ACTUALLY BE APPROVED OR YOUR MONEY BACK

Of course, no one can guarantee that every request will be approved — but clearly we are firmly convinced that any sound business request properly prepared — showing a reasonable chance of repayment and submitted to SBA — will be approved. Only because we are so confident that this is a fact do we dare make such a strong binding seldom-heard-of Double Guarantee. No stronger guarantee possible! It actually pays for you to order a copy of this remarkable manual — 100% tax deductible as a business expense...Don't delay—send for yours right now!

NO RISK LOAN OPPORTUNITY FORM

Detach and rush for
COMPLETE PREPARATION ASSISTANCE FOR LOAN APPROVAL

Please rush me _____ copies of the “Money Raiser's Guaranteed and Direct Loans Manual,” each at a \$35 fee plus \$2.50 handling and shipping under your 2 strong binding Guarantees

Enclosed is full payment:
 Check Money Order
 C.O.D. \$5 Deposit required.
Send payment with order.
Save C.O.D. Fee.

Name _____
Please Print Clearly

Address _____

City _____

State _____ Zip _____

My telephone is (_____) _____
(In case we have a question about your order)

MAIL TO:

ICC Business Research
307 Forest Hill Avenue
Winston-Salem, N.C. 27105

THE EASY NO-NONSENSE WAY TO RAISE CAPITAL FAST!

Ratings & Research

"The average media buyer is confused and snowed by mounds of Arbitron numbers."

Product Usage Data + Graphics = More Sales

Any sales manager or account executive worth his or her salt is always looking for new ways to boost sales. Attractive approaches to presenting ratings or qualitative data can be a big help in this regard. Product usage information, displayed so an advertiser can relate to it, can sell more than volumes of Arbitron ratings breakouts.

To demonstrate the potential of marrying an attractive graphic presentation to qualitative or product usage data, R&R asked Allen Klein to put the talents of his Media Research Graphics firm to work on the Arbitron Qualidata Executive Summary we introduced to you last week. Below, we'll list the Qualidata Executive Summary product usage categories, suggest how certain formats might see their sales helped by the proper use of this information, then show how dry figures can be made both more dramatic and understandable to an advertiser.

How Many Markets?

First, how many markets in the nation are surveyed for qualitative or product usage information? Depends on which source you use. According to Arbitron Sales VP Bill Livek "Qualidata will be available in the top 10 markets this year, with possible expansion into 20 markets in the future." The Executive Summary we previewed last week is just recently being released to the top markets.

If the qualitative source your station chooses to use is Simmons, a well-established firm in this area of research, then national data is available. Simmons surveys thousands of people in markets nationwide, then boils the data down on a format basis. Unlike Qualidata, which cross-tabs the product usage and qualitative results by specific stations, Simmons gives the data according to the major formats. Listed are categories such as Country, Black, Beautiful Music, Top 40, News, AOR, etc. It's up to the station sales team to decide in which category it wants to place the station and its competitors when presenting the data to a potential buyer or advertiser. The Simmons data is available in a series of approximately 30 books, each dealing with separate product usage categories. While Director of Marketing and Research at CKLW, I found the Simmons volumes to be most useful, and the Simmons system has most of the bugs worked out, while the jury is still out on Qualidata in the broadcast research community.

Qualidata Categories

In a future column, I'll examine the entire Simmons data base and list of available

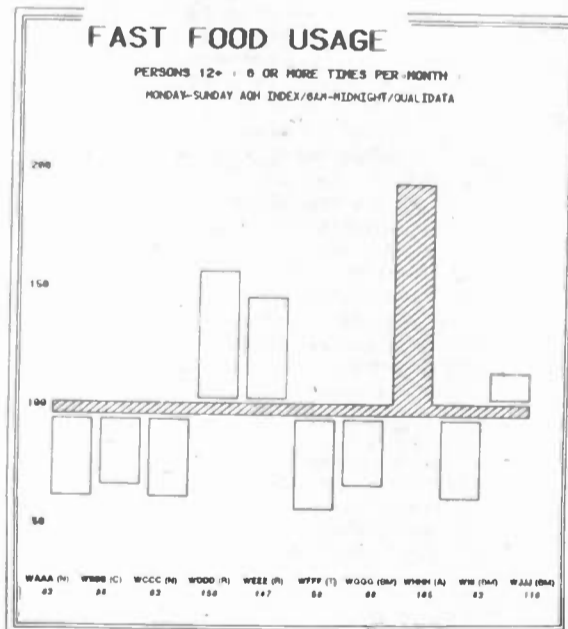
categories, but for now let's follow up last week's column and deal with Qualidata. Here's a list of the qualitative and product usage categories available through the Qualidata Executive Summary...

Qualitative	
Education Level	Income Levels
Newspaper Reading, M-F	Weekend Newspaper Reading
Magazine Reading	Television Viewing
Radio Listening Levels	
Household Composition	Household Size
Occupation	Home Ownership
	Auto Ownership
Product Usage	
Soft Drink Consumption	Beer Consumption
Wine/Champagne Consumption	
Grocery Expenditure	Fast Food Patronage
Movie Attendance	Book Purchases
Record/Tape Purchases	Airline Usage
Banking/Financial Institutions	
Home Entertainment Equipment Purchases	
Specialty Store Purchases	Department Store Purchases

Let's say that you or one of your sales staff has access to the Qualidata information, would like to make a distinctive pitch, but doesn't want to bore the client with reams of numbers. If the categories above include the business area of your prospect, then perhaps a visually-oriented presentation would make sense.

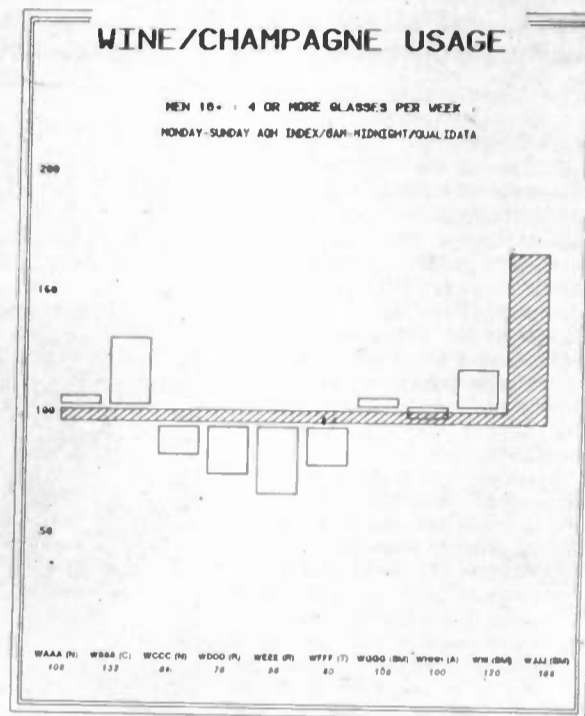
Visual Format Strengths

Below, Klein has put his computer plotter to work on the analyses that were listed in my column last week. Compare how the listing of data in that version stacks up against the visual you see here...



You can see that graphically plotting the Qualidata information makes the advantage scored by the AOR in the dry statistics come alive. With 100 being the market index for fast food usage by those who make frequent visits, WHHH scores 95% above the metro-wide index or norm. This piece could also be used to convince a media buyer that he/she should not use both WDDD and WEEE in the schedule, since both are CHR stations with approximately the same penetration among the heaviest users of fast food. Given the CHR profile seen here, the buyer may want to use one of the stations, based on which has the most affordable rates.

The Qualidata information on the consumption of wine by those who consume four or more glasses per week shows different sales stories.



The data shown here may dispel some misconceptions, at least in the relevant metro. The Pop/Adult station, not the Beautiful Music or News entity, has the highest profile among men who are the most frequent consumers of this product line. Pop/Adult listeners are 68% more likely to fall into this category than the market norm, while Country WBBB, the runnerup station, is just 32% above the overall market usage level.

In-House Possibilities

While the Media Research Graphics shown highlight the sales story fairly emphatically, your station need not use an outside service to enhance the sales picture. At CKLW we had an on-staff creative person responsible for taking research data and translating it into usable graphics. Perhaps your staff contains such a person, or maybe your ad agency can handle this task. At any rate, given that the average media buyer or advertiser is confused and snowed by mounds of Arbitron numbers, perhaps it would be worthwhile looking into what you can do to boost sales through the intelligent use of graphics. Qualidata, Simmons or even your regular ratings book can all be made to come alive, and that can make your bottom line come alive as well.

Q&A

At the recent AERho Great Lakes Radio Conference I was asked, "Why is it that Arbitron uses three systems to try and measure radio listening? Does Telephone Retrieval need to be used?"

Arbitron uses the regular diary placement, personal placement for Hispanics, and TR for blacks because the company has felt that each technique helped to represent a segment of the radio population more accurately. Arbitron has recently announced it wants to abandon TR, but some of the broadcast community seems wary of the move to Differential Survey Treatment. It remains to be seen whether or not Arbitron will eventually be able to measure radio using just one method of diary placement and retrieval.

Jhan
Hiber





Have A Fit. A Perfect Fit.

Super-Targeted Programming For Young Adult Formats

We could tell you that The Source is the hottest network in radio. That our rock concerts, features, and newscasts are a perfect fit with young adult formats—in any size market. But don't take just our word on it. Take it from people who work with us every day.

"Source concerts are the best long-form music programs I've seen to date... Audience awareness has never been higher."
Rad Messick, P.D., WFYV, Jacksonville, FL

"Every aspect of your Source casts are, in my opinion, an audio work of art—the anchoring, the writing, and the production."
Bob Senn, P.D., KTMS-FM, Santa Barbara, CA

"KIZZ Radio's primary target is the 18-34 demographic and The Source is custom-made!!... It's nice to work with a network that offers so much quality and personal attention to a market, regardless of size."

Jim Henneman, P.D., KIZZ, Minot, ND

"The Source's programming features are on target for communicating to young adults. The content and presentation are definite programming enhancements for us."

Mel Karmazin, V.P. & Gen. Mgr., WNEW-FM, New York, NY

It's a fit to be tried. Write to: The Source
30 Rockefeller Plaza, Section 405SS,
NY, NY 10020 or call (212) 664-2727.



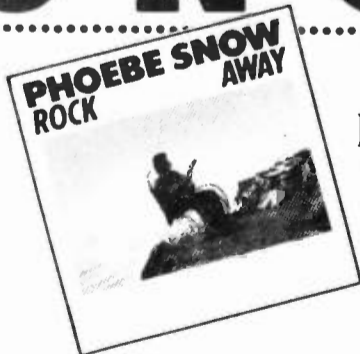
NBC Radio's Young Adult Network

HIT, HIT, HIT!!!



**“MERCY,
MERCY,
MERCY”**

**PHOEBE
SNOW**



FROM THE ALBUM
“ROCKAWAY”

- | | | | |
|------|------|--------|------|
| 96KX | KEZR | KHFI | WTSN |
| KFI | WFLY | KXX106 | WFBG |
| KIQQ | K104 | KWEN | WISE |
| KFRC | KINT | KCPX | KCBN |



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Winter '81 Arbitron Advance Shares

New York

WOR Ties WKTU For Lead

WKTU (R) slipped almost two shares this sweep, 8.3-6.5, while WOR (T/PA) enjoyed another increase, 6.2-6.5. Right behind was WBLS (B), which shipped 7.1-6.4.

WINS (N) showed increased vigor, up 4.9-5.3, while WCBS (N) had a stable 4.8-4.7 showing. WNBC (R) posted a 4.7-4.8 gain, while WABC (R) remained in the mid-three range, 3.6-3.5. On the Beautiful Music scene, WRFM had a flat 4.3-4.4; WPAT-AM and FM (BM) were also stable, the AM moving 2.4-2.5 and the FM slipping 3.9-3.7. WYNY (PA) enjoyed another upswing, 3.2-3.7. AOR leader WPLJ rebounded 3.7-4.1, and WNEW-FM (A) inched up 2.8-3.0.

Other New York stations with a one share or better were WADO (S) 1.7-2.0, WBLI (R) .8-1.0, WCBS-FM (O) 2.9-2.5, WHN (C) 2.6-2.2, WJIT (S) 1.9-1.6, WMCA (T) 2.3-2.4, WNCN (CL) .8-1.3, WNEW (PA) 2.7-2.9, WPIX (R) 1.8-2.2, WQXR-AM-FM (CL) 1.7-2.4, WTFM (PA) 1.8-1.5, and WXLO (R) 1.1-1.8.

Los Angeles

KABC Tops, KBIG Up; KNX-FM Surpasses KMET

KABC (T) remained at 6.9 and kept its top slot. KBIG (BM) closed in with a 5.1-6.5 advance. KFVB (N) remained the News leader 5.0-4.8, while KNX slipped 4.2-3.5.

An upsurge by KNX-FM, 2.8-4.3, enabled the soft AOR to beat KMET (A), which improved 3.6-3.9, while KLOS (A) went 2.7-2.9. KRTH (R) made a strong move, 3.2-3.9, as did KHTZ (PA) 3.0-3.6; KRLA (R) fell 4.1-2.9.

In the Country battle, KLAC slipped 3.7-3.2, while KZLA-FM posted a 1.6-2.5 move, and KHJ, in its first all-Country book, gained 1.3-2.0.

Other L.A. area stations scoring a one share or better included KACE (B) 1.3-1.2, KALI (S) 2.4-2.0, KDAY (B) 1.9-1.7, KFI (R) 3.0-3.1, KIIS-FM (R) 3.3-2.7, KIQQ (R) 3.1-2.7, KJLH (B) 1.4-1.1, KJOI (BM) stable at 4.3, KKGO (J) 1.2-1.4, KLVE (S) 1.7-1.4, KMPC (T) 2.6-2.1, KOST (BM) 2.5-2.9, KROQ (A) 1.8-1.6, KTNQ (S) 1.7-1.5, KUTE (R) 1.7-1.4, KWKW (S) 1.0-1.2, KWST (A) 1.7-1.6, and XTRA (R) 1.0-2.0.

Chicago

WGN Returns To Double Digits; WMET Passes WLUP

WGN (T) was still the leader, up 9.7-10.5. WLOO (BM) had a stable 6.9 book to remain number two in the market. WBBM (N) moved to third with a 5.8-6.1 showing, WGCI (B) slipped 6.0-4.9, and WMAQ (C) moved 4.9-5.1. WLS (R) slipped 5.7-5.3, but WLS-FM (R) shot up 1.2-3.5 in Steve Dahl's first book.

In the AOR battle, WMET surpassed WLUP, climbing 3.5-4.0, while the Loop slipped 3.8-3.4. The Pop/Adult race continues to be a tight contest, with WFYR inching up 3.1-3.3, WCLR moving 3.3-3.2, and WKQX down 3.2-3.0.

Other Chicago stations with a one share or better were WAIT (BM) 1.3-1.9, WBBM-FM (PA) 2.5-2.6, WBMX (B) 2.9-3.1, WCFL (PA) 7-1.1, WEFM (PA) 2.7-1.1 in its first Schulke 2 book, WFMT (CL) 1.8-1.9, WIND (N) 4.6-3.2, WJEZ (C) 3.3-2.5, WJJD (C) stable at 1.1, WJPC (B) 2.3-2.6, WLAK (BM) 4.6-4.4, WOJO (S) 1.1-1.3, WVON (B) 1.6-1.7, and WXRT (A) 1.7-1.3.

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

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

Philadelphia

KYW, WMGK, WIP All Slip; WDAS-FM, AOR's Up

KYW (N) slipped after the Phillies-influenced fall book, 11.6-9.4. WMGK (PA) fell 9.0-7.2, while WIP (PA) also bounced downward, 6.6-6.0. WDAS-FM (B) posted a healthy jump, 5.3-6.2. The Beautiful Music battle featured WEAZ rising 5.9-6.2, while WWSH remained at 6.1.

The three major AOR's all moved up. WMMR rose 5.3-5.9, WYSP advanced 4.1-4.8, and WIOQ went 3.4-4.0. WPEN (PA) moved noticeably, up 3.8-4.6, while WWDB (T) was stable, 4.2-4.4.

Other Philadelphia stations earning a one share or higher included WCAU (N) 4.4-4.2, WCAU-FM (B) 3.6-2.6, WDAS (B/T) 1.4-1.2, WFIL (R) stable at 3.1, WFLN (CL) stable at 2.2, WHAT (B) 1.1-1.4, WIFI (R) up 2.7-3.0, WSNI (PA) 2.4-2.0, and WUSL (PA) 2.7-3.1.

Detroit

WJR Leads; WLLZ Rolls To 9+

WJR (PA) rebounded back to double digits, 8.7-10.6. WLLZ (A) continued its hot streak, up in its second book 7.9-9.2. WWJ (N) enjoyed a stable book, 6.5-6.7, WJR-FM (BM) rose 4.5-5.1, WWJ-FM (BM) climbed 3.0-3.8, and WCXI (C) slipped 5.5-4.6.

WCZY (PA), in its first Schulke 2 book, recorded a stable 4.2-4.1 showing. WMJC (PA) moved 5.0-4.5, while WNIC (A) went 5.3-4.0, and WOMC (PA) slipped 3.9-3.5. AOR WRIF dropped 5.1-4.3, while WABX (A) gained 2.7-3.1.

Other Detroit area stations with a one share or better included CKLW (R) 3.6-3.7, WCHB (B) 1.8-1.9, WDRQ (R) 3.6-2.8, WGPR (B) 1.6-1.8, WJLB (B) 3.1-3.0, WJZZ (J) 3.2-2.7, WLBS (B) 3.2-2.8, WTWR (O) 2.9-2.4, WXYZ (N) 3.4-3.6, and WHND (O) 1.3-1.1. In its first Country book, WWWW moved 1.6-1.9.

Boston

WCOZ Soars To Top Spot, WHDH Returns To Double Digits

Posting what may be the highest AOR share ever in a top 25 market, WCOZ (A) jumped 9.1-11.0. Former leader WHDH (PA) rallied 9.8-10.3, while competitor WBZ (PA) moved 7.9-8.4. WEEI (N) slipped 7.1-6.5, Beautiful Music leader WJIB dropped 7.4-5.3, and WXKS-FM (R) advanced 4.4-5.0. WROR (R) had a stable 4.4-4.5 report. Two AOR's parted paths, as WEEI-FM fell 4.7-3.7 while WBCN rose 4.2-4.8.

Other Boston area stations with a one share or higher were WAAF (A) stable at 1.4, WBOS (PA) .8-1.1, WCRB (CL) 1.3-1.8, WDLW (C) 4-1.0, WHUE (BM) 6-1.2, WHUE-FM (BM) stable at 2.2, WILD (B) 1.1-1.7, WITS (T) 2.4-3.1, WJDA (PA) 2.1-1.4, WRKO (R) 2.7-2.4, WROL (RL) 1.3-1.1, WSSH (BM) 2.4-2.0, WVBF (R) 4.1-3.5, and WXKS (PA) 3.4-3.0.

San Diego

KJQY, KGB-FM Remain 1-2

Beautiful Music KJQY maintained a healthy lead with a 9.3-9.0 showing. KGB-FM (A) led the AOR pack again, 7.0-6.6, while KPRI (A) slipped 5.8-4.0. The new number three station overall was XTRA-FM (A), stable with a 5.4-5.3 move. KFMB (PA) rose nicely, 4.0-5.0, KSDO (N) slipped 5.3-4.6, and KIFM (A) had a stable 4.0 showing.

Remaining San Diego stations with a one share or better were KBZT (O) stable at 2.2, KCBQ (C) stable at 2.5, KEZL (BM) 4.7-3.4, KFMB-FM (R) 5.1-4.7, KFSD (CL) 3.0-3.3, KGB (R) 4.3-4.0, KITT (R) 2.6-1.5, KJFM (BM) 2.0-1.9, KMLO (PA) showing up at 1.6, KOGO (PA) 2.9-2.3, KSON (C) 3.2-2.7, KSON-FM (C) 2.3-2.4, KYXY (PA) 2.9-3.1, and XTRA (R) 4.7-3.9.

L.A. stations with a one share or higher in San Diego were KABC (T) 8-1.6, and KNX (N) 2.1-3.5.

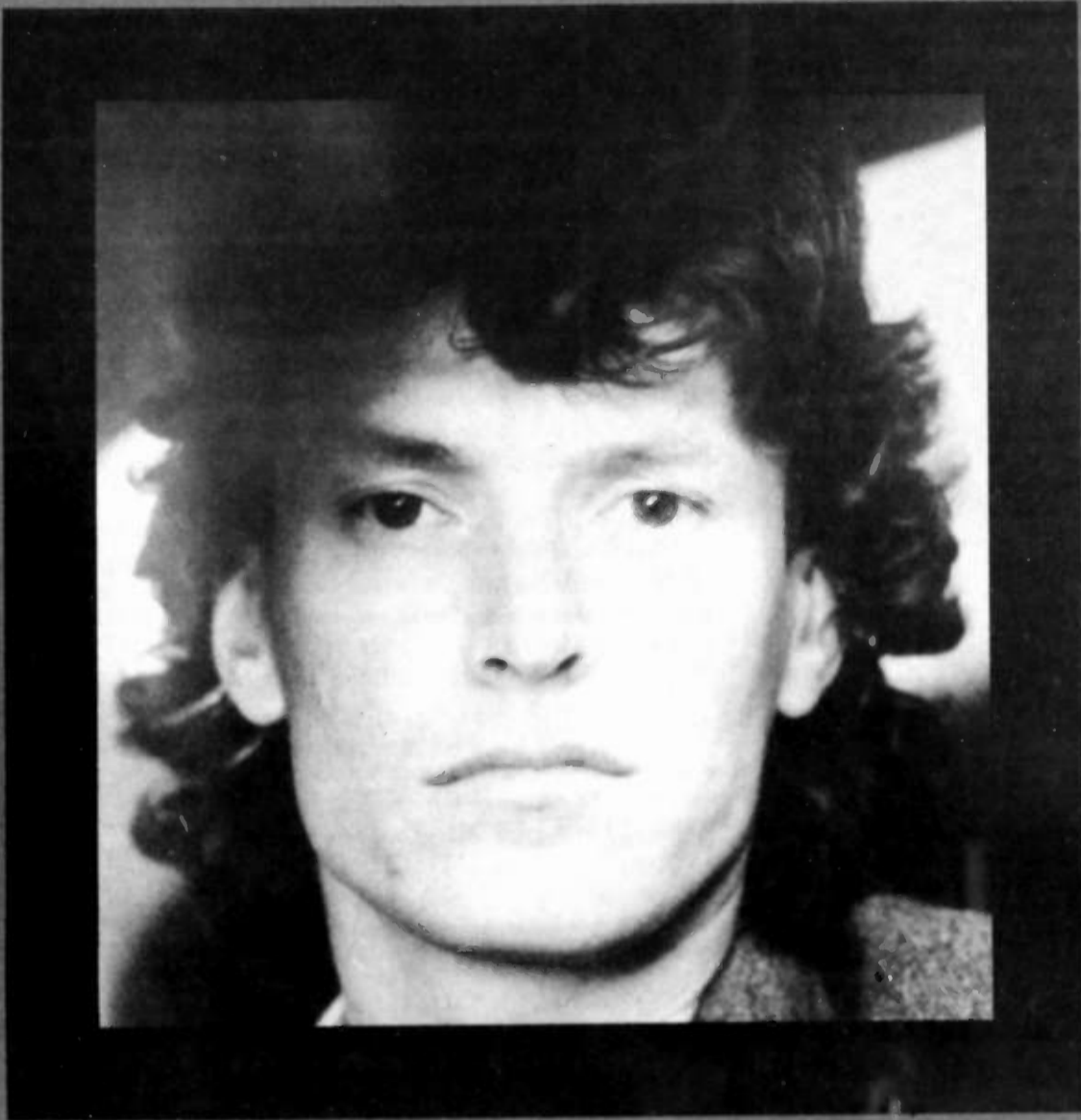


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STEVE WINWOOD**

Produced by Steve Winwood



ON ISLAND RECORDS

Manufactured and Distributed by Warner Bros. Records

HEAR MORE SEYMOUR



GET MORE OF A GOOD THING PHIL SEYMOUR'S SECOND SINGLE, "LET HER DANCE"

(WSB-02056)

FROM THE ALBUM, **PHIL SEYMOUR**

(FW 36996)

Following the chart success of his debut single, "Precious To Me," Phil Seymour shines again with a glossy new version of Bobby Fuller's "Let Her Dance."

This is one single you won't be able to take sitting down!

Produced by Richard Podolor for Richard Podolor Productions
Management: Saul Davis



STREET TALK

Lee Abrams reports that he's just a few weeks away from announcing the debut client station for his new Superstars II upper demographic AOR format. In case you're curious as to which station Lee's talking about, we were too. He's says the station is in a very major market, but that's all he's saying just now.

The rumors of an AFTRA strike at KIIS-FM & KPRZ/Los Angeles quickly evaporated this week when an apparent settlement was reached between the performers' union and station management. Don't look for the KIIS-FM staff members with picket signs in their hands... all is well.

Word out of Albuquerque is that KOB-FM may soon drop its automated P/A format for a live version of the highly successful CHR variant in place at KSTP-FM/Minneapolis. The speculation may make sense when you remember both KOB-FM and KSTP-FM are owned by Hubbard Broadcasting.

Meanwhile, across the street in Albuquerque, Bruce Daniels has been promoted to Assistant PD and Music Director at KZZX. Bruce will remain on the air, doing the afternoon drive shift.

Bob Harper, who had been programming TM's "Stereo Rock" automation package, is no longer affiliated with the format or the TM company. Bob is currently GM and a principal of WKHQ/Charlevoix, MI. Until recently, Bob had been consulting TM's CHR format from Northern Michigan.



GOING IN CIRCLES — Jeff Turner, a weekend personality at KIDD/Monterey, CA, decided to really get involved in this year's March Of Dimes superwalk. Setting out to break the Guinness record for consecutive hours riding a merry-go-round, Jeff hopped on a painted horse of the Cannery Row ride on April 11 at 6pm and climbed down April 24 at 7:38pm, completing 313 hours and 38 minutes on the ride! Not only did Jeff raise a ton of money for the March Of Dimes, but he broke the old record by 54 minutes. Jeff is pictured above with California's Poster Child Marco Cordova.

Another Great Moment In Broadcasting

Every once in a while we get wind of another golden moment in broadcasting and, with all due modesty, we feel it is our obligation as the "Industry's Newspaper" to pass them right along to you, our readers.

Are you sitting down? Okay. Dick Lamb, President of Golden East Broadcasting (WWDE & WPEX/Hampton, VA), filed this report, and we quote: "This item comes word-for-word from a letter written by one of our listeners regarding a call-in contest we were running.

"I called Monday for your Harry Chapin concert tickets, dialing your listed number from the phone book. Your question was, 'Who was born today that wrote the Declaration of Independence?' Your operator answered the phone, and I said, 'Thomas Jefferson.' She informed me that *he didn't work there!* And we both hung up the phones."

Dick offered no further explanation of the incident, but we're not sure one would be possible anyway.

Look for an official announcement soon that Chrysalis Records' National Promotion Director Michael Abramson will move to New York to handle national album promotion for the label.

KIQQ/Los Angeles personality Steve Mitchell has an interesting part-time gig. He's coaching the Penthouse Pets softball team as they plan an extended road trip, playing local media teams all across the country. Steve is doing advance promotion for the games in each city, calling radio stations to recruit team members, set up station visits by the Pets, and arrange for station promotions. They hit the road soon, so if you'd like to arrange a game with the ladies or suggest a promotion idea, call Steve in Los Angeles at (213) 824-9831.

WMMS/Cleveland morning team Jeff & Flash have bought their own nightclub in nearby Lorain, Ohio. Opening tonight (5-1) as "Jeff & Flash's Monopolies," the club will feature live rock acts six nights a week. Congratulations to Jeff Kirzbach, Ed "Flash" Ferenc, and their partners Gary Bauer and Geoff George.

Harold Berkman, owner/operator of L.A.'s famed Music Express, has been appointed by California Governor Jerry Brown to one of the seven seats on the state's Commission for the Department Of Boating & Waterways. Does this mean that Harold will soon begin renting yachts in addition to limos?

Larry Schnur has left CBS Records, where he had been West Coast Director of A&R, Epic. He can be reached at (213) 934-7765.

Marc Nathan is out as RCA's Los Angeles field promotion rep, but is ready to get back to work. Call him at (213) 464-1993.

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radio index **Todd Wallace**
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THE JACKSONS "CAN YOU FEEL IT"

KFI add	KELP 13-12
WVIC add	KINT 26-24
WXKS-FM 3-1	KCPX 39
JB105 16-12	KHYT 17-15
KRLA 25	WRKR deb 35
KIIS-FM 28-26	WGCL on
KIQQ deb 26	

MAJOR SUMMER TOUR STARTING IN JULY!

MANAGEMENT: WEISNER-DEMANN
ENTERTAINMENT AND JOE JACKSON



THE PRODUCERS "WHAT SHE DOES TO ME (THE DIANA SONG)"

Z93 add
94Q add 28

PRODUCED BY TOM WERMAN



Distributed by Epic Records



All right . . . so you look in the mirror and you do have baseball eyes — two baggers . . . so what? I'm still a-quiver after chatting with so many readers at the NAB in Vegas. Clifford W. Smith of KREK/Bristow, OK was doing such a great W.C. Fields that Valerie Perrine would have sauntered over and planted a wet one on his brow (and probably would have kissed him, too). Clifford is the General Manager of Stereo 105.

* * * * *

Jon A. Anderson, the Veep and General Manager from KUAM-AM-FM-TV in Agana, Guam is also from my native countryside, South Dakota. Jon and I were pointing out the many similarities between Guam and Sodak at the Hilton. The guy who took my place when I went to the big city had served in Agana during the Korean conflict and part of Vietnam. He was in love with a Guam girl while serving there. Unfortunately, or so his story went, she was indeed so love-crazed that when he was returning to North America she stuck a wet toe in a live light socket and her head exploded.

Jon Anderson, incidentally, is doing just great, thank you, and as we speak is back in the Kuam commissary, furtively isolating the elusive goober hormone.

* * * * *

My old pal Dick Clark was in the Mutual suite. Dick, (who

must have an oil portrait of himself that resembles John Carradine) was busy chatting with DJ's from all over. He recently signed with the net for a series of specials.

Many oldtimers may recall that when still in Philly, Dick invented the bikini with the sheepskin midriff for those cold days at the beach.

* * * * *

Starting May 4, regular GO reader Ed Joyce zooms from KZOK/Seattle to 50,000-watt KTWO-AM-TV/Casper, WY. Ed will be anchoring the morning news and doing the local news inserts on TV during "Good Morning America." Ed recently picked up a neat news award from Associated Press for Best Spot News Story for his work on the Harvey's bombing in Nevada, and was in Seattle for the Mt. St. Helens fun with volcanic ash. Ed sez he will probably just have to do without a disaster story (unless, of course we want to talk to his creditors).

* * * * *

Spotted at the casinos . . . former radio manager Martin Bormann with a forged name tag for Herman Gingfingdinkler!



CBS 'Dukes' It Out But Loses To ABC

Giving "Dallas" another holiday, CBS went to its time-tested double "Dukes Of Hazzard" strategy, capturing the top two places in the Nielsen standings for the week ending April 26 with the "Dukes" and the next three slots as well. But it wasn't sufficient to take the overall prize for the week, as ABC claimed the top spot by a tenth of an average rating point. Ratings levels were at a low ebb during the week as the proportion of rerun programming increases, so ABC won with a weak 16.8, CBS had a 16.7, and NBC a 14.2 score. CBS could be cheered, however, by the performance of three new series, "Private Benjamin" at 4th, "Nurse" at 8th, and "The Two Of Us" at 11th. The top 20 stacked up in the following fashion:

3	1	Dukes Of Hazzard (CBS)	11	11	The Two Of Us (CBS)
—	2	Dukes Of Hazzard Part II (CBS)	4	12	60 Minutes (CBS)
2	3	M*A*S*H (CBS)	—	13	Barney Miller (ABC)
6	4	Private Benjamin (CBS)	15	14	Alice (CBS)
19	5	The Jeffersons (CBS)	8	15	House Calls (CBS)
5	6	Three's Company (ABC)	—	16	Real People (NBC)
7	7	Diff'rent Strokes (NBC)	12	17	Magnum, P.I. (CBS)
—	8	Nurse (CBS)	—	18	Trapper John, MD (CBS)
10	9	Too Close For Comfort (ABC)	—	19	20/20 (ABC)
13	10	Facts Of Life (NBC)	16	20	Love Boat (ABC)

"Dallas" Dominates Season Ratings

Though each network has its own favored date for marking the end of the 1980-81 season, for all intents and purposes it's over. CBS was a clear winner among the networks, and dominated the top 10 programs for the season in the first set of statistics. "Dallas" enjoyed one of the most successful seasons in TV history, with an average 33.4 rating and 55 share, comparable to "All In The Family" 's 1971-72 score of 34.0 and 54, and not far behind the record holder, "Beverly Hillbillies," which scored a 39.1 rating and 58 share in 1963-64.

Following "Dallas" in the top 10 among shows that lasted the duration were 2) "60 Minutes" (CBS) 3) "Dukes Of Hazzard" (CBS) 4) "M*A*S*H" (CBS) 5) "Love Boat" (ABC) 6) "The Jeffersons" (CBS) 7) "Alice" (CBS) 8) "Three's Company" (ABC) 9) "House Calls" (CBS), and 10) "One Day At A Time" (CBS). Top new show in this category was CBS's "Magnum, P.I." (17th for the season).

Satellite Nights Live On The Way

The FCC last week voted to accept an application by Satellite Television Corp. to gain interim permission to start direct satellite-to-home TV service. The Commission termed the move as "in the public interest," and is fashioning temporary rules for the system pending permanent standards to be set at the 1983 World Administrative Radio Conference (WARC). And the video media battle becomes more complex . . .

Music On TV

The Kingbees and Rufus are on "American Bandstand" May 2 . . . Bill Cosby cohosts the May 1 edition of "Solid Gold," with Dr. Hook, Crystal Gayle, Bobby Goldsboro, B.B. King, Manhattan Transfer, and video featuring Paul McCartney and guests' "Rockestra" from the Kampuchea concerts . . . Home Box Office is moving into syndication of its music specials, with the first sale a Diana Ross special . . . The forthcoming "Portrait Of A Legend" syndicated series has set an episode with the elusive Brian Wilson of the Beach Boys, in a rare interview.

5

YEARS AGO
TODAY

Radio & Records

- ★ BRUCE LUNDVALL NAMED PRESIDENT / CBS RECORDS DIVISION — Replaces Irwin Segelstein, who joins NBC-TV as VP/Programs.
- ★ BILLY BASS BECOMES NATIONAL PROMOTION DIRECTOR FOR ROCKET.
- ★ HERB BELKIN APPOINTED VP/MARKETING & CREATIVE SERVICES AT ABC.
- ★ JACK HAKIM NEW VP/PROMOTION & ARTIST RELATIONS FOR 20TH CENTURY — Most recently National Promotion Director for Playboy.
- ★ NUMBER ONE FIVE YEARS AGO: "Welcome Back" — John Sebastian (WB/Reprise)
- ★ NUMBER ONE COUNTRY: "Together Again" — Emmylou Harris (WB/Reprise)
- ★ NUMBER ONE LP: "Presence" — Led Zeppelin (Swan Song)

VIDEOSCOPE:

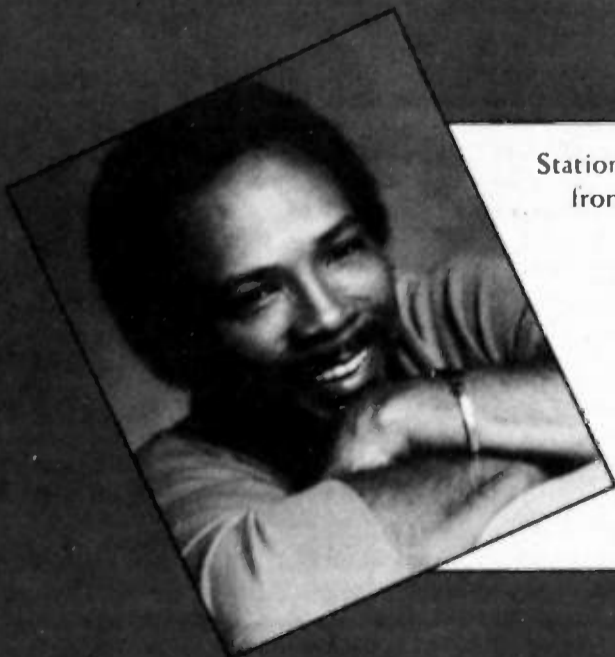
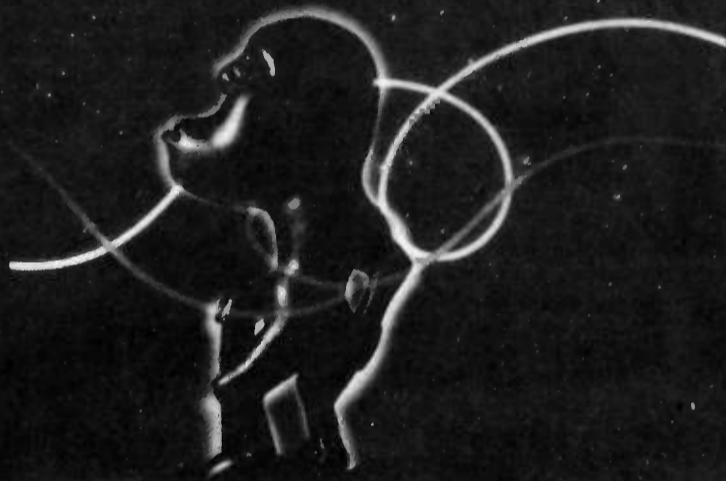
PARAMOUNT SETS 8 PIX FOR LASER VIDEODISC: Paramount Pictures Home Video will release eight titles on its optical laser videodisc format over the next three months. The films, prices for which have not yet been set, include "Ordinary People," "Airplane," "Star Trek — The Movie," "The Warriors," "Saturday Night Fever," "Grease," "Up In Smoke," and "Charlotte's Web." . . . SUPERSCOPE ENTERS VIDEO ARENA: Chatsworth, CA-based Superscope has announced it will introduce its first video product, an optical videodisc player, after midyear . . . NOSTALGIA MERCHANT PUTS UP DUKES: The Nostalgia Merchant has acquired a pair of John Wayne topliners, "The Quiet Man" and "Sands Of Iwo Jima," for release via videocassette in June. The films, both of which were nominated for multiple Academy Awards with director John Ford copping a record-setting fourth Oscar for "The Quiet Man," bring the firm's John Wayne catalog up to 18 titles . . . AGENCY STUDY CLAIMS CONSUMERS COOL TO NEW VIDEO: According to a U.S. consumer survey conducted last November/December by New York-based ad agency Benton & Bowles, videocassettes will show slower growth in the near future, as 51 percent of those surveyed reported they are waiting for the price to come down. Similarly, 57 percent of those who had not yet subscribed to pay cable services reported high prices as the major obstacle. Only 20 percent cited program disinterest. In addition, respondents claimed little interest in participatory TV with only 10 percent wanting to use their TV sets to shop at home, only 16 percent willing to respond to questions, and only 18 percent interested in using their TV to make reservations. Security hookups and shopping information (two-way services of a more passive nature) met with greater consumer interest.

THE DUDE HAS SOMETHING FOR YOUR RADIO STATION...

"AI NO CORRIDA"

(I-No-Ko-ree-da)

QUINCY JONES "The Dude"



Stations everywhere have added "AI NO CORRIDA" the first single from QUINCY JONES' blockbuster album THE DUDE SP 3721

very
NEW & ACTIVE

QUINCY JONES "AI No Corrida" (A&M) 92/22

Moves: Up 48, Same 24, Down 0, Adds 22 including WIFI, KVIL, WCKX, WZUU, KFRC, KEZR, KOPA, KHFI, Y103, WLOL-FM, WOW, FM102, KZZP, WFBG, WROV.



Produced By Quincy Jones for Quincy Jones Productions.



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COX IN THE TUB — What was that? Just KROY/Sacramento morning man Tony Cox broadcasting live from a local hot tub establishment while dining on a catered champagne breakfast.



KIIS MY PHOTOGLO — 20th Century-Fox's Jim Photoglo paid a recent visit to KIIS/Los Angeles promoting his new album. Pictured (l-r): MD Dan Lemos, station Promotion Director Meridith May, and Jim Photoglo.

Hit Us With Your Best Shot

R&R wants you . . . to send us your station's pictures. Any format, any size market, whether you're a reporter or not, we're here to give your station's promotions, contests, activities, and staff changes the kind of widespread exposure only the industry's most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

BRAD MESSER



Working For The Wimp

Radio is such a revolving-door business that many, perhaps most, of the nation's broadcast stations would be humiliated if turnover rates were to be published. Maybe it would be a real service if the figures were available to everyone.

It can be assumed that turnover in many cases is a sign that the radio "farm system" is performing its function, churning out a steady supply of value-added talent to move to the next-larger market, thus making room for those in the smallest entry-level towns to progress a notch higher.

It may also be assumed that people moving from job to job are as much escaping from something as moving toward something; that is, a person who quits a station may feel a strong pull toward the new job but also a powerful push from the old one. Escape.

Why do people quit? One little slice of the overall answer can be found in the behind-the-back nicknames people give the GM and PD. I have worked for general managers known among the staff as The Madman, The Wimp, Mister Crazy, Numb Nuts (sorry, but that was his name!), Skits-O, and Mister Cool. These were six different men in five markets, and those who have worked for them will know immediately who I am talking about.

Why do general managers get nicknames like that? They're not just drawn from hats and stuck on haphazardly. The GMs have to earn them, and the nicknames must be appropriate or staffers wouldn't use them. I've also worked for Smiley, The Hayseed, Nixon, and The Hound. In twenty-one years of radio I think the majority of the nicknames that staffers have pinned on GMs have been negative, and in my own moves from town to town to metropolis I've been escaping as much as looking for advancement. Escaping The Wimp and those others. I've daydreamed a wish that GM's and PD's had to have their composite turnover rates placed right after their names, so they would be known immediately by their repulsion rates. Certainly radio stations vary from several hundred percent annually to single-digit turnover, and across their careers GM's and PD's accrue individual turnover-of-staff statistics.

The underlying point of all this is that when people have found a good employer they have no reason to jump to a new job, and when they've stumbled unluckily into a pit of a place there's hardly anything that will keep them there. A good job is one that offers advancement without having to change towns, professional fulfillment without having to fight someone with a negative secret nickname, and friendly, competent fellow staffers.

It would delight me if you would drop me a postcard or letter revealing your boss's secret staff nickname, negative or positive, and how he or she got it. I promise anonymity, Scout's Honor.

CALENDAR

Highest Evening Tide Of '81

MONDAY, MAY 4: You coast people better put the picnic basket a few feet farther from the water this evening, because the tide charts indicate the highest PM tide of the year.

The first hospital by and for women opened 126 years ago, on the land that now is occupied by the Waldorf Astoria Hotel in New York City. When Women's Hospital began in 1855, it was staffed by the first physician known to have specialized in female medical disorders, J. Merriam Simms.

The Kent State antiwar demonstrations at which four students were shot dead by National Guardsmen was eleven years ago today.

Audrey Hepburn is 52. Roberta Peters is 51. Tammy Wynette is 39.

America's First Space Flight

TUESDAY, MAY 5: Way back at the beginning of the Space Race, Uncle Sam was looking bad because our rockets kept blowing up or going crooked, while theirs (you know whose) seemed always to work (they didn't tell us about the ones that didn't). Comrade Yuri Gagarin had been around Earth several times, three weeks before Uncle Sam tried his first manned suborbital mission twenty years ago today. Alan Shepard's rocket worked adequately, and he pulled off America's premier space mission on this date in 1961.

One year ago today, Castro ignored an offer by Carter to airlift Cuban refugees here . . . and the small boat exodus continued.

Also one year ago, the British commandos stormed Iran's embassy in London in the successful rescue of 19 hostages. Some Americans wondered why we couldn't pull something similar to retrieve our people, still held in Iran.

Last Paying Dirigible Passengers

WEDNESDAY, MAY 6: About forty-five years ago the way to travel was by dirigible, and the German Zeppelins were dominant. In 1936 the "Hindenburg" made ten round trips across the Atlantic and carried over a thousand paying passengers. In 1937 on this date the airship exploded while attempting to land, killing 35 of the 97 aboard. People lost their hots for dirigibles, and Germany couldn't get the U.S. to supply non-explosive helium for its airships, so the world's last paying dirigible passengers were those aboard the "Hindenburg."

Orson Welles is 66. Willie Mays is 50.

Their Moms Were Real Proud

THURSDAY, MAY 7: Today in 1914 a number of U.S. Congressmen introduced a proposed national Mothers' Day holiday, setting aside the second Sunday each May to honor them all. When the time came to vote, there wasn't a single "no." The woman who had spent many years campaigning for Mothers' Day, Anna Jarvis, was quite pleased for several years, until the commercialization became too much. She became a recluse and wished she'd never started Mothers' Day, which falls on May 10 this year.

Today's the 36th anniversary of the end of World War Two.

Johnny Unitas is 48. Teresa Brewer is 50.

Father Of Alfred E. Neuman

FRIDAY, MAY 8: Twenty-five years ago the Mad magazine people decided they needed someone to run as a Presidential candidate, to liven up the campaign, so they placed an ad for a commercial artist who could create someone special. Norman Mingo got the job, and created the freckle-faced big-eared Alfred E. Neuman, who has been on every Mad cover except one since 1956 asking "What, Me Worry?" Mr. Mingo died a year ago today, but Alfred's still with us, still blissfully unworried.

The first Dacron polyester men's suit was put on the American market thirty years ago today in 1951.

Don Rickles is 55. Peter Benchley and Rick Nelson are 41. Toni Tennille is 38. Melissa Gilbert is 17.



EARTH NEWS.

THIS WEEK
BILL MURRAY

NEXT WEEK
JOE WALSH

Call Ralph August (213) 392-8611
2623 Main Street Santa Monica, CA 90405

PolyGram Presents . . .

KOOL & THE GANG! "JONES VS. JONES"

The Follow Up Smash Single
To "Celebration"



Thank You Radio For Believing.

Produced By Eumir Deodato In Association With Kool & The Gang

DeLuxe
RECORDS

Manufactured and Marketed by
PolyGram Records
.....
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Joel
Denver

LISTENERS AND ADVERTISERS WIN

Radio Helps Beat Inflation

Nothing can beat the immediacy of radio for picking up and reflecting the mood of the public. The fight against inflation is a good example of how radio stations all over the country are gearing promotions towards saving their listeners and advertisers money.

The idea is not really new, but there seems to be a renewed emphasis in this direction. Public opinion polls point out that inflation is perceived as our biggest enemy, and President Reagan has mounted a full-scale attack on the economic situation.

I talked with several stations to find out what they are doing to aid their local economic problems, and those of the audience and in some cases the advertisers. I found some unique and worthwhile ideas.

B104(WBSB)/Baltimore

PD Jan Jeffries described the mechanics of the B104 credit card promotion in much detail, for those of you wishing to try something similar in your market.

"We handed out 500,000 cards using the Sunday newspaper supplement section, and have since handed out an additional 10,000 or so at public appearances. The rest have been distributed free at B104 and at participating sponsors," Jan said.

"When a card is handed out," he explained, "it is attached to an 'activator card,' which is filled out and returned to the station." On the activator card, the usual questions of name, address, phone are asked, but the listener must fill in the serial number from the back of the card, "and once each daypart we pull out one of these activator cards and read out the serial number. Verification is done with the serial number on the card matched against the activator card," Jan continued.

Jan told me the station has now received more than 150,000 of the activator cards in return mail. The promotion calls for \$60,000 in cash and prizes to be awarded, and with the early response from audience and advertisers alike the station plans to run with this promotion for a long time.



Prizes include trips to Disneyland, 35mm cameras, videotape units, concert tickets for a year, free rent for a year, home furnishings, and cash.

Anytime you give prizes away, it helps out the listeners, but in this case they are being helped out even more with discounts available at over 40 area retail outlets. This also aids the advertisers by drawing extra traffic into their stores.

Jan added, "This has all been backed up by a pretty liberal TV campaign too. The specials change quite often, so it keeps the listeners' interest in the contest high. One important thing to keep in mind in setting up a promotion of this type is constant communication between the programming and sales department.

CONTEMPORARY HIT RADIO



FM97(WLAN)/Lancaster, PA

The credit card promotion has really swept the country. FM97 PD Mel Edwards explained his promotion to me, and while it is similar to others, it has a few interesting twists.

"We are giving away \$35,000 in cash and prizes with the use of our 'FM97 Fantastic Card' in the usual manner. The difference is we are adding steps to the promotion in phases. Phase two is what we call 'blast.' A sponsor location is announced on the air, and the listeners are told the first 97 people to arrive and show their cards will receive a prize."

Make sure, by the way, that if you decide to do something like this, that you caution the audience not to race to the announced location, but to get there safely. If an accident were to occur as a result of your announcement, your station could be held responsible!

In the third phase, according to Mel, "FM97 will soon start announcing discounts at our sponsors in the cities of Lancaster, Harrisburg, York, Reading, and Lebanon. Once this end is added to the promotion, it will further enhance the items like cash, diamond rings, mobile homes, and motorcycles given away so far."

WKIX/Raleigh

Joe Wade Formicola, PD of WKIX, did something that achieves the same effects of the credit cards, but gathers lots of listeners together for an event called the "WKIX 50% Off Fair."

"The biggest problem I had to monitor was making sure that all of the items on sale were indeed 50% off of the retail price. I couldn't have done it without the help of our Regional Sales Manager Rich Reim," Joe explained.

This is the second year WKIX has staged this event, and the crowd swelled to over 25,000 on a Sunday between the hours of 10am and 6pm. That's a lot of people in eight hours!

Joe added, "WKIX rented the Civic Center Auditorium and handled the whole setup and take-down of the event, from booth space to insurance for the participants. We charged \$1 admission to cover these costs. I felt like a traffic director telling people where to set up and load equipment."

What kind of sponsors got involved? According to Joe there were sellers of stereos, video equipment, plants, furniture, jogging and sporting goods, appliances, paints, musical instruments, and more represented. "We even had a drawing for a person to have the right to purchase a fully-loaded car at 50% off the sticker price."

One of the other things that made the event such a success and drove home the inflation fighting angle of the promotion was "the amount of pre-promotion we gave it and plugs given the event by TV and the newspapers. We took full advantage of the whole thing and broadcast live during the 50% Off Fair," Joe said.

Joe added proudly, "This year was such a success that already more than half of the sponsors participating this year have inked a deal for next year's WKIX 50% Off Fair."

Any Other Inflation Fighting Ideas?

Before attempting promotions like these, sit down and plan things out very carefully, as these are full-scale events involving many of your station's sponsors. If well executed, they can be invaluable in terms of revenue, sponsors loyalty, and positive impressions with your audience.

If there are any other ideas of this type floating around that run along these lines and have yet to surface, please let me know about them. I will pass them on at a future date in this column.

WLS-AM-FM/Chicago

PD John Gehron told me of the continuing success of the "WLS Fantastic Plastic Card," with over 2 million reportedly in circulation now. This is a staggering number of cards, but then again this promotion has been running for over a year now.

How can you continue a promotion for that long? "Easily," replied John, "When you consider the economy has continued to slide instead of improving. Not only do we offer big prizes, (like an \$80,000 house) for listeners that hear their numbers called out, but the discounts offered through the sponsors are pretty nice too."



An example of these discounts include: free movies, discounts on taxes for proms, two-for-one specials, and, Gehron added, "We have even used the cards for \$1 off on Styx and Bruce Springsteen LP's, in conjunction with their concert appearances in Chicago."

According to Gehron, "The specials change almost daily. This is not only a promotion to save listeners money, it is a promotion that more than ever makes winning a big prize plausible to the skeptical listener and creates extra traffic for our advertisers."

97DJ(WBDJ)/Brazil-Terre Haute, IN

In an effort to help its advertisers, 97DJ is not just offering discount packages, but rebates too. According to owner Richard Kaufman, "Anybody can offer discounts. We do that too, but I don't know anyone who has a rebate plan going for sponsors."

Here is how the rebate plan works: Rebates run from 12-16% and are not applicable to other special packages or promotional deals. There is a \$100 minimum to qualify.

- \$100-\$500 purchase, 12% rebate
- \$501-\$1000 purchase, 14% rebate
- \$1001 or more, 16% rebate

97DJ advertisers are allowed to deduct the rebate immediately, or receive a check from the station after the spots have run and full payment has been made. "Many sponsors like the idea of getting a check back in the mail," reports Richard.

He also points out another first. "I think this is one of the few stations in the country, and the only one in this area, where you can charge your commercials on Visa or Mastercard." These moves are seen as ways to stimulate the local economy for advertisers feeling the pinch a bit more than usual.

In addition to the above programs, 97DJ is also handing out freebies to listeners with a station credit card shaped like a small record. As in similar promotions, serial numbers are aired, and the listener must contact the station within a time limit.



#1

COUNTRY'S HOTTEST RECORD HAS BECOME A CHR SMASH!

WFIL deb 30
WCAO on
F105 add
KVIL add
Z93 20-18
94Q 18-16
WHB 14-13
WIP on
KXOK 23-19
KSLQ 22-18
WZZP add
WZUU 25-23
WOKY deb 21
KEZR 25-19
KJR add
KPLZ 25-24

WOLF 40-32
WKRZ-FM 25-24
WHYN 26-20
14Q add 30
WKEE 37-35
KSTAR 28-25
KHFI deb 28
WTIX deb 34
KEEL 34-29
WERC 17-13
WSGN 15-12
G100 30-27
WAAY 10-6
BJ105 36-33
FM100 18-17
WFBR deb 30
KRAV 17-13
KEYN-FM deb 28

WHBQ 13-12
92Q 18-14
WOKI 32-30
WRJZ 26-24
WNOX 20-18
WKIX 14-13
WSEZ add
WGH 18-13
KJ100 add
WVLK add
WLLOL-FM 31-20
KOFM 30-26

WISM 24-20
WNCI 29-28
WOHO 23-21
KIOY 7-6
KJRB deb 32
KCPX 9-7
KENO 28-27
KKXX add
WJBQ 35-28
WACZ 25-22
WLAM add
WIGY add
WHEB 11-10
13FEA 26-24
14WK 23-20
WHHY 16-14
95SGF 26-22
WFOX 22-19

WCGQ 25-22
WISE 35-31
WANS-FM 25-23
FM99 17-16
KQIZ-FM 18-15
KPUR 19-13
KKXL add
KELO 22-20
KKRC add
KKLS deb 9
WEAQ 14-11
KCBN 25-19
KATI 35-31
KBOZ 15-12
KYVA 15-13
KRCL 25-21

R&R Pop/Adult **6**

T. G. SHEPPARD

"I LOVED 'EM EVERY ONE"

Produced by Buddy Killen for Tree Productions



Distributed by Warner Bros. Records

JESSE'S HAVING HIS "SAY" AT STATIONS EVERYWHERE:



WFIL
WIFI
WROR
JB105
CFTR
CKGM
KVIL
KRBE
94Q
Q105
WGCL

WZUU
KIIS-FM
KIQQ
KEZR
KYYX
KPLZ
WOLF
WHFM
WFLY
WKRZ-FM
K104

WHYN
WKEE
WICC
KSET-FM
KINT
KHFI
KBFM
KEEL
KLAZ
WJDJ
KXX106
WERC

G100
WAAY
WBBQ
FM100
KX104
92Q
WRJZ
WCSC
WGH
WQRK
KJ100
WVLK

WAKX
WISM
WNAM
WOHO
WDJX
KERN
KIOY
KTAC
KCPX
KHYT
KTKT
WTSN

WHEB
WFBG
14WK
95XIL
WHHY
95SGF
WFOX
WFLB
FM99
KPUR
KVOL

KKRC
WSPT
WTRU
KENI
KSLY
KCBN
KDZA
KATI
KQDI
KBOZ
KOOK

POP/ADULT BREAKER

"SAY WHAT"

JESSE WINCHESTER

Produced by Willie Mitchell

On Bearsville Records



Manufactured and Distributed by Warner Bros. Records

Bits

KYYX/Seattle has just "launched" its largest promotion to date, giving away \$22,000 worth of sailboats. That's one a day for 50 days. Each boat is 11ft. long and can hold two adults. Mechanics of the contest are easy . . . listeners fill out entry blanks at retail outlets, listen for their names, and call in within 30 minutes to claim prizes.

John E. Douglas, PD of WNOX/Knoxville, reports that the station's recent 22-mile St. Jude Walkathon broke last year's record. This year \$109,000 was raised for research at the Memphis hospital.

KGHO/Hoquiam, WA is running the "Secret Sound" contest with some rather impressive results. PD Jim Alan reports that Ma Bell has asked the station not to run the contest during certain "peak hours" because of the huge response.

KZFM/Corpus Christi is running the familiar "Record Cash Giveaway" with \$1000 as the prize . . . but if the listener has a KZFM Supercard, then the winning amount is doubled to \$2000. PD John Steel reports the station is flooded with requests for the card.

WBCY/Charlotte is broadcasting live every Sunday from Carowinds, a theme park on the North Carolina/South Carolina border. Sister station WBT has been doing this for years, but now with the studio renovations made for stereo, this allows WBCY to get out and work out of those permanent studios too.

WLS-FM has started a new show called "Beat Of Chicago," which features local talent and local record promoters talking about the music industry in Chicago. News of the industry outside of Chicago is also covered, plus an in-depth rundown of upcoming events.

Driscoll Named Brandon Communications Group PD

Mark Driscoll has been named Group Program Director for the Rochester, NY-based Brandon Communications firm. Driscoll, a veteran radio programmer whose career includes stints as PD for 96X/Miami and KIOY/Fresno, will be based in San Luis Obispo, CA, where he will supervise Brandon outlets KKAL (a Country AM) and KZOZ (an AOR-formatted FM soon to become CHR-formatted Z93). Driscoll will also maintain programming responsibilities for Brandon's KERN and KMGH-FM (Magic 98)/Bakersfield, CA as well as KKQV/Wichita Falls, TX.

Commenting upon his new position, Driscoll told R&R, "It's fantastic, just fantastic. I'm so happy I didn't have to leave California."

Hammond Sets Label With CBS

Longtime producer/A&R man John Hammond will head a new label distributed by CBS, the company for which he has worked for many years. While with Columbia Hammond was instrumental in launching the careers of Bob Dylan, Bruce Springsteen, and Aretha Franklin, among others.

Hammond's new company is called Hammond Music Enterprises, and he will serve as Chairman/CEO as well as head of A&R for the label itself, to be called John Hammond Records. John C. Moore III is President of HME, coming from a financial/legal background; and producer Hank O'Neal has been named Executive VP. The label will be based in New York.

KMPC

Continued from Page 3

which aired in January, 1981. Underwood maintains that not only did she fail to print the item, but that she didn't know Cohen at the time the incident reportedly took place.

When contacted by R&R, Rose said, "I have not seen anything other than what has been in the newspaper. The lady called a press conference and gave her side of the story and that's all I know. You can't comment on a lawsuit you haven't seen.

"My feeling is I didn't name her," Rose continued. "He (Demaris) came on my show and told the story that's in his book. The way he told it was the way he had it in the book. I heard Fratiano say the same thing on '60 Minutes.' That's all I know about it." KMPC officials were unavailable for comment at presstime.

Starr

Continued from Page 3

Christian, who is also VP/GM of WNIC-AM-FM/Detroit and will headquarter there, commented to R&R, "We view Norfolk as an undiscovered market. This area has tremendous potential, and it's a high-growth market with diverse industry, so it's recession-resistant." Commenting on Starr, he added, "He's got all the right qualifications for the job. We anticipate no changes in the lineup."

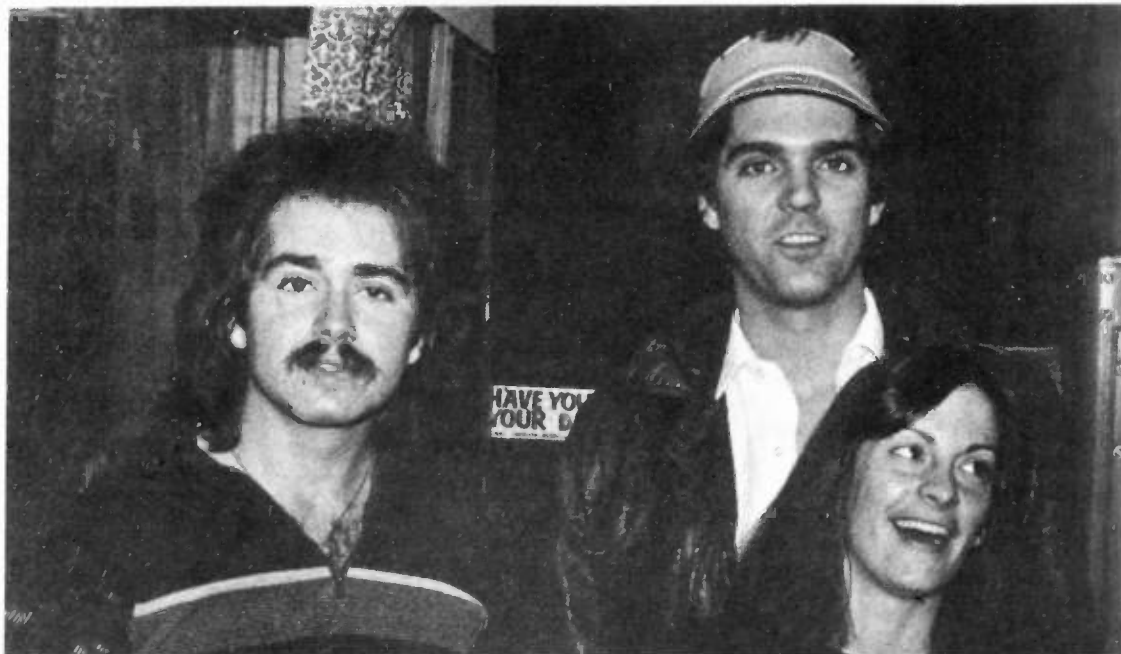
Starr starts his new duties in two weeks. Tidewater has also hired Jeff Pollack as consultant for WNOR-FM.



WNAM SALUTES BEE-POOP - Wisconsin is the "Honey Capital" and WNAM/Appleton-Oshkosh MD Jay Tyler presented Governor Lee Dreyfus with a T-shirt bearing the phrase "Bee-Poop," which the governor's wife coined. Technically, for those that care, honey is actually "Bee-Barf."



KFRC MOVES TO LAS VEGAS? - Well, for one night KFRC/San Francisco took advantage of the glitter and lights of Las Vegas, the site of its annual client party. The station chartered a 747 and flew 350 advertisers for a night of fun and entertainment at Caesar's Palace. Pictured (l-r) are KFRC VP/GM Pat Norman and Mac Davis, who performed at the party.



SOAP STOP - WITY/Danville, IL got a visit from ABC soap star Alan Dysert, who plays Sean Cudahy on "All My Children." Shown here (l-r): PD Tim Drake, Dysert, and wife Liz.



LINK COFFEE STOP - LINK/Oklahoma City recently ran a telephone survey to find the longest light in the city. Pictured (l-r) are morning man Todd Jeffers and all-nighter Kelly Robinson, who set up shop at the traffic light and handed out free coffee to frustrated commuters.

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BOBBY POE'S POP MUSIC SURVEY

Presents

The 10th Anniversary Radio/Records/Seminar/Awards Banquet
At The Marriott Airport Hotel, Atlanta, GA 30337

June 19 & 20

Final Nominees for Radio Industry '80*

- RADIO EXECUTIVE OF THE YEAR '80:** George Wilson (Outlet), Tom Bigby (GCC), Dick French (Southern), John Bayliss (Charter), Bud Polacek (First Media), Jerry Blum (Jefferson Pilot), Pat Norman (RKO), Ray Potter (First Media), Jerry Rogers (Wels), Ron Riley (Plough), Todd Chase (Providence Journal), Ron Bledsoe (Sumner)
- NATIONAL PROGRAMMER OF THE YEAR '80:** Tom West (Rounsville), Andy Bickel (Jefferson Pilot), Steve Roddy (Scripps Howard), Jerry Dean (Smith), Bobby Matirik (Doubleday), Jay Cook (Combined), Don Benson (Western Cities), Bill Tanner (Metroplex), Bill Gamble (GCC), Bob Christy (Fairbanks), Jesse Bullett (Southwestern), Jim Peacock (Susquehanna)
- RADIO CONSULTANT OF THE YEAR '80:** Kent Burkhart, Paul Christy, Bob Menabery, Michael Spears, E. Alvin Davis, Landsman/Rivers, Drake-Chenault, Jerry Clifton, George Burns, Todd Wallace, John Sebastian, Paul Drew
- MAJOR MARKET RADIO STATION OF THE YEAR '80:** 96XK (Pittsburgh), KFRC (San Francisco), WLS (Chicago), 94-Q (Atlanta), KSTP-FM (Minneapolis), WPGC (Washington), Z-93 (Atlanta), WKTU (New York), Q107 (Washington), KRLA (Los Angeles), KVL-FM (Dallas), WVBF (Boston)
- MAJOR MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Gerry Cagle (KFRC), John Young (Z-93), Bobby Christian (96XK), Jim Morrison (94-Q), Chuck Knapp (KSTP-FM), Scott Shannon (WPGC), John Gerhon (WLS), Alan Burns (Q107), Paula Matthews (KIQQ), Kevin Metheny (WNBC), Bill Garcia (WDRQ), Bob Travis (WGCL)
- MAJOR MARKET MUSIC DIRECTOR OF THE YEAR '80:** J.J. Jackson (WOXI), Dale O'Brien (Z-93), Liz Kiley (WFI), Scott Richards (WCAO), Roger Collins (KFI), Guy Zapoleon (KRTH), Dayna Steele KRBE), Dick Fennessey (WFIL), Bob McKay (WZZP), Jim Ryan (WDRQ), Jerry Steele, (KFMK), Don Geronimo (WPGC)
- MAJOR MARKET AIR PERSONALITY OF THE YEAR '80:** Jim Elliott/Scott Woodside (WPGC), Don Imus (WNBC), Randy Miller (96XK), Willy B. O'Brien (WBSB), Gary Corry/J.J. Jackson (WOXI), Dan Ingram (WABC), Ross Brittain/Brian Wilson (Z-93), Charlie Van Dyke (WRKO), Al Lohman/Roger Barkley (KFI), Scott Carpenter (WBSB), Dude Walker (Q107), Mark Stevens/Jim Pruett (KULF)
- LARGE MARKET RADIO STATION OF THE YEAR '80:** WEZB (New Orleans), WZUU-FM (Milwaukee), WCKX (Tampa), KEZR (San Jose), KOPA (Phoenix), Y100 (Miami), WTIC-FM (Hartford), WHB (Kansas City), WRBQ (Tampa), WKRO (Cincinnati), KGW (Portland), WNAP (Indianapolis)
- LARGE MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Jim Brown (WOKY), Steve Rivers (KOPA), Al Casey (WHB), Bob Wood (WBEN-FM), Robert W. Walker (WCKX), Dan Vaille (WEZB), Jim Fox (WKRO), Mike Scott (WNDE), John Driscoll (WZUU-FM), Buddy Scott (92-X), Jan Jeffries (WLCY), Tracey Mitchell (KJR)
- LARGE MARKET MUSIC DIRECTOR OF THE YEAR '80:** Roger Christian (WBEN-FM), John Voipe (KOPA), Dallas Cole (WOKY), Terry Young (WEZB), Rick Donahue (WTIC-FM), Pat McKay (WRBQ), Gary Franklin (WTIX), Bob Logan (WCKX), Mark Shands (Y100), Tom Buchanan (KJR), Bill Shannon (WZUU-FM), Tony Galluzzo (WKRO)
- LARGE MARKET AIR PERSONALITY OF THE YEAR '80:** Harv Moore/Robert W. Taylor (WPHD), Bob Berry (WOKY), Bruce Kelly (96-X), Cleveland Wheeler (WRBQ), John Brandmeyer (WOKY), Adam Smasher (WNAP), Scott Throver (KOPA), Robb Stewart (WKRO), Dino Mateia (WYSL), Mason Dixon (WRBQ), Steve York (WOKY), Ed McMann (WCKX)
- MEDIUM MARKET RADIO STATION OF THE YEAR '80:** WWKX (Nashville), WKJJ (Louisville), WBCY (Charlotte), WGH (Norfolk), WKXX (Birmingham), WBWJ (Orlando), WIVY (Jacksonville), WRVQ (Richmond), WAYS (Charlotte), WMC-FM (Memphis), WAMS (Wilmington), WBBF (Rochester)
- MEDIUM MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Bob Canada (WGH), Mike St. John (WWKX), Bobby Hatfield (WKJJ), Jeff Lucifer (KSFM), Scott Slade (WAYS), Russ Spooner (WKY), Mike McVay (WAKY), Rick Shaw (WAXY), Bill Thomas (WRVQ), Bob Kaghan (WBCY), Dave Mason (WBBF)
- MEDIUM MARKET MUSIC DIRECTOR OF THE YEAR '80:** Bill Manders (KSFM), Chris Michaels (WAMS), Lou Simon (WAYS), Walt Brown (WSGN), Allen Dennis (WKY), Reggie Blackwell (WAIV), Steve Kelly (WRVQ), Beau Richards (WWKX), Mark Thompson (WERC), Patty Brockett (WKOS), Larry O'Day (WKXX), Steve York (14-Q)
- MEDIUM MARKET AIR PERSONALITY OF THE YEAR '80:** Steve Davis (WKXX), Mark Damon (92-Q), Bear Bradley (WKOS), Greeseman (WAPE), Bill Gardner (BJ105), Bobby Mitchell (WIVY), Steve McCoy (92-Q), Chuck Browning (WHBQ), Bill Bailey (WAKY), Smokey Rivers (WLAC), The Birdman (WERC), Coyote McClood (WWKX)
- SECONDARY MARKET RADIO STATION OF THE YEAR '80:** WPST (Trenton), WSGA (Savannah), Z104 (Frederick), KYNO-FM (Fresno), WRJZ (Knoxville), WICC (Birdgeport), WHHY (Montgomery), WSKZ (Chattanooga), WJAD (Bainbridge), WANS-FM (Anderson), WAAV (Huntsville), WCGO (Columbus)
- SECONDARY MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Steve Kingston (WYRE), Ray Williams (WISE), Bruce Stevens (WBBQ), Johnny Lee Walker (KYNO-FM), Tom Taylor (WPST), Dick Phillips (WEVA), Gary Peters (WICC), Dan O'Toole (V100), Barry Chase (WKAZ), Chuck Leonard (WKMX), Fred Story (WRJZ), Dave Anthony (KLUC)
- SECONDARY MARKET MUSIC DIRECTOR OF THE YEAR '80:** Scott Majors (WNOX), Bill Matthews (WIKZ), Curt Hansen (KC101), Rick Thomas (WHHY), Kirk Clift (WSSC), Roger Galther (Q104), Doug Weldon (WSGF), Gary Atkins (WOKI), P.T. Morgan (WRFC), Benjamin Martin (WCGO), Ron Hill (WCIR), Anne McCartney (WKXC-FM)
- SECONDARY MARKET AIR PERSONALITY OF THE YEAR '80:** Jay Jarvis (V100), Steve Gallagher (WOXA), Larry O'Neal (WJDQ), Todd Spencer (WMMW), Jack Diamond (KYNO-FM), C.J. & Buzz (WCSC), Jonathan Doll (WIZD), Jack Acuff (WSGA), John Isley (V100), Barry Michaels (WROV), Chip McLean (WAGL), Dave Shafer (WZIX)

* Award Winners for 1979 were not eligible for nomination.

Final Nominees for Record Industry '80*

- RECORD COMPANY OF THE YEAR '80:** (Corporate) EMI America/Liberty, Capitol, Columbia, RCA, Atlantic, Arista, Polygram, Elektra/Asylum, MCA, Epic, Atco, CBS Custom
- RECORD COMPANY OF THE YEAR '80:** (Independent) Millennium, Boardwalk, Solar, Bearsville, A&M, Motown, 20th Century-Fox, Cleveland International, Radio, Philadelphia International, Dreamland, Prelude, RSO, Mirage
- RECORD COMPANY PRESIDENT OF THE YEAR '80:** (Corporate) Jim Mazza (EMI America/Liberty), Doug Morris (Atlantic), Clive Davis (Arista), Bob Siner (MCA), Robert Summer (RCA), Walter Yetnikoff (CBS), Mo Ostin (Warner Brothers), Joe Smith (Elektra/Asylum), Don Zimmermann (Capitol), David Braun (Polygram), Bruce Lundvall (Columbia), Bruce Bird (Casablanca)
- RECORD COMPANY PRESIDENT OF THE YEAR '80:** (Independent) Neil Bogart (Boardwalk), Dick Griffey (Solar), Jimmy Ienner (Millennium), Gil Friesen (A&M), Albert Grossman (Bearsville), Steve Popovich (Cleveland International), Jay Lasker (Motown), Neil Portnow (20th Century-Fox), Kenny Gamble (Philadelphia International), Sal Licata (Chrysalis), Ron Alexenburg (Handshake), Nicky Chinn (Dreamland), Al Coury (RSO), Jerry Greenberg (Mirage)
- RECORD COMPANY EXECUTIVE OF THE YEAR '80:** (Corporate) Don Dempsey (Epic), Jack Craig (RCA), Tony Martell (CBS), Dick Kilne (PolyGram), Stan Montelro (Epic), Perry Cooper (Atlantic), Elliot Goldman (Arista), Ron McCarrell (Epic), Tony Montgomery (RCA), Dick Asher (Columbia), Lenny Petze (Portrait), Ed Rosenblatt (Warner Brothers)
- RECORD COMPANY EXECUTIVE OF THE YEAR '80:** (Independent) Bob Edson (RSO), Mort Weiner (20th Century-Fox), Stan Snyder (Cleveland International), Irv Biegel (Boardwalk), Howard Rosen (Bearsville), Stan Hoffman (Prelude), Don Wright (Arista II), Michael Leon (A&M), Edna Collison (Solar), Rich Fitzgerald (RSO), Al DiNoble (Casablanca), Bill Spitalisky (Spring), Bob Greenberg (Mirage)
- VICE PRESIDENT OF PROMOTION OF THE YEAR '80:** (Corporate) Bruce Wendell (Capitol), Vince Faraci (Atlantic), Dick Williams (EMI America/Liberty), Burt Stein (Elektra/Asylum), John Betancourt (RCA), Ed Hynes (Columbia), Pat Pipolo (MCA), Al Gurewitz (Epic), Reen Nail (Atco), Russ Thyret (Warner Brothers), Mike Manocchio (Arista), T.J. Lambert (Casablanca)
- VICE PRESIDENT OF PROMOTION OF THE YEAR '80:** (Independent) Scott Kranzberg (Boardwalk), Bob Smith (RSO), Skip Miller (Motown), Pete Gidon (Handshake), Dave Parks (20th Century-Fox), Don Ienner (Millennium), Charlie Minor (A&M), Paul Pieretti (Bearsville), Dave Urso (Planet), John Schoenberger (Radio), J.J. Jordan (Unicorn), Rich Sargent (Sire)
- NATIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Frank Dileo (Epic), Steve Meyer (Capitol), Don Colberg (Columbia), Scott Regan (Atco), Bill Cataldo (Polydor), Gordon Anderson (CBS), Bert Keane (Warner Brothers), Sam Kasser (Atlantic), Bill Smith (Elektra), Jack Satter (EMI America), Reds Richards (Warner Brothers), Joe Grossman (Mercury)
- NATIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Kevin Keogh (Bearsville), Steve Resnik (A&M), Steve Brack (Boardwalk), Jason Minkler (RSO), Michael Abramson (Chrysalis), Mike Cloer (Word), Bud Samuels (Motown), Kelly Summers (Solar), Marty Mooney (Cleveland International), Joe Kolsky (Prelude), Tom Rogan (Carreere), Dick Reus (Venture)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '80:** (Corporate) Shella Chlanda (Columbia), Louie Lawow (Epic), Susan Wax (RCA), Rich Totolan (CBS), Sandi Lifson (MCA), Larry Douglas (Epic), Carol Jasper (CBS), Glen Lajecki (Arista), Andrea Ganis (Atlantic), Lou Galliani (Elektra), Vicki Germaise (Atco), Vince Pellegrino (Columbia)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '80:** (Independent) J.B. Brenner (A&M), Robin Wren (RSO), Janis Ross (Chrysalis), Bill Catina (Cleveland International), Marlene Reyes (Motown), Ken Marcellino (Tapestry), Doc Remer (Mirus), Mark Cooper (Robox), Jon Konjojan (RSO), Sue Emil (Sire), Felix DiPalma (Kirshner), Sally Smash (Sun)
- REGIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Riah Wood (Polygram), Frank Turner (EMI America), Arthur Field (Capitol), Alan Oremen (Columbia), Don Miller (Epic), Billy Lemmons (Arista), Mike Prince (Atlantic), Danny Davenport (Warner Brothers), Alan Smith (Atco), Geary Tanner (Elektra), Mike Martin (Casablanca), Al Privett (MCA)
- REGIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Al Twanmo (Chrysalis), Larry Green (Handshake), Bruce Greenberg (Motown), Jim Francis (Boardwalk), Eva Wood (A&M), Jim Sellers (Chrysalis), Kelly West (Motown), Joe Biello (Lax), Rick Stone (A&M), Jeff Hackett (Chrysalis), Joel Newman (Handshake), Charlie Walker (Venture)
- LOCAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Mike Lessner (Capitol), Jim Stewart (Epic), John Fagot (Columbia), Jay McDaniels (MCA), Rich Tamburro (EMI America), Tom Sgro (Polygram), Jerry Goodman (Elektra), Tom Schoberg (EMI America), Peter Price (RCA), Gino Rumble (Capitol), Sam Calle (MCA), Jeff Shayne (Epic)
- LOCAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Phil Quarteraro (A&M), Robbie Vogt (RSO), Tommy Teague (RSO), John Schuler (A&M), Ted Zlatin (RSO), James Bishop (Motown), Al Cafaro (A&M), Bob Galliani (RSO), Wayne Fogel (Motown), Patricia Breedlove (RSO), Paul Crowley (A&M), Dana Morrie (A&M)
- INDEPENDENT PROMOTION DIRECTOR OF THE YEAR '80:** Jerry Brenner, Jerry Meyers, Gary Bird, Jonas Cash, Bobby Hurt, Howie Goodman, Ernie Phillips, Don Graham, Lu Fields, Bob Perry, Mel Turoff/Lindy Goetz, Perry Stevens
- RECORD DISTRIBUTOR OF THE YEAR '80:** (Corporate) CBS (Washington), MCA (Cherry Hill), WEA (Atlanta), Capitol/EMI (Los Angeles), RCA (Washington D.C.), Phonodisc (New York City), CBS (Atlanta), RCA (New York City), Capitol/EMI (Washington D.C.), MCA (Washington D.C.), RCA (Atlanta)
- RECORD DISTRIBUTOR OF THE YEAR '80:** (Independent) Schwartz Brothers (Washington D.C.), Tone (Hialeah), Zamolski (Baltimore), Universal (Philadelphia), Progress (Cleveland), Tara (Atlanta), Alpha (New York City), Transcontinent (Buffalo), M.S. Distributing (Chicago), Big State (Dallas), Lieberman (Atlanta), Malverne (New York City)

* Award Winners for 1979 were not eligible for nomination.

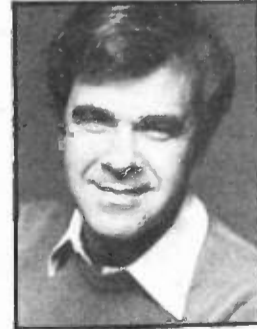
MASTERS OF CEREMONIES



GEORGE WILLIAMS
(Burkhart/Abrams)



GEORGE WILSON
(KIQQ)



JOHN YOUNG
(Z93)



JIM MORRISON
(94Q)

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MIDWEST Most Added® Hottest

Elton John REO Speedwagon Neil Diamond Kim Carnes Tom Petty Grover Washington Jr.

ADDS & HOTS

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

WEST Most Added® Hottest

Elton John REO Speedwagon Hall & Oates Kim Carnes Neil Diamond John Lennon

MIDWEST

PARALLEL TWO

22X/Columbus, OH Teri Nuttall RICK SPRINGFIELD 38 SPECIAL... KRAV/Tulsa, OK Gary Reynolds ELTON JOHN HALL & OATES...

WOHO/Toledo, OH Jeff McCarthy PURE PRAIRIE LEAG JESSE WINCHESTER... WVIC/East Lansing, MI Jim St. John TOM PETTY NEIL DIAMOND...

WGBF/Evansville, IN Kevin Carpenter GARY U.S. BONDS Hottest: SMOKEY ROBINSON 4-1... WZOK/Rockford, IL Ed Lambert KIM CARNES GARY U.S. BONDS...

KKLS/Rapid City, SD Mick Kjar ELTON JOHN NEIL DIAMOND LIFE... KKKL/Grand Forks, ND Jeff Parker GARY U.S. BONDS LEE RITENOUR...

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron CHAMPAIGN LEE RITENOUR JOEY SCARBURY... KENO/Las Vegas, NV Bill Alexander TASTE OF HONEY NEIL DIAMOND...

KMJK/Portland, OR John Shomby CHRIS CROSS SANTANA DON MCLEAN... KYNQ-FM/Fresno, CA Walker/Monson RICK JAMES MICHAEL JACKSON...

KNBQ/Tacoma, WA Gary Bryan ELTON JOHN STEVE WINWOOD SHEENA EASTON... FM103/Salt Lake City, UT Lorraine Winnegar JOE WALSH HALL & OATES...

KOOK/Billings, MT Dennis Nichols ELTON JOHN DAVE EDMUNDS SHEENA EASTON... KSLY/San Luis Obispo, CA Don Potter TOM PETTY ALAN PARSONS...

KRAV/Tulsa, OK Gary Reynolds ELTON JOHN HALL & OATES... KZ93/Peoria, IL Keith Edwards SANTANA RICK SPRINGFIELD...

WISM/Madison, WI Barbara Starr LEE RITENOUR NEIL DIAMOND... KEYN-FM/Wichita, KN Terrie Springs WHO NEIL DIAMOND...

WIKS/Indianapolis, IN Mike Tinnis ELTON JOHN LEE RITENOUR... WRKR/Racine, WI Steve Warren GREG KIHN TOMMY JAMES...

WEAQ/Eau Claire, WI Rick Roberts CLIFF RICHARD HALL & OATES... WSPT/Stevens Point, WI Brad Fuhr NEIL DIAMOND DON MCLEAN...

KRB/Bakersfield, CA Beau Reyes CLIFF RICHARD HALL & OATES... KJRB/Spokane, WA Brian Gregory RICK SPRINGFIELD (dp)...

KZZX/Albuquerque, NM Chuck Morgan NEIL DIAMOND JEFF, STARSHIP... KSPZ/Colorado Springs, CO Mike Daniels CHAMPAIGN TASTE OF HONEY...

PARALLEL THREE KBOZ/Bozeman, MT Greg Williams ELTON JOHN HALL & OATES... KCBN/Reno, NV Larry Irons SANTANA SHEENA EASTON...

KSly/San Luis Obispo, CA Don Potter TOM PETTY ALAN PARSONS... KENTU/Anchorage, AK Merrifield/Robbins HALL & OATES TOMMY JAMES...

WGRD/Grand Rapids, MI Ray Baker APRIL WINE RAYDIO TOM PETTY... WMEE/Fort Wayne, IN John Curry ELTON JOHN GARY U.S. BONDS...

KWEN/Tulsa, OK Ronde Curtis ELTON JOHN PHOEBE SNOW... WYFM/Youngstown, OH Jeff Tobin REO SPEEDWAGON WHO...

U33/South Bend, IN J.K. Dearing 38 SPECIAL Hottest: SHEENA EASTON 2-1... WLOL-FM/St. Paul, MN Phil Houston QUINCY JONES DON MCLEAN...

WTRU/Muskegon, MI Mike Stevens LEE RITENOUR JEFF, STARSHIP... KDVV/Topeka, KS Rocky Roberts TOM PETTY HALL & OATES...

KRQ/Tucson, AZ Kent Lacey DON MCLEAN TASTE OF HONEY... KYSN/Colorado Springs, CO Mark Murray NEIL DIAMOND PURE PRAIRIE LEAG...

KZZP/Phoenix, AZ Dave Anthony QUINCY JONES TOM PETTY... KHYT/Tucson, AZ Rich Brother Robbin RICK JAMES TOM PETTY...

KDZA/Pueblo, CO Rip Avina ELTON JOHN GET WET... KFKD/Boise, ID Rod Couch ELTON JOHN ROSANNE CASH...

KYAT/Casper, WY Donna Foux ELTON JOHN ROSANNE CASH... KIDDI/Monterey, CA Ron Rodriguez HALL & OATES...

WNAP/Indianapolis, IN Dennis Bailey ELTON JOHN TOM PETTY... WNCI/Columbus, OH Steve Edwards TOM PETTY PURE PRAIRIE LEAG...

PARALLEL THREE KFVR/Bismarck, ND Dan Brannen TOM PETTY HALL & OATES... WNAM/Appleton-Oshkosh, WI Jay Tyler ELTON JOHN SHEENA EASTON...

WJXX/Duluth, MN Bruce McGregor QUINCY JONES CLIFF RICHARD... WLOL-FM/St. Paul, MN Phil Houston JESSE WINCHESTER...

WTRU/Muskegon, MI Mike Stevens LEE RITENOUR JEFF, STARSHIP... WTRU/Muskegon, MI Mike Stevens LEE RITENOUR...

KTAC/Tacoma, WA Tom Jeffries ROSANNE CASH GET WET... KTKC/Tucson, AZ Ed Alexander ELTON JOHN HALL & OATES...

KYAT/Casper, WY Donna Foux ELTON JOHN ROSANNE CASH... KIDDI/Monterey, CA Ron Rodriguez HALL & OATES...

KYAT/Casper, WY Donna Foux ELTON JOHN ROSANNE CASH... KIDDI/Monterey, CA Ron Rodriguez HALL & OATES...

KYAT/Casper, WY Donna Foux ELTON JOHN ROSANNE CASH... KIDDI/Monterey, CA Ron Rodriguez HALL & OATES...

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK: WHB/Kansas City WICC/Bridgeport WBCY/Charlotte WTWR/Detroit KSTT/Davenport KKXX/Bakersfield

T.G. SHEPPARD
I Loved 'Em... (WB/Curb)
LP: I Love 'Em All

82/12 41%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

STYX
Too Much Time On... (A&M)
LP: Paradise Theater

178/3 78%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

JAMES TAYLOR & J.D. SOUTHER
Her Town Too (Columbia)
LP: Dad Loves His Work

202/1 90%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

WHO
You Better You Bet (WB)
LP: Face Dances

182/3 72%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

JESSE WINCHESTER
Say What (Bearsville/WB)
LP: Talk Memphis

78/3 35%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

P1	P2	P3
WFLA 4-10 WTVT 4-10 WFTS 4-10 WTOG 10-10 WWSB 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

RICK SPRINGFIELD
Jessie's Girl (RCA)
LP: Working Class Dog

117/18 62%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

TASTE OF HONEY
Sukiyaki (Capitol)
LP: Twice As Sweet

134/11 60%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

GINO VANNELLI
Living Inside Myself (Arista)
LP: Nightwalker

204/4 91%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

DOTIE WEST
What Are We Doing... (Liberty)
LP: Wild West

165/8 73%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

STARS ON 45
Medley (Radio/Atlantic)
LP: Stars on 45

166/8 74%

NAA

Regional	National
B 24 S 64 M 84 W 84	Summary UP 16 DOWN 1 ADDS 1

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

P1	P2	P3
WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10	WTVT 10-10 WFTS 10-10 WTOG 10-10 WWSB 10-10 WFTS 10-10

Others Getting Significant Action

Continued from Back Page

TOMMY JAMES "You're So Easy To Love" (Mikron/20/8)
Moves: Up 4, Same 8, Down 0, Adds 8, WJX, KIDY, KCPX, WFO, WRKR, KENI, KRCL, 840 on, KIQQ on, KFRC on, WCBC on, WFLB 38-28, KFYY on, KYVA on.

STEVE WINWOOD "Arc Of A Diver" (Island) 18/9
KODI, KRCL, CFR on, KRBE on, KBEQ 23-20, KOP on, KXJ106 6-27, KACC 6-28.

STEPHANIE MILLS "Two Hearts" (20th) 17/2
Moves: Up 1, Same 9, Down 0, Adds 2, KSET-FM, WHBO, WKXS-FM on, KRLY on, Q105 24-23, WCKX 6-28, KRLA on, K115-FM 30-28, WCBC on, WDJX on, KYNO-FM 30-28, KVOL 28-21.

PHOEBE SNOW "Mercy, Mercy, Mercy" (Mercury) 16/8
Moves: Up 1, Same 7, Down 0, Adds 8, KFI, KIQQ, WFLY, KINT, KXJ106, KWEN, WTSN, 98KX on, KFRC on, KFHI on, KCPX on, WISE on, KCBN on.

PAUL ANKA "I've Been Waiting For You All Of My Life" (RCA) 16/8
Moves: Up 1, Same 7, Down 0, Adds 8, KRLA, KRFB, KYYX, KPLZ, WJLK, KIDY, WFL on, WFL on, KVIL on, WZZP on, RTVJ 40-38, WFLB 31-27.

SHOT IN THE DARK "Playing With Lightning" (RSO) 15/0
Moves: Up 8, Same 8, Down 1, Adds 0, 98KX 33-28, WAAY 27-28, WISM on, KNBO on, WCIR 19-17, KRLL 28-23, KENI on, KOOK on, KFSD on, KRCL 30-28.

JOE OLCE "Shaddap You Face" (MCA) 14/3
Moves: Up 8, Same 8, Down 0, Adds 2, WKTU, WCKX, KQSO, WKXS-FM 18-17, Y100 6-20, CKLW 6-20, WDKY on, K13K on, 140 on, WJ106 6-38, WMPZ 6-20, WHEB on, KELD on, KSLY on.

JACKSONS "Can You Feel It" (Epic) 14/2
Moves: Up 6, Same 1, Down 1, Adds 2, KFI, WVIC, WKXS-FM 31, J8106 18-12, WGOI on, K115-FM 28-28, KIQQ 6-28, KINT 26-24, KHVT 17-18.

SHALAMAR "Make That Move" (Solyar/RCA) 13/2
Moves: Up 10, Same 0, Down 1, Adds 2, Y100, KQ84, KRLL 6-28, KEARTH 14-12, KRLA 12-10, KNUS 28-22, KSET-FM 28-21, WAXY 28-21, KGOI 28-23, KHVT 28-23.

LIFE "Cool Down" (Elektra) 12/3
Moves: Up 4, Same 8, Down 0, Adds 3, WCSC, 95XIL, KLLS, WCKX 6-30, K104 6-37, Y103 6-38, BJ106 on, CK101 32-28, WCOQ on.

DAN HARTMAN "Heaven In Your Arms" (Blue Sky) 12/0
Moves: Up 3, Same 8, Down 1, Adds 0, K104 40-33, WHYN 6-28, BJ106 on, WOH on, KNBO on, WIOY on, WFLB 32-28, WJLK on.

BILLY SOUIER "The Stroke" (Capitol) 11/8
Moves: Up 0, Same 3, Down 0, Adds 8, WKXS-FM, WAEB, KXJ106, WDKI, KWEN, KCPX, KTKC, WACZ, J8106 on, KRBE on, WGUY on.

POINT BLANK "Let Me Stay With You Tonight" (MCA) 11/1
Moves: Up 8, Same 4, Down 0, Adds 1, KILE, KRBE 18-13, K104 30-22, KEGL 6-28, KX104 on, KWEN 27-28, FM103 on, 95XIL 38-38, KPUR on, KRCL 18-18.

Prized Performances



SANTANA

“Winning”

Q107 add
KEARTH add
KIMN add
KSTAR add 30
KELP add 32
WTIX add
KQ94 add
KLAZ add 32
WAXY add
WBBQ add
WAYS add
KZ93 add
Z104 add
WNAM add
WDJX add
KMJK add
95SGF add

WFOX add
KQIZ-FM add
KKRC add
KCBN add
WBEN-FM 35-25
WIFI 29-27
WCAO deb 29
WXKS-FM 29-27
JB105 30-28
CHUM 29-25
KRBE 23-20
CKLW 29-27
KBEQ 12-10
KIQQ deb 33
KFRC 23-22
KSFY 13
KEZR 20-18

KJR 27-24
KPLZ deb 29
KOPA deb 25
WFBR 28-26
WOLF 29-23
WFLY 30-28
WPST 27-24
K104 24-19
WAQY 16-13
WHYN 13-12
WKEE 34-32
KEGL 20-16
KINT 24-23
KHFI deb 27
KBFM deb 30
KXX106 25-19
Y103 39-32

WSKZ 29-26
WVLK 29-27
WGRD 32-27
WAKX deb 21
KWEN 20-17
WISM 26-21
KIDD 22-19
KGGI 23-21
KNBQ 29-21
FM103 21-18
KLUC 26-16
KZZP 23-19
KRQ deb 30
KHYT 27
KTKT 30-25
WJBQ 32-26
WGUY deb 30
WLAM 34-32

WIGY 23
13FEA 28-27
WHHY 28-24
WCGQ 29-25
WISE 27-24
FM99 28-24
KILE 35-28
KSEL 27-23
WSPT deb 28
WTRU 29-26
KDVV deb 29
KSLY 25-23
KDZA deb 30
KATI 31-27
KYA 27-22
KRLC 21-18
96KX on
PRO-FM on

KRLY on
94Q on
KYYX on
WBLI on
WAEB on
V100 on
G100 on
WAAAY on
BJ105 on
WOKI on
WSEZ on
WCSC on
WGH on
KERN on
KJRB on
KYSN on
WANS-FM on
WKXY on
KBOZ on

Taken From The Album “ZEBOP!” FC37158

Produced by Keith Olson in association with Devadip Carlos Santana

ROSANNE CASH

“Seven Year Ache”

KEZR add
WHYN add
KFMK add
KINT add
WSKZ add
WNOX add
WGH add
KTAC add
WJBQ add

WTSN add
13FEA add
KATI add
94Q 20-15
KXOK 25-21
WERC 23-18
WSGN 18-15
92Q 22-19
WRJZ 29-23

KOFM 28-23
WACZ 19-15
WHEB 27-26
14WK deb 28
WHHY 27-19
WSGA 24-21
WFOX 21-18
KSEL 28-25
KQIZ-FM deb 27

KYYX on
KSTAR on
WOKI on
WCSC on
WVLK on
KNBQ on
WCGQ on
KBOZ on



Taken From The Album “SEVEN YEAR ACHE” JC36865

Produced By Rodney Crowell

on
Columbia  Records

WILM JUMPS 3.2 TO 7.3

Winning In Wilmington

Everything, it seems, is coming up Country. Many stations have decided to ride the bucking bronco to success, switching over to some type of Country format — even non-music stations, most notably KSD/St. Louis. And looking at the successful ratings of these stations, it is easy to overlook those gains enjoyed by other formats. However, rest assured — all-News is alive and well, especially in Wilmington, Delaware.

WILM scored an impressive 7.3 in the October/November '80 Arbitron, more than double its previous 3.2. This jump is all the more significant when you consider that Philadelphia market leader KYW as well as WCAU are right next door. Curious as to what might have contributed to the increase, I talked with



Sally V. Hawkins

President/General Manager Sally V. Hawkins. "We've had a slow but steady increase since we began our all-News format," Sally explains. "I think it's just a realization by the marketplace, more and more, that our services here are credible and interesting."

She laughingly added, "One of my salesmen said, 'It's fairly apparent that the April/May 1980 book was not a true indication.' I knew it all the time. You work at this for a long time. And we're always remembering in this market that KYW took eight years to be number one, so we've been hanging on and the closer we get I keep thinking, well, it's about time. We get very good feedback from our community. We know it's going well."

Community Is The Key

Battling against the popularity of FM stations and wanting to achieve a stronger market identity, WILM made its switch in January 1976. Prior to its changeover, the station was described as playing "uptempo music" together with a strong commitment to the station is in its third year of conducting

to news and public affairs. Today that commitment is as important as ever. According to Sally, the station's programming mix is 75% local and 25% national. WILM, though, is more than just a straight all-News operation. It relies heavily on local features, a plus in any small community.

Sally says she is extremely visible and active in the local community and encourages her staff to do the same. Community events are covered with regularity. Public affairs programming centers upon four weekly programs: energy, the arts, real estate, and a business/stock market wrap-up. Other features include weekly interview programs with prominent newsmakers, a show done in conjunction with Alcoholics Anonymous, and sports play-by-play. Add two-hour live broadcasts/two-way talk hookups from the state legislature.

Constantly working to improve its product and services to various audience groups, the station instituted a two-hour talk show on Friday evenings. The month-old program, complete with senior citizen host, focuses upon senior citizens and their special needs.

Early in the discussion, I asked Sally about WILM's advertising methods. Again, steady is the key word. For many years the station has followed the usual pattern of busbacks, billboards, trade publications, and community papers. Sally estimates the station does 26 to 30 weeks of newspaper advertising.

On her philosophy regarding contests and giveaways, Sally declares, "We do some small giveaways of sporting event tickets, nothing really very significant. We're quite pure. I don't say that with great pride. And I don't know that it's right. But we really concentrate on the quality of our product, which we feel is the most important thing of all."

The only other concession to contests, as such, is a weekly News Tip award for the best news story called in by a listener.

Security Blanket

It's always easy to pat yourself on the back and take all the credit whenever your station does a good job. But as a news-formatted station, you can't ignore the role played by various news events. During this rating period alone the Iranian hostage crisis and the Presidential election were just two chief concerns of the listening public. Sally doesn't deny this factor. But she also believes it works to the station's advantage in another way. "I think all of those things enhanced the listenability of all-News radio. The more of that you get, the more dependent people become on it. I think it also brings new listeners in because we are able to go more in depth. Once people become familiar with all-News radio, they are fairly consistent listeners. One person listens while shaving, another listens only in the car, someone else on the way home at night. But

News/Talk

Gail Mitchell



everybody begins to develop a pattern of listening — they also have the comfort of knowing that we are there."

She also feels the format can attract a number of young adults, another target group that WILM actively caters to via sports broadcasting and the addressing of school problems. Sally adds, "When we are here and they want to know what is going on — space shot, attempted assassination — I think you get young people, too. And I think that when they want to know what is going on, they tune to us."



Female Advantage

In this day and age of female liberation, there are still those skeptics who ask, "What is a woman like you doing in a responsible position like this?" Sally's reply? An unhesitating "the best I can. I've been President/GM for almost 10 years," she continues. "I've pretty well paid my dues. I suppose if anything I'm a chauvinist. Broadcasting is a wonderful field for women. They are extremely capable — good interviewers, conscientious, detail-conscious, and they have an empathy sometimes that men don't. They can be excellent salespeople. It gives them an opportunity to be aggressive without being unattractive about it."

Besides continued success for the station, Sally wishes for one more thing. "I live alone now and I would rather have a 'house-husband' than anything. It would have to be the most marvelous thing in the world to come home and have your dinner cooked."

News/Talk Personalities

ON THE MOVE: Paul Benzaquin recently joined WHDH/Boston as overnight talk host moving over from neighboring WITS. In addition, former WITS producer Frederick T. Pagano has been chosen to produce the "Paul Benzaquin Show" . . . "Easy" Ed Hartley now hosts the 8-midnight talk show at WTVN/Columbus, OH, coming from a midday talk slot at WIS/Columbia, SC . . . CKFH/Toronto has changed call letters to CJCL (Metro 1430) and placed an emphasis on news broadcasting. In light of this programming stance, Larry Silver joins CJCL as News & Information Director from CKSL, Mark Hebscher becomes Sportsline talk host from CJFM/Montreal, and Andy Barrie moves from CFRB with his own "Andy Barrie Show" . . . Linda Glenn has been promoted to Continuity Director at WIND/Chicago . . . More changes at KMPC/Los Angeles: Scott St. James can now also be heard on Saturdays between 5-10am, while former Saturday host Harvey Levin will maintain his Sunday evening show, KMPC's "Legal-Line," and also make an appearance on the Gary Owens show. Chef Tom Wayman now has his own cooking hour M-F while former KZLA/Los Angeles News Director Rick Wallace joins the station's news department, replacing Tom Wayman on the "First Edition" broadcast . . . WCAU/Philadelphia announces seven new talk hosts: veteran talk host/news correspondent Gene Burns from WKIS/Orlando; Susan Bray from WHO/Des Moines; former WRNG/Atlanta Assistant Program Director/talk host Wally Kennedy; inter-

viewer Jim Rogers from WMT radio & TV in Cedar Rapids, IA; John Stupak from WBJC/Baltimore; award-winning talk host Harry D. Cup from WDBO/Orlando; and Frank Andrews, PD/talk host from WEJL/Scranton, PA . . . Family counselor Dr. Irene Kassorla is now a member of the KNX/Los Angeles air staff with a daily "Life Today" broadcast. Meanwhile, former KNX air personality Mel Baldwin returns to the station as "Food News Hour" cohost



CAR-TUNES ON WGSO: Automotive expert John Birchard is pictured during one of his reports for the "Auto Celebration Time" feature aired recently on WGSO/New Orleans. The series was designed to give "a better understanding of what the automotive industry is offering the consumer." Other Insilco Broadcast Group stations broadcasting the series were WELI/New Haven, KTOK/Oklahoma City, and WVCG/Miami-Ft. Lauderdale.

with Jackie Olden . . . KFVB/Los Angeles Engineering Manager Dick Rudman was elected Program Chairman for the local chapter of Society of Broadcast Engineers . . . **WOMEN ON CORPORATE LEVEL:** WINS/New York recently presented a 10-part series "Women Executives: The Cutting Edge," an in-depth look at business women and their place within the corporate environment . . . **LUCKY 13:** On April 15, KNX/Los Angeles celebrated its 13th anniversary as an all-News station . . . WPXN/Rochester drops News/Talk format in favor of MOR music from TM . . . On May 4, WOR/New York debuts "PM New York" hosted by John R. Gambling and Katby Novak. Set to replace the Gene Klavan show, the program is described as combining "the best elements of all news, music and entertainment formats." . . . **KOA/Denver** set to air new program called "KOA Recreation News," a daily five-minute show focusing upon outdoor recreational activities of Coloradans. The station also expands its "Morning Report" to include Sundays . . . **STUDENT SUMMER EMPLOYMENT:** Bob & Betty Sanders of WBBM/Chicago hosted a summer employment series for high school and college students. Topics ranged from resume style to the psychological effects of looking for a job. Along those same lines, KYW/Philadelphia sponsored its 16th annual Student Reporter program, "Newstudies '81." On six consecutive Saturdays high school seniors within the tri-state area were exposed to various aspects of broadcast journalism. Upon the program's conclusion, participants researched, wrote and recorded stories which were broadcast on KYW.



Jeff Pollack

AOR



Pollack Introduces "Adult" AOR Format

By far the most pressing concern for AOR programmers in the 1980's to date has been the question of how to keep its audience listening as it gets older. Several articles in these pages have tackled various programmers' answers to this broad question, and this week we present the observations and conclusions of one of AOR's most respected consultants, Jeff Pollack.

Pollack has been quite active in the year-and-a-half since he left his programming post at WMMR/Philadelphia to begin Pollack Communications. His client list includes KLOS/Los Angeles, KZEW/Dallas, WCMF/Rochester, WNOR/Norfolk and KISS/San Antonio, along with other discreet consultation client stations. Just last week he was named consultant for the ABC FM network. Now he is prepared to unveil details of a yet-to-be-named format that will attempt to keep older listeners tuned to AOR stations.

R&R: What was your impetus for starting this new format?

JP: For the past year I've been giving a lot of thought to developing a 25-34 AOR format. What prompted my decision to begin work on this was, within the past three months, three stations in top 25 markets contacted me expressing a desire to move into an older direction, but wanting to continue as AOR's.

I feel there will be an increasing demand for this "adult" AOR format, and yet, at this moment, there are very few programmers with experience or stations with the confidence to move in this direction.

The target demo is, as mentioned, 25-34 adults, which is the first generation of listeners exposed to progressive album rock. Their musical tastes have not so much changed as they

have been refined over the past 15 years. In order to satisfy that audience I will be taking elements of music they are familiar with and programming with the 25-34 lifestyle in mind. With this format the importance of the 12+ share is secondary to the strength of the target 25-34 demo, and the potential revenue it can generate.

R&R: What's the music mix of old to new?

JP: The format will probably be 80-90% classic music. The reason is that while the 15-24 demo looks for their radio stations to preview new music, and are actively involved in going to concerts and buying albums, the 25-34's are a more passive audience and radio is more of a background medium for them. There's so many other things going on in their lives that they don't have the time to become as involved with new music as do younger people.

The basic library of music is being thoroughly researched. One of the major problems with some of the AOR's who are trying to move their stations to older demos is that they still cling to some of the old formatics, music, and jock presentation that they used as 15-24 stations. Many of these concepts, however, do not carry over.

R&R: Will you still emphasize rock and roll?

JP: Absolutely. I don't think that when a person becomes 25 he suddenly moves from AC/DC to Barry Manilow. True, there is less interest in music that "crunches" as someone gets older, but I believe the desire for uptempo music is still there.

R&R: What's the difference between this format and Soft AOR's?

JP: I will not just be programming to gain women, as do many Soft AOR's. Nor will I be selecting unfamiliar music simply because it's soft. A song like "Layla," which is not usually played on Soft AOR's, is an essential song for this new format, and is just one example of the many songs that are desirable to the 25-34 demo that

"With this format the importance of the 12+ share is secondary to the strength of the target 25-34 demo, and the potential revenue it can generate."

— Jeff Pollack

aren't played on most Soft AOR's.

R&R: What's the role of personalities, news and other non-musical areas in the format?

JP: Personalities will be very important, as will strong news, solid community involvement, interesting features and well-targeted and meaningful promotions. These non-music elements are a vital part of a successful 25-34 AOR format (or any 25-34 format, for that matter).

R&R: What do you hope to accomplish with this format?

JP: With many markets experiencing three or more AOR competitors, it has become essential for stations to carve out an exclusive niche, to distinguish themselves from the pack. My goal with the new format is to offer radio stations an opportunity to find new listeners without sacrificing their existing audience, and at the same time present a strong sales story to the advertising community.

R&R: What's your timetable for getting this format on the air?

JP: All of the elements should be completed in the next sixty days. I'm already speaking with stations that are anxious to move in this direction. I think we'll see the 25-34 AOR format grow in importance as a viable format for the Eighties.



KROQ DONATES \$5000 — KROQ-FM/Pasadena raised \$5000 to aid sports programs at Los Angeles area schools. The money came from a series of six monthly benefit rock concerts. Pictured (l-r) at the presentation of the check are L.A. Board of Education President Roberte Weintraub, KROQ GM Pat Welsh, PD Rick Carroll, L.A. Unified School District Controller Robert Booker.



RECORD-BREAKING ROCK-AND-ROLLER — Pictured is WGRQ/Buffalo air personality Larry "Snorth" Norton, being physically and mentally supported by PD George Hawes during Norton's recent record breaking air shift (R&R 4-10). The jock stayed on the air from March 19 at 10am till 2pm of April 8, reeking up an astonishing 484 hours on the air, besting the former Guinness "longest airshift" record by almost 150 hours. (Norton was given an expenses-paid vacation to the Virgin Islands following his shift... probably spent sleeping.)



WMET LISTENERS IN THE PINK — WMET/Chicago sent two listeners to Dusseldorf, Germany to see Columbia's Pink Floyd in its last live performance of "The Wall." Pictured after the show are WMET Promotion Director Jim Corboy, group's David Gilmour, and the two contest winners.

Jeff Gelb

EVOLUTION

UPDATE

Welcome KALO/Beaumont, a new live 24-hour AOR, switching from an automated Black format. Steve St. John is PD... Tom Robinson has been named PD for K105(WWKK)/Ft. Knox, from ZETA 7/Orlando... Phil Stryder has been upped to Asst. PD from MD at KBPI/Denver... Alan Moody has joined WKLC/St. Albans, WV for afternoon drive from WKOS/Nashville... Andrea Zywesyk has been named MD for WXQR/Jacksonville, NC as former MD Jackie Harris has been appointed coordinator of network and syndicated programming for the station... Bob Lilly is new to KZOK/Seattle for weekends and production from KXFO/Boise.



SEEDS OF SUCCESS — Shelley Grafman (left), Exec. VP of KSHE/St. Louis, presented Dr. Charles Kilo (right) with a check for \$4200 to benefit the Kilo Foundation for Cardiovascular and Diabetes Research. The monies represented net proceeds from the sale of KSHE's album "Seeds... Home Grown Rock 'N' Roll."

WMMR/Philadelphia celebrates its thirteenth AOR anniversary in early May with an open listener party featuring live music by Joan Jett and Greg Kihn. Also featured will be guest DJ shifts from WMMR alumni Dave Herman and Luke O'Riley... WEEI-FM/Boston's new poster defines soft rock in a number of plays on performers' names; i.e., "Joni without the baloni," "Cat Stevens without the dogs," "The Eagles without the turkeys," "Earth, Wind & Fire without the bad elements," and "Crosby and Stills without the gnash"... WYSP/Philadelphia held its first annual Rock Auction for the Police Athletic League, with some truly impressive items up for bidding: a Devo stage costume, several rock artists' guitars, gold and platinum albums, and a genuine Ted Nugent loincloth (prewashed)... Apologies to WDVE/Pittsburgh PD Dave Lange, who was listed last week as a newlywed. Actually, Dave's a new father, along with wife Ginger, of daughter Stacy Rae... WHCN/Hartford bills itself as the "station that's going places," and is sending listeners places as well. The station's spring promotion will send winning listeners to such diverse locales as Bermuda and the Rock of Gibraltar... WLVQ/Columbus is sending two to London for a week, where they'll catch Bruce Springsteen in concert... KQDS/Duluth broad-

casted live its first annual sock hop, with 1500 partiers dancing to a live band... KLOS/Los Angeles has released a "pocket community switchboard" threefold wallet card of important local phone numbers... Wedding bells in the future for KPRI-FM/San Diego's Laura Wilkinson and neighboring KCBQ's Gary Herron, who tie the knot on July 25... WQMF/Louisville's recent R&R night at a club with live local music raised over \$1000 (at a dollar a head) for cystic fibrosis research... WECM/Claremont tied in its live broadcast at a Home Show with a weekend's worth of requests from listeners who came up to the station's booth with their requests... KTIM/San Rafael's open house/block party for its new studios gathered guests like Bo Diddley, Bill Graham, and members of the Tubes... KSJO/San Jose has enlisted the services of a local pilot for daily traffic reports... WFBQ/Indianapolis is looking for Beta format rock video for upcoming listener parties. Contact PD Joe Krause at 317-257-7565.

COMING NEXT WEEK: Taking a one-week breather from the more pressing problems of programming, I asked representatives of the radio and records community to list the ten albums they'd most enjoy being stranded on an island with! The answers provide humorous, insightful reading next week.

COLOR

HI-TECH HI-JINX: WWCK/Flint is asking listeners to register in-store to win one of two \$4000 stereo systems. When a listener's card is drawn and read on the air, he or she has 105 minutes to call in to register for the grand prize drawing. WFBQ/Indianapolis is giving away a Betamax a day for the entire month of May, in a call-in-to-register promotion very similar to that of WWCK.

EASTER EGG-HEADS: KQRS/Minneapolis did a listener Easter egg hunt with albums and T-shirts as prizes. Meantime, WGRQ/Buffalo asked listeners to send in a raw decorated egg. All eggs arriving safely were eligible for a competition judging the eggs' artistic merits, with the winning entry earning its artist an expenses-paid trip to Atlantic City. The promotion was done in conjunction with Arista and Alan Parsons's "Games People Play."

LADIES ONLY: KWXL/Albuquerque's "Ladies Only" promotion asks distaff listeners to submit a letter explaining what they'd buy with \$94. The best entries claim the cash prizes. KAZY/Denver's "Secretary of the Week" contest asks employers to send in a business card with the name of their favorite secretary, written on the back. One name is drawn daily for various prizes, and one a week receives a weekend stay at the Denver Hilton.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WCCC/Hartford presented Joan Jett for \$4.07.

BROADCASTS: Phil Seymour on KMET/Los Angeles.

GUEST DJ'S: April Wine on KILO/Colorado Springs... Nazareth on WIZD/W. Palm Beach.

CONVERSATIONS: XTC, Garland Jeffreys on WMMR/Philadelphia... Point Blank on WPLR/New Haven... Kansas, Krokus on WXLN/Davenport... Greg Kihn on KGB-FM/San Diego... Dregs, U2, Outlaws, Jonathan Edwards on WLAV/Grand Rapids... Doc Holliday, Loverboy on KILO/Colorado Springs... Dregs, Hawks on KFMH/Muscatine... Greg Kihn on WRKI/Bridgeport... Outlaws, Krokus, Rainbow on WIOT/Toledo... April Wine on KAZY/Denver... Krokus, Rainbow on KQRS/Minneapolis... 38 Special, Point Blank on WMJQ/Rochester... U2 on M105/Cleveland... Rainbow on WQMF/Louisville... Sam & Dave on CHEZ-FM/Ottawa... 38 Special, Point Blank on WSYR/Syracuse... Dick Dale on KNAC/Long Beach... Tasmanian Devils, Bonnie Raitt on KVRE/Santa Rosa... Echo & Bunnymen on KTIM/San Rafael... Ronnie Spector, REO Speedwagon on WMMS/Cleveland... Ozzy Osbourne on WTPA/Harrisburg... Joan Jett on CHUM-FM/Toronto.

Promotion Of The Week

Ovation
A Kaman Company

TWO LOCATIONS
Plainfield Margate Plaza
Plainfield Greenwood

Music HEADQUARTERS
\$435.00
LUE
r w case
body

WFBQ 95 FM STEREO

Inflation Fighting Q-Pons

NEW DUAL Facilities
Come by and see!

WEST

8707 Century Plaza RD
(Lafayette Sq)
798-9810

Nautilus HEALTH SPA'S

EAST

8930 E 38th Street
(38th & Post)
898-615

WFBQ-PON BOOKS: WFBQ/Indianapolis printed 25,000 books of coupons for discounts with affiliated merchants, who paid for the book's \$5400 printing costs and in return get free on-air mentions and act as distributing centers for the books.

In a related promotion, the last coupon in the book is actually an entry form to win a Mercedes Benz through WFBQ. PD Joe Krause reports the initial run of 25,000 was an instant sellout, and so successful that the station's sales department is already signing up clients for a second book to be offered over the summer months.



ON THE RUN AGAIN — Following a concert performance in Washington, DC, Epic's REO Speedwagon visited backstage with some of the area's "tough guys." Pictured (l.r) are E/PIA's Gerry Thompson, DC101 MD Michael McKay, group's Kevin Cronin, Epic's Rich Rothchild, and CBS's Jay Suppovitz.



HUMBLE PIE

"GO FOR THE THROAT"

SD 38-131



May 1 Tingley Coliseum, Albuquerque
 May 2 McNicol Arena, Denver
 May 4 Salt Palace, Salt Lake City
 May 6 Centennial Coliseum, Reno
 May 7 Memorial Auditorium, Sacramento
 May 8 Cow Palace, San Francisco
 May 9 Selland Arena, Fresno
 May 10 Civic Auditorium, Bakersfield
 May 12 Sports Arena, Los Angeles
 May 13 Civic Auditorium, San Bernardino
 May 14 Aladdin, Las Vegas
 May 15 Sports Arena, San Diego
 May 17 Euphoria, Portland
 May 18 Showbox, Seattle
 May 19 Commodore Ballroom, Vancouver



Produced by Gary Lyons

Radio & Records
 Album Airplay/40 #40

May 20 Gatsby's, Spokane
 May 22 Grand Illusion, Eugene
 May 24 Phoenix Theatre, Petaluma, CA
 May 25 Old Waldorf, San Francisco
 May 28 Bodega, Campbell, CA
 May 30 Country Club, Reseda, CA
 June 4 Veterans Memorial Coliseum, Phoenix
 June 5 Country Coliseum, El Paso
 June 6 Ector County Coliseum, Odessa, TX
 June 7 Lubbock Municipal Coliseum, Lubbock, TX
 June 9 Villa Real, McAllen, TX
 June 10 Civic Center, Laredo, TX
 June 11 Arena, San Antonio
 June 13 Moody Coliseum, Dallas
 June 14 Coliseum, Houston

ON ATCO RECORDS AND TAPES



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May 1, 1981

177 REPORTERS

Album cuts are listed in order of airplay preference.

Thanks to our stations for making this a record-breaking week for AOR reports: 177. It was another number one airplay week for the WHO, maintaining a commanding lead in both...

Main chart table with columns for rotation numbers (4/10, 4/17, 4/24, 5/1) and artist/album information. Includes entries for WHO, PHIL COLLINS, JEFFERSON STARSHIP, ERIC CLAPTON, RUSH, STYX, SANTANA, REO SPEEDWAGON, STEVE WINWOOD, .38 SPECIAL, KAMPUCHEA, AC/DC, APRIL WINE, GREG KIHN BAND, JUDAS PRIEST, ROBIN TROWER, BILLY SQUIER, OZZY OSBOURNE, TOM PETTY &..., GARY U.S. BONDS, PRETENDERS, LOVERBOY, PAT TRAVERS, RICK SPRINGFIELD, POINT BLANK, KROKUS, FRANKE & THE KNOCKOUTS, RAINBOW, GARLAND JEFFREYS, JAMES TAYLOR, JOURNEY, HAWKS, WILLIE NILE, SHERBS, GRATEFUL DEAD, ROLLING STONES, KIM CARNES & HATE BOYS, U2, STEELY DAN, and HUMBLE PIE.

MOST ADDED

Table listing the most added albums for the week, including TOM JOHNSTON, PURE PRAIRIE LEAGUE, GARY U.S. BONDS, SOUTHSIDE JOHNNY..., HUMBLE PIE, KIM CARNES & HATE..., BILLY SQUIER, ROGER TAYLOR, DAVID LINDLEY, BILLY & THE BEATERS, DAVE EDMUNDS, COLD CHISEL, PRETENDERS, WILLIE NILE, and RICK SPRINGFIELD.

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...

MEDIUM

Table listing medium charting albums, including GREG KIHN BAND, KROKUS, OZZY OSBOURNE, JUDAS PRIEST, BILLY SQUIER, POINT BLANK, PAT TRAVERS, ROBIN TROWER, GARY U.S. BONDS, SANTANA, KAMPUCHEA, FRANKE & KNOCKOUTS, HAWKS, RAINBOW, and PRETENDERS.

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 HOTTEST

Table listing the hottest albums, including WHO, STYX, ERIC CLAPTON, PHIL COLLINS, JEFFERSON STARSHIP, RUSH, REO SPEEDWAGON, .38 SPECIAL, SANTANA, KAMPUCHEA, AC/DC, APRIL WINE, LOVERBOY, and ROBIN TROWER.

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...

AOR BREAKERS

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



TOM PETTY HEARTBREAKERS
THE WAITING

TOM PETTY "The Waiting"

45 - (Backstreet/MCA)
Total single reports: 156.
Debuted this week at number 19.

Significant Action JAZZ ON AOR

- | | | |
|---------------------------|------------------------------|---------------------------------|
| 85 JOHNNY & JUKES | Reach... (Mercury/PG) | Total 53. A-32, M-12, H-8 |
| TOM JOHNSTON | Still Feels Good (WB) | Total 53. A-62, M-0, H-1 |
| DREGS | Unsung Heroes (Arista) | Total 44. A-4, M-11, H-11, J-10 |
| PURE PRAIRIE LEAGUE | Something... (Casablanca/PG) | Total 43. A-37, M-5, H-1 |
| COLD CHISEL | East (Elektra) | Total 41. A-15, M-23, H-3 |
| GINO VANNELLI | Night Walker (Arista) | Total 37. A-4, M-12, H-20, J-1 |
| J. LENNON & Y. ONO | Double Fantasy (Geffen) | Total 35. A-0, M-21, H-14 |
| MANFRED MANN'S EARTH BAND | Chance (WB) | Total 35. A-0, M-24, H-11 |
| BILLY & THE BEATERS | Billy & The Beaters (A&M) | Total 35. A-17, M-15, H-3 |
| MARSHALL TUCKER BAND | 45 (WB) | Total 33 |

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

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

104 WQBK Albany 518-482-5555

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

98Rock Albany 518-482-5555

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

MOST ADDED

- TOM JOHNSTON**
Still Feels Good (WB) 13/13
- SOUTHSIDE JOHNNY & THE ASBURY JUKES**
Reach Up... (Mercury/PG) 22/10
- KIM CARNES & HATE BOYS**
Mistaken... (EMI America) 17/10
- PURE PRAIRIE LEAGUE**
Something... (Mercury/PG) 11/9
- DAVE EDMUNDS**
Twingin... (Swan Song) 9/8

MEDIUM

- GREG KINN BAND**
Rock/Inroll (Basertley) 32/28
- PAT TRAVERS**
Radio Active (Polydor/PG) 29/25
- KROKUS**
Hardwars (Arista) 24/21
- JUDAS PRIEST**
Point Of Entry (Columbia) 30/20
- BILLY SQUIER**
Don't Say No (Capitol) 27/20

THE HOTTEST

- WHO**
Face Dances (WB) 41/41
- PHIL COLLINS**
Face Value (Arista) 40/35
- STYX**
Paradise Theater (A&M) 36/34
- RUSH**
Moving... (Mercury/PG) 34/33
- ERIC CLAPTON**
Another Ticket (RSO) 38/31

104FM WBCN Albany 518-785-9800

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

104FM WBCN Boston 617-268-1111

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

Boston 617-262-5900

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WECM Claremont 803-542-7735

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WHCN Hartford 203-247-1060

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WZZO Allentown 215-694-0511

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WZZO Boston 617-267-9090

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

i-95fm Bridgeport 203-579-9955

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

Harrisburg 717-238-1402

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WBLM Lewiston-Portland 207-783-2085

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

97Rock Buffalo 716-891-4555

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WCCC Hartford 203-549-3486

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

WBAB Long Island 516-587-1023

ADD: ELLEN HEAL (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

ADD: BUCKLE UP (Mercury/PG) 13/13
MID: LIP SQUEAKER (Mercury/PG) 13/13

98ROCK Tampa 813-224-0742

Tampa 813-876-0456

WFLA-TV Tampa 813-224-0742

99.7 FM West Palm Beach 306-481-0099

WKZL-FM 107 Winston-Salem 919-725-0856

MIDWESTS

Appleton 414-734-9226

WJMS Cleveland 216-781-9667

Des Moines 515-285-8161

Evansville 812-477-8811

Grand Rapids 616-456-5461

Bloomington 812-332-9292

M/105 Cleveland 216-391-1280

Des Moines 515-285-8161

Evansville 812-477-8811

Grand Rapids 616-456-5461

Chicago 312-440-5270

Q-FM-96 Columbus 614-224-1271

Des Moines 515-285-8161

Evansville 812-477-8811

Indianapolis 317-257-7565

Chicago 312-828-9191

Davenport 319-328-2541

Des Moines 515-285-8161

Evansville 812-477-8811

Indianapolis 317-257-7565

Chicago 312-777-1700

Davenport 319-328-2541

Duluth 218-728-8421

Evansville 812-477-8811

Indianapolis 317-257-7565

Chicago 312-777-1700

DeKalb 815-756-9250

Duluth 218-728-8421

Ft. Wayne 219-484-0580

Kansas City 816-753-4567

Cincinnati 513-871-8500

DeKalb 815-756-9250

Duluth 218-728-8421

Ft. Wayne 219-484-0580

Lansing 517-393-1320

MOST ADDED GARY U.S. BONDS 30/14 TOM JOHNSTON 12/12 HUMBLE PIE 16/11 BILLY SQUIER 33/8 SOUTHSIDE JOHNNY & THE ASSBUYS 10/8 PURE PRAIRIE LEAGUE 9/8

MEDIUM OZZY OSBOURNE 29/20 SANTANA 43/19 BILLY SQUIER 33/19 JUDAS PRIEST 30/19 GREG KINN BAND 30/19 KROKUS 24/19

THE HOTTEST WHO Face Dances (WB) 40/44 PHIL COLLINS Face Value (Atlantic) 45/38 STYX Paradise Theater (A&M) 39/36 JEFFERSON STARSHIP Modern Times (RCA/Grun) 42/33 ERIC CLAPTON Another Ticket (RSO) 40/33

Des Moines 515-285-8161

Evansville 812-477-8811

Grand Rapids 616-456-5461

Des Moines 515-285-8161

Evansville 812-477-8811

Indianapolis 317-257-7565

Duluth 218-728-8421

Evansville 812-477-8811

Indianapolis 317-257-7565

Duluth 218-728-8421

Ft. Wayne 219-484-0580

Kansas City 816-753-4567

Duluth 218-728-8421

Ft. Wayne 219-484-0580

Lansing 517-393-1320

Duluth 218-728-8421

Ft. Wayne 219-484-0580

Lansing 517-393-1320

MIDWEST
WKUS 93.9 Lafayette
 317-448-1000

FM 102 H/TMO Lincoln
 402-476-8866

WIBA-FM Madison
 608-274-6480

WIMAD 92.1 Madison
 608-249-9277

WLPX 97 fm Milwaukee
 414-342-1111

93QFM Milwaukee
 414-276-2040

KQ92 Minneapolis
 612-545-5001

101 Minneapolis
 612-739-4000

KPML Muscatine
 319-263-2512

OK 100 Oklahoma City
 405-631-8881

OK 100 Oklahoma City
 405-626-8543

ZB Omaha
 402-692-6300

100 WAKT Peoria
 309-674-2000

99.5 Rockford
 815-877-3078

WINN96 Saginaw
 817-692-9528
 817-694-2996

98.7 Sioux Falls
 605-339-1520

KSLW 105 St. Louis
 314-642-1111

WWWK St. Louis
 314-644-1380

104 Toledo
 419-248-3377

92 CITI FM Winnipeg
 204-776-0371

MIDWEST
KFMG Albuquerque
 806-265-8811

94ROCK Albuquerque
 805-785-6400

KEZY 97.5 Anaheim
 714-776-3096

MOST ADDED
 TOM JOHNSTON
 Still Feels Good (WB) 18/18
 PURE PRAIRIE LEAGUE
 Something... (Columbia/PG) 17/15
 SOUTHSIDE JOHNNY &
 THE ABBURY JUKES
 Reach Up (Mercury/PG) 16/11
 GARY U.S. BONDS
 Dedication (EMI America) 20/10
 BILLY BOUIER
 Don't Say No (Capitol) 27/9

Boise
 208-344-6363

Boulder
 303-444-5600

MEDIUM
 POINT BLANK
 American Express (MCA) 22/19
 GREG KINN BAND
 Rockinroll (Beserkley) 33/18
 OZZY OSBOURNE
 Blizzard Of Oz (J&R) 23/18
 KRKRUZ
 Hardware (Arista) 22/18
 GARY U.S. BONDS
 Dedication (EMI America) 20/17

Bakersfield
 805-832-1410

98 Colorado Springs
 303-634-8896

THE HOTTEST
 WHO
 Face Dances (WB) 65/41
 STEVE WINWOOD
 Arc Of A Diver (Island) 42/38
 ERIC CLAPTON
 Another Ticket (RSO) 44/35
 REG SPEEDWAGON
 Hi Infidelity (Epic) 26/32
 SANTANA
 Zebop! (Columbia) 43/31

Chico
 916-343-8481

98 Denver
 303-759-5600

WES

106 KPBI Denver
303-936-2313

Donna L. ...
John ...

Edmonton 403-428-8597

Michael ...
John ...

Eugene 503-484-4304

John ...
Michael ...

Fort Collins 303-571-1232

John ...
Michael ...

Fresno 209-228-5991

John ...
Michael ...

KENO Las Vegas 702-876-1480

John ...
Michael ...

Long Beach 213-437-0368

John ...
Michael ...

Phoenix 602-838-3082

John ...
Michael ...

Los Angeles 213-863-3311

John ...
Michael ...

Los Angeles 213-484-5638

John ...
Michael ...

Los Angeles 213-469-1212

John ...
Michael ...

Los Angeles 213-467-1224

John ...
Michael ...

Missoula 406-728-5000

John ...
Michael ...

Pasadena 213-578-0830

John ...
Michael ...

Phoenix 602-838-8888

John ...
Michael ...

Phoenix 602-838-3082

John ...
Michael ...

Portland 503-228-5000

John ...
Michael ...

Reno 702-329-9261

John ...
Michael ...

Sacramento 916-448-4905

John ...
Michael ...

Sacramento 916-444-2806

John ...
Michael ...

Sacramento 916-444-2806

John ...
Michael ...

Salt Lake City 801-972-3030

John ...
Michael ...

San Bernardino 714-825-5020

John ...
Michael ...

San Diego 714-565-8006

John ...
Michael ...

San Diego 714-292-1360

John ...
Michael ...

San Diego 714-236-8872

John ...
Michael ...

San Jose 408-248-8611

John ...
Michael ...

San Jose 408-288-6400

John ...
Michael ...

Sacramento 916-444-2806

John ...
Michael ...

San Rafael 415-458-1510

John ...
Michael ...

Santa Barbara 805-983-1975

John ...
Michael ...

San Francisco 415-391-9400

John ...
Michael ...

Santa Maria 805-922-2158

John ...
Michael ...

Santa Maria 805-922-2158

John ...
Michael ...

Santa Rosa 707-844-8673

John ...
Michael ...

Seattle 206-624-4305

John ...
Michael ...

Seattle 206-454-1540

John ...
Michael ...

Seattle 206-223-3911

John ...
Michael ...

Spokane 509-448-2000

John ...
Michael ...

Tucson 802-624-5588

John ...
Michael ...

Vancouver 604-684-7221

John ...
Michael ...

Vancouver 604-684-7221

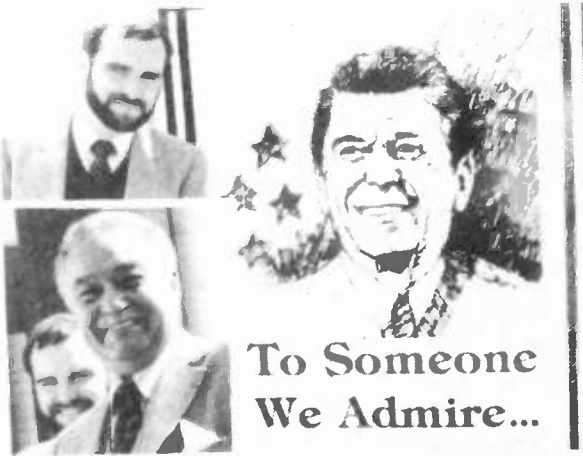
John ...
Michael ...



**Jim
Duncan**

News Notes

When I first got into Country radio, I remember hearing about a guy from Roanoke, VA who called himself "King Edward Smith IV." At the time I thought, "This guy must be an egomaniac to think he's some kind of king." Later, as I grew in the business, I met "King Ed" and found out I was wrong. He was a kind and gentle man, whose experience in radio and the music business would serve as a guide to my understanding of the two industries. I felt honored to have worked with him for awhile on the CMA board and as a fellow FICAP member. I never had the opportunity to chart one of his many records that came across my desk, even though a few made our "Significant Action" category. But I would like you all to know King Edward Smith IV was always "number one with a bullet" with me . . . Elsewhere, it will become official this week that Dave Martin, GM of WDAF/Kansas City, will take over the reins at WMAQ/Chicago (See Page 1) as Burt Sherwood exits (R&R 4-17). Still waiting on the word about who will take over for PD Bill Hennes . . . Stay tuned . . . Chris Collier is joining KILT-AM/Houston as PD. The AM will be making a change to Country. Collier had been OD of KYTE/Portland, OR. Chris Adams has been named PD for KYTE. For many years Adams was with KWJJ, also in Portland . . . Bobby Kraig, PD and morning man at WTHI/Terre Haute, IN, has been selected as PD for KPLX-FM/Dallas. No replacement yet at WTHI . . . Wayne Elliot has been upped to PD at WJKK/Eau Claire, WI . . . Brad Stapelton from MD to Assistant PD of KEEN/San Jose. Kris McKay has been promoted to PD . . . WNRS/Ann Arbor has a new morning man from WHMI. He is Gregg Michaels . . . It was good seeing many music industry friends in this week for the Academy of Country Music awards show. The Academy announced the winners of its disc jockey poll and radio station of the year, and the honors go to Sammy Jackson, midday personality on KLAC/Los Angeles, and KLAC itself. Gilley's Club in Pasadena, TX and the Palomino in L.A. got top club honors . . . Thank you to WHTN/Huntington, WV for the pine tree seedling. The station gave them away for an Arbor Day promotion. There was a group of people in my office when I opened the package. When I pulled out the green bud in its plastic container, I had a couple of people get so excited they ran out of my office and bought some rolling papers . . . Finally, the Electric Weenie's Tom Adams reports: "Dolly Parton's next movie will have her starring as a DOUBLE agent" . . . So what's NEWS with you?



**To Someone
We Admire...**

**Get Well Soon,
Mr. President!**

COUNTRY CARD COMMUNIQUE — WWWW-FM/Detroit designed a 7' by 3' get well card for President Ronald Reagan (R&R 4-17). Detroit Mayor Coleman Young took part in the ceremony held at Hart Plaza in downtown Detroit. WWWW-FM PD Dene Hallam delivered the card to the White House, where he was assured the President would see it. Pictured are Hallam, Mayor Young and WWWW-FM air personality Chuck Santoni. The station received television news coverage for its efforts.

Country

CONTESTS, CONCERTS, CONVERSATIONS . . .

Rebound Sound In Morgantown



The staffs of WAJR and WVQ-FM/Morgantown, WV took on Meadowlark Lemon and his Bucketeers as a promotion for the station. Operations Director Carl Becker is shown trying to make a basket during the game, while a prayer is being said by one of the Bucketeers. According to Becker, "They knew I didn't have a prayer to make the shot, so they gave me one. After eight tries, I finally made it. Of course, I won't mention that the Bucketeers had to lift me up to the basket for the shot to fall through. We lost the game, but had a great time, as did many of our listeners." . . . KNIX-AM-FM/Phoenix got together with 7-Up and sponsored an on-air "imaginary" bullride. Listeners were told to enter by sending in postcards. They were called by different KNIX air personalities and asked to guess how long they could stay on the "bull." The station paid \$10 for each second a person predicted correctly they could ride before the buzzer went off. Those called were given tickets to the rodeo and were automatically eligible for a drawing worth a trip to Mexico . . . KIDN/Pueblo held six Thursday festive affairs for its listeners called "Thank You Southern Colorado" parties. During the two-hour period KIDN gave away free beer at a local nightclub and did a remote broadcast . . . KVOC/Casper, WY is giving away a \$1320 gift certificate for a local travel service. Listeners fill out entry forms at various business locations. Hourly, KVOC personalities announce names and give listeners 1:23 to call in and claim the preliminary prize; they then become eligible

Maryland will cosponsor the first annual "Sugarfoot 5K" race this June . . . KACT/Andrews, TX raised \$17,000 for the American Heart Association by lending GM Ray Stephens and PD Jimmy Spiegeler to participate in the first "jump-rope-athon." . . . Bob Grayson, OM of WIST/Charlotte, called to say Con Hunley and Moe Bandy were among the celebrities to take part in the WIST first annual charity golf tournament. All proceeds went to Muscular Dystrophy Foundation . . . WWVA/Wheeling morning man Bud Forte got a bit of spring fever and decided to move his show outdoors on a recent morning. Forte's show was done in front of the Capitol Music Hall, home of the famous Wheeling Jamboree, where the station is located. As workers walked or drove by, they were given free cups of coffee courtesy of the local Burger Chef. Since spring fever can be contagious, it was no surprise that follow-up announcer Bill Berg also decided to do his program outdoors . . . WGNA/Albany is giving away a trip to Nashville in its "Great Jelly Bean" contest. In cooperation with Burger King, jars with the same amount of jelly beans are displayed throughout the city. It's the old "count the beans and win" contest, an oldie-but-goodie that is working for WGNA . . . WPKX&WVKX-FM/Washington, DC are holding a three-day radiothon to raise funds for the Vietnam Veterans Memorial. Congress has donated two acres of land near the Lincoln Memorial, but the monument is going to be built by private contributions. Among the scheduled participants are Senator George McGovern; General David Jones, Chairman of the Joint Chiefs of Staff; columnist James Kilpatrick; recording artists Steve Wariner and Leon Everette; and taped messages from Bob Hope and Howard Cosell. The radiothon will be on the weekend of May 8, 9 & 10, and the station is asking for more celebrity callers. Messages can be taped in advance by calling (703) 683-3000 or done live by calling the radiothon number (703) 827-8200 . . . KEEN/San Jose took 400 listeners and the air staff on nine buses to Reno for a recent weekend. On the way, each KEEN air personality had contests to give away T-shirts, albums, and other



gifts . . . WVOJ/Jacksonville, FL midday man Doug Carter is seen here with Sun recording artist Dave Dudley during a recent visit to the station . . . For the recent Hank Williams Jr. concert, KDMS/El Dorado, AR gave a two-dollar discount for tickets to its listeners. According to PD Jeff Davies, "The show was a sellout in less than one week." Davies also did the MC chores . . . WQIK-FM/Jacksonville, FL took part in the city's annual river day. Ronnie McDowell was in town to perform for the event . . . KYGO-FM/Denver has begun simulcasting the PBS show "Austin City Limits" with television station KRMA . . . The fourth KWKH/Shreveport free "Listener Appreciation Show" starred Alabama, Bill Anderson, Bobby Bare, and Sylvia . . . R&R wants to share your station news and pictures. Send to: R&R Country, 1930 Century Park West, Los Angeles, CA 90067.



for the grand prize . . . KFH/Wichita sent along the new design of its window stickers . . . WPOC/Baltimore and the American Diabetes Association of



BREAKERS

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

BILLY SWAN

Do I Have To Draw A Picture (Epic)

75% of reporting stations on it. National Summary: Up 32, Same 17, Down 1, Debuts 17, Adds 18. R&R Chart: 48-43.

ELVIS PRESLEY

Lovin' Arms (RCA)

74% of reporting stations on it. National Summary: Up 34, Same 17, Down 0, Debuts 24, Adds 9. R&R Chart: 49-44.

JOHNNY RODRIGUEZ

I Want You Tonight (Epic)

67% of reporting stations on it. National Summary: Up 34, Same 19, Down 1, Debuts 12, Adds 10. R&R Chart: 50-45.

MOE BANDY

My Woman Loves The Devil Out Of Me (Columbia)

67% of reporting stations on it. National Summary: Up 28, Same 16, Down 1, Debuts 16, Adds 10. R&R Chart: Debut 28.

SYLVIA

The Matador (RCA)

61% of reporting stations on it. National Summary: Up 8, Same 23, Down 0, Debuts 19, Adds 20. R&R Chart: Debut 47.

Most Added:

- BARBARA MANDRELL**
I Was Country When It Wasn't... (MCA)
- JIM ED BROWN & HELEN CORNELIUS**
Don't Bother To Knock (RCA)
- DAVE ROWLAND & SUGAR**
Fool By Your Side (Elektra)
- SYLVIA**
The Matador (RCA)
- TOMPALL & THE GLASER BROTHERS**
Lovin' Her Was Easier... (Elektra)
- BILLY SWAN**
Do I Have To Draw A Picture (Epic)
- SONNY CURTIS**
Good Ol' Girls (Elektra)

Hottest:

- OAK RIDGE BOYS**
Elvira (MCA)
- T.G. SHEPPARD**
I Loved 'Em Every One (WB/Curb)
- ROSANNE CASH**
Seven Year Ache (Columbia)
- RONNIE MILSAP**
Am I Losing You (RCA)
- EMMYLOU HARRIS**
Mister Sandman (WB)
- MAC DAVIS**
Hooked On Music (Casablanca/PolyGram)
- JOHN ANDERSON**
I'm Just An Old Chunk Of Coal... (WB)

MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-51, etc.), moved it down on their charts, or added it this week. Indicates one of this week's "most added" new songs.

- STATLER BROTHERS "In The Garden" (Mercury/PolyGram) 66/3**
National Summary: Up 45, Same 10, Down 2, Debuts 6, Adds 3, WSN, WKKN, WCAW, WPLO 4-29, WLVI-FM 15-11, KRMD-AM-FM 23-16, WSAI 22-17, WUBE-FM 35-29, KFDI-AM 25-18, KFTN 24-14, WVAM 12-7, WMZQ-FM 25-18. R&R Chart: Debut 48.
- BARBARA MANDRELL "I Was Country When It Wasn't Cool" (MCA) 64/60**
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 60, KLAC, KNIX-FM, KPMS-AM-FM, KGA, WOKJ, WMZQ-FM, KIKK-FM, WMC-AM, WSIX-FM, WIRK-FM, WJEZ-FM, WSAI, WHK, KEBC-FM, WIL-AM-FM. R&R Chart: Debut 49.
- RAY PRICE "Getting Over You Again" (Dimension) 58/11**
National Summary: Up 26, Same 11, Down 2, Debuts 9, Adds 11, WJEZ-FM, WUBE-FM, WHK, WITL-FM, KRZY, KLAC, KWJJ, KIDN, KSON-AM-FM, WCAW, WBAM, KFDI-AM 6-4, KSSS 43-36, KCKC 9-7, KVET 41-30. R&R Chart: Debut 50.
- RANDY BARLOW "Love Dies Hard" (Paid) 48/15**
National Summary: Up 7, Same 14, Down 0, Debuts 12, Adds 16, WQIK-FM, WSUN, WIRK-FM, WKLM, KBMR, WGEE, WOGY, WHBF, WKQC-FM, KRZY, KMAK, KWJJ, KTOM, KEEN, WKKA, KSSS 60-40.
- TOMPALL & THE GLASER BROTHERS "Lovin' Her Was Easier..." (Elektra) 48/19**
National Summary: Up 4, Same 18, Down 0, Debuts 6, Adds 19 including WSLR, WUBE-FM, WHK, WFMS-FM, WDAF, KEED, KSOP, KEEN, WNYR, KLVJ, WIRK-FM, KWMT 48-39, WSIX-FM 29-21.
- RANDY PARTON "Hold Me Like You Never Had Me" (RCA) 45/2**
National Summary: Up 27, Same 9, Down 4, Debuts 3, Adds 2, WMAQ, KBMY, WMNI 11-9, WHBF 40-34, KRDR 27-19, KSON-AM-FM 32-28, WNYR 30-23, KLVJ 18-9, KNOE 42-36, WCMC-FM 21-12.
- JOHNNY LEE "Rode Her And Put Up Wet" (Full Moon/Epic) 44/8**
National Summary: Up 13, Same 18, Down 1, Debuts 4, Adds 8, KOKE-FM, WGTO, KBMR, WMUS-AM-FM, KKAL, KVEG, WCAW, WEEP, KLVJ 49-37, KRMD-AM-FM 47-37, KBUF 35-23, KFEQ 32-20.
- B.J. THOMAS "Some Love Songs Never Die" (MCA) 42/6**
National Summary: Up 12, Same 14, Down 1, Debuts 9, Adds 6, KGA, WWCS-FM, WCOS-FM, WQYK-FM, KBMR, WMAQ, KWJJ 50-42, KHEY 48-38, WBAM 39-30, KKYX 44-39, WIRE 21-16, KFDI-AM 43-37.
- TOM JONES "Darin'" (Mercury/PolyGram) 40/8**
National Summary: Up 12, Same 12, Down 0, Debuts 8, Adds 8, WFMS-FM, WTSO, KICD-FM, WKYQ, KVET, KHEY, KNOE, WKLM, WHK 20-13, KUUY 48-29, WKKA 4-27, WPLO 4-28, WMC-AM 23-11.
- BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 40/8**
National Summary: Up 7, Same 19, Down 0, Debuts 8, Adds 6, WGNA-FM, WSEN, WYDE, KLRA, KNOE, WFMS-FM, WWCS-FM 26-20, WSIX-FM 13-10, KKYX 42-37, WIRE 28-22, WTSO 42-30, KUUY 42-35.

Others Getting Significant Action

- DAVE ROWLAND & SUGAR "Fool By Your Side" (Elektra) 38/27**
National Summary: Up 1, Same 8, Down 0, Debuts 2, Adds 27 including WNYR, WWVA, KOKE-FM, WYDE, KHEY, WSAI, WMNI, WCXI, KFDI-AM, KWJJ, KEEN, KGA.
- JIM ED BROWN & HELEN CORNELIUS "Don't Bother To Knock" (RCA) 37/34**
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 34 including KVET, WBAP, WLVI-FM, WIRK-FM, KEBC-FM, KFEQ, KNIX-FM, KTOM, WVAM, WKKA.
- TANYA TUCKER "Love Knows We Tried" (MCA) 37/7**
National Summary: Up 9, Same 18, Down 0, Debuts 6, Adds 7, WPLO, KLRA, WOKK, WTQR-FM, KWMT, WFMS-FM, KRZY, WYDE 43-38, WSIX-FM 48-34, KSOP 46-38.
- BOBBY BARE "Learning To Live Again" (Columbia) 36/7**
National Summary: Up 8, Same 17, Down 0, Debuts 6, Adds 7, WSAI, WPLO, WGTO, KHEY, WQIK-FM, KYXX, WIRK-FM, KSOP 49-44, WSEN 35-30.
- SONNY CURTIS "Good Ol' Girls" (Elektra) 35/19**
National Summary: Up 0, Same 9, Down 0, Debuts 8, Adds 18 including KENR, WBAM, WQYK-FM, WIRK-FM, KBMR, KBUF, WKKN, KFEQ, KUUY, KNIX-FM, KRZY, WIXY.
- WAYNE KEMP "Your Wife Is Cheatin' On Us Again" (Mercury/PolyGram) 34/9**
National Summary: Up 12, Same 7, Down 2, Debuts 4, Adds 9, WMAQ, WSAI, KBUF, WHBF, KWJJ, KGA, WRMZQ-FM, WYDE, WLVI-FM, KVOO 40-36, KENR 15-13, KRMD-AM-FM 30-24.
- JOHNNY RUSSELL "Here's To The Horsees" (Mercury/PolyGram) 33/7**
National Summary: Up 9, Same 10, Down 0, Debuts 7, Adds 7, WWVA, WGTO, WQIK-FM, WOKK, WKKN, KVOO, KFTN, WVAM 46-40, KLVJ 42-34, WLVI-FM 37-27, KFDI-AM 27-22, KUUY 35-28.

Radio & Records

NATIONAL AIRPLAY/50

May 1, 1981

THREE WEEKS LAST WEEK

- | | | | | |
|----|----|----|----|--|
| 10 | 4 | 2 | 1 | T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb) |
| 8 | 7 | 3 | 2 | CHARLEY PRIDE/Roll On Mississipp (RCA) |
| 17 | 11 | 8 | 3 | RONNIE MILSAP/Am I Losing You (RCA) |
| 5 | 2 | 1 | 4 | DON WILLIAMS/Falling Again (MCA) |
| 9 | 8 | 4 | 5 | EMMYLOU HARRIS/Mister Sandman (WB) |
| 12 | 9 | 7 | 6 | ROSANNE CASH/Seven Year Ache (Columbia) |
| 6 | 5 | 6 | 7 | MAC DAVIS/Hooked On Music (Casablanca/PolyGram) |
| 38 | 21 | 13 | 8 | OAK RIDGE BOYS/Elvira (MCA) |
| 18 | 15 | 10 | 9 | MOE & JOE/Hey Joe, Hey Moe (Columbia) |
| 24 | 16 | 12 | 10 | JANIE FRICKE/Pride (Columbia) |
| 3 | 1 | 6 | 11 | MICKEY GILLEY/A Headache Tomorrow... (Epic) |
| 16 | 12 | 11 | 12 | CONWAY TWITTY/Rest Your Love On Me (MCA) |
| 30 | 23 | 17 | 13 | RAZZY BAILEY/Friends (RCA) |
| 37 | 27 | 22 | 14 | JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB) |
| 28 | 18 | 16 | 15 | LEON EVERETTE/If I Keep Going Crazy (RCA) |
| 36 | 30 | 25 | 16 | MEL McDANIEL/Louisiana Saturday Night (Capitol) |
| 38 | 32 | 27 | 17 | MEL TILLIS/A Million Old Goodbyes (Elektra) |
| 43 | 35 | 29 | 18 | DOTIE WEST/What Are We Doin' In Love (Liberty) |
| 39 | 34 | 30 | 19 | DOLLY PARTON/But You Know I Love You (RCA) |
| 32 | 29 | 21 | 20 | TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic) |
| 29 | 25 | 23 | 21 | REBA McENTIRE/I Don't Think Love Ought... (Mercury/PolyGram) |
| 25 | 17 | 15 | 22 | JUICE NEWTON/Angel Of The Morning (Capitol) |
| 40 | 37 | 34 | 23 | ANNE MURRAY/Blessed Are The Believers (Capitol) |
| 42 | 38 | 31 | 24 | JOHNNY CASH/The Baron (Columbia) |
| 31 | 28 | 28 | 25 | GENE WATSON/Between This Time And The Next Time (MCA) |
| 1 | 3 | 9 | 26 | ALABAMA/Old Flame (RCA) |
| 41 | 39 | 33 | 27 | GAIL DAVIES/It's A Lovely, Lovely World (WB) |
| 44 | 33 | 32 | 28 | SAMMI SMITH/Cheatin's A 2-Way Street (Sound Factory) |
| 28 | 26 | 24 | 29 | BOBBY GOLDSBORO/Alice Doesn't Love Here... (Curb/CBS) |
| 23 | 19 | 28 | 30 | LORETTA LYNN/Somebody Led Me Away (MCA) |
| 48 | 41 | 38 | 31 | LACY J. DALTON/Whisper (Columbia) |
| | 44 | 39 | 32 | KENDALLS/Heart Of The Matter (Ovation) |
| 2 | 14 | 18 | 33 | DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB) |
| 7 | 10 | 14 | 34 | MERLE HAGGARD/Leonard (MCA) |
| | 40 | 38 | 35 | STEVE WARINER/By Now (RCA) |
| 13 | 13 | 20 | 36 | WAYLON & JESSI/Storms Never Last (RCA) |
| | | 40 | 37 | WILLIE NELSON/Mona Lisa (Columbia) |
| | 48 | 41 | 38 | EARL THOMAS CONLEY/Fire And Smoke (Sunbird) |
| | 49 | 46 | 39 | ED BRUCE/Evil Angel (MCA) |
| 49 | 48 | 42 | 40 | J. P. PAYCHECK & M. HAGGARD/I Can't Hold Myself In Line (Epic) |
| | | 45 | 41 | CHARLY McCLAIN/Surround Me With Love (Epic) |
| 4 | 8 | 19 | 42 | JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum) |
| | | 48 | 43 | BILLY SWAN/Do I Have To Draw A Picture (Epic) |
| | | 49 | 44 | ELVIS PRESLEY/Lovin' Arms (RCA) |
| | | 50 | 45 | JOHNNY RODRIGUEZ/I Want You Tonight (Epic) |
| | | 49 | 46 | MOE BANDY/My Woman Loves The Devil Out Of Me (Columbia) |
| | | 49 | 47 | SYLVIA/The Matador (RCA) |
| | | 49 | 48 | STATLER BROTHERS/In The Garden (Mercury/PolyGram) |
| | | 49 | 49 | BARBARA MANDRELL/I Was Country When It Wasn't Cool (MCA) |
| | | 50 | 50 | RAY PRICE/Getting Over You Again (Dimension) |

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.

- RICH LANDERS "Friday Night Feeling" (Ovation) 33/6**
National Summary: Up 8, Same 12, Down 0, Debuts 7, Adds 6, WSLR, WMAQ, WITL-FM, WHBF, WTHI, KWJJ, KVOO 41-38, KUUY 34-29, KEED 47-40, KKYX 36-32.
- TOM T. HALL "The All New Me" (RCA) 31/14**
National Summary: Up 3, Same 11, Down 0, Debuts 3, Adds 14, KKAL, KSSS, KFTN, WWCS-FM, KRRV, KHEY, WSM, WCMS-FM, KBMR, WCXI, KEBC-FM, WKKN, KICD-FM, KVOO.
- CRISTY LANE "Love To Love You" (Liberty) 29/15**
National Summary: Up 1, Same 7, Down 0, Debuts 6, Adds 16, WSAI, WMNI, WAXX, KBUF, KICD-FM, KFEQ, KSSS, KEED, KPMS-AM-FM, WYII, KVET, WBAM, WSM, KKYX, WTQR-FM.
- ROGER BOWLING "A Little Bit Of Heaven" (Mercury/PolyGram) 28/2**
National Summary: Up 10, Same 8, Down 0, Debuts 6, Adds 2, WSIX-FM, WAXX, WGTO 47-43, KHEY 42-33, KVOO 49-44, KGA 40-34, On: WPLO, KOKE-FM, WQYK-FM, WSAI.
- FREDDIE HART "You're Crazy Man" (Sunbird) 25/5**
National Summary: Up 6, Same 7, Down 0, Debuts 8, Adds 6, WBAM, WIRK-FM, KWMT, WKQC-FM, WWCS-FM, WCXI 40-36, KEED 46-41, KFTN 28-23, On: KKYX, WSAI.
- DON KING "I Still Miss Someone" (Epic) 24/11**
National Summary: Up 2, Same 9, Down 0, Debuts 2, Adds 11, WSAI, KEBC-FM, KVOO, KSSS, KTOM, WVAM, WWCS-FM, KRRV, WESC-AM-FM, WBAM, KRMD-AM-FM.
- LEONA WILLIAMS "I'm Almost Ready" (Elektra) 24/2**
National Summary: Up 14, Same 6, Down 0, Debuts 2, Adds 2, WMAQ, WGEE, WAXX 40-36, KVOO 38-33, KFTN 36-28, WSEN 33-28, WGTO 20-14, KKYX 43-38.
- JUDY BAILEY "Slow Country Dancing" (Columbia) 22/8**
National Summary: Up 6, Same 6, Down 0, Debuts 4, Adds 8, WPLO, KOKE-FM, WSM, WCMC-FM, WSLR, WKKN, KSOP, WWVA, WGTO 48-38, KCKC 31-21.
- RICKY SKAGGS "Don't Get Above Your Raisin'" (Epic) 22/8**
National Summary: Up 1, Same 10, Down 0, Debuts 3, Adds 8, KSSS, KNIX-FM, KFTN, KOKE-FM, WESC-AM-FM, WCMC-FM, WAXX, KWMT, WMNI 39-35.
- TERRY GREGORY "Just Like Me" (Handshake) 21/12**
National Summary: Up 3, Same 6, Down 0, Debuts 0, Adds 12 including KRRV, WBAM, WSM, KRMD-AM-FM, WIRK-FM, WHBF, KSSS, WWVA, KSOP 32-26, WWCS-FM 25-19.
- DON McLEAN "Since I Don't Have You" (Millennium) 19/8**
National Summary: Up 6, Same 4, Down 0, Debuts 1, Adds 8, KSSS, KRDR, KSOP, WGNA-FM, KLVJ, WESC-AM-FM, WQIK-FM, KBUF, KYYX 37-30, WIRE 46-41.
- TIM REX & OKLAHOMA "Spread My Wings" (NSD) 18/4**
National Summary: Up 4, Same 7, Down 0, Debuts 3, Adds 4, KOKE-FM, WKLM, WSAI, KSSS, WSIX-FM 39-32, KVOO 48-43, KFDI-AM 39-31, KUUY 47-41.
- BILLIE JO SPEARS "What The World Needs Now Is Love" (Liberty) 17/10**
National Summary: Up 0, Same 6, Down 0, Debuts 1, Adds 10, KLVJ, KENR, KIKK-FM, WSIX-FM, WSM, WAXX, KVOO, KSSS, KFTN, WVAM.
- EDGE L GROVES "Footprints In The Sand" (Silver Star) 17/4**
National Summary: Up 3, Same 6, Down 2, Debuts 3, Adds 4, WHN, KVET, WESC-AM-FM, KVOO, WEEP 9-8, WWVA 9-7, WHK 26-17, WFMS-FM 4-27.
- HOYT AXTON "Flo's Yellow Rose" (Elektra) 15/4**
National Summary: Up 6, Same 6, Down 0, Debuts 3, Adds 4, KFEQ, KFDI-AM, KONE, KGA, WCMC-FM 46-36, KKAL 44-38.
- EDDY ARNOLD "Bally-Hoo Days" (RCA) 14/14**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14 including KSOP, KCKC, KGA, WVAM, KRMD-AM-FM, WNRS, KEBC-FM, KFDI-AM.
- SAMI JO COLE "One Love Over Easy" (Elektra) 13/6**
National Summary: Up 0, Same 6, Down 0, Debuts 1, Adds 6, KOKE-FM, KNOE, KSSS, KONE, WVAM, WWVA.

Following.....

MOE BANDY
Featuring Judy Bailey
FOLLOWING THE FEELING
-C. Craig
Produced by Ray Baker

Spin-offs
getting spins
on Columbia
Records.

COLUMBIA
© Columbia, "Marcas Reg

STEREO
Intro. :11
2:45

MOE BANDY
MY WOMAN LOVES THE DEVIL OUT OF ME
-B.P. Barker. Taken From The Columbia Lp.
"FOLLOWING THE FEELING" JC 36789
Produced by Ray Baker

45 RPM
11-02039
ZSS 167915
© 1980 CBS Inc.
Publisher:
Baray
Music, Inc.
(BMI)

COLUMBIA
© Columbia, "Marcas Reg

STEREO
Intro. :01
3:12

JUDY BAILEY
SLOW COUNTRY DANCIN'
-L. Green - L. Walden
Produced by Ray Baker

45 RPM
11-02045
ZSS 167928
© 1981 CBS Inc.
Publisher:
Baray
Music, Inc.
(BMI)

WQQT • WDXB • WIVK • WPNX • WYDE • WKSJ
WLWI • WPCM • WCOS • WSOC • WCBX • WESC
WFAI • WVOJ • WQYK • WGTO • WHOO • WIRK
WMZQ • WKCW • WCMS • WSLC • WAPE • WQIK
WXCL • WTSO • WKKN • WYTL • WSLR • WWVA
WCXI • CKLW-FM • WTOD • WKMF • WSDS • WUBE
WSAI • WONE • WAMZ • KTCR • KSO • KWMT
KYNN • WAXX • KHAK • KBOX • WBAP • KOKE
KPLX • KDJW • KLLL • KEBC • KVOO • WKDA
WNOE • KRMD • KWKH • KNOE • KIKK • KOUL
WYNK • KKYX • KBUC • KVET • KTTS • WMAY
KCKN • WDAF • KFDI
KLAC • KBBQ • KUZZ
KSON • KNIX • KCUB
KIKX • KHEY • KRKE
KBET • KRAK • KCEY
KMPS • KWJJ • KEED
KGA • KZUN • KOYN
KSSS • KVVY • KFTN
KSOP • WKHK • WPOR



WPLO • WDBX • WIVK • WCBX • WESC • WGTO
WMZQ • WKCW • WCMS
WSLC • WKKN • WSLR
WWVA • WCXI • WSAI
WAXX • KOKE • KEBC
KVOO • KIKK • KOUL
KKYX • KBUC • KTTS
KFDI • KRAK • KCEY
KMPS • KOYN • KSOP
WKHK •



MOE BANDY & JUDY BAILEY

Produced by RAY BAKER
ON COLUMBIA RECORDS
Booking Agency: Encore Talent • 2137 Zercher Road • San Antonio, Texas 78209 • 512/822-2655
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Country Pictures



CASH CALL TAKES TO THE ROAD — WGTO/Cypress Gardens, FL listeners can't miss the station's brightly lit and loudspeakered "Roadmaster" when it pulls up behind vehicles equipped with a WGTO bumper sticker. If the occupant knows the current cash jackpot amount, the country conveyance awards them the prize money — In amounts up to \$6000! Station PD Terry "The Bird" Slane is shown awaiting his turn at the wheel.



WBEU SCORES DOUBLE COUP — Following a recent Savannah concert, T.G. Sheppard (left), and Conway Twitty (right) kicked back for an interview with WBEU/Beaufort, SC PD Mark Robertson (center), which was later used on Mark's radio show.



WVAM WELCOMES NATIVE SON — Music Hut in Altoona was the scene of a recent in-store autograph session with hometown boy and Wheeling Jamboree star Lenny Gault as well as country artist John Conlee, both in town for a concert. Shown at the WVAM remote are (l-r) Gault, WVAM's Don Girard, Conlee, WVAM staffer Willie Nelson, WVAM PD Tom Riley, and WVAM MD Stan Davis.



CLOWER'S NO FOOL — Jerry Clower's April Fool's Day appearance as co-host on WMPS/Memphis's morning show wasn't intended to fool anyone. However, when the station's phone started ringing off the hook with listeners intent on speaking to the country veteran, the bombarded receptionist thought everybody was playing an April Fool's joke on her. Next time, guys, let her in on who's there (especially on April 1)! Shown yocking it up in the studio are (l-r) WMPS PD Walt Jackson, Clower, and WMPS morning man Bob Dayton.



Biff Collie Inside Nashville

SHOWBIZ, INC., the TV syndication firm which created the "Porter Wagoner Show," "Nashville On The Road," and an inventory of over 2400 TV programs, was sold to Multimedia, Inc. for \$4.4 million. Multimedia owns and operates WZTV Channel 17 in Nashville and publishes the Music City News. The purchase makes Multimedia the largest producer and syndicator of Country syndicated programming for television in America.

MAY DAY: "Bunny" Stream was born Easter Day to Lynn Anderson and Harold "Spook" Stream in Lake Charles... Mel Tillis and Terry Bradshaw's TV pilot "Stockers" got good ratings last Friday night (4-24) and has been pencilled into NBC's fall schedule. I understand... Allen (Lefty's 29-year-old brother) Frizzell and Shelley (Dottie's daughter) West are engaged!... Charlie Daniels will be honorary starter at the Charlotte Motor Speedway's "World 600," billed as the world's largest stock car race (he's from around there). Cowles Bristol (from Statesville, NC) says Charlie will host the show... The Oak Ridge Boys, paying a self-confessed debt to Music City, will play a benefit performance (guaranteed to bring in \$22,000) for the Tennessee Performing Arts Center at a June 2 concert there. By the way, the Oaks will ride in the televised Indy 500 parade on May 23... Joe Stampley will be profiled in the June issue of *People* magazine... What is being billed as "the world's largest country music festival" will take place July 4 and 5 at Myrtle Beach, SC. Performers will include Mac Davis, Emmylou Harris, Jerry Lee Lewis, Conway Twitty, Dottie West and Donna Fargo, Bellamy Brothers and many others... Loretta Lynn's ulcers kept her hospitalized in Reno, missing her final days at Harrah's, (she was scheduled to appear on the Academy of Country Music awards show)... 36-year Opry announcer Grant Turner is the subject of six segments of "Country Crossroads," the weekly syndicated show on radio hosted by Jerry Clower and WBAP's Bill Mack... Boxcar Willie's "Best Of" album is nearing the million sales mark from those TV ads. It's made him a star in the U.S. Fascinating story about Boxcar Willie. His name is Marty Martin, and he was a Country disc jockey for 25 years in the Rocky Mountain states, primarily Idaho. He created the "Boxcar Willie" identity in 1975! (True!).

GETTING YOUR NAME IN THE PAPER: Johnny Cash will lend a helping hand to the debt-plagued South Dakota State Fair with a September visit, donating his share of profits to the fair. The gift could amount to \$50,000, Fair Commission Chairman Sheldon Songstad said (that's nice!)... Mel Tillis making molasses? That's what they told me. Mel grows sorghum and sugar cane on his 1500-acre farm in nearby Cheatham County. He plans to call it M-M-Mel's Molasses... 57 years ago this month WLS/Chicago, home of the original "National Barndance," went on the air (George D. Hay came from that station to start a new barndance show in Nashville a year later that we call Grand Ole Opry)... Pat and Shirley Boone are talking about moving home to Nashville. They were house-shopping when they came to host this year's Dove Awards... Eddy Raven appears in a new movie called "Uforia" with Hank Williams, Jr. and Roger Miller (Roger moving back to Nashville?).

LOOKALIKES: Linda Ronstadt and Rosanne Cash.

NAMEDROPPERS: Backstage at the Opry lately, familiar faces, famous faces, infamous faces abound: Mary "Kristin" Crosby (of "Dallas"), Gov. & Mrs. Dick Thornberg of Pennsylvania, Sonny Shroyer of "Enos," Roger Staubach (he used to play football), Catherine Bach (from "Dukes Of Hazzard"), George McGovern, Tennessee Governor Lamar Alexander, and Katie Ryder, writer of "Six To Nine".

TRIVIA QUIZ: Who was the first major market Country female disc jockey??? Rosalie Allen, WOR/New York, 1949 to 1964. Rosalie's friends can write her currently at Box 712, Fort Mill, SC 29715... WSM News Director Al Voecks, a member of that staff for 18 years, was fired! Voecks is a former TV news anchorman and News Director, for years a radio PD, and for the last two years Radio News Director. (I knew it wouldn't last, Al.) I'm sure Voecks will stay in Nashville radio if he wants to... Thanks to Bobby Neese in Oklahoma City for the letter: "Dear Biff, I never miss your column in R&R. I never read it, but I never miss it!"... Mort Armstrong of Horsefeathers Cowboy Band knows a preacher who compiled a list of 457 sins. Says he's been swamped with requests for that list by people who are afraid they may have missed something!... Big John Trimble, WRVA/Richmond's midnight mayor, got this one in the mail: "The age of some women is like the speedometer on a used car; you know it's set back, but you don't know how far!"... Ron McCue, WDSB/Dover, DE, trivias: "One out of every two Americans wears glasses. See how important ears are??"

KING EDWARD SMITH IV was first a Country picker. He backed into radio programming through the early morning "live" radio show, selling baby chicks, Hadacol, Grit newspapers and Cloverline Salve. He was the "cowboy singer" a station manager called one day many years ago to do a 15-minute program of "hillbilly" music. That's the way country music began on the radio, you know. But King "came to stay," as one of his idols, Bob Wills, used to say, and stay he did. He learned about this uncertain, insecure medium that made it possible to communicate with thousands of people at the same time. He learned that, just by being himself, he could relate to people, talk to them, share with them, play with them, and be a very important part of their life. That's what King Edward did, with anybody he ever met. He became an important part of the life of all the people who ever knew him, because he cared about people; because he related to people; because people could relate to him. That King Edward Smith IV programmed a Roanoke radio station into the #1 slot and kept it there for more years than perhaps any other Country station has dominated a market is a historic fact. My heart aches for his wife Linda Dean and their kids; and for all those near him who even unconsciously depended on King for the confidence, enthusiasm, and excitement he inspired for his work, his family, and for life.

One Good Thing...

SYLVIA

"THE MATADOR" PB 12214

R&R 47* BB 43** CB 45* RW 43*
(BREAKER)

After Another...

RAZZY Bailey

**"FRIENDS/ANYWHERE THERE'S
A JUKEBOX"** PB 12199

R&R 13* BB 8** CB 10* RW 12*

After Another...

STEVE Wariner

"BY NOW" PB 12204

R&R 35* BB 29** CB 34* RW 30*





Regional Adds & Hots

MOST ADDED		EAST		HOTTEST		MIDWEST		HOTTEST		SOUTH		HOTTEST		WEST	
Barbara Mandrell (MCA)		Oak Ridge Boys (MCA)		Barbara Mandrell (MCA)		Oak Ridge Boys (MCA)		Barbara Mandrell (MCA)		Oak Ridge Boys (MCA)		Barbara Mandrell (MCA)		Oak Ridge Boys (MCA)	

EAST		MIDWEST		SOUTH											
WYMA-FM Albany, NY BARBARA MANDRELL SYLVIA BURRITO BROTHERS DON MC LEAN LOIS JANE HOTTEST: KENDALLS HEA MC ENTIRE DOLLY PARTON ROBBIE MILSAP ANNE MURRAY	WYNY New York, NY EDGEL GROVES JOHN ANDERSON DON MC LEAN MEL TILLIS HOTTEST: NICKIE GILLET EMILYLOU HARRIS DON WILLIAMS CONWAY TRITTY CHARLEY PRIDE	WYVA Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYNY Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYMA-FM Albany, NY BARBARA MANDRELL SYLVIA BURRITO BROTHERS DON MC LEAN LOIS JANE HOTTEST: KENDALLS HEA MC ENTIRE DOLLY PARTON ROBBIE MILSAP ANNE MURRAY	WYNY New York, NY EDGEL GROVES JOHN ANDERSON DON MC LEAN MEL TILLIS HOTTEST: NICKIE GILLET EMILYLOU HARRIS DON WILLIAMS CONWAY TRITTY CHARLEY PRIDE	WYVA Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYNY Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYMA-FM Albany, NY BARBARA MANDRELL SYLVIA BURRITO BROTHERS DON MC LEAN LOIS JANE HOTTEST: KENDALLS HEA MC ENTIRE DOLLY PARTON ROBBIE MILSAP ANNE MURRAY	WYNY New York, NY EDGEL GROVES JOHN ANDERSON DON MC LEAN MEL TILLIS HOTTEST: NICKIE GILLET EMILYLOU HARRIS DON WILLIAMS CONWAY TRITTY CHARLEY PRIDE	WYVA Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYNY Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYMA-FM Albany, NY BARBARA MANDRELL SYLVIA BURRITO BROTHERS DON MC LEAN LOIS JANE HOTTEST: KENDALLS HEA MC ENTIRE DOLLY PARTON ROBBIE MILSAP ANNE MURRAY	WYNY New York, NY EDGEL GROVES JOHN ANDERSON DON MC LEAN MEL TILLIS HOTTEST: NICKIE GILLET EMILYLOU HARRIS DON WILLIAMS CONWAY TRITTY CHARLEY PRIDE	WYVA Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY	WYNY Parkersburg, WV STEVE WARNER LACY J. DALTON KENDALLS TOM JONES HOTTEST: EMILYLOU HARRIS JUICE NEWTON ROBBIE MILSAP OAK RIDGE BOYS RAZZY BAILEY

NUMBER OF REPORTING STATIONS THIS WEEK: 114

Hottest Tracks:

- "Ride The Train" - ALABAMA (RCA)
- "We Belong In Love Tonight" - T.G. SHEPPARD (WB)
- EMMYLOU HARRIS - Evangeline - (WB) "Bad Moon Rising" "Ashes By Now"
- CHARLY McCLAIN - Surround Me With Love - (Epic) "Sweet And Easy, Soft And Slow"
- RONNIE MILSAP - Out Where The Bright Lights Are Glowing - (RCA) "Out Where The Bright Lights Are Glowing"
- JUICE NEWTON - Juice - (Capitol) "Queen Of Hearts" "Country Comfort"
- DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA) "The House Of The Rising Sun"
- JOHNNY PAYCHECK - Mr. Hag Told My Story - (Epic) "You Don't Have Very Far To Go" "I've Got A Yearning Carohn" "I'll Leave The Bottle On The Bar All Night Long"
- CHARLEY PRIDE - Roll On Mississippi - (RCA) "I Used To Be That Way" "Ghost Written Love Letters" "Taking The Easy Way Out" "He Can Be An Angel" "She's As Good As Gone"
- MARTY ROBBINS - Everything I've Always Wanted - (Columbia) "Another Cup Of Coffee" "Gone With My Hero"

T.G. SHEPPARD - I Love 'Em All - (WB/Curb) "We Belong In Love Tonight" "You Waited Yourself Right Into My Life" "Face The Night Alone" "What's Forever For" "Silence On The Line"

SYLVIA - Drifter - (RCA) "Cry Baby Cry" "Heart On The Mend" "Missin' You"

WAYLON & JESSI - Leather & Lace - (RCA) "What's Happened To Blue Eyes" "I Ain't The One" "I Believe You Can"

HANK WILLIAMS JR. - Rowdy - (Elektra/Curb) "Dixie On My Mind" "Are You Sure Henk Done It This Way"

Most Requested:

- OAK RIDGE BOYS "Elvira" (MCA)
- T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb)
- RONNIE MILSAP "Am I Losing You" (RCA)
- ROSANNE CASH "Seven Year Ache" (Columbia)
- JOHN ANDERSON "I'm Just An Old Chunk..." (WB)

P/A

POP/ADULT[®]

BREAKERS[®]

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

DOLLY PARTON

But You Know I Love You (RCA)

64% of our reporters on it. Add KHOW, KFMB, KNBR, KSTP, KGGF, WHOK, KFOR, KMRJ, WSGW, WNFL, WACI, WKHM. Heavy rotation: 97AIA, WTMJ, WRVA, WSBA, WOOD, WRIE, WDEF. Medium rotation: WBEN, WGR, WELI, WLTA, WSB, WDAE, WSJS, KEX, WCCO-AM, WNAB. Debuts at 25 on P/A chart.

RAY PARKER JR. & RAYDIO

A Woman Needs Love... (Arista)

62% of our reporters on it. Add WBZ-AM, WELI, WFYR, WCCO-FM, WNAB, WNEU, WDEF, WNDB, WYMC, WRVA, KRZI, KMRJ. Heavy rotation: WHEN, 97AIA, WSM-FM, KEX, WRIE, WEIM, WABZ, WCHV, WLVA. Medium rotation: WCBM, WBEN, WIP, WGY, WASH, WBT, WRVR, WOAI-FM, WDAE, KPPL, KNBR, WLW, WGAR. Jumps 27-23 on P/A chart.

JESSE WINCHESTER

Say What (Bearsville/WB)

62% of our reporters on it. Add WDAE, KFMB, WNAB, WRIE, WDBO, WRVA, KOB, KBLF, WDFD, KWOS, WDFI, WHIZ, WNEU. Heavy rotation: 97AIA, WTMJ, WDEF. Medium rotation: WELI, WLTA, WBT, WRVR, WSM-FM, WOAI-FM, WSJS, KEX, WEIM, WGIR, WSBA, WABZ, WJBO, WCHV, WNDB, WSLI. Debuts at 28 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.

JIM PHOTOGLO "Fool In Love With You" (20th) 59/9 add WELI, WHAM, WRVR, 97AIA, KFMB, WTMJ, WNAB, WLNH, WGIR. Heavy rotation: WLTA, KEX, WTMJ, WRVA, KOLO, KRZI, WJON. Medium rotation: WOAI-FM, WSJS, WHIO, WEIM, WCFR, WSBA, WCHV, WDEF, WIS, WNDB. Debuts at No. 30 on P/A chart.

NEIL DIAMOND "America" (Capitol) 58/31 add WIP, WGY, WHEN, WRVR, 97AIA, KPPL, KEX, KNBR, KLOK, WLW, WGAR, WLNH, WABZ, KMED, WDFI, WSGW, KGGF, WJON. Heavy rotation: WDAE, WRVA. Medium rotation: WBZ-AM, WBEN, WGR, WBT, WSM-FM, WOAI-FM, WFYR, WWWW, WNAB, WGIR.

STARS ON 45 "Medley" (Radio/Atlantic) 56/8 add WGY, WHEN, WASH, KNBR, WJBO, WHBY, WOWO, WDFD. Heavy rotation: WBEN, WGR, 97AIA, WDAE, WSJS, WNEU, WSLI, KRZI, KBAI, KGGF, WKHM. Medium rotation: WCBM, WBZ-AM, WBT, WLW, WGAR, WRIE, WEIM, WLNH, WABZ. Debuts at No. 29 on P/A chart.

MAUREEN MCGOVERN "Halfway Home" (Malden Voyage) 40/8 add WGIR, WSLI, KOB, KRKK, WDFD, WACI, KFOR, WJON. Heavy rotation: WLW, WFTL, KLO, KGGF. Medium rotation: WELI, WCCO-AM, WNAB, WEIM, WATR, WSBA, WNDB, WTAR, KOLO, WKIQ, WKHM, WOOD.

GEORGE FISCHOFF "Little Ballerina Blue" (Heritage) 39/5 WCBM, WSM-FM, WNAB, WDBO, KXIC. Heavy rotation: WTMJ, KOB, WOOD. Medium rotation: WELI, WCCO-AM, WEIM, WSBA, WIS, WFTL, WYMC, KUGN, KMED, KRKK, WHBY, WHBC, KRNT, KFOR, WJON.

BILL MEDLEY "Don't Know Much" (Liberty) 38/2 add WSB, WTMJ. Heavy rotation: WRVA, KMED. Medium rotation: WRVR, WDAE, KEX, WEIM, WHAG, WIS, WFTL, KOB, KLO, KRKK, WHBC, WKHM, KMRJ, WIBW.

PAUL ANKA "I've Been Waiting For You All My Life" (RCA) 37/18 add WIP, 97AIA, KEX, WWWW, WTMJ, WSM-FM, WSBA, WIS, WTAR, WORG, WRVA, KRKO, KOLO, KRKK, WJON, WHBC, WKIQ, WHBY. Heavy rotation: WHAG. Medium rotation: WLTA, WCCO-AM, WGIR, KRKM, KGGF.

B.J. THOMAS "Some Love Songs Never Die" (MCA) 36/3 add WHBC, WOOD, KXIC. Heavy rotation: WLTA, WSB, WFTL. Medium rotation: WCCO-AM, WNAB, WSBA, WABZ, WNDB, WDBO, KBLF, WKIQ, KMRJ, WJON.

PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 28/12 add KPPL, WLW, WWWW, WLNH, WCFR, WJBO, WIS, WSLI, KMED, KBAI, KLO, WIBW. Medium rotation: WSB, WGIR, WNEU, KXIC, WKHM, WJON.

MICHAEL JACKSON "One Day In Your Life" (Motown) 28/4 add KEX, WHIO, WATR, WFIR. Heavy rotation: 97AIA, KLMS. Medium rotation: WASH, WBT, WDAE, KFMB, WRIE, WSM-FM, WNDB, WFTL, WRVA, WOOD.

PHIL COLLINS "I Missed Again" (Atlantic) 28/1 add KGGF. Heavy rotation: WIP, WSM-FM, WABZ, WLNH. Medium rotation: WGR, WGY, KPPL, WLW, WGAR, WHAG, WNEU, WSLI, KAA, KWOS, WKIQ.

DILLMAN BAND "Lovin' The Night Away" (RCA) 26/8 add WSM-FM, WCCO-AM, WATR, WOEF, KLO, WJON, WKHM, WHBC. Medium rotation: WSJS, WNAB, KFOD, KRKK, KXIC.

FRANKE & THE KNOCKOUTS "Sweetheart" (Millennium) 24/2 add KDKA, WHAG. Heavy rotation: WBZ-AM, WGR, WHEN, WOAI-FM, WLW, WLNH, WABZ, WFIR, WOWO. Medium rotation: WGY, WCHV, KAA, WORG, KRKK, WKIQ, WHIZ.

JOHN O'BANION "Love You Like I Never Loved Before" (Elektra) 23/4 add WGAR, WEIM, KAA, WOWO. Heavy rotation: WABZ. Medium rotation: WGR, WHEN, WSM-FM, WOAI-FM, WSJS, WLW, WLNH, WNEU, WCHV, WSLI, WDBO, WNFL.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 23/3 add WHEN, WSM-FM, KGGF. Heavy rotation: WBZ-AM, WLW, WGAR, WLNH, WFIR, WHIZ, WOWO. Medium rotation: WBT, WEIM, WCFR, WCHV, WORG, WKHM, WHBC.

CAPTAIN & TENNILLE "Keepin' Our Love Warm" (Casablanca/PolyGram) 23/1 add KGGF. Heavy rotation: WEIM, WFTL. Medium rotation: WLTA, WSB, WCCO-AM, WSBA, WDBO, KLO, WHBC, KXIC, WJON, WIBW, WATR.

Radio & Records POP/ADULT AIRPLAY / 30

May 1, 1981

Three Weeks	Two Weeks	Last Week	This Week	
4	1	1	1	J. TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
6	5	4	2	SMOKEY ROBINSON/Being With You (Tamla)
2	2	2	3	JUICE NEWTON/Angel Of The Morning (Capitol)
3	3	3	4	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
21	17	10	5	GINO VANNELLI/Living Inside Myself (Arista)
16	11	8	6	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
1	4	5	7	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
30	21	14	8	DOTTIE WEST/What Are We Doing In Love (Liberty)
27	22	15	9	JOHN LENNON/Watching The Wheels (Geffen)
12	7	6	10	BARRY MANILOW/Lonely Together (Arista)
17	14	11	11	STEELY DAN/Time Out Of Mind (MCA)
19	16	13	12	CHRISTOPHER CROSS/Say You'll Be Mine (WB)
13	12	7	13	STEVE WINWOOD/While You See A Chance (Island)
24	18	17	14	CHAMPAIGN/How 'Bout Us (Columbia)
28	26	19	15	CLIMAX BLUES BAND/I Love You (WB)
23	20	16	16	ABBA/Super Trouper (Atlantic)
-	30	28	17	KIM CARNES/Bette Davis Eyes (EMI America)
9	6	12	18	EMMYLOU HARRIS/Mister Sandman (WB)
-	27	22	19	ANNE MURRAY/Blessed Are The Believers (Capitol)
26	25	21	20	TASTE OF HONEY/Sukiyaki (Capitol)
7	8	9	21	TERRI GIBBS/Somebody's Knockin' (MCA)
29	28	25	22	RUPERT HOLMES/I Don't Need You (MCA)
-	29	27	23	RAY PARKER JR. & RAYDIO/A Woman Needs... (Arista)
-	-	26	24	DON McLEAN/Since I Don't Have You (Millennium)
-	-	-	25	DOLLY PARTON/But You Know I Love You (RCA)
5	9	20	26	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)
11	13	18	27	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
-	-	-	28	JESSE WINCHESTER/Say What (Bearsville/WB)
-	-	-	29	STARS ON 45/Medley (Radio/Atlantic)
-	-	-	30	JIM PHOTOGLO/Fool In Love With You (20th)

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 →

WJBO, KAA, WKIQ, KGGF. Heavy rotation: WSB, WDEF. Medium rotation: WNEU, WNDB, WFIR, KRZI, KBLF, WHBC, WIBW, KRMG.
ERIC CLAPTON "I Can't Stand It" (RSO) 20/1 add WSM-FM. Heavy rotation: WIP, WLW, WLNH, WCHV, WOWO, WHIZ. Medium rotation: WBEN, WGR, KDKA, WBT, WGAR, WEIM, WNEU, KBAI, KRKK.

Others Getting Significant Action

BOBBY VINTON "Let Me Love You Goodbye" (Tapestry) 19/1 add KMRJ. Heavy rotation: WLTA, WSB, WTMJ, WFTL. Medium rotation: WHOK, WJON.
TERRY CASHMAN "Willie, Mickey & 'The Duke' (Talkin' Baseball)" (Lifesong) 17/7 add WHIO, WIS, KUGN, KMED, WHBY, KXIC, KMRJ. Medium rotation: WELI, WOOD.
DON WILLIAMS "Falling Again" (MCA) 17/1 add KXIC. Heavy rotation: KLOK, KLO, KRNT, KLMS, KRMG. Medium rotation: WSJS, WTVN, WCCO-AM, WDEF, WOOD, KMRJ.
HELEN REDDY "I Can't Say Goodbye To You" (MCA) 16/4 add WLTA, WSB, WATR, KRKK. Medium rotation: WNDB, WKIQ.
ROVERS "Wasn't That A Party" (Epic/Cleveland International) 16/2 add KMED, KRKK. Heavy rotation: WBEN, WSGW, WJON, WHIZ. Medium rotation: WIP, WGAR, WJBO, WKHM, WDFI.
STEVIE WONDER "Lately" (Tamla) 16/2 add WCCO-AM, WEIM. Heavy rotation: WOAI-FM, WATR. Medium rotation: WBT, WSM-FM, WRIE, WSM-FM, KOB.
CLIFF RICHARD "Give Me A Little Bit More" (EMI America) 14/5 add WCCO-FM, WCFR, KLO, WNFL, KXIC. Heavy rotation: WKHM. Medium rotation: WCHV, WSLI, WFIR, KRKK.
TOMMY JAMES "You're So Easy To Love" (Millennium) 12/7 add WHAG, WSLI, WRVA, KRZI, KMED, KLO, KRKK. Heavy rotation: KFOD. Medium rotation: WFIR.
STANLEY CLARKE/GEORGE DUKE "Sweet Baby" (Epic) 12/5 add WCFR, WSLI, KMED, KRKK, WHIZ. Medium rotation: WRVR, WCCO-AM, KFOD.
LEE RITENOUR "Is It You" (Elektra) 11/7 add WNAB, WLVA, WYMC, KUGN, WKHM, KWOS, WHOK. Medium rotation: WBT, WSM-FM, WORG.
STARK & MCBRIEN "Home Again... Again" (Lifesong) 11/3 add KLO, WHIO, WIBW. Medium rotation: WFTL, WHBC.
DAN HARTMAN "Heaven In Your Arms" (Blue Sky) 11/1 add WEIM. Heavy rotation: KFOD. Medium rotation: WLTA, WDAE.
DAVID FRIZZELL & SHELLY WEST "You're The Reason God Made Okie-homa" (WB) 10/4 add WRIE, WCCO-AM, KRNT, WHOK. Medium rotation: KLO.
JIMMY BUFFETT "Stars Fell On Alabama" (MCA) 10/4 add WSB, WNDB, WLVA, KUGN. Heavy rotation: 97AIA. Medium rotation: WBT, WDEF.
NICOLETTE LARSON "When You Come Around" (WB) 10/2 add KEX, WIS. Medium rotation: WBT, WKHM.
GARY U.S. BONDS "This Little Girl" (EMI America) 8/8 add WGR, WIP, WCFR, WNEU, WCHV, WSLI, WFIR, WDFI.
QUINCY JONES "Ai No Corrida" (A&M) 8/4 add WOAI-FM, WGAR, WLNH, WABZ. Heavy rotation: WBEN. Medium rotation: WFIR.
RAZZY BAILEY "Friends" (RCA) 8/2 add WSJS, KRNT. Heavy rotation: WLTA, WSB.
GLEN CAMPBELL & TANYA TUCKER "Why Don't We Just Sleep On It Tonight" (Capitol) 8/2 add WHIO, WKIQ. Medium rotation: KOB, WKHM.

Most Added:

NEIL DIAMOND America (Capitol) Added at 29% of our reporting stations.
PAUL ANKA I've Been Waiting... (RCA) Added at 17% of our reporting stations.
JESSE WINCHESTER Say What (Bearsville/WB) Added at 12% of our reporting stations.
DON McLEAN Since I Don't Have You (Millennium) Added at 11% of our reporting stations.
RAY PARKER JR. & RAYDIO A Woman Needs Love... (Arista) Added at 11% of our reporting stations.
DOLLY PARTON But You Know I Love You (RCA) Added at 11% of our reporting stations.
PURE PRAIRIE LEAGUE Still Right Here... (Casablanca/PolyGram) Added at 11% of our reporting stations.

Hottest:

SMOKEY ROBINSON Being With You (Tamla) Reported hot at 48% of our stations.
JAMES TAYLOR & J.D. SOUTHER Her Town Too (Columbia) Reported hot at 48% of our stations.
SHEENA EASTON Morning Train... (EMI America) Reported hot at 36% of our stations.
GROVER WASHINGTON JR. Just The Two Of Us (Elektra) Reported hot at 35% of our stations.
JUICE NEWTON Angel Of The Morning (Capitol) Reported hot at 29% of our stations.
GINO VANNELLI Living Inside Myself (Arista) Reported hot at 23% of our stations.

P/A REGIONAL ADDS & HOTS

EAST

WCBM/Baltimore
Hal Martin
A. Murray
G. Fischhoff (DP)
HOTTEST
J. Lennon
(Wheels)
Taylor/Souther
S. Robinson
D. West
Stars On 45

WQDR/Broncheater
Karen Anderson
D. McLean
(Since)
J. Photoglo
R. McGovern
HOTTEST
S. Easton
C. Cross
S. Robinson
T. G. Sheppard
Steeley Dan

WASH/Washington D.C.
Bob Duckman
Stars On 45
HOTTEST
G. Washington Jr.
Taste Of Honey
Champagn

WATR/Waterbury
Rick O'Connor
Dillman Band
M. Reddy
M. Jackson
L. Sayer
HOTTEST
E. Harris
S. Mander
B. Manlow
A. Holmes
M. McGovern

WELM/Haven
Wah Minto
R. Parker Jr.
& Raydio
J. Lennon
(Wheels)
Climax Blues
Band
HOTTEST
C. Cross
G. Washington Jr.
Taylor/Souther
S. Robinson
J. Lennon
(Wheels)
T. G. Sheppard

WIP/Philadelphia
Bob Russo
P. Anka
N. Diamond
(America)
G. U.S. Bonds
HOTTEST
S. Easton
E. Clapton
J. Lennon
(Wheels)
D. West

WBEN/Bufallo
Roger Christian
None
HOTTEST
Stars On 45
Hovers
K. Carnes
Taste Of Honey
G. Vannelli

WQDR/Bufalo
Jerry Reo
G. U.S. Bonds
Get Met
HOTTEST
S. Minwood
K. Carnes
Stars On 45
G. Vannelli
Champagn

WRIE/erie
Ted Abbott
Frizzell & West
D. Grusin
Taste Of Honey
J. Winchester
HOTTEST
S. Easton
S. Robinson
G. Washington Jr.
R. Parker Jr.
& Raydio
G. Vannelli

WEMF/Fitchburg
Chuck Morgan
Get Met
S. Mander
D. Hartman
J. O'Banton
D. West
K. Carnes
HOTTEST
Taylor/Souther
Abba
G. Vannelli
R. Parker Jr.
& Raydio
D. Parton
(Know)

WHAQ/Hagerstown
B.J. Baumgardner
T. James
Frankie & Knockouts
HOTTEST
B. Manlow
Taylor/Souther
S. Easton
Abba
J. Newton

WSFM/Harrisburg
Bob Paiva
J. Lennon
(Wheels)
E. Clapton
K. Carnes
P. Anka
J. Cougar
A. Murray
HOTTEST
G. Washington Jr.
J. Newton
S. Easton
S. Robinson
G. Vannelli

WLMH/Laconia
Bob Nelson
N. Diamond
(America)
PPL
O. Jones
J. Photoglo
P. Snow
HOTTEST
Steeley Dan
G. Vannelli
J. Lennon
(Wheels)
Climax Blues
Band
Abba

MIDWEST

WARR/Aaron
Bill Hart
None
HOTTEST
G. Washington Jr.
S. Robinson
B. Manlow
Abba

WVTV/Chicago
John Wetherbee
Taste Of Honey
R. Parker Jr.
& Raydio
HOTTEST
S. Robinson
Champagn
K. Carnes
G. Vannelli
S. Easton

WVTV/Cincinnati
Greg Picolano
N. Diamond
(America)

WKOP/Bowling Green
John Swan
A. Murray
Champagn
T. Tucker
& G. Campbell
R. Cash
HOTTEST
Taylor/Souther
J. Newton
S. Minwood
HOTTEST
S. Easton
G. Washington Jr.
Hall & Oates
RED Speedwagon
(Take)
Rovers

WVBC/Canton
Mike Dorn
T. Jones
P. Anka
Dillman Band
B. J. Thomas
HOTTEST
Taylor/Souther
T. G. Sheppard
S. Robinson
J. Winchester
J. Lennon
(Wheels)

WWW/Cleveland
Jerry Patrick
J. Lennon
(Wheels)
PPL
P. Anka
HOTTEST
Taylor/Souther
S. Robinson
D. West
G. Vannelli
N. Diamond
(America)

KQBF/Coffeyville
Ma Cord
N. Diamond
(America)
D. Post
P. Collins
K. Cash
D. Parton
(Know)
Capt. & Tennille
J. Cougar
HOTTEST
E. Harris
S. Easton
G. Washington Jr.
J. Newton
M. McGovern

WTVN/Columbus
Denny Nugent
K. Carnes
J. Lennon
(Wheels)
HOTTEST
J. Newton
S. Robinson
Taylor/Souther
G. Washington Jr.
S. Easton

WHIO/Dayton
Peggy Powell
M. Jackson
T. Cashman
T. Tucker
& G. Campbell
Stark & McBrien
HOTTEST
Taylor/Souther
B. Manlow
C. Cross
Abba

KRNT/Des Moines
Scott Huskey
Abba
Frizzell & West
C. Cross
R. Bailey
(Friends)
HOTTEST
S. Minwood
J. Lennon
(Wheels)

WFDF/Flint
Paul Landino
D. West
J. Winchester
D. McLean
(Since)
Stars On 45
M. McGovern
HOTTEST
Taylor/Souther
S. Robinson
B. Manlow
Steeley Dan

WACU/Freeport
Larry Lance
N. Diamond
(America)
D. McLean
(Since)
M. McGovern
D. Parton
(Know)
HOTTEST
T. G. Sheppard
S. Minwood
Taste Of Honey

WOWO/FL Wayne
Sam DeVincenti
J. O'Banton
Stars On 45
R. Holmes
HOTTEST
Taylor/Souther
S. Easton
G. Washington Jr.
Hall & Oates
J. Lennon
(Wheels)

WOOD/Grand Rapids
Bill Struyk
B. J. Thomas

WNFL/Green Bay
Bob Hooper
S. Robinson
C. Richard
(Give)
D. Parton
(Know)
D. McLean
(Since)
HOTTEST
J. Lennon
(Woman)
S. Easton
RED Speedwagon
(Keep)
April Wine
Sty:
(Best)

SOUTH

WABZ/Alabama
Mark Robinson
O. Jones
N. Diamond
(America)
Santana
(DP)
HOTTEST
J. Lennon
(Wheels)
G. Vannelli
E. Carnes
P. Collins
Climax Blues
Band

WFTL/Lauderdale
Scott Fischer
E. Humphreys
T. Jones
S. Easton
(Modern)
HOTTEST
D. Stralsand
& B. Gibb
M. McGovern
B. Vinton
G. J. Thomas
G. O'Sullivan

WTLA/Tallah
Allen Saunders
L. O'Halley
C. Rich
M. Reddy
G. Washington Jr.
HOTTEST
J. Photoglo
D. Valery
(Hoses)
D. Post
R. O'Sullivan
B. J. Thomas

WVBI/Jackson
Wah Grayson
N. Diamond
(America)
PPL
G. U.S. Bonds
S. Clarke
& G. Duke
T. James
M. McGovern
HOTTEST
Taylor/Souther
S. Robinson
Stars On 45
Climax Blues
Band
G. Vannelli

WWSB/Atlanta
George Fisher
J. Buffet
(Stars)
S. Easton
(Train)
B. Medley
M. Reddy
M. Curb
Congregation
L. J. Dalton
S. Mariner
M. Tillis
M. McDaniel
L. Everette
R. McEntire
HOTTEST
J. Newton
Taylor/Souther
E. Harris
B. Manlow
T. G. Sheppard

WJBO/Baton Rouge
Laurie Hardison
N. Diamond
(America)
Stars On 45
PPL
R. Cash
HOTTEST
Climax Blues
Band
S. Robinson
G. Vannelli

WBT/Charlotte
Andy Bickel
None
HOTTEST
D. West
D. McLean
(Since)
Stars On 45

WCHV/Charlotteville
Thomas M. Twine
L. Sayer
(Wrong)
G. U.S. Bonds
Santana
HOTTEST
S. Robinson
Taylor/Souther
J. Lennon
(Wheels)
C. Cross
S. Easton

WJON/SL Cloud
Tom Scott
N. Diamond
(America)
P. Anka
M. McGovern
Dillman Band
HOTTEST
S. Easton
J. Newton
T. G. Sheppard
Taste Of Honey

KFOR/Lincoln, NB
Patti Moran
D. McLean
(Since)
D. Parton
(Know)
HOTTEST
T. G. Sheppard
S. Minwood
Taste Of Honey

WJWSL/Cloud
Tom Scott
N. Diamond
(America)
P. Anka
M. McGovern
Dillman Band
HOTTEST
S. Easton
J. Newton
T. G. Sheppard
Taste Of Honey

WIBW/Tapeka
Chris Favor
PPL
Marshall Tucker
Band
Stark & McBrien
HOTTEST
Taylor/Souther
J. Newton
E. Harris
D. West
C. Cross

KRMQ/Tulsa
Don Bishop
None
HOTTEST
Alabama
J. Newton
S. Easton
T. G. Sheppard
R. Milsap
(Losing)

WIS/Columbia
Bob Davis
T. Cashman
PPL
N. Diamond
(America)
M. Larson
P. Anka
HOTTEST
G. Washington Jr.
Taylor/Souther
S. Robinson
T. G. Sheppard
J. Lennon
(Wheels)

WNOB/Daytona Beach
Mark D'Angio
N. Diamond
(America)
J. Buffet
(Stars)
R. Parker Jr.
& Raydio
G. Fischhoff
HOTTEST
S. Easton
J. Newton
Taylor/Souther
S. Robinson
S. Minwood

WSIX/Nashville
Devo Nichols
C. Cross
J. Lennon
(Wheels)
HOTTEST
Taylor/Souther
S. Robinson
G. Vannelli
D. West
Champagn

WSM-FM/Nashville
Donna Brabe
Dillman Band
J. Jackson
& Raydio
G. Fischhoff
R. Russell
A. Hammond
HOTTEST
P. Collins
G. Vannelli
J. Lennon
(Wheels)
S. Robinson
Champagn

WEST

KOB/Albuquerque
Paul Douglas
J. Winchester
D. West
M. McGovern
HOTTEST
S. Easton
Taylor/Souther
J. Newton
Abba
J. Lennon
(Wheels)

KMED/Medford
Charlie Kirk
T. Cashman
T. James
Rovers
S. Clarke
& G. Duke
N. Diamond
(America)
PPL
HOTTEST
J. Newton
Taylor/Souther
G. Washington Jr.
B. Medley
T. G. Sheppard

KBAI/Morro Bay
Donna St. John
N. Diamond
(America)

KHOW/Denver
Leigh Starnes
D. Parton
(Know)
Abba
HOTTEST
J. Lennon
(Woman)
D. McLean
(Crying)
N. Diamond
(Hello)
Taylor/Souther
D. McLean
(Since)

KPPL/Denver
Michael Moore
N. Diamond
(America)
PPL
K. Carnes
HOTTEST
S. Easton
Taylor/Souther
S. Robinson
Climax Blues
Band
G. Vannelli

KUGN/Eugene
Brian James
J. Buffet
(Stars)
T. Cashman
Billy & Beaters
L. Ritenour
HOTTEST
S. Easton
G. Washington Jr.
S. Robinson
Champagn
Steeley Dan

KRKO/Everett
Bruce Butterfield
A. Murray
P. Anka
J. Photoglo
HOTTEST
G. Washington Jr.
Taylor/Souther
S. Robinson
S. Minwood
Steeley Dan

KMJJ/Las Vegas
Kevin O'Brien
J. Lennon
(Wheels)
D. McLean
(Since)
HOTTEST
D. West
S. Minwood
S. Robinson
G. Vannelli
N. Diamond
(America)

KOLO/Reno
Dave Finley
Abba
P. Anka
HOTTEST
Taylor/Souther
G. Washington Jr.
J. Lennon
(Wheels)
J. Newton
S. Robinson

KRRK/Rock Springs
Rod Tucker
Rovers
M. McGovern
M. Reddy
P. Anka
N. Diamond
(America)
S. Clarke
& G. Duke
T. James
HOTTEST
S. Robinson
Taylor/Souther
Steeley Dan
T. G. Sheppard
C. Cross

KFMB/San Diego
Laraoni/Anthony
Climax Blues
Band
D. Parton
(Know)
J. Photoglo
R. Holmes
J. Winchester
HOTTEST
G. Washington Jr.
Taylor/Souther
S. Robinson
B. Manlow
Champagn

KNBR/San Francisco
Larry Finkel
D. Parton
(Know)
N. Diamond
Stars On 45
HOTTEST
S. Easton
Taylor/Souther
S. Robinson
G. Vannelli
K. Carnes

KLO/Ogden
Barbara M. Richardson
R. Crawford
Dillman Band
T. James
PPL
C. Richard
(Give)
HOTTEST
Stark & McBrien
HOTTEST
Taylor/Souther
T. G. Sheppard
Abba
C. Cross
A. Murray

KEX/Portland
Bob Swanson
B. Stralsand
& B. Gibb
(Promises)
P. Anka
N. Diamond
(America)
M. Jackson
M. Larson
HOTTEST
S. Robinson
T. G. Sheppard
Steeley Dan
C. Cross
Abba

KBLF/Red Bluff
Allen Bennett
N. Diamond
(America)
HOTTEST
G. Washington Jr.
T. Gibbs
R. Coolidge
Taylor/Souther
D. Williams

KING/Seattle
Bruce Murdoch
R. Holmes
D. West
K. Carnes
J. Lennon
(Wheels)
HOTTEST
S. Easton
G. Washington Jr.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

RAYDIO

"A Woman Needs Love (Just Like You Do)" (Arista)

CHAKA KHAN

"What Cha' Gonna Do For Me" (WB)

ATLANTIC STARR

"When Love Calls" (A&M)

SMOKEY ROBINSON

"Being With You" (Tamla)

GAP BAND

"Yearning For Your Love" (Mercury/PolyGram)

SHALAMAR

"Make That Move" (Solar/RCA)

CHANGE

"Paradise" (RFC/Atlantic)

LAKESIDE

"Your Love Is On The One" (Solar/RCA)

STEPHANIE MILLS

"Two Hearts" (20th)

ISLEY BROTHERS

"Hurry Up And Wait" (T-Neck)

CLIMBERS

Following are listed in order of their airplay activity.

BILL SUMMERS & SUMMERS HEAT "Call It What You Want" (MCA) 56% reporting. Medium at WAMO, WILD, WJJS, WHRK, WVEE, WEDR, WJMI, WOWI, WVOL, WJMO, WKWM, WDAO, KPRS, KDAY, KSOL. Hot at WTMP, WDIA, WLOU, WOIC, WAOK.

CHAMPAIGN "How 'Bout Us" (Columbia) 56% reporting. Hot at KSOL, WJMO, KMJM, WJLB, KPRS, WHRK, WVEE, WEDR, WTMP, KOKY, WOWI, WVOL, WJJS, WXYV, WAMO, WILD, WWIN, WDAO. Medium at WENN, KMJQ, WKWM, WVON.

FRANKIE SMITH "Double Dutch Bus" (WMOT) 54% (+5) reporting. Add at WVOL. Hot at WTMP, WDIA, WJMI, WENN, WOWI, WAOK, WTLC, WVON, WBMX, WAMO, WWIN, WANT. Medium at WXYV, WHRK, WVEE, WEDR, WLOU, WJMO, WWWW.

DENIECE WILLIAMS "What Two Can Do" (ARC/Columbia) 54% (+3) reporting. Medium at WAMO, WDAO, WJMI, WENN, WOWI, WJJS, WKWM, WWWW, WCIN, WDAO, KPRS, KSOL. Hot at WXYV, WHRK, WVEE, KOKY, KAEZ, WJMO, WVON, WJLB, KDAY.

QUINCY JONES "Ai No Corrida" (A&M) 54% reporting. Medium at WILD, WWIN, WGIV, WOWI, WJJS, KMJQ, KAEZ, WKWM, WWWW, WBMX, KPRS. Hot at WXYV, WAMO, WHRK, WVEE, KOKY, WJMO, WCIN, WJLB, KDIA, KSOL.

RUFUS "Tonight We Love" (MCA) 51% reporting. Added at WDIA. Medium at KSOL, KAEZ, WJMO, WKWM, WBMX, KPRS, WEDR, WOWI, KMJQ, WAMO, WDAO. Hot at WXYV, WHRK, WVEE, WLOU, WJJS.

A TASTE OF HONEY "Sukiyaki" (Capitol) 51% reporting. Added at KMJQ. Hot at WXYV, WILD, WHRK, WVEE, WTMP, WDIA, KOKY, WENN, WOWI, WJJS, WKWM, KMJM, KPRS, KDIA, KSOL. Medium at WAMO, WLOU, WVOL, WCIN.

SKYY "Superlove" (Salsoul) 49% (+3) reporting. Added at KAEZ. Medium at WXYV, WAMO, WILD, WWIN, WHRK, WVEE, WGIV, WTMP, WDIA, WLOU, WOIC, WJJS, WJMO, WKWM, WCIN, WDAO, KSOL. Hot at KDAY.

JERMAINE JACKSON "You Like Me Don't You" (Motown) 49% reporting. Hot at WAMO, WGIV, WEDR, KOKY, WENN, WVOL, WANT, KMJQ, WJLB. Medium at WWRL, WDIA, WOWI, WAOK, WJJS, KAEZ, WJMO, WCIN, KMJM, KPRS.

GROVER WASHINGTON, JR. "Just The Two Of Us" (Elektra) 46% reporting. Hot at KSOL, WHRK, WVEE, WDIA, WENN, WOWI, WVOL, WJJS, KMJQ, WXYV, WILD, WDAO, KAEZ, WJMO, KMJM, WJLB, KPRS. Medium at KDKO.

KLEER "Get Tough" (Atlantic) 44% (+13) reporting. Added at KDAY. Hot at WDAO, WWIN, WAMO, WXYV, WJJS, WAOK, WTMP, WVEE, WHRK, WCIN. Medium at WENN, WEDR, WBMX, WWWW, WJMO, KSOL.

STANLEY CLARKE & GEORGE DUKE "Sweet Baby" (Epic) 44% (+7) reporting. Added at KOKY. Medium at WXYV, WAMO, WHRK, WVEE, WTMP, WOIC, WVOL, WAOK, KMJQ, WKWM, WCIN, WDAO, KDKO. Hot at WTLC, WWRL, KDAY.

RICK JAMES "Give It To Me Baby" (Gordy) 44% reporting. Medium at WKWM, WJJS, WVOL, WOWI, WLOU, WVEE, WHRK, WXYV, WILD. Hot at KDAY, KDKO, WWWW, WJMI, WOIC, WAOK, WDAO.

STARPOINT "Keep On It" (Chocolate City/PolyGram) 41% reporting. Medium at KPRS, WBMX, WDAO, WJMO, WOWI, WTMP, WGIV, WVEE, WHRK, WXYV. Hot at WAMO, WJJS, WDIA, WCIN.

STEVIE WONDER "Lately" (Tamla) 38% (+10) reporting. Added at WEDR, KSOL. Medium at WWRL, WDAS, WLOU, WVOL, WJJS, WJMO, WDAO, KPRS, KDKO. Hot at WXYV, WHRK, WVEE, WCIN.

ULLANDA McCULLOUGH "Bad Company" (Atlantic) 38% (+7) reporting. Medium at KMJQ, WJJS, WAOK, WJMI, WDAO, WWIN, WILD, WWRL, WJMO, WJLB, KPRS, KSOL. Hot at WDIA, WLOU, KDAY.

BERNARD WRIGHT "Just Chillin' Out" (GRP/Arista) 38% reporting. Medium at WXYV, WAMO, WILD, WHRK, WVEE, WDIA, WLOU, WVOL, WAOK, KMJQ, WCIN, KPRS. Hot at WKWM, WWWW, WBMX.

ROBERT WINTERS & FALL "Magic Man" (Buddah/Arista) 38% reporting. Hot at WKWM, KDKO, WHRK, WVEE, WGIV, WVOL, WANT, WXYV, WILD. Medium at WAMO, WWIN, WEDR, WOWI, WVON, WBMX.

LINX "You're Lying" (Chrysalis) 37% reporting. Added at WOWI. Medium at WGIV, WEDR, WJMI, WAOK, KSOL, WJMO, WCIN, WVON, WAMO, WDAO. Hot at WILD, WBMX, WJLB.

GRACE JONES "Pull Up To The Bumper" (Island) 33% (+10) reporting. Added at WDIA. Medium at WAMO, WDAO, WTMP, WOIC, WVOL, WKWM, WVON, WBMX, WJLB, KDKO. Hot at WTLC, WWRL.

JACKSONS "Can You Feel It" (Epic) 31% (+10) reporting. Hot at WWRL, WGIV, WLOU, WJMI, WOIC, WTLC, WDAO. Medium at WXYV, WHRK, WVEE, WJJS, KMJQ.

CON FUNK SHUN "Lady's Wild" (Mercury/PolyGram) 31% reporting. Medium at WEDR, WDIA, WJMI, WOWI, WOIC, KMJQ, WJMO, WTLC, KDAY. Hot at WGIV, WLOU, KDKO.

NEW & ACTIVE

SIDE EFFECT "Make You Mine" (Elektra) 28% (+5) reporting. Added at WHRK, WVEE, WDIA, WVOL, WXYV. Medium at WAMO, WILD, WGIV, WOIC, KAEZ, WCIN.

BETTY WRIGHT "What Are You Going To Do With It" (Epic) 23% reporting. Medium at WJLB, WHRK, WVEE, WDIA, WXYV, WAMO, WWIN. Hot at WTMP, WOIC.

BLACKBYRDS "Love Don't Strike Twice" (Fantasy) 23% reporting. Added at WJMO, KDAY. Medium at WJLB, WKWM, WHRK, WVEE, WJJS, WXYV, WDAO.

BAR-KAYS "Body Fever" (Mercury/PolyGram) 23% reporting. Added at KSOL. Medium at WEDR, WDIA, WLOU, WVOL, WJMO, WKWM, WCIN. Hot at WENN.

CAMEO "Freaky Dancin'" (Chocolate City/PolyGram) 23% reporting. Added at WJMO, WCIN, WHRK, WVEE, WDIA, WAOK, WXYV, WILD, WDAO.

SUN "Reaction Satisfaction" (Capitol) 21% reporting. Added at WBMX. Medium at WILD, WWIN, WCIN, KPRS. Hot at WGIV, WJMI, WKWM.

STRIKERS "Body Music" (Prelude) 21% reporting. Added at WOIC, WKWM. Medium at WAMO, WILD, WDAO, WAOK. Hot at WWIN.

ONE WAY "Push" (MCA) 21% reporting. Added at WEDR, WTMP, WOIC, KAEZ, WKWM. Medium at WGIV, WJLB, WVON.

RANDY BROWN "If I Don't Love You" (Chocolate City/PolyGram) 21% reporting. Added at WLOU, WJJS, WKWM, KPRS. Medium at WTMP, WGIV, WTLC. Hot at WDAO.

TAANA GARDNER "Heartbeat" (West End) 18% reporting. Added at WAMO, KDKO. Hot at WVON, WILD, WWIN. Medium at WWRL, WDAO.

BILLY OCEAN "Nights (Feel Like Getting Down)" (Epic) 18% reporting. Added at WWRL, WILD, WDAO, WDIA, KPRS, WVON. Medium at WBMX.

BRENDA RUSSELL "If You Love" (A&M) 18% reporting. Added at WXYV, WHRK, WVEE, WKWM, WVON. Medium at WWRL, WJLB.

WEBSTER LEWIS "Let Me Be The One" (Epic) 18% reporting. Added at WCIN. Medium at WGIV, WTMP, WAOK, KPRS, WDAO, WBMX.

MASS PRODUCTION "Turn Up The Music" (Cotillion) 18% reporting. Added at WEDR, WTMP, WJMI, WOWI, WAOK, WTLC, KPRS.

FATBACK BAND "Take It Any Way You Want It" (Spring/PolyGram) 18% reporting. Added at WILD, WWIN, WOIC, KPRS, WCIN, KDKO. Medium at WLOU.

SISTER SLEDGE "Next Time You'll Know" (Cotillion) 15% reporting. Medium at WWRL, WDAO, WDAO, WTMP, WAOK, WOWI.

SWITCH "You And I" (Gordy) 13% reporting. Medium at KAEZ, WJMO, WDAO, WOIC. Hot at WDIA.

ROSE ROYCE "Golden Touch" (Whitfield) 13% reporting. Added at WOIC. Medium at WLOU, WJJS, WJLB. Hot at WJMI.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- DAVE GRUSIN.....Mountain Dance (GRP/Arista)
- JACK McDUFF.....Kisses (Sugar Hill)
- GROVER WASHINGTON, JR.....Winelight (Elektra)
- TOM BROWNE.....Magic (GRP/Arista)
- DAVID SANBORN.....Voyeur (WB)
- BERNARD WRIGHT.....'Nard (GRP/Arista)
- JOE SAMPLE.....Voices In The Rain (MCA)
- QUINCY JONES.....The Dude (A&M)

NEW & ACTIVE

- JAY HOGGARD.....Rain Forest (Contemporary)
- LEE RITENOUR.....Rit (Elektra)

EAST: WHUR/Washington, O.C., Oscar Fields; WEA/Baltimore, MD, Michael Singleton; WYBC/New Haven, CT, Jonathan Braslau; SOUTH: WCLB/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Larry Hollowell; MIOWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pastor; WEST: KJLH/Los Angeles, CA, Lawrence Tarter; KRGO/Los Angeles, CA, Sal Levine; KADK/Denver, CO, Charlotte Haight.

Pop/Rhythms
Hottest
May 1, 1981

EAST	SOUTH	MIDWEST	WEST
Champaign Chaka Khan	Raydio Smokey Robinson Chaka Khan Atlantic Starr	Chaka Khan Atlantic Starr Gap Band	Chaka Khan

Regionalized Adds & Hots

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

EAST

WAMD
Pittsburgh, PA
J.C. Floyd

ADDED
Teana Gardner

HOTTEST
Atlantic Starr
Jermaine Jackson
Frankie Smith
Champaign
Chaka Khan
Kleer
Starpoint
Raydio
Tom Browne "Thighs"
Quincy Jones

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Sadane "Sir"
Jerry Knight "Turn"
Klymaxx
Billy Ocean
Count Coolout
Archie Bell
Elusion
Greg Phillinganes
Mighty Fire
Cameo
Ann Peebles

HOTTEST
Chaka Khan
Raydio
Champaign
Atlantic Starr
Kleer
Grover Washington Jr.
Smokey Robinson
Isley Brothers
Change
Rick James

WWRL
New York, NY
Bob Low/Wanda Ramos

ADDED
Billy Ocean
Quincy Jones "Betcha"
Al Jarreau
Dave Grusin

HOTTEST
Smokey Robinson
Gino Soccio
Chaka Khan
Grace Jones
Isley Brothers
Wanda/N.M. Walden
Noel Pointer
Stanley Clarke/George Duke
Stephanie Mills
Jacksons

WILD
Boston, MA
Steve Crumbley

ADDED
Tom Browne "Let's"
Billy Ocean
Heaven & Earth
Cameo "Freaky"
Mythic Merlin
Fatback Band
Stone City Band
Donna Washington
Spinners

HOTTEST
Smokey Robinson
A Taste Of Honey
Grover Washington Jr.
Raydio
Champaign
Teana Gardner
Shalamar
Robert Winters & Fall
Linx

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Impressions
Fatback Band
Sadane "Sir"
Blue Magic
Chi-Lites

HOTTEST
Change
Frankie Smith
Atlantic Starr
Strikers
Kleer
Gap Band
Chaka Khan
Teana Gardner
Champaign
Rufus

WXVY
Baltimore, MD
Larry Wilson

ADDED
Brenda Russell
Side Effect
Cameo "Freaky"

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shalamar

MIDWEST

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Ohio Players "Skinny"
Heaven & Earth
Sylvia St. James
Leon Ware
Mass Production
Klique
L.V. Johnson

HOTTEST
Gap Band
Junie
Chaka Khan
Grace Jones
Frankie Smith
Shalamar
Frank Hooker
Stanley Clarke/George Duke
Lakeside
Jacksons

WDAD
Dayton, OH
Turk Logan

ADDED
Michael Cruse
Joe Simon
Stephanie Mills

HOTTEST
Shalamar
Junie
Dayton
Debra Laws
Cameo
Lakeside
Gap Band
Jacksons
Randy Brown
Chuck Cissel

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Elusion
Gino Soccio
Tom Browne "Let's"

HOTTEST
Chaka Khan
Atlantic Starr
Bernard Wright
Raydio
Smokey Robinson
Alicia Myers
Isley Brothers
Rick James
Blondie
Jr. Funk

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Fatback Band
Cameo "Freaky"
Archie Bell
Webster Lewis
Quincy Jones "Razz"
Walter Jackson

HOTTEST
Chaka Khan
Kleer
Rufus
Peabo Bryson
Raydio
Stevie Wonder
Atlantic Starr
T.S. Monk "Bon"
Starpoint
Quincy Jones

KPRB
Kansas City, MO
Dell Rice

ADDED
Leon Ware
Randy Brown
Mass Production
Aretha Franklin "Come"
Tom Browne
Sandra Fava
Originals
Silver Platinum
Rick James
Heaven & Earth
Fatback Band
Billy Ocean
Harvey Mason

HOTTEST
Smokey Robinson
Whispers
Kool & The Gang
Champaign
Grover Washington Jr.
Atlantic Starr
A Taste Of Honey
Gap Band
Chaka Khan
Mervin Gays

WVON
Chicago, IL
Ron King

ADDED
Ben E. King
Jack McDuff
Brenda Russell
L.V. Johnson
Count Coolout
Firefly
Billy Ocean
Rick Holmes

HOTTEST
Chaka Khan
Teana Gardner
Atlantic Starr
Lakeside
Shalamar
Deniece Williams
Isley Brothers
Joyce Lawson
Frankie Smith
Walter Hawkins

KAEZ
Oklahoma City
Lee Simpson

ADDED
Jerry Knight "Turn"
Tom Browne "Let's"
Aretha Franklin "Come"
Klique
Stephanie Mills
Skyy
One Way
Thelma Houston

HOTTEST
Whispers
Yerbrough & Peoples
Gap Band "Burn"
Smokey Robinson
Atlantic Starr
T-Connection "Cool"
Grover Washington Jr.
Tom Browne "Thighs"
Deniece Williams
Stevie Wonder "Ain't"

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Frankie Smith
Tom Browne "Thighs"
Smokey Robinson
Jermaine Jackson
Trouble Funk
Jerry Knight "Fit"
Zepp
Zingera
Robert Winters & Fall

KMJQ
Houston, TX
Anne Leasner

ADDED
A Taste Of Honey

HOTTEST
Bill Summers
Grover Washington Jr.
Tom Browne "Thighs"
Jermaine Jackson
Smokey Robinson
Lakeside
Blondie
Atlantic Starr
Raydio

SOUTH

WHRK
Memphis, TN
Ron Olsen

ADDED
Brenda Russell
Side Effect
Cameo "Freaky"

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shalamar

WEDR
Miami, FL
Leo Jackson

ADDED
Isley Brothers
Marva King
Stevie Wonder
Charles Mann
Mass Production
K.I.D.
Leeva
Klique
One Way "Push"
Archie Bell

HOTTEST
Leprechaun
Atlantic Starr
Smokey Robinson
Tom Browne "Thighs"
Jermaine Jackson
Chaka Khan
Champaign
Whispers
Mentus
Mel Shepard

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
None

HOTTEST
Smokey Robinson
Robert Winters & Fall
Jermaine Jackson
Con Funk Shun
Gap Band
Lakeside
Sun
Raydio
Shalamar
Jacksons

WTMP
Tampa, FL
Debbie Parker

ADDED
One Way "Push"
Alton McClain & Destiny
Gap Band
Joe Simon
Barry & Glodean White
Mass Production
Michael Jackson
Jack McDuff
Tom Scott
Joe Sample
Passage

HOTTEST
Grandmaster Flash
Frankie Smith
Champaign
Lakeside
Smokey Robinson
A Taste Of Honey
Raydio
Kleer
Bill Summers
Bobby Wright

WDIA
Memphis, TN
Mark Christian

ADDED
Rufus
Side Effect
Grace Jones
Billy Ocean
Cameo

HOTTEST
Smokey Robinson
A Taste Of Honey
Atlantic Starr
Grover Washington Jr.
Raydio
Gap Band
Lakeside
Shalamar
Bill Summers
Switch

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Brenda Russell
Side Effect
Cameo "Freaky"

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shalamar

WLOU
Louisville, KY
Bill Price

ADDED
Change
Walter Jackson
Randy Brown
Harvey Mason
Geraldine Hunt
Leon Ware
Michael Wycoff
Donna Washington
Mentus

HOTTEST
Raydio
Lakeside
Chaka Khan
Bill Summers
Grandmaster Flash
Junie
Ullanda McCullough
Rufus
Con Funk Shun
Jacksons

KOKY
Little Rock, AR
Lyn Henry

ADDED
Stephanie Mills
Isley Brothers
Santana
Stanley Clarke/George Duke

HOTTEST
Smokey Robinson
Deniece Williams
Atlantic Starr
Whispers
A Taste Of Honey
Champaign
Raydio
Jermaine Jackson
Shalamar
Quincy Jones

WJMI
Jackson, MS
Carl Maynes

ADDED
Mass Production
Unlimited Touch
Alicia Myers

HOTTEST
Rick James
Chaka Khan
Jacksons
Rose Royce
Sho Nuff
Isley Brothers
Peabo Bryson
Sun
Raydio
Frankie Smith

WENN
Birmingham, AL
Dave Donnell

ADDED
Centura
Ike Strong
Lakeside "Need"
Skyy "Sun"
Executive
Unlimited Touch
Randy Crawford
Alton McClain & Destiny

HOTTEST
Frankie Smith
A Taste Of Honey
Atlantic Starr
Chaka Khan
Jermaine Jackson
Smokey Robinson
Grover Washington Jr.
Tom Browne "Thighs"
Teana Marie
Bar-Kays

WOWI
Norfolk, VA
Chester Benton

ADDED
Linx
Mass Production

HOTTEST
Smokey Robinson
Atlantic Starr
A Taste Of Honey
Chaka Khan
Champaign
Grover Washington Jr.
Raydio
Shalamar
Frankie Smith
Gap Band

WOIC
Columbia, SC
Bob Walters

ADDED
Alton McClain & Destiny
Rose Royce
Strikers
Archie Bell
Fatback Band
Tom Browne "Let's"
T-Connection "Groove"
One Way "Push"
Isley Brothers
Billy Preston

HOTTEST
Shalamar
Chaka Khan
Rick James
Raydio
Atlantic Starr
Whispers
Bill Summers
Gap Band
Jacksons
Betty Wright

WVOL
Nashville, TN
Fred Harvey

ADDED
Frankie Smith
Gino Vennelli
Side Effect

HOTTEST
Raydio
Smokey Robinson
Robert Winters & Fall
Shalamar
Gap Band
Grandmaster Flash
Grover Washington Jr.
Chaka Khan
Champaign
Jermaine Jackson

WAOK
Atlanta, GA
Carl Connors

ADDED
Mass Production
Marvin Gays "Heavy"
Unlimited Touch
Cameo
L.V. Johnson
Timmy Thomas

HOTTEST
Frankie Smith
Smokey Robinson
Raydio
Kleer
Chaka Khan
Rick James
Change
Funkadelic "Electric"
Bill Summers
Joe Graham

WJJS
Lynchburg, VA
Donnie Deane

ADDED
Esther Williams
Archie Bell
Stone City Band
Randy Crawford
Sandra Fava
Randy Brown

HOTTEST
Smokey Robinson
A Taste Of Honey
Grover Washington Jr.
Kleer
Atlantic Starr
Champaign
Raydio
Rufus
Chaka Khan

WEST

KDKO
Denver, CO
Byron Pitts

ADDED
Sheena Easton
Le Pamplemousse
Esther Phillips
Fatback Band
Lauren Wood
Spinners
Billy Preston
Stone City Band
Sandra Fava
Teana Gardner
General Cain
T-Motion & Group
Gino Soccio
Empress

HOTTEST
Junie
Coati Mundi
Gap Band
Lakeside
Rick James
Change
Chaka Khan
Robert Winters & Fall
Con Funk Shun
Smokey Robinson

KDIA
Oakland, CA
Keith Adams

ADDED
Change
Klique

HOTTEST
Smokey Robinson
Shalamar
Raydio
Gap Band
Chaka Khan
Whispers
Tom Browne "Thighs"
Atlantic Starr
Quincy Jones
A Taste Of Honey

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Bar-Kays
Stevie Wonder

HOTTEST
Grover Washington, Jr.
Atlantic Starr
A Taste Of Honey
Raydio
Quincy Jones
Champaign
Smokey Robinson
Chaka Khan
Shalamar
Gap Band

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Michael Wycoff
Blackbyrds
Kleer
Change

HOTTEST
Chaka Khan
Atlantic Starr
Deniece Williams
Stanley Clarke/George Duke
Rick James
Raydio
Skyy
Shalamar
Ullanda McCullough
Rufus

Opportunities

Openings

EAST

Possible future openings at expanding Northeast Country station. T&R to Mark Sinclair, PD, WIXY, 45 Fisher Ave., East Longmeadow, MA 01028. No calls please. EOE (5-1)

WRTA/Altoona, PA is looking for morning personality. T&R to Tom Casey, Box 272, Altoona, PA 16803. EOE M/F (5-1)

WJBO/Portland, ME needs morning personality to replace one that's going to Boston. Good production a must. 50,000 watt CHR. Call (207) 775-6321. (5-1)

Seeking experienced news reporter for second fastest-growing market in Northeast. T&R to Nancy Grover, ND, WLAD/WDAQ, 198 Main St., Danbury, CT 06810. EOE M/F (5-1)

CQ102/Geneva, NY has immediate part-time openings. CHR. Central/Western New Yorkers send T&R to Steve Reynolds, PD, CQ102, Box 213, Geneva, NY 14456. EOE M/F (5-1)

Northeast regional Contemporary Country 80,000 watt FM stereo looking for 7-midnight announcer/Production Director. T&R to Pat McDonald, Box 900, Brunswick, ME 04011. EOE M/F (5-1)

Newsperson wanted for station with heavy news commitment. Must cover meetings, produce features. One year experience. T&R to Ann Murphy, WEIM, Box 727, Fitchburg, MA 01420. (5-1)

New York State 50 KW AM

looking for on-air communicators for future openings. All shifts. No time and temp please. Experience in Top 50 market minimum 5 years with ratings info preferred. Pop/Adult format. Tapes & resumes to Radio & Records, Box 231, 1930 Century Park West, Los Angeles, CA 90067.

Openings

Chief Engineer needed immediately for AM on Long Island. Rush resume and salary requirements to WGBB, Box 130, Merrick, NY 11566. EOE (4-24)

WAVA/Washington. T&R for morning drive and part-time. No calls. Gary Chase, 5232 Lee Highway, Arlington, VA 22207. EOE M/F (4-24)

Afternoon personality with great production needed now at aggressive growing small market station with new equipment, multi-track and benefits. Chip Morgan, WMRF, (717) 248-6757. EOE M/F (4-24)

CQ102/Geneva, NY, bordering Syracuse/Rochester, accepting T&R for future news openings. No beginners. Steve Reynolds, PD, CQ102, Box 213, Geneva, NY 14456. EOE M/F (4-24)

Full-time 1st phone with weekend air duties. You can develop your own music program. Contact Bob Burke, PD, or Dick Wholey, Chief Engineer at (603) 524-1323. (4-24)

WJRZ-FM/New Jersey shore seeks morning personality for CHR format. Immediate opening. T&R to Lance DeBock, OM, WJRZ-FM, Box 100, Manahawkin, NJ 08050. EOE M/F (4-24)

WJRZ-FM/New Jersey shore has opening in sales department for account executive. Account list. Resumes to Joe Knox, GM, WJRZ-FM, Box 100, Manahawkin, NJ 08050. EOE M/F (4-24)

SOUTH

WFIX needs morning personality who's friendly and informative. Willing to grow and work with us. Resumes to Chad Roche, Box 7, Huntsville, AL 35804. (5-1)

Rare on-air position has become available at WSHE/Miami. Contact Sonny Fox, PD, 3000 SW 60th Avenue, Ft. Lauderdale, FL 33314. (5-1)

If you're looking for a change of pace, we've got three openings at new Country kicker in East Texas. Call Dan (214) 729-6077. (5-1)

Openings

WLCS/Baton Rouge looking for creative midday jock; good production skills. No calls please. T&R Gene Nelson, PD, One American Place, Suite 2420, Baton Rouge, LA 70826. EOE M/F (5-1)

Contemporary Adult commecator needed immediately for coastal Carolina market. Two years experience minimum. T&R to Bob Powell, 3040 Boundary Street, Beaufort, SC 29902. (5-1)

95 Rock AOR Superstars format looking for sharp, witty morning man. Must have excellent production. Tapes to Cleve Brien, Box 5000, Montgomery, AL 36192. (205) 832-4295. (5-1)

Wanted: Good, experienced afternoon drive for station that just went oldies. T&R to Gary Houser, Box 956, Canyon, TX 79018. EOE M/F (5-1)

Central NY original and best AOR is looking. No "announcers," real communicators. T&R to Dale Edwards, WOUR, 288 Genesee St., Utica, NY 13502. EOE (4-17)

Morning DJ wanted for Fairbanks consulted station. Send T&R to Mike Hedges, 3341 Powerwood, Suite 205, Dallas, TX 75234. EOE M/F (5-1)

Salesperson for KYTX-FM. AOR format. Must have AOR sales experience. Resumes to Spike Santee, Box 7930, Amarillo, TX 79109. EOE M/F (5-1)

Mejor Southwest AOR needs airchecks. Possible future openings in news, airshifts. Send T&R to Tim Spencer, KISS, 1100 N. Melne, San Antonio, TX 78212. EOE M/F (5-1)

Experienced staff announcer. Easy going, good production, good pipes. 100,000 watt FM Pop/Adult station Southeast Texas. Automation experience helpful. After 6pm, Dave (713) 838-9076.

WRVR/Memphis looking for air talent for possible future openings. Minimum three years experience. T&R to Jim Robertson, PD, 2272 Central Ave., Memphis, TN 38104. EOE M/F (5-1)

WKIX/Releigh is looking for adult communicators, who like to work. T&R, end picture to Joe Wede Formicole, OM, Box 12526, Raleigh, NC 27605. (5-1)

WCRJ, Contemporary Christian format, has immediate opening for announcer with production skills. T&R to Rick Hlubak, WCRJ, 6900 Pickettville Road, Jacksonville, FL 32205. EOE M/F (4-24)

Looking for OM for Sunbelt's Beautiful Music station WYYD. Prefer Beautiful Music background. T&R to Ed Weiss, Box 12526, Raleigh, NC 27605. EOE M/F (4-24)

Needed: Full-timer for Pop/Adult AM and part-timer for AOR FM. Minorities encouraged. No calls please. Steve Haas, WOVM/WIRA, Box 3192, Ft. Pierce, FL 33454. (4-24)

Wanted: Morning drive personality newsmen. Need someone who is funny and hip. T&R to WDIZ, 2899 Lee Road, Suite 470, Winter Park, FL 32789. EOE M/F (4-24)

WOLI-FM/Knoxville, cookin' top-rated CHR needs kick-ass night man now. Tapes to Gary Adkins, 114 Tulsa Road, Oak Ridge, TN 37830; (615) 483-8451. (4-24)

Host/anchor sought for morning news block. Accent on spontaneity and imagination. Write Ted Landphair, PD, WGSO, 1440 Canal Street, New Orleans, LA 70112. EOE M/F (4-24)

KLOU/Lake Charles, LA looking for PD. Experience in all phases. Send T&R, promotional ideas and programming philosophies to Dave Brooks, KLOU, Box 1726, Lake Charles, LA 70602. EOE M/F (4-24)

Wanted: First ticket who knows something. Some board work, mostly engineering. KBBB, Box 1478, Borger, TX 79007. EOE (4-24)

Immediate opening for evening announcer. Good production. T&R to Don Sifton, KYTX, Box 7930, Amarillo, TX 79109. EOE (4-24)

Freelance voice for syndicator demos. Send tape with prices. No calls! Century 21 Programming, 4340 Beltwood Parkway, Dallas, TX 75234. (4-24)

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Show prospects your station means business by placing an ad that gets immediate attention... and action.

Order an Action Ad that reflects the excellence of your station and gets quick results.

Just call PAM at (213) 553-4330.

Openings

WCWR & WEZY own Florida's space coast. Need announcer with production skills. T&R to Bill Buckley, Box 2029, Cocoa Beach, FL 32922. EOE (4-24)

Operations Manager Needed

for fast growing Class C and daytime station in Sunbelt. Program Director experience necessary, but our need is operations, not programming. Must have demonstrable people skills, a desire to excel, and a need to make the effort to succeed. Stable work history, ability, skill and general management potential are requirements. If you have learned the difference between "big bucks" and management level salary and meet our other requirements, send a tape and resume to Radio & Records, Box 230, 1930 Century Park West, Los Angeles, CA 90067.

MIDWEST

KDBQ needs afternoon drive personality: one year experience Pop/Adult format in 5-station market. T&R to Tom Fricke, KDBQ, Box 76, Aberdeen, SD 57401. EOE M/F (5-1)

Looking for production wizard. Must have strong voice plus technical and organizational skills. T&R: Pat Martin, WBSB, 5407 W. McKinley Ave., Milwaukee, WI 53208. (5-1)

Swanson Broadcasting's KWKN/Wichita looking for Pop/Adult personalities. T&R to Marc McCoy, Operations Manager, 5610 E. 29th St., Wichita, KS 67220, (316) 885-0261. EOE M/F (5-1)

WMIR/Lake Geneva is accepting tapes for future openings for news and air personalities. Contact Jim Scott, WMIR, Box 552, Lake Geneva, WI 53147. EOE M/F (5-1)

Reporter/anchor, minimum three years experience. Tape, writing samples and references to Dick Forney, ND, WMEE/WQHK, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE M/F (5-1)

Announcer/Production Director Pop/Adult format, #1 station in seven-station market. Tapes to Duane Carveau, KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (5-1)

WYBR/Rockford, IL is in need of afternoon drive newspaper, CBS/Mutual affiliate. Contact Bruce Kropp, ND, (815) 332-3436. EOE M/F (5-1)

WSJM/WIRX looking for young, aggressive News Director. Local news our most important product. 72,000 metro, near Chicago. Gayle Olson, (616) 983-3992 (St. Joseph, MI). (5-1)

Producer/writer needed for radio works of art. Excellent salary, benefits, and working environment. Send T&R, writing samples to Genius, WDFI, Box 10,000, Marion, OH 43302. EOE (5-1)

KKAQ/Thief River Falls looking for announcer/production person for aggressive Country format. Send tapes to Curt Quesnell, PD, KKAQ, Box 218, Thief River Falls, MN 56701. EOE (4-24)

Two openings at fine small market station. Second man in award-winning news department and MD with possible PD job. Doug Day, KCOW, (308) 762-1400. (4-24)

Aggressive news person needed for #1 AM/FM combo. Contact Susan Giovali, WHUT, Box 151, Anderson, IN 46015. EOE (4-24)

Hillard Radio group seeking talented sportscasters. Also looking for agricultural-oriented newsmen for agn business network. T&R to Al Jamison, KOLT, Box 680, Scottsbluff, NB 69361. EOE M/F (4-24)

We're looking for an informative adult-sounding newspaper. Will direct day-to-day operation and develop department. ABC affiliate. Contact Ken Edwards, KJLA, 3436 Broadway, Kansas City, MO 64111. (4-24)

Chief Engineer needed immediately for AM/FM station with Hama System 80 automation. Inquiries to Ron Lowry, WHOK, Lancaster, OH 43130, or call (614) 653-4373. EOE M/F (4-24)

Fresh talent for two new upper Michigan rockers. WZRK/Hancock-WMQT/Interpeming. T&R to Dan Stone, Hot FM's, 202 E. Main, Interpeming, MI 49849. EOE M/F (4-24)

WSPT-WXYQ has immediate and future on-air openings. T&R to Brad Fuhr, Box 247, Stevens Point, WI 54481. EOE M/F (4-24)

News Director needed for Midwest medium market AM/FM. AM All-News. Strong delivery; excellent writing. T&R: Media Consultants, 2604 Regent Court, Lafayette, IN 47906. (4-24)

Program Directors, announcers all dayparts and departments needed for small market NW AM & FM. T&R to Steve Bridgwater, Box 1987, Hutchinson, KS 67501. (4-24)

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Opportunities

Openings

Openings

Positions Sought

Positions Sought

WEST

Pacific Northwest information station seeking applicants for future news openings. Good benefits. T&R to: John Burgess, Box 5200, Tacoma, WA 98404. EOE M/F (5-1)

Accepting T&R for future full-time openings. Hip Country format. Send to Doc Phillips, KOJO, Box 818, Laramie, WY 82070. EOE M/F (5-1)

KAWY/Casper, WY needs morning drive communicator, Adult Country format. Salary negotiable. T&R to Fred Leemhuls, OD, KAWY-FM, Box 2008, Casper, WY 82602, (307) 235-1515. EOE M/F (5-1)

KICE, Country FM-100 looking for news/production person. T&R to Dick Garrigus, KICE, Box 751, Bend, OR 97701. (5-1)

KUJ-AM, soon to be 100,000 watt FM, needs experienced account executive for growing organization. Resumes to Box 513, Walla Walla, WA 99362 or call (509) 529-8000. EOE M/F (5-1)

Aggressive sales person needed for KIOQ-FM Pop/Adult in most beautiful area of West. Contact John Levin, Box 1388, Bishop, CA 93514, or call (714) 873-5861. (5-1)

WANTED: Aggressive, creative PD for AM/FM Pop/Adult automated combo. Production, news experience a plus. Resumes to Don Schrack, KASH/KSND, Box 10767, Eugene, OR 97440. EOE M/F (5-1)

K8ND 10kw Pop/Adult has future opening for experienced jock if you like the outdoors, hunting, fishing, etc. T&R to Box 5037, Bend, OR 97701. EOE M/F (5-1)

Like the great outdoors? Talented hard-working News Director for Adult/AOR format in Jackson Hole, WY. T&R to Jeff Woodruff, Box 927, Jackson Hole, WY 83001. (5-1)

Syndicated Radio Program sales. Call Ralph, (213) 392-8611. (5-1)

News opening. Probably AM drive. KQD1, Great Falls, MT, call (406) 781-2800. (5-1)

KATA on Humboldt Bay in giant Redwood Country, needs PM drive communicator... feat. No acremers. Contact: Merk Hill, (707) 822-4814. EOE M/F (5-1)

Accepting T&R for future opening at Pop/Adult 50,000 watt KIOQ-FM. Minimum 2 years experience. Send to Steve Taylor, Box 1388, Bishop, CA 93514. EOE (5-1)

Big AM Country station accepting T&R for possible future air talent openings. Production ability important. Ron Dennington, PD, KGEM, Box 5278, Boise, ID 83705. (5-1)

Creative Director, \$24,000 per year. Diversified position with team-oriented program/sales staff to manage promotion and production departments. Major market air experience with strong audience and retail promotion background a must. Send tape and resume to: Jon Wickstrom, KWOW, S. Mills & Olive, Pomona, CA 91766. EOE (5-8) *

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San Francisco Office

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send a resume with salary requirements to:

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CHRIS THOMAS, KX104/Nashville, seeking new challenge. Available late May. For T&R call (615) 865-1306, after 8pm. (5-1)

Award-winning newsmen looking for radio reporter's position in medium-major market in West or Southwest only. Aggressive, experienced, dependable. Call ROGER, (304) 925-8890. (5-1)

Young, bright air personality looking for full-time gig in small-medium market. Will relocate immediately. Call MITCH, (503) 679-4548. (5-1)

CKLW gunslinger. Ready to be your #1 entertainer. Excellent references. Major market pro. For T&R contact (519) 258-7965. (5-1)

2 years experience in news/sports. Currently News Director of small market. Done it all: gathering, writing, announcing, interviews, P-B-P, cable TV, production. (717) 838-8650. (5-1)

Award-winning Southern California newsmen seeks full, part-time, news or production spot in L.A. area, already here. D.C. MICHAEL, (213) 339-0934. (5-1)

Hard worker with degree. Currently in news, looking for start as small market DJ. Solid production, any format. Will relocate immediately. CARROLL WILLS, (213) 306-3105. (5-1)

A unique format that will win in your market. Let me introduce classic rock to you. Call (313) 557-0303. (5-1)

WOODY FLOE, formerly of PRO-FM/Providence, excellent jock, looking for morning drive. Over 80 character voices. Willing to relocate, preferably West Coast. Call (605) 256-4427. (5-1)

ROB WILLIAMB, former News Director at KWK, KTXQ and WWL, is looking for the top slot in your news department. Call (314) 727-9056. (5-1)

WILL SCHOCK, 23, looking for opening in Pop/Adult station. Interested in personality air talent/production. Last position at KCMX/KKIC, Medford. Call me (503) 664-8060, or (503) 855-7718. (5-1)

JONATHAN KEYES, PD of K102/Ft. Lauderdale, formerly with 98X, WQAM, is available. Call (813) 463-1493, or (301) 784-2919. (5-1)

Give your small market major market sound. DJ looking for full-time position in West or South. Call JOHN RYAN, (313) 564-9189. (5-1)

Looking for air position in small-medium market. Prefer Midwest. Formerly WXXQ/Freesport, WDUZ/Green Bay. Contact CHRIS HANSEN, (815) 235-2421. (5-1)

Warning! Must hear from you within two weeks or I'll destroy the world. 12 year major market pro. Kind and gentle person. BOBBY, (213) 787-9828. (5-1)

Detroit pro with 10 years experience in medium-major market looking. Would prefer Midwest, but will relocate for the right job. MIKE, (313) 781-5931. (5-1)

Experienced female jock with knowledge of music research looking for a CHR, Pop/Adult, or AOR job. Northeast preferred. Call DONNA, (203) 354-7405. (5-1)

Serious about news? So am I. Looking for street reporter writing slot. Organized, capable digger. Ask my competition. (603) 772-3357, afternoons. (5-1)

5 years experience, programming, production, personality. Looking for on-air/production or programming position. Will put in hours. JEFF FALEWICZ, (602) 939-0678. (5-1)

With recent college degree and a year experience in a Top 50 market, I'm ready for your news department. Call JIM, (201) 233-0363. (5-1)

Hard-working, spirited minority female with radio experience in L.A. seeks full-time job any format. Have B.A. in communications/broadcasting from Pepperdine. Call MARILYNN, (213) 299-4912. (5-1)

Established California newsmen, 5 years writing/anchoring experience seeks position with major West Coast station. BRUCE ROBINSON, Box 4902, S. Lake Tahoe, CA 95729, or (702) 588-4044. (5-1)

JERRY "DJ" BTROTHERB, CHR or Pop/Adult currently in Pittsburgh Steeler country, looking to relocate to a town with pro team. 7 years experience. (412) 795-1370. (5-1)

Current on-air MD wants to make a move. Experience: KORK, KIIS-FM, KUTE 102. Call MARK, (702) 731-3253. (5-1)

If you need a PD or MD, I'm ready to leave L.A. All markets considered in PTZ. For T&R call (714) 772-0643. (5-1)

College grad with 3 years small market experience looking to move up. News/sports P-B-P/airshift experience. Call (301) 948-0722. (5-1)

15 year pro with experience in the majors (WABX, WCAR, KRCB, KORL). Seeking new gig in programming, air-shift, or news. Pop/Adult, Country, or News/Talk. (517) 263-6233. (5-1)

JOHN BOWLER, 21, 3 years experience at WABB/Mobile, where I am currently Assistant Program Director. Now looking. Excellent references. Call (205) 460-0332. (5-1)

Hard-working, dedicated Assistant Manager/PD, 20 years experience, currently employed, seeking GM or assistant position with solid station. STEVE, (613) 846-2885. (5-1)

Attention major market urban Contemporary and R&B GM's and Program Managers. You can call me now... or, call me later. JAMES JACK, (301) 589-1028. (5-1)

Bright, young rocker now weekends WBHO/New Orleans seeks high-energy teen slot. Powerful production, voices, phones, involvement. Own mobile DJ unit. Call DAN McKAY, (504) 995-6112. (5-1)

Announcer, good production skills and voice. Wants bonafide position with responsibilities. Will relocate for competitive-minded station in medium-major market. Call MIKE WARD, (716) 875-6248. (5-1)

Attention small market broadcasters, Oregon or California: Experienced pro available as Production Director/jock for your station. Creative and good pipes. RANDY MARS, (415) 966-9266. (5-1)

4 years experience CHR, Pop/Adult and AOR. Excellent knowledge of AOR. Good production. One-to-one communicator. Will consider anything. Call BRIAN, (417) 781-1854. (5-1)

Looking for a disc jockey/news and/or public affairs position. Female, college degree, professional experience. Prefer West Coast, but will consider all. (714) 583-1817. (4-24)

DJ, 4 years experience in L.A. looking for PD and/or MD in small or medium market. Prefer Northwest. (714) 772-0843. (4-24)

8 years CHR, Pop/Adult and current AOR PD. Degree, first phone veteran. Love warm people and water. Go anywhere. GARY, morning/evenings, (513) 325-6609. (4-24)

Personality jock with major market AM drive experience available. ROBERT J. WRIGHT, (413) 785-1766. (4-24)

Air personality with MD experience seeks employment with a station that believes in promotion. Call LARRY, (216) 478-1206. (4-24)

Lady jock looking for medium or large market. Available at your convenience. Call me. BETH POSMANTIER (KARYN KASI), (218) 773-3303. (4-24)

Experienced morning and afternoon DJ with excellent creative production skills and sales background, looking to move up. (512) 773-0846. BRIAN after 11am CST. (4-24)

Eager, young baritone with 1 year experience. Let me pay my dues. Call MIKE, (201) 572-2157. (4-24)

Available June. Recent family development necessitates return to Birmingham, AL area. Rock, Country, TV production experience. RUSS, (915) 877-8216 noon-5pm. (4-24)

Top quality play-by-play sportscaster. Basketball, football, baseball, hockey and sportscaster. Mediums and majors only. GARY, (612) 255-0388, (10am-2pm CST). (4-24)

STEVE BOKOR currently KTKT/Tucson, formerly KRQQ/Tucson, WNDE/Indianapolis, looking for afternoon drive. Call (602) 296-2488. (4-24)

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Opportunities

Positions Sought

Rock jock. Specialty: moldy oldies. Authority on Pop music from 60's, 70's and 80's. Starter-outer, willing to start anywhere. Call MARC. (213) 462-4919. (4-24)

Have programmed with CBS, ABC and Westinghouse. Now available for your major market. Dependable family man with excellent credentials. Call (312) 998-6294. (4-24)

L.A. morning man desires same or PD-ship. Oregon border south to S.F. bay area. 12 year pro in Pop/Adult. Talk and Beautiful Music. JIM, (714) 597-6634. (4-24)

Help... Well known major market personality and PD in process of regrouping. No offer overlooked. Any market size... (609) 397-8318. (4-24)

Creative, hard-working newsmen seeks reporting or writing position in the East or South area. 5 1/2 years experience in radio news. (503) 772-3357. (after 2pm PST.) (4-24)

MD and air personality KORK, KIIS-FM, KUTE-102, ready to leave now. Call MARK, (702) 731-3253. (4-24)

New York market experience, good pipes, news, production. Computer automation experience, great knowledge of music, strong desire. Call now. COREY, (212) 769-5117. (4-24)

2 1/2 years medium market experience Pop/Adult and Beautiful Music, looking for West Coast opening. L.A. area preferred. Call RICK. (213) 928-9231. (4-24)

Public Affairs Director, announcer/newscaster for Pop/Adult small market, seeks AOR position. Experienced, talented, educated, with references. Call JEFF TOPPING, (419) 294-2379. (4-24)

May BFA graduate seeks full-time position on your staff. Commercial experience news, music and production. BILL REED, (713) 291-9834. (4-24)

Experienced Pop/Adult programmer and announcer wants to work for your Top 50 operation. Call STEVE after 6 EST. (914) 795-2106. (4-24)

OM, MD at top small market stations in IL and KS. Prefer same West of the Mississippi. BILL REED, (318) 227-7151 or (318) 225-4343. (4-24)

Positions Sought

Intelligent, progress-oriented announcer, 3 years experience and BA in communications. Looking for company that offers mobility. Prefer East Coast. J.D., (703) 638-3112. (4-24)

One of the South's top all night jocks available now. I get top if's any airshift. PD/MD experience. Let's talk. (205) 780-8276. (4-24)

Qualified MD, research coordinator, and traffic manager. 12 years Country music experience. Seeking an East Coast PD opportunity. JERRY CRABTREE, (606) 739-6319. (4-24)

Teens are yours when this high-energy rocker busts loose for your CHR. Sizzling production, voices, phones, involvement. Own mobile DJ unit. Call DAN MCKAY, (504) 895-6112. (4-24)

GUY DAVIS, KCUB, KERN looking for PD/MD or production in the West. (714) 968-6202. (4-24)

RADIO

Bob Hank, leaves WMMN/Fairmont, WV to join WPOZ/Clarksburg, WV as PD and midday personality.

Bill Dunn joins WPOZ/Clarksburg, WV as MD and morning drive personality, from WMMN/Fairmont, WV.

Cindy Daniels, formerly with WESA/Charlottesville, VA, joins WPOZ/Clarksburg, WV as afternoon personality and Public Service Director.

Brad Lusk has been appointed General Sales Manager for KARZ/Phoenix, AZ.

Joe Calisi moves to WKTG/Madisonville, KY for afternoon drive, from WTHE/Mineola.

Andy Kazen joins KOAX-FM/Dallas, TX from WCTC/New Brunswick, NY as an Account Executive.

Don Rivers (Don Rivera) moves from part-time to all nights simulcast at KKUA-AM&FM/Honolulu, HI.

Changes

Marvin Astrin joins sales staff of WBBM News-radio-78/Chicago, IL.

Kelly Derr named News Director at KPET-KCOT/Lamesa, TX.

Bill Schoening, former News Director, has been appointed Sports Director and midday personality at KPET-KCOT/Lamesa, TX.

Howard Tuuri has been named Account Executive at KOA-KOAO/Denver, CO.

Rita Silke promoted to Research Coordinator, Special Projects for the ABC Radio Network, New York, NY.

Mark Pearson and Bill Gavin named MD's at Q-104/Atascadero, CA.

Kirby Stevens, former Operations Director for WHOD-AM&FM/Jackson, AL, joins WUNJ/Mobile, AL to do morning drive.

Judith A. Cohen named Account Executive for WCAU/Philadelphia, PA.

RECORDS

Kathy Brisker joins Capitol Records Publicity Department.

Dennis O'Malley has been named Regional Marketing Manager, Boston/Cleveland for Elektra/Asylum Records.

INDUSTRY

Stephen D. Streiker has been named Account Executive for Arbitron Radio's Midwestern Division in Chicago.

Dan Griffin has been appointed Account Executive for Arbitron Southeastern Radio Station Sales in Atlanta.

Changes

Harriet Sternberg joins Kregen & Company as Media Coordinator.

Miscellaneous

Six Flags Magic Mountain seeking music service, all formats for dance pavilions. Contact: Jay Scott Levin, Box 5500, Valencia, CA 91356. (805) 255-4864. (5-1)

KRGI-FM/Grand Island, Nebraska needs Country record service from all labels. Contact: Orv Koch, 825 Stuart Building, Box 80209, Lincoln, NB, (402) 475-4204.

The Red Onion, operating seven discos in Los Angeles, needs record service from all labels. Pat Garrett, 1139 East Dominguez Street, Suite H, Carson, CA 90746. (5-1)

New modern Country formatted station needs all record service: Majors and independents. I'll listen to everything. KRRP, P.O. Drawer 910, Couchetta, LA 71109. (5-1)

Serious collector has shot at Guinness world record. Send station T-shirts to: T-Shirt Collection, c/o Robin Benson, 42 Colebrook Rd., London SW16 5QT, England.

Hot FM's 1 Upper Michigan need record service from all labels. CHR format. WZRK/WMQT. Call Dan Stone, (908) 485-5523. (4-24)

R&R Pop/Adult reporter, KBLF/Red Bluff, changing format to Country. Need service from all labels. Contact Bruce Allen at (916) 527-3511. (4-24)

WRRR/Rockford, IL needs record service from all labels. Pop/Adult with 20% Country. WRRR, 2830 Sandy Hollow Road, Rockford, IL 61109. Attn: Mike Welch. (4-24)

KMYZ/Pryor, OK needs Country service from all labels. Send to Mike Evans, Box 66, Pryor, OK 74361. (4-24)

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THE BACK PAGE

BREAKERS

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

TASTE OF HONEY Sukiyaki (Capitol)

60% of our reporters on it. Moves: Up 96, Same 16, Down 12, Adds 11, WBBF, WFMF, WSKZ, KTAC, KSPZ, KENO, KRQ, 14WK, Z102, WROV, KSEL, WKTU 1-1, WCKX 22-12, WOKY 10-9, KOPA 12-4, WFBR 4-1, WAYS 5-3, KIDD 1-1. See *Parallels*, major market chart activity debuts it at number 21.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist title label designation (example 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on 31-31, etc.) moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the *Parallels*. $\text{\textcircled{1}}$ indicates one of this week's most added new songs.

TOM PETTY & THE HEARTBREAKERS "The Waiting" (Backstreet/MCA) 120/39. Moves: Up 39, Same 42, Down 0, Adds 39 including WBEN-FM, Q107, CFTR, WLS, WLS-FM, WOLF, WBLI, KBFM, WNOX, WGRD, KZ93, KZZP, KHYT, WHHY, KSLY.

.38 SPECIAL "Hold On Loosely" (A&M) 120/8. Moves: Up 61, Same 41, Down 10, Adds 8, 13K, KTSA, KERP, U93, 92X, KILE, KATI, KQDI, JB106 22-18, 94Q 13-10, KBEQ 8-6, WPST 8-5, WBBQ 9-7, KZ93 19-9.

RICK SPRINGFIELD "Jessie's Girl" (RCA) 117/18. Moves: Up 77, Same 22, Down 0, Adds 18 including WDRQ, KBEQ, KFI, KJR, KYYX, WFBR, Q106, WRJZ, WSEZ, KZ93, WZOK, 92X, KJRB, WXLK, KFXD.

SANTANA "Winning" (Columbia) 106/21. Moves: Up 61, Same 24, Down 0, Adds 21 including Q107, KEARTH, KSTAR, KERP, KQ94, WAXY, WBBQ, WAYS, KZ93, WDJX, KMJK, WFOX, KQIZ-FM, KKRC.

QUINCY JONES "Ai No Corrida" (A&M) 92/22. Moves: Up 46, Same 24, Down 0, Adds 22 including WIFI, KVIL, WCKX, WZUU, KFRC, KEZR, KOPA, KHFI, Y103, WL0L-FM, WOW, FM102, KZZP, WFBG, WROV.

T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 92/12. Moves: Up 64, Same 15, Down 1, Adds 12, F105, KVIL, WZZP, KJR, 14Q, WSEZ, KJ100, WVLK, WLAM, WIGY, KKXL, KKRC.

PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 87/28. Moves: Up 31, Same 28, Down 0, Adds 28 including WFIL, WIFI, JB106, 94Q, WZZP, Q103, WKRZ-FM, WJDX, WVIC, WOHO, KYSN, 14WK, KPUR, WTRU, KFXD.

LEE RITENOUR "Is It You" (Elektra) 85/40. Moves: Up 15, Same 30, Down 0, Adds 40 including WBEN-FM, WFIL, WIFI, WROR, WXXS-FM, JB106, CHUM, Z93, WCKX, KFRC, B104, WHFM, WNOX, WIKS, K96.

DARYL HALL & JOHN OATES "You Make My Dreams" (RCA) 84/53. Moves: Up 21, Same 10, Down 0, Adds 53 including WBEN-FM, WIFI, JB106, WPGC, CFTR, KRLY, Z93, KEARTH, KFI, KYYX, KOPA, WKEE, WERC, KRAV, KNBQ, WSPT.

ANNE MURRAY "Blessed Are The Believers" (Capitol) 83/3. Moves: Up 60, Same 30, Down 0, Adds 3, KINT, KIOY, KYA, WROR 21-19, KVIL d-16, WOKY 20-18, KJR 26-22, KPLZ 27-22, WAQY 23-19, WRJZ 30-28, WVLK 28-23, KOFM 20-12, KSPZ 20-14, WFLB 9-6, KILE 34-29.

GET WET "Just So Lonely" (Boardwalk) 82/14. Moves: Up 28, Same 40, Down 0, Adds 14, KRLY, KRLA, 13K, V100, KSET-FM, KBFM, G100, WGH, KTAC, WIGY, WHHY, KQIZ-FM, KDZA, KYA, WAEB 27-20.

CLIFF RICHARD "Give A Little Bit More" (EMI America) 81/28. Moves: Up 30, Same 23, Down 0, Adds 28 including WKBW, WIFI, CKGM, KRLA, KFI, KIQQ, B104, WHYN, KLAZ, WAKX, KIDD, KTKT, WJBQ, WKXY, WEAQ.

JESSE WINCHESTER "Say What" (Bearsville/WB) 79/29. Moves: Up 20, Same 30, Down 0, Adds 29 including WFIL, WROR, JB106, 94Q, Q106, WGCL, WZUU, KIIS-FM, WKRZ-FM, WHYN, KBFM, KEEL, KJ100, WAKX, WOHO, KHYT, KKRC.

ELTON JOHN "Nobody Wins" (Geffen) 78/76. Moves: Up 0, Same 0, Down 0, Adds 76 including WBEN-FM, CHUM, KRBE, 94Q, KIQQ, KFRC, KYYX, WFLY, KEGL, CK101, KWEN, 92X, KENO, 96XIL, KILE.

JIM PHOTOGLO "Fool In Love With You" (20th) 67/16. Moves: Up 28, Same 23, Down 0, Adds 16, KVIL, WGCL, KEARTH, KSET-FM, KLAZ, WSGN, WRJZ, WAYS, KIOA, KTKT, WGUY, WFBG, WCIR, 96SGF, KVOL, KATI.

DOLLY PARTON "But You Know I Love You" (RCA) 64/8. Moves: Up 30, Same 24, Down 2, Adds 8, WROR, Q103, WTX, KXX106, 92Q, KEYN-FM, WJBQ, KDZA, WFIL on, KIQQ 34-31, WERC 27-22, WL0L-FM 34-28, WTSN 18-13, WCIR 29-23, WEAQ 29-28.

ALAN PARSONS PROJECT "Time" (Arista) 62/18. Moves: Up 28, Same 18, Down 0, Adds 18 including WKBW, Z93, WFBR, WAQY, WKEE, WFMF, KQ94, WJDX, KJ100, WVIC, WAKX, KTAC, WCIR, KSEL, KYA.

Radio & Records

NATIONAL AIRPLAY/30

May 1, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
7	5	2	$\text{\textcircled{1}}$	SMOKEY ROBINSON/Being With You (Tamla)
2	1	1	2	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
10	9	7	$\text{\textcircled{3}}$	REO SPEEDWAGON/Take It On The Run (Epic)
6	6	4	4	J. TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
27	18	12	$\text{\textcircled{5}}$	KIM CARNES/Bette Davis Eyes (EMI America)
3	3	3	6	SHEENA EASTON/Morning Train... (EMI America)
20	10	8	$\text{\textcircled{7}}$	JOHN LENNON/Watching The Wheels (Geffen)
18	11	9	$\text{\textcircled{8}}$	GINO VANNELLI/Living Inside Myself (Arista)
5	4	5	9	JUICE NEWTON/Angel Of The Morning (Capitol)
17	12	11	$\text{\textcircled{10}}$	CLIMAX BLUES BAND/I Love You (WB)
1	2	6	11	STEVE WINWOOD/While You See A Chance (Island)
19	15	13	$\text{\textcircled{12}}$	STYX/Too Much Time On My Hands (A&M)
29	24	19	$\text{\textcircled{13}}$	RAY PARKER JR. & RAYDIO/A Woman Needs... (Arista)
21	19	15	$\text{\textcircled{14}}$	FRANKE & THE KNOCKOUTS/Sweetheart (Millennium)
24	21	17	$\text{\textcircled{15}}$	PHIL COLLINS/I Missed Again (Atlantic)
22	20	16	$\text{\textcircled{16}}$	WHO/You Better You Bet (WB)
4	7	10	17	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
-	29	20	$\text{\textcircled{18}}$	CHAMPAIGN/How 'Bout Us (Columbia)
-	30	26	$\text{\textcircled{19}}$	STARS ON 45/Medley (Radio/Atlantic)
-	28	24	$\text{\textcircled{20}}$	CHRISTOPHER CROSS/Say You'll Be Mine (WB)
-	-	-	$\text{\textcircled{21}}$	TASTE OF HONEY/Sukiyaki (Capitol)
30	27	25	$\text{\textcircled{22}}$	DOTTIE WEST/What Are We Doing In Love (Liberty)
28	25	23	$\text{\textcircled{23}}$	JOHN O'BANION/Love You Like I Never... (Elektra)
-	-	28	$\text{\textcircled{24}}$	NEIL DIAMOND/America (Capitol)
-	-	27	$\text{\textcircled{25}}$	GARY U.S. BONDS/This Little Girl (EMI America)
-	-	29	$\text{\textcircled{26}}$	DON McLEAN/Since I Don't Have You (Millennium)
-	-	30	$\text{\textcircled{27}}$	JEFFERSON STARSHIP/Find Your Way Back (RCA/Grunt)
8	8	14	28	ERIC CLAPTON/I Can't Stand It (RSO)
16	16	21	29	JOHN COUGAR/Ain't Even Done With... (Riva/PolyGram)
15	13	18	30	STEELY DAN/Time Out of Mind (MCA)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

ELTON JOHN "Nobody Wins" (Geffen)
HALL & OATES "You Make My Dreams" (RCA)
LEE RITENOUR "Is It You" (Elektra)
NEIL DIAMOND "America" (Capitol)
TOM PETTY "The Waiting" (Backstreet/MCA)

Complete Regionalized Listings on Pages 26 and 27.

HOTTEST

KIM CARNES "Bette Davis Eyes" (EMI America)
REO SPEEDWAGON "Take It On The Run" (Epic)
SMOKEY ROBINSON "Being With You" (Tamla)
JOHN LENNON "Watching The Wheels" (Geffen)
GINO VANNELLI "Living Inside Myself" (Arista)

Parallel Listings Begin on Page 28.

BILLY & THE BEATERS "I Can Take Care Of Myself" (Alfa) 52/10. Moves: Up 18, Same 28, Down 0, Adds 10, WGCL, KJR, WVIC, WAKX, WDJX, 14WK, WCIR, KPUR, KELO, KDZA, WIFI on, KFI on, KEGL d-28, KXX106 d-29, CK101 32-28, KIOY 25-23, WACZ 24-21.

Others Getting Significant Action

STANLEY CLARKE/GEORGE DUKE "Sweet Baby" (Epic) 45/11. Moves: Up 15, Same 19, Down 0, Adds 11, KEARTH, KC101, WAQY, WKEE, KBFM, WAAY, KGGI, KTAC, WFBG, WISE, WFLB, KYYX d-30, K104 35-32, Y103 30-26, WL0L-FM 40-34, KSEL d-28.

AC/DC "Dirty Deeds Done Dirt Cheap" (Atlantic) 40/9. Moves: Up 18, Same 15, Down 0, Adds 9, V100, KLAZ, WOKI, WRVQ, YES96, KNBQ, KMJK, WACZ, KDZA, Q107 on, KRBE 14-6, B104 25-19, Z102 17-11, KIDD 24-20, KRLC 18-11.

RUPERT HOLMES "I Don't Need You" (MCA) 37/3. Moves: Up 18, Same 18, Down 0, Adds 3, KBFM, KCPX, WFBG, WCAO 13-11, WROR 24-22, KVIL 22-20, WZUU on, KJR 30-28, WAQY 30-27, Y103 35-31, WGRD 36-30, KJRB 30-28, KELO 12-10.

ROSANNE CASH "Seven Year Ache" (Columbia) 35/12. Moves: Up 15, Same 8, Down 0, Adds 12, KEZR, WHYN, KFMK, KINT, WSKZ, WNOX, WGH, KTAC, WJBQ, WTSN, 13FEA, KATI, 94Q 20-15, KXOK 25-21, WSGN 18-15.

MICHAEL JACKSON "One Day In Your Life" (Motown) 31/3. Moves: Up 17, Same 11, Down 0, Adds 3, KQ94, WDJX, KYNO-FM, PRO-FM d-23, KRLY on, Q106 3-3, WCKX 1-1, KIQQ 33-28, K104 29-20, KBFM 30-28, WSGN 28-18, WAXY 28-20, KHYT 35-21, WSGA 31-29, FM99 19-13.

ISLEY BROTHERS "Hurry Up & Wait" (T-Neck) 30/5. Moves: Up 12, Same 13, Down 0, Adds 5, WAEB, FM100, WDJX, KTAC, WFBG, WIFI on, WXXS-FM d-21, WGCL on, KIQQ 35-27, KFRC 34-31, KSET-FM 30-25, WSGA 29-27, KATI 34-30.

SHEENA EASTON "Modern Girl" (EMI America) 29/28. Moves: Up 1, Same 0, Down 0, Adds 28 including WXXS-FM, KIQQ, KJR, KC101, WAEB, B97, WAAY, WGH, WNAM, WDJX, KNBQ, KCPX, WFLB, WRKR, KOOK.

ABBA "Super Trouper" (Atlantic) 29/1. Moves: Up 17, Same 11, Down 0, Adds 1, WTX, WFIL on, WXXS-FM 28-14, WZUU 27-26, KIQQ 23-20, WAQY 29-28, WERC on, WL0L-FM 20-17, WOHO 18-11, WJBQ 31-25, WHEB 22-20, WFLB 18-13.

DAVE EDMUNDS "Almost Saturday Night" (Swan Song) 23/12. Moves: Up 1, Same 10, Down 0, Adds 12, JB106, WOLF, WHFM, WFLY, WAQY, WAAY, WISE, WTRU, KENI, KATI, KOOK, KRLC, KEZR on, KXX106 on, WGUY on.

LENNY LA BLANC "Somebody Send My Baby Home" (Capitol/MSS) 23/1. Moves: Up 9, Same 12, Down 1, Adds 1, WZUU, KIQQ on, KPLZ 28-28, KEEL on, KERN on, WFLB 10-8, FM99 27-23, KILE 28-23, KVOL on, KFVR on, KKLS 28-28, KCBN 22-20, KFXD 24-22.

JERMAINE JACKSON "You Like Me Don't You" (Motown) 22/4. Moves: Up 10, Same 8, Down 0, Adds 4, WFIL, KIIS-FM, KPLZ, B97, WIFI on, KRLY 8-8, CKLW 21-17, KEARTH 28-22, KRLA 20-17, KIQQ 19-18, KBFM 8-7, Y103 10-10, WVIC on, KGGI 19-18, KVOL 4-4.