### INSIDE R&R:

<b>WIXK Protests Fine On</b>	
Charity Contest: Claims	
penalty could have "chilling eff	ect"
on station participation in	
charitable promotions	4
charitable promotions	

### **Adult Contemporary** Moves Toward The Future: New A/C Editor Jeff Green charts a course for coverage of this increasingly important

FCC	Fore	9500	93	390	0	M	ore
AM'S	By	198	7:	Reg	ior	12	
negoti	ation	s will	red	uce	to	tal	
drastic	ally .						

### **CBS Eliminates** Recommended List Pricing:

First major	to b	real	K		7
the mold				 	

Contenders Line Up For WMJX License: Six applicants compete for former Charter 

### Elaine Baker Named GM At WOMC/Detroit: Returns to station from GSM post at WDRQ ......3

### Wirth Sees No Burning Need For Longer License

Terms: Chairman of House Telecommunications Subcommittee unconvinced that longer terms are justified .....

### Seretha Tinsley New VP/Manager At WLOU:

Comes back to Louisville after managing WAOK/Atlanta . . . 3

### RKO Case May Go Back

To FCC: Commission to decide whether to ask courts to return chain's license fate for new-judgment ......4

### Arista Creates Adult Contemporary Department: Rick Bisceglla heads new promotion effort.........3

### Len Hensel Leaves WSM/Nashville To Join

### BMI: Takes new radiooriented executive position .....3

### **Radio Network Revenues** Up, Profits Down: 1980 FCC figures show O&O's up in both

### Wahlen To Head New Westinghouse FM Group

Bert Wahlen, VP/GM of KJQY-FM/San Diego, has been named to the newly-created position of VP/FM Stations for Westing-house. Wahlen will set up the new division's headquarters in San

"We're pleased to appoint someone of Bert Wahlen's depth in radio to head up the FM group, said Group W Radio Division President Dick Harris. "This appointment is in recognition of Bert's outstanding performance at KJQY, San Diego's top-rated station."

Wahlen's appointment, effective June 1, puts him in charge of a

### Hattrik Promoted To Doubleday **VP/Programming**



**Bob Hattrik** 

Bob Hattrik has been promoted to VP/Programming for the Doubleday chain, moving up from the Group Program Director position he took on in June 1980. Doubleday Broadcasting President Gary Stevens told R&R, "He's done a hell of a job building a very cohesive central programming operation for us. Obviously he's been successful with it, and HATTRICK/See Page 14

KBRT FORCED TO AIR "CONSPIRACY TAPE"

### Four Men Invade L.A. Radio Station

Shortly before 5pm Tuesday (5-19), four men walked into the offices of Religious-formatted KBRT/Los Angeles. Hands stuck in their pockets as if they were carrying pistols, the four men confronted Station Manager Steve Harris and told him to raise his hands. They then handed him a piece of paper which read, "Remain calm. We have come to occupy your radio station. Take us to Keep your hands visible at all times." your station manager. Be caim.

five-station group which Westinghouse intends to expand to seven. The group consists of WPNT/ Pittsburgh, KODA/Houston, KOAT/Dallas, KJQY/San Diego, and WBZ-FM/Boston, which is being sold. Westinghouse will also acquire KOSI/Denver on June 1. WAHLEN/See Page 14

BOARDWALK INDEPENDENT IN U.S.

### CBS, Boardwalk Restructure Distribution Deal

CBS Records and Boardwalk Records have restructured their pressing and distribution agreement, with Boardwalk handling distribution of its own product in the U.S. and CBS continuing to press all Boardwalk product, distributing it in Canada, Latin America, England, Japan, and Australia. Boardwalk has made arrangements with its new distributors for them to accept any returns of previously-released Boardwalk recordings. The new arrangement was announced jointly by CBS Sr. VP/GM of Marketing Paul Smith and Board-walk President Neil Bogart.

Smith commented, "The pressing and distribution concept that CBS has had with Boardwalk represents a new type of structure for us and for Boardwalk; like most ideas, it has to be adapted

SHERWOOD AT K101, LARRABEE AT KSLQ

### **Charter Names** Two New PD's

Charter National Program Director Al Casey has announced the appointments of Rob Sher-wood as PD of K101/San Francisco and John Larrabee as PD of KSLQ/St. Louis.

Sherwood joins K101 from KOSO/Modesto and replaces Rob Sisco, who left K101 last week (R&R 5-15). Sherwood told R&R, Programming KOSO has been the happiest 18 months in my broadcasting career. If the K101 team can help make that station sound half as exciting as KOSO, we'll put together a great radio station." Commenting on Sherwood's move to Charter, Casey said, "When I went to Modesto to hear what KOSO sounded like, I knew Rob was the man for the K101 VP/GM Fritz Beesemyer echoed Casey, saying, 'Rob has the leadership qualifications, the depth and the maturity

to lead the troops to win." CHARTER/See Page 14

to the needs of both parties. In this case, we have arrived at a solution that is effective for half CBS and Boardwalk."

A print ad from KROY/Sacra-

mento comparing the formats of

three radio stations labelled "X,"

"Y," and "Z" (see Page 14 visual)

impelled competitor KZAP to file

a lawsuit against KROY owner

Jonsson Communications for un-

"X,Y,Z" CAMPAIGN IRKS COMPETITORS

**KROY Comparison Ad** 

Bogart said, "An individualistic approach by CBS to new companies like Boardwalk is healthy BOARDWALK/See Page 14

### **Fowler Sworn** In As FCC Chairman



Mark Fowler

Mark Fowler, former disc jockey and Washington communications attorney, was sworn in Monday (5-18) as Chairman of the FCC. The U.S. Senate had unanimously confirmed Fowler on a voice vote last Thursday (5-14), two months after he was nominated by President Reagan.

The new Chairman wasted no time naming his personal staff. Administrative Assistant will be Randy Nichols, formerly Chief of the Cable Bureau. Legal Assistant is Lauren (Pete) Belwin, also from the Cable Bureau. Special Assistant is Jerald Fritz, a former FCC staffer most recently with Washington law firm Pierson, Ball & Dowd. Special Assistant for Management is Edward Minkel, another former FCC staffer who comes directly from the National Weather Service Communications Division.

> "What Is Best For The People"

In brief remarks after taking FOWLER/See Page 14

**Draws KZAP Suit** fair competition, apparently in the belief that station "Z" was meant to represent KZAP (with "X," by the same reasoning, representing soft-rock-formatted KXOA). KROY VP/GM Mark Jonsson defended the ad as "a lighthearted approach to define our music to an audience that probably thinks it all sounds alike.'

**KZAP** attorney Hartley Hansen told R&R, "The lawsuit is based on part of the California Code which outlaws unfair competition, namely using means or methods what's considered fair competition. Where they cross the line is in saying things that are inaccurate about KZAP and its listeners, making them the butt of a joke. Our position is that it's being done in fun at our expense, not theirs."

Hansen said that damages in cases of this type were "uncertain, and can include whatever profits the offending company makes subject to our losing profits. We still have to find out what profits if any are attributable to this competition." He added that the suit could take up to a year to resolve, commenting in addition that KXOA hadn't "talked to us about joining in the suit, but they KROY/See Page 14

OVERSEES TWO ADDITIONAL VIACOM STATIONS

### James Joins KDIA As GM



Earnest James

Earnest James has taken the General Manager position at KDIA/Oakland, coming from his previous post as President/General Manager for WVON-WGCI/Chicago. James, who will be arriving at the Viacom outlet in the middle of June, will oversee the operations of Viacom's WWRL/New York and WDIA/Memphis in addition to his responsibilities at KDIA.

Commenting upon the change, JAMES/See Page 14



Featuring

### "GEMINI DREAM"

(It's in your hands)



Manufactured And Marketed By PolyGram Records





### Charter Gets Jump On Station Promotions

Charter Broadcasting's new TV spots for its stations employ the talents of TV's most famous radio General Manager, Gordon Jump (Arthur Carlson on "WKRP in Cincinnati"). At left, he sports traditional Western headgear to promote Country KCBQ/San Diego, while at right he helps demonstrate KSLQ/St. Louis's airwatch capabilities with one of his characteristic toys, a station helicopter.

### Baker Becomes VP/ **GM At WOMC**

Elaine Baker has been appointed Vice President/General Manager of Metromedia's WOMC/Detroit, moving crosstown from the General Sales Manager position at WDRQ. Baker earlier worked at WOMC for three years as an account executive. The appointment at the A/Cformatted station became effective Monday (5-18).

Metromedia Executive VP Bill Ward commented in making the announcement, "I am pleased that Elaine is returning to our company as General Manager of WOMC and confident that the station will benefit greatly through her leadership.

**BISCEGLIA IN CHARGE** 

### **Arista Forms** A/C Department

Arista Records has announced the formation of an Adult/Contemporary Department to be headed by Rick Bisceglia, formerly National Promotion Director at Ariola Records. Prior to entering the record industry, Bisceglia served as Music Director for WXLO/New York.

In making the announcement, Arista Vice President/Promotion Richard Palmese told R&R, "Rick has been hired as Manager of Adult Contemporary for Arista. He is bright and extremely dedicated. I'm very confident that he will well represent our artists to the key Adult/Contemporary stations. We at Arista value very highly the contribution of A/C stations to the record industry and have recognized this by this expansion."

"I feel very good and very excited," Bisceglia told R&R. "This really came as a big surprise. I know this will be the start of great things for this new department."

### **CBS** Eliminates Suggested List Price

CBS Records became the first major American manufacturer to abandon the concept of suggested list prices, announcing their elimination on all releases effective June 1. The move is intended to give retailers greater flexibility in setting prices.

CBS Sr. VP/GM of Marketing Paul Smith explained, "In view of the problems caused by spiralling inflation and narrow price margins, the suggested list price has grown to be unrealistic and unnecessary. We feel the elimination of list prices will prove to be a constructive and healthy move for the record industry."

CBS also announced wholesale price hikes on albums and singles, in keeping with increases announced by most major labels over the past several

### Tinsley Named VP/Station Manager For WLOU

Seretha Tinsley has been appointed VP/Station Manager of WLOU/Louisville. The move marks a return to the station for Tinsley, most recently Station Manager at WAOK/Atlanta; she had served as Operations Manager and PD at WLOU for several years before joining WAOK.

WLOU President/GM William Summers III commented, "Seretha's return to Louisville is not only an outstanding opportunity for WLOU, but also for the city of Louisville as well. Her dedication to the community is evident by the numerous organizations she actively participates in.

Tinsley told R&R, "I'm really excited about the job. It's an opportunity I couldn't pass up. It takes me one more step toward ownership." Commenting on the Black-formatted station, she said, "I think that WLOU is basically a solid sound. We are working toward becoming 24-hour, making everything totally solid, taking it very slowly but surely. We hope the end result will be fantastic, and hope to go 24 hours by December."

### WSM's Len Hensel To Become BMI VP

Len Hensel, VP/GM of WSM/Nashville since 1972, will take early retirement at the end of May and in late June will become VP/Broadcast Station Relations for BM1. Before becoming GM, Hensel had been WSM's National Sales Manager since 1962.

Commenting on his new role at BMI, Hensel told R&R, "I'll be a one man band at the outset, working with NAB and other groups and eventually establishing a division for that purpose." Hensel said he'll work out of BMI's Nashville office and he expects to spend a good deal of time travelling and making speeches.

Prior to joining WSM, Hensel spent eight years with ZIV Television Programming syndicators. He previously held a variety of jobs with several radio stations.

For the last six years Hensel has been a member of the NAB Board, serving as Chairman of the Radio Board in 1977. He calls those six years "a turnaround period for the association, as well as the industry." Hensel resigned from the NAB Board last week.

While no replacement for Hensel has been named, Hensel hinted that the choice may come from within the WSM organization, noting that "a lot of senior management people are already available" as a result of the NLT Corporation's sale of WSM-

### **R&R Closed On** Memorial Day

In observance of the Memorial Day holiday, the R&R offices will be closed on Monday, May 25.



PAGE 3

### this week...

5-22-81

### COUNTRY CONSULTANTS CONVERSE: PART II

"John Travolta changed more formats than any programmer ever will" is just one of the provocative comments in this week's interviews.

Page 50

### AT&T HIKES RADIO PHONE LINE RATES 16.4%

FCC defers further increase that would bring the total rise to 35%.

Page 4

### WMMS IN PROFILE

Three key staffers at the Cleveland AOR powerhouse tell why the station is more successful than ever

Page 38

### WLS: A ROCK INSTITUTION

PD John Gehron conducts a tour of Chicago's enduringly important CHR outlet

Page 22

### ANALYZING THE WINTER BOOKS

This week, San Francisco, Philadelphia, and Detroit go under the X-ray for detailed examinations.

Page 12

### COMMUNICATION BETWEEN PROGRAMMERS

Exchanging ideas can help Black radio programmers compete in a more demanding arena

Page 58

### RESEARCHING YOUR ADVERTISERS

Use your sales force, focus groups, and interviews to know your advertisers and their attitudes better

Page 21

### features -Media Marketing ..... 21 Washington Report . . . . . 4 Picture Page . . . . . . . . . . . . 36 What's New ... 61 Ratings & Research . . . . 12 Marketplace..........63 Street Talk ... Brad Messer ..... 20 formats -Country . . . . . . . . . . . . 50

Adult/Contemporary . . . . 55

58

Black Radio

### staff

Contemporary Hit Radio. 22

Editor & Publisher, BOB WILSON
Man Organism Color & Markedery DICK KRIZMAN

Executive Editors: KEN BARNES, JOHN LEADER Art Director: RICHARD ZUMWALT

AT DIPECTOR MICHARID ZUMWALT

Contemporary His Radio Editor, JOEL DENVER
Country Editor: JIM DUNCAN
Nashvelle Editor: BIFF COLLIE
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UNDA MOSHONTZ, CAROLYN PARKS, MAGGIE ROSS.
SYLVIA SALAZAR, CLAUDIA STEWART
Research: JACK TOOTHMAN

Creative Cursultane: MARK SHIPPER
ASSOCIATE AN Director MARILYN FRANDSEN
Photography: ROGER ZUMWALT
Production Director: RICHARD AGATA
Typography: KENT THOMAS, ELIZABETH WESTON
Graphics: GARY VAN DER STEUR, TODD PEARL

Washington Burses: 1101 Connecticul Ava., NW, Suite 1004 Washington, DC 20036, (202) 486-4980 Burses: Chef. JONATHAN HALL NEtonel Sates Director: BARRY O'BRIEN Washington Editor: BRADLEY WOODWARD Office Manager: VIVIAN FUNN Legal Course! JASON SHRINSKY

Vice President, Business Affers: ROBERT KARDASHIAN Advertising Rep: RICK HAROLD Marketpisce Coordinato: PAM BELLAMY Office Manager: NANCY HOFF Controller: MARGARET BECKWITH Assistant: CAROL TAYLOR Circulation: KRISANN AGLIO

Circulation: KRISANN AGLIO
Razio & Records is published every Friday by Hadio & Records, Inc., 1930 Century Park
West, L.A., CA 90067 (213) 553-4330. Subscriptions \$170 per year or \$50 per quarter, All
reasonable care taken but no responsibility assumed for unsolicited material, R&R reserves at
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registered tradements pending for National Applier(30). Ractio & Records. Printed in U.S.A.
Maked first class to the United States, Canada, England. Australia, New Zealand, and
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### Washington Report

"CHILLING EFFECT" CITED

### Station Asks Reversal Of Contest Fine

A Wisconsin radio station has asked for reversal of a \$500 fine imposed by the FCC for airing a charity promotion involving a lottery. Smith Broadcasting, owner of WIXK-FM/New Richmond, WI, argues the fine was improper because no benefit flowed to either the station or the promoter.

WIXK was fined for airing the following ad for a Chamber of Commerce benefit on behalf of 20 local charities: "The celebration of fun River Falls Days is going full swing, so come down and join the fun. Also, get a button and you may win a free gift at River Falls Days."

The Commission said the adviolated rules against broadcasting information about lotteries, which are contests involv-

ing payment to participate and a prize awarded on the basis of chance.

In its application for review of the fine, Smith Broadcasting said the Commission erred "in equating this case with instances in which stations staged contests to increase listenership or stations carried spots for a contest (of a lottery nature) staged by a merchant." The filing went on to say

### Miami's Dark WMJX Attracts Flood Of Applicants

Six groups have already applied to the FCC to take over the frequency of Charter Communication's defunct WMJX/Miami, and the Commission staff expects at least a dozen applications before an anticipated July cutoff

"This is common in major markets because there are no allocations open in the top 50 markets in the United States," said an FCC staffer, who recalls 19 groups fighting over a vacated frequency in St. Louis in the late 1960's.

Charter shut down WMJX on February 15 rather than mount an expensive court challenge to the FCC's decision to revoke the license because of improper contests and promotions.

### **Interim Operator Sought**

First, the Commission is seeking an interim operator to run the station until the license is permanently awarded. In its invitation to apply, the FCC specified that the interim operator would not also be considered for permanent status.

Four groups applied for the interim license, but Constance Wodlinger and South Florida Broadcasting also applied for permanent operations. The Commission has not yet decided whether it will disqualify their interim applications because of the dual filings.

Seeking only interim status are Unique Radio Group and Scripture Church of Christ. Even though the interim licensee will have to turn any profits over to charity, a skirmish has erupted between two of the competitors. Unique charges that South Florida is ineligible because of its move to obtain the assignment permanently, and South Florida has questioned Unique's financial qualifications and its claim to being the sole interim-only applicant.

### **Summer Cutoff Expected**

Although no deadline has yet been set for permanent operator applications, the FCC staff told R&R to look for a July cutoff. So far, in addition to South Florida and Constance Wodlinger, those seeking ultimate rights to the frequency (Class C, 96.3 mHz) are Unity Broadcasting Network and Minority Broadcasting Co. of the Midwest.

### FCC: At A Glance

### Half Of 35% AT&T Hike Deferred

Radio stations are now paying 16.4% more for their AT&T private lines. A second rate hike, which would have boosted the total to 35%, has been deferred by the FCC so AT&T can furnish financial data proving it won't be earning more than its allowed 12.75% rate of return. A federal court in New York denied the networks' attempt to block the 16.4%, which became effective May 14.

### Fowler Moving On 9 kHz

Unconfirmed but widespread reports circulating in the FCC halls say Chairman Fowler will delay the June 16 final vote on 9 kHz so he can have more time to study the issue. Opponents are already counting Fowler in their column, although publicly he has

only expressed "grave reservations" about 9 kHz so far.

### Postcard Renewal Effective June 10

The five-question postcard renewal application form goes into use on June 10, after the Report and Order was published in the May 11 Federal Register.

the fine "can only have a chilling effect on the willingness of stations to cooperate in city-wide or civic drives."

The FCC's Complaints & Compliance Division will prepare a recommendation on the application for review for consideration by the full Commission.

### Wirth Unconvinced On Longer License Terms

Broadcasters anxious to extend radio licenses to five years, or even make them indefinite, will evidently have to muster better arguments than the fact that longer licenses would make life easier for them.

At an informal luncheon in Washington last week (5-15), House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) suggested that longer

license terms must be justified by their contributions to diversity and competition.

"What's three years vs. five years?" asked Wirth. "What we want to look at is how is information getting out to people – the diversity issue – and are markets relatively competitive." He repeated his now-familiar theme that he doesn't believe in "deregulation for deregulation's sake" but only as it fosters increased competition and service to the public.

During the wide-ranging question and answer session sponsored by the National Citizens' Committee for Broadcasting and the FCC Consumer Affairs Office, Wirth

 Suggested 9 kHz is overrated as an issue because radio's future lies in FM.

 Said he doesn't "sense any great groundswell" among broadcasters for repeal of the Fairness Doctrine or the public interest standard.

 Declared spectrum fees "unrealistic" and said, "It's not going to happen."

 Predicted H.R. 3239, setting fees for broadcasters, will go to the House for a vote within two

### FCC Sees Need For 3900 More Full-Time AM Stations

The FCC has identified what it calls a "perceived need" for 3900 new fulltime AM stations in 2900 communities between 1983 and 1987.

(IFRB)

The U.S. was required to come up with a five-year list of foreseeable needs to form the basis of this fall's Region 2 negotiations in Rio de Janiero, where 27 countries will hammer out a new AM mutual protection agreement.

### Computer Studies Will Yield More Realistic List

The Commission stressed that its list contains "many more station locations than the present or potential radio spectrum resources could accommodate." But it said computer studies aimed at coming up with a more realistic inventory of needs could not be completed before the May 31 deadline for submitting a five-year plan to the International Fre-

### the far fewer among them that might have some hope of having spectrum space," Policy & Rules

quency Registration Board

negotiating at Rio with a focus on

"We will do our serious

spectrum space," Policy & Rules official Lou Stephens told R&R.

Everyone's Wishes Included

The vast list of "perceived" full-

The vast list of "perceived" fultime AM radio needs was arrived at by including the locations of 2230 existing daytime-only stations, 750 communities still waiting for their first local service, 800 locations identified by the National Black Media Coalition as needing minority-owned stations, and 120 locations where, according to NPR, noncommercial service is needed.

### FCC May Ask Court To Return RKO Case

Intense debate was underway at the FCC this week as the Commission prepared to go into closed session to decide whether to ask the U.S. Court of Appeals to remand (hand back) the RKO case to Commission jurisdiction for review.

At issue is the FCC vote last year to take away RKO's licenses for WOR-TV/New York, KHJ-TV/Los Angeles, and WNAC-TV/Boston because parent corporation General Tire and Rubber made illegal overseas payoffs. RKO's radio licenses also hinge on the ultimate outcome.

In a May 12 letter, RKO put in a bid for the remand request on the grounds that "the Commission was wrong in denying RKO's applications without affording it statutorily mandated notice and hearing procedures on issues that were critical."

### Balance Shifts In RKO's Favor

With the resignations of Commissioners Ferris and Brown, who voted to revoke the three licenses, it would appear RKO now enjoys a 3-2 Commission split in its favor if Mark Fowler, as many expect, abstains from this week's vote. However, FCC insiders were placing no bets on the outcome because of such unpredictable factors as Fowler's participation and a possible desire, even on the part of RKO supporters, to avoid any embarrassment a remand request

could create.

### Lack Of Hearing Is Central Issue

The most likely grounds for a remand request would be the FCC's failure to hold a hearing on the issues raised against RKO. Observers agree the court might

honor a request based on a procedural issue. But they warn that the Commission must be careful to avoid any hint of action based on the merits of the case or changes in the FCC membership. "Then it's just a political football and the court would say go fly a kite," one FCC insider told R&R.

If the Commission were to have the case remanded by the court, it would probably go back and hold a hearing on the charges against RKO and then make another decision in the case.

### **Trade Association News**

### WOR's Devlin On NAB Board

Replacing WSM/Nashville's Len Hensel on the NAB Radio Board is Rick Devlin, VP/GM of WOR/New York. Devlin takes over under a policy in which the runner-up candidate replaces a resigned member. Hensel is quitting WSM and NAB to join BMI (see Page 3).

### **NRBA** Wants Answers

In a letter to the FCC, NRBA has renewed a query first posed last fall on what the Commission does with station financial data and how quickly the figures are compiled after stations send them in.

### **Code Board Stresses Self Regulation**

Self-regulation becomes more crucial under deregulation, the NAB Code Board concluded at its semiannual meeting in Washington Monday (5-18). The board represents 4091 (or 51.6% of) commercial stations and says almost all meet the code's commercial limitation guidelines.

The panel also recommended that commercials made to sound like news (using "flash," "bulletin," "we interrupt this program," etc.) be banned under the code. The full NAB Radio Board will vote on the issue. The next NAB Town Meeting was set for October 29 in Portland,

KING BISCUIT FLOWER HOUR PRESENTS WILD-EYED SOUTHERN BOYS

# SPEG



MAY 24, 1981 ON 350 STATIONS ACROSS THE **UNITED STATES AND** WORLDWIDE.









### SEE .38 SPECIAL ON TOUR ALL ACROSS AMERICA

- May 20 Marquette, MI May 22 Chicago, IL May 23 Springfield, IL
- May 24
- May 25 June 13 June 14
- Des Moines, 10 Minneapolis, MN St. Louis, MO Kansas City, MO
- June 19 June 20

June 30

June 16/17 Clarkston, MI Jackson, NJ Philadelphia, PA Cleveland, OH June 22 Saratoga, NY June 24 June 27 New York, NY

S. Orange, NJ

- July 2
- July 4
- July 5 July 8
- Allentown, PA Orlando, FL Miami, FL Mobile, AL

Washington D.C.

Denver, CO July 22 July 29 San Diego, CA



### New Line Of Warning Lights

Allied Broadcast Equipment (ABE) recently Introduced a new series of architectural warning lights for use in radio stations. Among the various lights available are flat wall, sidewall, ceiling, and extended pendant models (in both fluorescent and incandescent styles). Several lettering styles, colors, and symbols are likewise available.



Pictured is a typical sign cluster made up of incandescent flat wall models (priced from \$49 on up). For further information contact Dave Burns at ABE at 635 South E Street, Richmond, IN 4737.4, (317) 962-8596.

### LIN Posts Slight Net, Revenue Gains In '81

The LIN Broadcasting Corporation reported that net income for the first quarter of 1981 increased 17 percent to \$2.8 million, up from \$2.4 million in the analogous period of 1980. The firm's first quarter revenues showed a 5 percent rise, climbing to \$13.6 million in 1981 versus \$12.9 million in the year-previous.

### Four-Day Work Week On The Warie

Prospects for adoption of a four-day work week are on the decline, according to Georgetown professor Stan Nollen, who claims the idea's 1979 popularity increase was caused by fears of gasoline shortages. Nollen recently surveyed 800 firms which had instituted a four-day work week at one time and found that 28 percent of them had discarded the plan, citing inconvenience.

### Funeral Chain Enters National Ad Market

A relative newcomer to the ranks of national advertisers, Houston-based Service Corporation International will plunge 35 percent of its \$1 million annual advertising budget into radio this year. The firm, which operates a chain of funeral parlors nationwide, is targeting its "prearrangement" plan (pay before you go) at the unusual demographic of those persons aged 50-plus — chiefly via Talk, News, Country, and Religious-formatted stations...

Although somewhat shackled by various restrictions on funeral advertising, the company is attempting to get its message across via 60-second spots, designed to be heard three to five times in an eight-week period with an eight-week break followed by another eight-week spot cycle. The cycled spots, tagged with local phone numbers, are thus meant to avoid what media planners might term "overkill."

### TERMINALLY BORED?

### Airport Business Info Service

Frequent flyers who find themselves bored beyond belief while waiting at airports will soon be able to receive free annual corporate reports, stock quotes, weather reports, and videotaped company messages at many airport kiosks. The BIS Corporation plans to set up these business information centers at 25 airports across the U.S., having already established the first of these at New York City's LaGuardia Airport.

# Truckers Tapes Take Aim On In-Cab Listening

At a time when it faces increased competition from a myriad of developing media (videodiscs, all-music cable TV, etc.), radio's last stronghold — in-car listening — is being invaded. **Truckers Entertainment Network** (TEN) **Radio**, a Vallejo, CA-based firm, is currently offering one-hour tapes (both eight-track and cassette), consisting of country music, downhome comedy, and "truck talk," designed to be played while highballing down the highway.

The tapes, retailing at truckstops and trucker's clubs for less than \$4, also feature TEN Radio's own disc jockeys such as **Anne LaVoy**, who claims the only thing a trucker would rather do than drive his truck is to talk about it (hence the inclusion of "truck talk" in TEN Radio's programming). More importantly, TEN Radio's tapes include advertising aimed at its "cab-tive" audience.

### Xerox Drops Data-Exchange Radio Network Plan

Despite having invested nearly \$30 million in the idea, the Xerox Corporation recently announced it would shelve its planned Xten data-communications radio network. The ambitious project would have involved Xten customers adding radio receivers to their facilities so that they could pick up signals from Xerox transmitters. These radio signals would have been confined within cities and the cities linked via satellite connections.

While the reversal took many industry observers by surprise, especially in light of the FCC's recent decision to reallocate a portion of the radio spectrum so that such networks would be possible—a decision Xerox had been actively seeking for almost two years—others note that the Xten network would have siphoned hundreds of millions of dollars away from the parent firm at a time when Xerox is fighting an ever-increasing battle in the office copler market with a number of Japanese producers.

### Cox Chalks Up 1st Quarter Increases

The Cox Broadcasting Company announced that its net and revenues increased during the first quarter of 1981 as net income for the quarter climbed 13 percent to \$10.4 million, up from \$9.2 million in the first quarter of 1980. Meanwhile, Cox's 1981 first quarter revenues jumped 27 percent to \$82.5 million, up from \$64.8 million in the equivalent year-previous period.

Operating profits for Cox's broadcast division swelled 15 percent while the division's revenues rose 16 percent. According to Cox President Clifford Kurtland, the division's increase was balanced between radio and television as well as between local and national sales.

### **Bent Bat: Curve Increases Chance Of Contact**

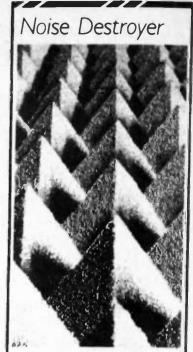


There's nothing wrong with your eyesight. "Big Bend," the aluminum baseball bat recently introduced by Hillerich & Bradsby (makers of the famous "Louisville Slugger"), features a 19-degree curve in its construction.

According to company officials, the reason for the radical design is simple. With a conventional bat, the swing and transfer of weight must be exactly synchronized to bring the barrel of the bat out in front of the hands, so no catch-up is required, increasing the probability of solid contact

Also, "Big Bend" prevents early or late rollover of the wrists. Again, when using a conventional bat, the roll of the wrists must be perfectly timed to the moment of impact to maintain a level swing. However, when using "Big Bend," the wrists don't roll over until after the batter has swung through the hitting area, assuring you better control of the bat.

The manufacturer notes that you won't be able to hit the ball any further using "Big Bend." The bat is designed solely to improve timing and control. Priced at between \$25 to \$50, the "Big Bend" conforms to all known specifications. Check with your league to see if it's legal.



For some sound advice as to how to deal with noise that annoys, Illbruck/usa suggests lining your offices, studios, etc. with the "Sonex Pyramids" pictured. Fist-sized and made from soundabsorbing acoustical foam, Illbruck claims the pyramids minimize noise by trapping sound. The "Sonex Pyramids" come in colored 48 x 48-inch sheets (three to four inches thick) and are available from Illbruck/usa at 3800 Washington Ave., N. Minneapolis, MN 55412.

### Driving Costs Up 13%

To own and operate a 1981 intermediate-sized car now costs you an average of \$3601 per year, or 24¢ per mile, according to the latest figures from the American Automobile Association (AAA). These figures represent an increase of slightly more than 13 percent over the comparable 1980 costs (\$3176, or 21.2¢ per mile).

The AAA's survey was based upon a 1981 Chevrolet "Malibu Classic" four-door sedan with a six-cylinder, 229-cubic-inch engine, driven 15,000 miles per year and kept for four years.

### Data Prompter Provides Perfect Pacing

Beston Electronics recently debuted an improved "Data Prompter," a character generator system which automatically paces the air talent; i.e., it will adjust its speed to guarantee that a 30-second spot is read in exactly 30 seconds.

In addition, the "Data Prompter" can be used to write news stories in place of a conventional typewriter. The unit also offers editing and word processing functions as well as on-air prompting and story reshuffling. For further information contact Beston at (913) 764-1900.

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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.

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WZUU add 28
KIQQ add
13K add
KC101 add 30
KHF1 add
WBBQ add
FM100 add 25
KJ100 add
KIOA add
KRAV add
KKXX add

WGUY add KKLS add WTRU add KSLY add Z93 23-16 94Q 7-4 KXOK 14-12 KEZR 23-21 KPLZ 25-20 KOPA deb 30 WHYN 27-23 WKEE 40-36 KSTAR 23-18 KFMK 23-17 KINT 16-15 WTIX deb 39 KLAZ 35-33 WERC 7-6 WSGN 10-9 WAAY 29-23 BJ105 deb 39

WOKI deb 27 WRJZ 18-15 WISM 27-21 WNCI deb 28 WDJX deb 33 KIOY deb 29 KNBQ 23 WJBQ 35-29 WACZ 10-9 WHEB 17-13

 2. 18-15
 14WK 19-14

 1 27-21
 WHHY 12-10

 1 deb 28
 Z102 24-15

 3 deb 29
 95SGF 30-26

 4 23
 WFOX 12-8

 5 25
 WCGQ 27-21

 7 10-9
 WISE 33-26

 8 17-13
 KILE deb 38

 KSEL 20-16

13FEA 27-24

KQIZ-FM 15-11
KPUR 30-26
WSPT 28-25
KENI 33-26
KATI 30-24
WFIL on
KYYX on
WSKZ on
WNOX on
WBCY on
WSEZ on

WGH on
WVLK on
WAKX on
KTAC on
WTSN on
95XIL on
WIGY on
WFLB on
WANS-FM on
KDZA on
KQDI on

TAKEN FROM THE LP "SEVEN YEAR ACHE" JC 36965

920 14-13

PRODUCED BY RODNEY CROWELL

### BARBRA STREISAND

### PROMISES

KS95-FM add KINT add 32 KOFM add 29 WFLB add Y100 21-18 KJR 24-20 KSTAR deb 29 KFMK deb 30 WERC deb 30 Y103 39-33

BJ105 39-36 WAYS deb 27 WOHO 28-26 K96 30-25 WTSN deb 25 KBFM on WAAY on 14WK on

WHHY on 95SGF on WFOX on KILE on KFYR on

TAKEN FROM THE LP "GUILTY" FC 36750

PRODUCED BY BARRY GIBB, ALBHY GALUTEN, KARL RICHARDSON FOR BARRY GIBB AND KARLBHY PRODUCTIONS EXECUTIVE PRODUCER CHARLES KOPPELMAN FOR THE ENTERTAINMENT CO.

# JAMES TAYLOR

### HARD TIMES

KXOK add 24 WCSC add KJ100 add WCGQ add WANS-FM add WSGN deb 29 KRBE on KXX106 on

WAKX on WFOX on

TAKEN FROM THE ALBUM "DAD LOVES HIS WORK" TC 37009

PRODUCED BY PETER ASHER

... ROTATE THE RED ON



COLUMBIA RECORDS



### Reps





AD CLUB ADDRESS - Chiat/Day Executive Vice President Mark Mullin, recently spoke before the Ad Club of Washington, DC at the request of WMAL and the New Yorkbased McGavren Guild rep firm.



The Fargo, ND-based Ag-America Farm Network, consisting of 25 radio stations in North Dakota, South Dakota, and Minnesota, has announced its affiliation with the rep



MAJOR MARKET RADIO SALES

WERE and WGCL/Cleveland have signed on as affiliates with the firm.



WTIK/Raleigh-Durham, NC; WSGL-FM/Naples, FL; and KIKF/Garden Grove, CA have announced their affiliation with the rep.

BLAIR RADIO

The firm recently announced it has moved its Southwest sales operations to One Lincoln Centre, 5400 LBJ Freeway, Suite 975/LB #7, Dallas, TX 75240. The new phone number for the rep's radio office is (214) 239-7000



The firm recently announced the opening of its sixth office, located in Atlanta at 6 Piedmont Center NE. 30305, (404) 261-2227. Lesley Norman has been appointed Sales Manager for the Atlanta office, coming from her previous post as National Sales Manager for WSB-AM-FM/At-

### Nets

### FCC Reports Network Revenues Up, Profits Down In 1980

America's eight broadcast networks (CBS, NBC, Iwo Mutual, and four ABC webs) along with their 35 O&O stations, posted a 16.1 percent increase in broadcast revenues during 1980, according to statistics compiled by the FCC. However, these same networks and O&O stations saw 1980 profits dip 26 percent

Revenues for the eight nets and 35 facilities (less payments to affiliates, agency commissions, and cash discounts) rose from \$252 million in 1979 to \$292.8 million in 1980, while profits stood at \$27.5 million, down from \$37.2 million in 1979. The largest factor in this decline - network expenses - soared 28.3 percent to \$103.4 million in 1980, up from \$80.6 million in the year-previous.

Meanwhile, profits at the O&O's climbed eight percent to \$23 million, up from 1979's \$21.3 million, but network earnings slid 71.3 percent to \$4.57 million, down from \$15.9 million in 1979





KOCH WHN'S "MAN OF THE YEAR" AWARD — Pictured flanking New York City Mayor Edward Koch at the festivities celebrating his being named WHN's "Man Of The Year" are (left) Mutual Sr. VP and WHN/New York GM Nicholas Verbitsky and Mutual President Martin Rubenstein

### CBS RADIMIO

The net is currently conducting a series of seminars detailing the history, uses, strengths, and efficiency of network radio. Developed by CBS Radio VP/Sales Richard Macaluso and network Director/Marketing Gregory Lincoln, these seminars are being given on request to agencies, clients, and potential advertisers. Each seminar is custom-tailored to a specific au-

Topics discussed at the meetings include programming, affiliate relations, research, sales service, promotions, news gathering, and marketing reasons to use network radio. The seminars are being held in various places across the country

### PENTERPRISE RADIO

The net has announced it will provide the exclusive network radio broadcast of the World Boxing Council (WBC) heavyweight champlonship fight between current WBC champ Larry Holmes and former titleholder Leon Spinks, scheduled to take place June 12 at the Joe Louis Arena in Detroit. Enterprise's Don Chevrier will handle blow-by-blow, with John Sterling providing color.

### **NBC** Radio

The following stations have announced their affiliation with the net: KXL/Portland, OR; WKCY/Harrisonburg, VA; WHHO-AM-FM/Hornell, NY; WYRU/Red Springs, NC; KBZY/Salem, OR; KCMX/Medford, OR; WCLD/Cleveland, MS; WYRQ/-Little Falls, MN; KLUB/Salt Lake City, KHNY/Riverside-San Bernardino, CA; WMPS/Memphis, WDEH-AM-FM/Sweetwater, TN; WBCE/-Wickliffe, KY; WQAM/Miami, and WSUL/Monticello, NY.

"Jazz Alive!", the weekly series of live jazz concerts carried via NPR, has been honored with the 1980 George Foster Peabody Award for Entertainment. Designed to "recognize the most distinguished and meritorious public service" by radio and television, the award was presented to "Jazz Alive!" for its four-hour live special, "The Jazzmobile Sunday Festival," broadcast in October of 1980.

### **Program Suppliers**

### **Westwood One**

"In Concert," the firm's latest addition to its live-in-concert series will feature Epic recording group Molly Hatchet on the weekend of May 22. with performances from Columbia's Loverboy and Ariola's Krokus to follow in June

Forthcoming acts taped for the Black-formatted "Concert Of The Month" program include Mercury/Polygram's the Gap Band and Yarbrough & Peoples

### Thirsty Ear

The firm announces it has acquired new offices at 26 Park Place, Morristown, NJ 07960. The new phone number is (201) 285-1540.

### KXA/Seattle, WABB/Mobile, CILQ/Toronto, and WSNE/Providence Strand

**Broadcast Services** 

TM Special Projects

Lives." a 30-hour radio documentary

co-produced by TM Special Pro-

jects and the Toronto-based Sonic

Workshop, will air via KHTZ/Los

Angeles over Memorial Day weekend.

Additional stations having signed up

for the special include KZEW/Dallas,

WAIV/Jacksonville, KYUU/San

Francisco, WDCG/Raleigh-

Durham, WBBF/Rochester,

KIOY/Fresno, WRNO/New Orleans,

"The Beatles: The Days In Their

"Something You Should Know." a daily 90-second feature which presents various experts advising listeners on subjects as diverse as how to save time and money and how to improve your mental and physical health, is now available from the recently-formed firm. Hosted by KHTZ/Los Angeles air personality Mike Carruthers and produced by Donna Lum, "Something You Should Know" is currently heard at over 20 stations nationwide, including KYA/San Francisco, WRTH/St. Louis, WSIX/Nashville, WAXY/Miami-Ft. Lauderdale and KINK/Port-

Strand Broadcast Services is located at 1636 Voorhees Ave. Manhattan Beach, CA 90266, (213) 372-6282

land, OR.

### **NKR Productions**

Allen Collier has been named General Sales Manager for the firm. A 10-year veteran of radio syndication, Collier most recently served as a Regional Manager with Drake-Chenault for the past three years, having previously worked with NKR President Ron Nickell at TM Programming. Prior to entering the radio syndication field, Collier held General Manager posts at several radio sta-

### **Wold Communications**

Gary Lippman has been appointed

### People

### Chicago

Bob Burke has been named Controller for WLS-AM-FM and the ABC Radio Network. Most recently, Burke served as Controller for the Gannett Corporation's Detroitbased radio division, having previously been an auditor at Gannett's corporate offices in Phoenix

### Los Angeles

Susan Wallace has been elevated to National Sales Manager for KIIS-FM. A 22-year veteran of the radio industry. Wallace most recently served as an account exec with the station. having previously held a similar post with KHJ/Los Angeles

### **Pittsburgh**

Chuck Hobbs has been appointed General Sales Manager at WPNT, coming from his previous post as an account exec with Radio Advertising Representatives (RAR) Inc., based in Detroit. Prior to joining RAR, Hobbs held an account exec post at WJR-FM in the Motor City.

Vice President/Eastern Sales, coming from his previous post as Director/Sales Development & Implementation for the Hughes Television Net-

KEYY/Provo, UT has been sold by the Mid-Utah Broadcasting Co. to the Utah Valley Technical Institute Ltd. for \$1.59 million.

WMTE-AM and WRRK-FM/Manistee, MI have been sold by the Manistee Radio Corporation to the Manistee Broadcasting Company for \$950,000, subject to FCC approval. Cecil Richards Inc. brokered the transaction.

WCDL-AM-FM/Carbondale, PA have been sold by the Stainless Broadcasting Co. to Lifestyle Productions of Pennsylvania Inc. for \$525,000, subject to FCC approval, according to broker Keith Horton.

WJVA/South Bend, IN has been sold by the Mid-America Broadcasting Company Inc. to Miramar Broadcasting Inc. for \$275,000, subject to FCC approval. Broker was Richard Shaheen Inc.

WESTWOOD ONE PRESENTS

"Off the Record" with Mary Turner

The week of June 15th, hear Keith Richards in a rare two part

interview, plus the music of the Rolling Stones.

The first in a series of weekly Super Star Radio Specials, Featuring

the Biggest names in Rock!

"Off the Record" SPECIALS will air on over 200 of the Nation's finest

**Rock Radio Stations**,

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From WESTWOOD ONE,

America's number one producer of national

radio programs, concerts and specials like . . . Dr. Demento,

Live From Gilley's, Off The Record with Mary Turner, The Rock Years, Off The Record Specials, Concert of the Month, The Great American Radio Show, Special

Edition, Star Trak, Shootin' The Breeze, Ace and Friends, Spaces and Places, Tellin' It Like It Was, Daybook, In Concert, and The Playboy WESTWOOD

Advisor. For information on WESTWOOD ONE programs in your area, call (213) 204-5000.

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- 20 Hits Past: 20 Hits Present
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- Coming soon to your listening area!

Make sure it opens on YOUR radio stage by calling (213) 467-5111.

Other CFI Creations: The Elton John Special (ABC): The Rod Stewart Special (RKO): The Beach Boys Special (ABC): The John Lennon Special (Ind): Olivia Newton John Special (RKO): The Frankie Valli Special (ABC): The Anne Murray Special (Ind): The Bob Seger Special (ABC): The Love Makers (Ind): The Fleetwood Mac Special (ABC): The ELO Special (ABC): Hot Rocks (Ind): The Eagles Special (ABC)... to name a few!

The Cective Fector INC

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are viewed as being major contributors to the increase 7/1/1/

Bros. Music, coming from his previous post as President of Geffen/Kaye Music, the Geffen Records publishing division that will be renamed Geffen Music and will be administered by Warner Bros. Music. Kaye began his music industry career in promotion, later serving as General Manager

with Almo/Irving Music and Rondor Music, A&M Records' music publishing wings. In 1974, he returned to Almo/Irving/Rondor as Executive VP, becoming President a

Jay Landers has announced the formation of the

Bill Mack has been appointed National Vice President of **RCA Records** 

### Green Upped To Dir./ **Business Affairs At CBS**

Theodore Green has been promoted to Director/Bus-Iness Affairs at CBS Records. Having joined the label in 1979, Green most recently served as Senior Attorney for CBS

### D'Ascenzo Named Mgr. Of **Newly-Merged** 3M Audio/Video Division

Frank D'Ascenzo has been named Manager of the newly-merged Magnetic Audio/Video Products Division for 3M. This new division will market products formerly available from 3M's Minicom Division, which has been dissolved. Products available under the audio/video merger include video tape recorders, graphics generators, routing and machine control systems, digital audio recorders, electronic editors, and accessories

Additional appointments under the division's reorganization include Bob Landingham, Sales Manager; Clark Duffey, Marketing Development Manager/Digital Audio Products; James Mazzoni, Marketing Development Manager/TV Display Systems; Jerry Kerr, Marketing Development Supervisor/Switching Systems; and David Bixler, Marketing

Bill Harper, a 20-year veteran of the music industry, and Nicholas Stolos, an overseas licensing and marketing specialist, have announced the formation of HSO Records incorporated. The new label will be located at 920 Market

### Kaye Named Chairman At Warner Bros. Music

Just the thing for repairing wiring in cramped quarters (control rooms, for example), "The Light"

is also available in a rechargeable version. For further Information

contact Vale Industries, at 15801

Rockfield Blvd., Suite C, Irvine,

CA 92714, (714) 855-8193.

Latest Twist In Flashlights

Eliminate that need for a third hand and Illuminate those hard-tolight places with Vale Industries Inc.'s "The Light." Not only is the item flexible (see adjacent photo). enabling you to bend the beam in any direction you desire, but "The Light" is also magnetized so it can be attached to the appropriate surfaces for even greater ease of

Chuck Kaye has been appointed Chairman of Warner for Philles Records.

After a stint with Aldon Music, Kaye spent seven years year later. Kaye joined Geffen/Kaye Music in 1980.



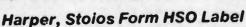
Lighthouse Company, a Los Angeles-based record and film production firm. Landers is a former co-principal of Landers-Roberts Records. The Lighthouse Company can be reached at (213) 276-4540.

### Mack Named Nat'l VP/ **Promo For Dimension**

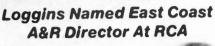
Operations, Merchandising, Promotion and Sales for Dimension Records. Most recently, Mack headed Mack Management, a marketing, sales, and promotion consulting firm located in Dallas. Mack previously held regional sales, marketing, and promotion positions with Arlola, ABC, and

### **Pro:Motions**

Development Supervisor/Videotape Recorders



St., Philadelphia, PA 19107, (215) 923-9473.



Dan Loggins has been appointed Director/Contemporary Music A&R-East Coast at RCA Records. Loggins most recently served as Executive Director/International A&R for WEA International for three years, having previously spent seven years as Executive Director of A&R for CBS/U.K. A former musiclan, Loggins began his record Industry career in the retall business, later working with the Fillmore Corporation, prior to joining CBS/U.K.



Dan Loggins

### Schuman, Yeranian, Guarino & Caspi Elevated As CBS Merch. Planning/ Administration Dept. Restructures

Susan Schuman, Arthur Yeranian, Joseph Guarino, and Ann Caspi have been promoted as CBS Records restructures Its Merchandising Planning and Administration Department. Schuman, a six-year veteran of the label, has been named Director of Merchandising Administration, coming from her previous post as Administrative Coordinator of Merchandising Administration.

Yeranian, an 11-year veteran of CBS Records who most recently served as Associate Director of National Advertising Production, has been elevated to Director of National Advertising Planning

Guarino has been appointed Manager of National Advertising Production. A seven-year veteran of the label, Guarino most recently served as Production Coordinator.

Caspi, a two-year veteran of CBS, has been elevated to Advertising Coordinator/Merchandising Planning and Administration, coming from her previous post as Administrative Assistant in the label's Merchandising Planning Department.

### **Gorlick Elevated To** Mkt. Dir. For NARM

Patrick Gorlick has been appointed Director of Marketing for the National Association of Recording Merchandisers (NARM). Prior to joining NARM in 1979, Gorlick headed his own Seattle-based advertising and marketing com-

### Hill Named Nat'l Field **Promo Manager For MCA**

Elmer Hill has been named to the newly-created post of National Field Promotion Manager for MCA Records Black Product division. A 20-year veteran of the music industry, Hill's previous experience includes a stint as National Promotion Director/Black Product with 20th Century-Fox Records.

### Simmons Named Dir./ **Industry Relations At INCA**

Ken Simmons has been appointed Director of Industry Relations for the Institute of New Cinema Artists (INCA) Recording Industry Training Program. A former free-lance journalist and television news reporter, Simmons will serve as a licison between INCA and the recording industry, responsible for developing internship and employment positions for the 30 students presently enrolled in the federally-funded pro-



### Half U.S. Homes To Be Solar-Powered By 1995

Over half of America's households will be using solar equipment by 1995, up from approximately six percent at present, according to a recently-released Predicasts study. Skyrocketing fuel prices and added government incentives

### Boylan Elevated To VP/Exec. **Producer At Epic**

John Boylan has been promoted to Vice President/Exe-

cutive Producer at Epic Records. A five-year veteran of the label, Boylan most recently served as an Executive Producer for Epic.

Boylan began his production career in 1967 as a staff producer and writer for Koppleman-Rubin Associates, going into independent production with his Great Eastern Gramaphone Company In 1969. Among Boylan's production credits are albums by



John Boylan

Boston, Linda Ronstadt, the Charlie Daniels Band, REO Speedwagon, and the Little River Band

### **Keith Named VP/Promo** For Uno Melodic

Ray "Cookie" Keith has been appointed Vice President of Promotion at Uno Melodic Records. Keith previously held promotion posts at Motown Records for several years.

In a related development, Vesta Maxey has been named National Promotion Coordinator for the New York-based label.

### Wenrick, Street Form Multi-Faceted Firm

Eddle Wenrick and Tom Street have announced the formation of Wenrick-Street, a music publishing, record production, and management company. Wenrick most recently served as Assistant to the President at Aucoin Management, having previously been associated with CBS Records, while Street headed T Street Entertainment Group Inc., a Hawaii-based management and production company

Wenrick-Street is located at 9314 Sierra Mar Drive, Los Angeles, CA 90069, (213) 274-9485.

### Kostich, Shaw & Patrie Upped At WB's Dance Music Dept.

Craig Kostich has been named Director/Dance Music, Bob Shaw has been appointed National Promotion Manager/Dance Music, and Stephen Patrie has been upped to National Promotion Manager for Dance-Oriented Rock Music at Warner Bros. Records. Most recently, Kostich headed Fusion Productions, his own Los Angeles-based production and management firm, having previously held the National Promotion Director post at Warner Bros./RFC Records

Shaw and Patrie formerly held regional promotion posts with Warner Bros./RFC Records.

### Camilleri Forms JCO Label

Jo-Anne Camilleri has announced the formation of JCO Records. Camilleri will serve as President for the Canadian-based firm. JCO Records may be reached at (416) 245-8014

### Klaidman Named Nat'l Sales Mgr. At BES Inc.

Barry Klaidman has been appointed National Sales Manager for BES Inc., the Costa Mesa, CA-based loudspeaker manufacturer. Prior to joining BES, Klaidman served as VP/Sales & Marketing at Phoenix-based General Sound, having previously held national and regional sales nosts with Record-A-Call and Toshiba, respectively.



"Leading stations have been able to attract sizable teen audiences."

### Winter Surveys X-Rayed

This week we'll continue examining the results of the 10-week long winter surveys recently released by Arbitron. In looking at the key markets below — and delving into some stations that are major factors in those markets — it is interesting to note that teens are a vital factor in the "up" books received by various stations. Although from a sales point of view teens are not usually very sought after, it appears that leading stations have been able to attract sizable teen audiences and use this group to boost 12+ shares.

### San Francisco

Looks like a pretty solid survey in the Bay Area this sweep, but there are two items you should keep in mind when reviewing the results. The overall metro in-tab slipped 11%, from 3826 to 3402, which theoretically could mean slightly less stable estimates. However, the in-tab reduction was well spread among the demos, so extreme flukes appear unlikely. Men 18-24 slipped from 241 in-tab to 221. Additionally, the impact of the Expanded Sample Frame was increased this book. ESF diaries were upped from 35% of the in-tab in the fall to just over 41% this time. Arbitron is aiming to achieve about 45% of their metro in-tab from homes not listed in the phone books so it's possible that the ESF penetration could increase again. Stations that usually benefit from ESF, such as ethnic stations and AOR's, could be the beneficiaries of such an increase.

Two stations that have shown good numbers in the winter data are Black KSOL and Country KNEW. KSOL is the top music station in the San Francisco metro, 12+, and has shown a steady multi-book trend of audience increases. KNEW has had a steady profile up until this latest report, which saw the station move up in a healthy fashion. Let's examine what helped each of these successes.

In our overview of the KSOL and KNEW stories, we'll use Market-Buy-Market's© audience composition analysis (similar to what was used in the latest R&R Ratings Report) and time spent listening analysis.

On an audience composition basis, analyzing the average quarter hour audience from winter book to winter book shows that KSOL, while still retaining a strong teen contingent, has attracted an improved showing (41% vs. 32%) in the 18-24 demo. This should give KSOL some sales punch in the 18-34 and 18-49 situations. With regard to KNEW, their jump in this latest book was due to a diverse demographic rise. Compared to last winter's survey, this most recent data shows boosts in the amount of 18-24 and 65+ audience, with slippage in the 25-34 cell.

### Time Spent Listening Report — San Francisco Metro

	out a ture	01500 1.1011	
Sex-Age: Per:			itron: Jan-Mar '81 on-Sun, 6am-Mid.
Stations KSOL KNEW	Mins/Day Listened 104 80	Avg. Qtr. Hr. (00) 403 264	Weekly Cume (00) 4169 3556
Sex-Age: Per Pop(00): +31			oitron: Jan-Feb '80 on-Sun, 6am-Mid.
Stations KSOL	Mins/Day Listened 76	Avg. Qtr. Hr. (00) 261	Weekly Cume (00) 3712 3385
KNEW	66	208	3353

The time spent listening analysis shows notable increases for both stations, with KSOL having boosted its average TSL by 37% in the last year . . .

### Audience Composition Report: Avg. Qtr. Hour — San Francisco Metro

Sex-Age, Pe	rsons l	2+			A	bitron	JanN	lar. '81	
Pop(00): 43	353			Daypa	rts: Mo	n-Sun,	6am-M	idnight	
Stations/Pop	12+	12-17	18-24	25.34	35-44	45-54	55-64	05+	
Metro									
Pop Distr.	100.0	11.2	16.4	22.3	14.3	13.0	10.9	11.7	
KSOL	100.0	29.3	41.2	18.6	5.5	3.2	1.7	0.5	
KNEW	100.0	6.8	15.2	14.8	23.9	19.3	15.2	4.9	
Sex-Age: Pe	rsons 1	2+			A	rbitron	JanF	eb. '80	
Pop(00): 43	104			Daypar	ts Moi	-Sun.	Sam-Mi	idnight	
Stations/Pop	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+	
Metro									
Pop Distr.	100.0	11.6	16.5	21.8	14.1	13.3	11.0	11.6	
KSOL	100.0	40.2	32.6	17.2	6.5	2.3	1.1	0.0	
KNEW	100.0	2.4	4.8	28.8	22.1	14.4	10.1	17.3	

It will be interesting to see if KSOL continues to improve its standing and its adult profile, and to see if KNEW can retain the gains made in the Winter '81 survey.

### Philadelphia

Good news for the Philadelphia metro is that the Winter '81 results are likely to be more stable than the data from the fall '80 survey. Usable intab was up 24%, from 1973 to 2452, and the male 18-24 count rose from 112 to 162, allowing for better estimates in that group. The ESF percentage was stable in both reports, resting at approximately 39-40% of the 12+ sample.

One station that prospered in the latest book was WDAS-FM, the Black format leader in the market. WDAS-FM posted the biggest gain in the winter results. Teens were an important part of the 12+ rise.

In the Market-Buy-Market analysis below you'll note that although the entire station's average TSL was up, the teen cell had an especially impressive increase . . .

### Time Spent Listening Report — Philadelphia Metro

Sex-Age: Person		Arbitron: Jan-Feb 't Dayparts: Mon-Sun, 6am-Mi			
Stations WDAS-FM	Mins/Day Listened	Avg. Qtr. Hr. (00) 419	Weekly Cume (00) 4032		
Sex-Age: Person Pop(00): 39898			oltron: Jan-Feb '80 on-Sun, 6am-Mid.		
Stations WDAS-FM	Mins/Day Listened 98	Avg. Qtr. Hr. (00) 365	Weekly Cume (00) 4007		

### Time Spent Listening Report — Philadelphia Metro

Philac	lelphia Metro
Sex-Age: Teens 12-17 Pop(00): 4819	Arbitron: Jan-Feb '81 Dayparts: Mon-Sun, 6am-Mid.
Stations WDAS-FM	Mins/Day Listened
Sex-Age: Teens 12-17 Pop(00): 5039	Arbitron: Jan-Feb '80 Dayparts: Mon-Sun, 6am-Mid.
Stations WDAS-FM	Mins/Day Listened 90

Although the adult numbers for WDAS-FM have remained stable over the past year, it's the teen contribution that helped the station score its big success in the latest sweep.

### **Detroit**

The first Quarterly Measurement sweep in Detroit was greeted with all the enthusiasm of a

### Week In Review

### **Advisory Council Meeting Set**

The first full meeting of the newly constituted Arbitron Radio Advisory Council and representatives from Arbitron is taking place this week. The Council, chaired by Tom Hoyt of Heftel Broadcasting, has for the first time put together an agenda for the meeting, rather than responding to an outline suggested by Arbitron.

Among the topics for the Atlanta meeting are alternative contract pricing possibilities; the possibility of reinstating five-year contracts; revising marketplace polling techniques regarding changes in relevant market survey periods and other items; and an RAB/GOALS report on the ethnic measurement controversy over Differential Survey Treatment.

new Japanese import, but some stations seemed to profit by the 10-week long effort. Part of the story may lie in the oversample used in the initial QM survey, which saw usable diaries rise 46% compared to the fall '80 sweep. One demo that really benefitted from the additional in-tab was women 18-24. The usable figure jumped from 125 in the fall to 229 this survey, an 83% boost. Given the additional sample in the market, and especially in the difficult 18-24 cell, the results of this survey can be viewed with confidence.

WLLZ probably is exuding much confidence these days. Not only did the station score an even stronger book this time, compared to its fall debut, but its leadership in the 12-24 demos is remarkably stable. In both books you'll note that WLLZ has maintained approximately 77% of its average quarter hour audience in the 12-24 cells, while WRIF edged more into the 25-34 category this past sweep . . .

### Audience Composition Report: Avg. Qtr. Hour — Detroit Metro

Arhitran, Jan Mar 'RI

Ser-UBe: 16	120112 1	4 T				TIDITIO	ni jan-i	viui oi	
Pop(00): 35	7.59			Daypa	rts: Mo	n-Sun.	6am-M	idnight	
Stations/Pop	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+	
Metro									
Pop Distr.	100.0	13.3	15.4	20.8	15.2	13.3	10.8	11.1	
WLLZ	100.0	33.3	43.7	19.6	2.6	0.5	0.0	0.2	
WRIF	100.0	22.9	24.4	43.9	4.8	3.0	0,4	0.7	
Sex-Age: Per	rsons 1.	2+			A	bitron	Oct-N	ov. '80	
Pop(00): 35	759			Daypar	ts: Mor	-Sun. 6	iam-Mi	dnight	
Stations/Pop	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+	
Metro									
Pop Distr.	100.0	13.3	15.4	20.8	15.2	13.3	10.8	11.1	
WLLZ	100.0	33.3	43.0	18.9	2.3	0.2	2.3	0.0	
WRIF	100.0	21.9	46.7	21.9	4.2	2.0	3.3	0.0	

Part of the increased standing for WLLZ this survey came from the increased female audience to the station, perhaps due partially to the extra sampling in that key demo, presenting more cume opportunities to ladies of the AOR persuasion.

Additional winter market overviews coming next week. See you then!

Jhan Hiber





the Magic City: HOLLYWOOD, and it features the Music, Drama and Passion that make this city exciting! From John Barrymore to John Travolta... from George Brent to George Burns...from Bogart to Brando, you'll hear'em all: The big stars candidly

It's all part of Merv Griffin's Hollywood, to be released for the 4th of July.

Terms: BARTER Telephone Toll-free: (800) 421-0972. From California call: (213) 460-2183.

> Mery Griffin Radio Productions



# "It Didn't Take Long"

# Already Weaving A Web At These Stations:

KRBE add KIQQ add WJDX add WSGN add Y103 add BJ105 add 92Q add WGH add WDJX add KNBQ add KYSN add KCPX add FM103 on WFBG add KENI add KOOK add KFXD add KRLC add KBOZ add

**Produced by Peter Coleman** 



### **KROY**

Continued from Page 1 are quite willing to testify that they are in their minds station 'X.'"

### KROY: "No Merit" To Suit

KROY's Jonsson said he would have run the ad even had he known of KZAP's reaction in advance, and added, "There's absolutely no merit to this lawsuit. I think KZAP hasn't a leg to stand on. I find the whole situation humorous. It's a waste of our time and theirs, but if they want to pursue it, we'll be delighted to take it all the way to the courts. Our lawyers feel it will be dismissed before it gets to trial. There's a tremendous body of law that protects this kind of brand comparison advertising."

Jonsson continued, "It never occurred to us that the ad could cause that kind of trouble. Originally the ad was done as a Brand X, Y, and Z comparison of music; only at the last minute did we substitute the word station. it was our attempt to define our format, Adult Rock, to our audience." Commenting on the call letter similarities, he said, "They are certainly letters that fit some of the call letters in town. On the other hand, you can pick up several Bay Area stations here, so you could discount that."

### Follow-Up Ad Zaps KZAP

A later ad placed in the Sacramento Union by KROY stressed the humorous nature of the campaign. It reprinted the original ad (which appeared in Sacramento magazine), then add-

### Charter

Continued from Page 1

### Larrabee Promoted At KSLQ

After six weeks as Acting PD, afternoon man John Larrabee was officially promoted to Program Director at KSLQ. Larrabee said, "After 14 years in radio I am finally getting the chance to program a radio station the way I think it should sound. This is a great opportunity to put into practice what I have learned over the years." Casey added, "John will be a great PD to help shape KSLQ into a true 25+ radio station."

Larrabee's appointment is effective immediately and he will continue to handle the afternoon drive airshift, as well as the station's music following the exit of MID Tony Stone last week. Sherwood will officially join K101 on May 26.

### **Boardwalk**

Continued from Page 1 for the future of our industry. We all have a stake in the development of new artists and new labels, each with a very individual style. With imagination and a willingness to change, a variety of arrangements between companies will become possible, which will strengthen the record business. I'm very grateful to my friends at CBS who have helped Boardwalk make such an impressive debut, and I promise them that we'll continue to make them proud of us."

WHICH RADIO STATION DO YOU LISTEN TO?

**STATION X** Soft rock for the terminally mellow listener who enjoys warm milk before bed and likes to hear pins dropping.

These listeners regularly squeeze the Charmin.

squ ST

STATION Z Hard rock for soft brains. These

for soft brains. These listeners love the sound of jackhammers in the night, fingernails on the chalkboard, and have

been known to swoon with pleasure at the aroma of stale cigarettes. They regularly squeeze empty beer cans.

STATION Y Adult Rock for sensuous, vibrant, attractive, well-adjusted young Sacramentans who have come to appreciate the sophistication and dashing elegance of KROY AM & FM. These listeners regularly squeeze each other.



ed: "When this advertisement appeared... three interesting things happened: First, a lot of sophisticated, dashingly elegant people with great senses of humor chuckled right out loud. They could see that we were poking a little gentle fun at our competition, our industry, and most of all at ourselves...

"Second, a lot of people tuned into KROY...and...began feeling much more sensuous, vibrant, attractive, and infinitely more well adjusted. Gosh, we felt really good about that.

"The third thing? Well, KZAP sued us. Apparently, they thought

### Wahlen

Continued from Page 1
Before Group W bought KJQY
in January, Wahlen was President, GM, and part owner of the
station, known formerly as KOZNFM. From 1970 to 1975 he was
VP/GM of KOSN and KSEAFM/San Diego.

Westinghouse expects to announce a replacement for Wahlen at KJQY in the near future.

### **Fowler**

Continued from Page 1
the oath of office before a
standing-room-only crowd in the
Commission meeting room,
Fowler said the FCC should be
guided by a single question,
"What is best for the people?"
And he told his colleagues, "I trust
and pray that we will have a good
and true friendship – at least
four votes out of five."

### A Radio Story

Fowler related how, when he called home to announce his Senate confirmation, daughter Claire, age 11, complained that a local radio station had failed to play a record she had requested several times. "Now, Dad." said Claire, "I'm going to call them back and tell them my dad's the new Chairman of the FCC and if you don't play my record you won't be around any more."

we meant they were Station Z. Now we can't help what they think, but we are sad to see they have lost their sense of humor. After all, entertainment is what radio is all about ..."

### Hattrik

Continued from Page 1 this is in recognition of his accomplishments."

Hattrik commented, "It means a lot to me. I appreciate the confidence Gary and the rest of the company have placed in me. This is the best radio management team I know of; I'm glad to be part of it."

Hattrik will remain as PD of KWK & WWWK/St. Louis, the AOR stations whose debuts he supervised. He also guided the programming of Doubleday's WLLZ/Detroit, which also achieved instant ratings success.

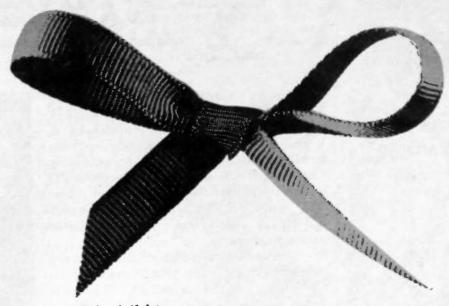
### **James**

Continued from Page 1
James told R&R, "The opportunity to work with Viacom and to work with Al Greenfield, whom I worked with before when I was working at Sonderling, is the main reason for my decision. I have a lot of respect and admiration for Al Greenfield and I believe I'll be able to work well with him.

"I plan to go out there (to California), work as hard as I can, find out what the community likes, and try to provide it," James continued. "I hope to have the kind of help that I've enjoyed in the past that will enable me to be successful."

Regarding his tenure at WVON-WGCI, James said, "I think it's a fantastic position. It's been a great opportunity for me. I'm sure the stations will continue to do well and I wish them nothing but the best."

James joined the stations in 1978, beginning as General Manager and later moving to VP/GM, then President/GM. He entered radio at the now-defunct KIOO/Oklahoma City.



"A child is pure, devoid of fault or blame.

He represents the celebration of new life, hope for a better world, hope for a better way.

A child marks the continuation of our lives, our future.

What should he know of death?"

Gladys Knight

### GLADYS KNIGHT & THE PIPS. "FOREVER YESTERDAY (For The Children)."

### A SONG DEDICATED TO ALL CHILDREN EVERYWHERE.

CBS Records and Gladys Knight & The Pips will donate the profits from the sale of this recording to The Atlanta Children's Foundation, Inc.

Donations may be made to: The Atlanta Children's Foundation, Inc. c/o Economic Opportunity Atlanta, Inc. 75 Marietta Street, N.W. Atlanta, Georgia 30303

On Columbia Records.

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RHINO RECORDS

(213) 473-1518

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### STREET TALK.

Ronda Curtis will be leaving KWEN/Tulsa within the next two weeks to become Program Director of KLAZ & KOKY/Little Rock. Ronda, who has been handling both the music and programming chores at KWEN, will get her first official PD job when she joins the Little Rock properties. The rumor running around Tulsa is that KWEN will switch formats to Country in the very near future.

The Confidential Report tipsheet closed its doors Friday (5-15), citing "financial considerations" as the reason. The immediate future for several staffers was not made clear.

Walt Brown has been upped to PD at WSGN/Birmingham as former PD Jay Michaels and PM drive jock Reid Lundy both exited the station last Friday (5-15). Walt has already hired Doug Layton from WERC/Birmingham to replace Lundy. Layton is an 11-year veteran of WERC and does play-by-play for the University of Alabama football broadcasts. Walt will continue to handle WSGN's music until he can find a new MD for the station.

Ovation Records President Dick Schory has laid off several employees, including the Pop Promotion Department. National Pop Promotion Director Frank Giuliano and National AOR Promotion Director Lauren Korman are now on the loose due to the cutbacks.

KSET/El Paso Operations Director Chuck Kelly has resigned the station after three years to become PD at KYST/Texas City. KYST is currently a daytimer located between Galveston and Houston, but the station will be increasing power and going 24 hours around June 15. Jeff Blake will remain with KSET as PD.

The WEA Records label will be a reality by September according to WEA International Senior VP Fred Haayen, who will head the new label. WEA Records will serve as a domestic outlet for international acts not currently on any of the existing WCI labels. Promotion and marketing will most likely be handled through one of the current WEA labels: WB, E/A, or Atlantic.

Kim Cunard, PD of KVOL/Lafayette, will exit the radio business shortly to become his own boss. Kim and a friend have invested in their own venture and the pair will go into business for themselves. No replacement for Kim at KVOL has been named yet.

That Rolling Stones summer tour we told you about may turn out to be a fall tour instead. Apparently several solo projects and the recording of a new Stones album will delay the boys getting back on the road for a while longer.

Dean Landsman & Steve Rivers have signed WSNI/Philadelphia as their latest consultation client. The station will be shifting to a more defined 25+ Adult Contemporary presentation.



HEADS OR TAILS, YOU'RE IN WITH THIS COIN — Robox Records has minted an undisclosed number of special "Rockoins" (pictured above), which will entitle the bearer permanent free admittance to eny concert by the groups named on the "Rockoin" — Zigguret and Grinder Switch. With all due respect to these two groups, neither is in the concert class with, say, Fleetwood Mac or the Eegles, but it's a neat promotionel idea nonetheless. And who knows, maybe Mick Fleetwood will see this and think it's e great idea.

Meanwhile at WIFI/Philadelphia, John St. John, last at WLAC/Nashville, is the new AM drive personality. John replaces Mark Shannon, who recently left for B94/Pittsburgh.

Did Ringo Starr mean it when he told a national TV audience that he was not on the new George Harrison single? His story was that he played on the original session, but was not satisfied with his performance and so he took himself out of the whole project.

Y100/Miami paid off big in its "Rainbow Connection" contest, awarding one winner \$252,861.23 on PD Bill Tanner's show. The giveaway was the largest cash prize ever given to one listener in Florida radio history, according to the station, and the amount will be paid out over 20 years. The legal action filed against Y100 by a disgruntled contest loser (R&R 5-1) is still pending.

Jay Allan has been promoted to Operations Director at WTHI/Terre Haute, replacing Bobby Kraig, who recently joined KPLX/Dallas as PD (R&R 5-8).

Ten years ago almost every major market had a key secondary nearby that served as a sort of "farm club" for future air talent. Now it looks like New Haven may be New York City's new talent pool. KC101/New Haven's Dan Lyons does weekends for WNBC/New York and KC101 personality Peter Bush has just begun handling weekends for WABC/New York.

R&R's own (and of course KMPC's) Gary Owens got his star Wednesday (5-20) on Hollywood's "Walk Of Fame." Look for full pictorial coverage of this gala event in next week's edition.

P.O. Box 25-866 Honolulu, Hawaii 96825 (808) 395-9600

THE ELECTRIC WEENIE, RADIO'S NUMBER 1
GAG SHEET, GETS LETTERS...

DARYL DELANEY/KRDR . . . "Sign me up for another year. Your stuff is absolutely overwhelmingly adequate."

Jocks...write today for free samples.

PING CHANARON

# JUST RELEASED THE NEW SINGLE "ANOTHER TICKET"

FROM THE SMASH HIT ALBUM

Another Ticket



RX-1-309



PRODUCED AND ENGINEERED BY TOM DOWD ON RSO RECORDS AND TAPES



Well, with most of the R&R staff involved in the baseball season, I've just put in my recommendation for a new name. In Los Angeles's San Fernando Valley, I'm in favor of changing the moniker to San Fernando Valenzuela! The Dodger pitcher has taken the country by storm as a nifty 20-year-old star. (As George Burns told me at the crowning of the Playmate of the Year Awards... I have neck ties older than Valenzuela!)

Congratulations to KLAC's the oldest continuously Sammy Jackson! The **Academy of Country Music** named Sammy "Deejay of the Year" for 1980...and it's a well-deserved plaudit for a great guy. Among his many accolades already garnered, Sammy will have to get a forklift just to pick up the trophies when he and his lovely bride Suzanne decide to move from their palatial ranch.

I first met Sammy when he arrived in Hollywood to star in TV's "No Time For Sargeants!"

A friend of mine, Roy Thomas, one of the world's great comic book writers and editors, just got married to lovely Danette Couto in a 6am ceremony at the Griffith Park Observatory. The atmosphere was straight out of a surrealistic adventure-romance novel, with the clouds parting, a harp playing, and a bluebird alighting amidst the nuptials (the Nuptials, Fred and Irene, had flown in from Fresno). Most of the country's leading writers and cartoonists were in attendance, and some interesting trivia questions were asked and answered at the reception. Do you know what

published comic book that is still in print is? (DC's "Adventure Comics"...) I know Jeff Gelb is reading and checking all of this...because he has all of the back issues of "Mr. Natural." By the way, the initials DC stand for Detective Comics.

Chevy Chase at one time was a writer for Mad magazine...Sergio Aragones of Mad was at the wedding of Roy and Danette and won the moustache twirling competi-

\* \* \* \* \*

At the Hilton's delightful Casino Lounge we had a reunion of sorts . . . there I was, with the people who had a lot to do with me becoming a deejay. Don Burden was sitting with Ken Palmer and Ted Nelson. Ted was PD at KIMN/Denver and Ken was a high muckymuck with Clark Brown & Co. at the same station while I was morning man in Denver. I had come there from Burden's KOIL in Omaha, which was my first job in record-playing ever. We talked over old times and then made a four-way phone call to Ted's lovely wife Eileen, who had just gotten out of the hos-



### ABC Wins Decisive Victory

During the interim between official TV seasons, anything can happen in the ratings, including front-running CBS falling to third, which did happen during the week ending May 17 as tabulated by Nielsen. ABC took four of the top five places on its way to a solid 17.0 average rating, with NBC coming up with an Impressive 16.2 for second and CBS finishing at 15.4, with several series stalwarts absent and its top-rated program being the TV movie biography of Tammy Wynette. ABC thus continues a surge begun the previous week when it tied CBS for first with a 16.5 average rating; NBC trailed with 15.2 at that time. Last week's Top 20:

_	1	Best Little Girl In The World (ABC			
		Mon.Mov.)	3	11	Love Boat (ABC)
4	2	Three's Company (ABC)	15	12	CHIPs (NBC)
_	3	Meatballs (NBC Sunday Movie)	2	13	M*A*S*H (CBS)
14	4	Too Close For Comfort (ABC)	_	14	Greatest American Hero (ABC)
_	5	TV's Censored Bloopers (ABC)	5	15	Diff'rent Strokes (NBC)
_	6	Stand By Your Man (CBS Wed. Mov.)	19	16	Happy Days (ABC)
-	7	Hart To Hart (ABC)	16	17	Real People (NBC)
8	8	60 Minutes (CBS)	18	18	Fantasy Island (ABC)
11	9	Laverne & Shirley (ABC)	-	19	Trapper John, MD (CBS)
_	10	Little House On The Prairie (NBC)	_	20	Barney Miller (ABC)

May 10 hits that were either one-time specials or didn't survive to the current Top 20 were 1) "Murder In Texas" Part II (NBC movie) 6) "Broken Promises" (CBS movie) 7) "Nurse" (CBS) 9) "Facts Of Life" (NBC) 10) "Main Event" (ABC movie) 12) "20/20" (ABC) 13) "Battle Of The Network Stars" (ABC) 17) "House Calls" (CBS), and 20) "The Gentleman Bandit" (CBS movie).

### **Network Revenues Up, Profits Down**

The FCC's 1980 figures for the three TV networks and their owned-and-operated stations show the familiar story of increased revenues but decreased profits owing to higher expenses. The networks brought in \$4.6 billion in revenues (up 11.6%) and earned \$534 million (down 7.2%). The O&O's generated \$700 million in revenues (up 9.7% over 1979) and increased their profits 1.6% to \$208 million

### **Warner Qube Moves To Cincinnati**

Warner Amex Cable Communications started its second two-way Qube cable service in Cincinnati last week, joining the pioneer system in Columbus. The company plans to offer 60 channels to over 40 towns in the area, plus a home security system similar to one premiered in Columbus, which provides 24-hour protection for fire, burglary, or medical emergency.

### Music On TV

Rick Nelson co-hosts "Solid Gold" the week of May 22, with Kim Carnes, Sheena Easton, Rupert Holmes, Ronnie Milsap, John O'Banion, and Styx guesting . . . Gary U.S. Bonds is on "Merv Griffin" May 25 . . . A Beach Boys 20th anniversary special has been produced by Zanya Productions for syndication, with radio simulcasts arranged in some cases . . . Kenny Rogers has formed his own independent TV/film production company, Lion's Share Productions, with initial projects to be announced shortly.





**CBS CHANGES: RON ALEXENBURG NAMED** SR. VP AT E/P/A; JACK CRAIGO VP/GM, MARKETING FOR CBS; DON DEMPSEY VP/MARKETING FOR COLUMBIA.



NUMBER ONE FIVE YEARS AGO: "SIIIY LOVE Songs" — Wings (Capitol)

NUMBER ONE COUNTRY: "One Piece At A Time" — Johnny Cash (Columbia)

NUMBER ONE LP: "Black & Blue" - Rolling **Stones (Rolling Stones)** 

### VIDEOSCOPE:

"ALL-GAME" CHANNEL SET FOR FALL DEBUT: "PlayCable - The All-Game Channel," a joint venture of the General Instrument Corporation's Jerrold Division and Mattel Inc., will be available this fall. The one-way system does not require a video channel, instead relying upon an unused portion of the FM band. Subscribers pay an as yet unspecified fee for a 24-hour, seven-day-a-week service, that provides 15 games from five major categories (sports, action strategy, gaming, and learning fun). These games, such as football or backgammon, would cost \$30 apiece if purchased from a retailer ... RIAA/VIDEO SETS VOLUNTARY VIDEO BAR CODE GUIDELINES: RIAA/Video has adopted voluntary guidelines for the use of video bar codes on prerecorded videocassettes and videodiscs. The Uniform Product Code (UPC) is made up of a combination of the manufacturer number and the production selection number . . . MGM/CBS VIDEO ADDS "SOUTH PACIFIC," TWO SHERLOCK HOLMES TITLES TO VIDEOCASSETTE LINE: MGM/CBS Home Video recently announced the addition of "South Pacific." "The Adventures Of Sherlock Holmes," and "Sherlock Holmes And The Voice Of Terror" to its line of videocassettes. The two Holmes films are available as a double feature on a single cassette, reportedly the first such packaging . . .

### **EASY LISTENING RADIO**

Fred Selden

### "KGIL...In The Valley"

### Ballads, Blues & Big Bands, Too!

Enjoy the great performances of Sinatra, Sedaka, Streisand, Cole, Como, Rawls & Ross. The Big Bands of Basie, Beneke, the Dorseys, Fountain, Mancini, Miller, Riddle, Severinsen. We play over 500 great artists playing the top 5000 songs!

Music hasn't disappeared from AM radio in Los Angeles. It's on KGIL.

Those alliterations and sounds come from the tranquil San Fernando Valley, home of KGIL 1260 AM and KGIL-FM 94.3, with their studios and transmitter (with three large towers) located on a quiet residential street far from the commercial centers of Los Angeles. Looking around the inside, KGIL appears to be very much like most of today's sophisticated operations where the computer is king. In this case, a Schaffer 903 makes the format come to life, using either computer-assist or total automation with excellent results.

To learn more about the station, part of a growing vanguard of non-rock formats, I talked with **Stanley G. Warwick**, Executive Vice President, **Buckley Broadcasting** of California; and General Manager of KGIL-AM-FM.

R&R: How long have you been with KGIL, Stan?

SW: I'm starting my 17th year, and I've been Manager since

R&R: From the promos I'm hearing on the air, you've been doing this current format since July 4, 1979 — approaching the

### "If we depended on Arbitron we would have been a cornfield a long time ago."

second year of Ballads, Blues & Big Bands, Too! One thing that apparently hasn't changed over many years is KGIL's relationship to the San Fernando Valley.

SW: That's our identity, and that's where most of our dollars are going to come from in sales. 30 some years before the Buckley Group ever bought it, KGIL was a Valley station. Of course, we know people from all over the area are going to sample us more now because of our format being so unique, but it's still a Valley station.

R&R: Why don't you describe the San Fernando Valley for those who have never been here?

SW: Well, it's an area that in the last 25 years has grown tremendously. It was mostly what we would call the "bedroom community" of people who work in Los Angeles proper. But as the years have evolved with Lockheed and Rocketdyne and so many other big companies having their plants out here, it has become, if it were split off, probably the 7th or 8th largest city in the U.S. There are a million and a half people who reside here now.

R&R: I'd like you to talk about the format, itself. First of all, who came up with the name?

Fred Seiden is an established programmer and promotion expert with an extensive background in the Easy Listening Radio field. To contact Fred, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA



SW: Actually, our VP/Sales Jim Mergen came up with "Ballads, Blues & Big Bands, Too." It's his favorite type of music and he suggested the name, which we've been using for two years.

R&R: How did KGIL determine its music scope?

SW: Generally, we were thinking 1960 would be as far back as we'd really go, outside of the "Swingin' Years" shows. Most of our programming is 1960 forward, and the music we hope would all be familiar, a lot of standards. Regarding those contemporary artists that KGIL would use, if they have universal appeal to our audience, someone who might appear in Vegas or something like that, then those artists would fit the format. I should say we knew we were going to be skewing to an older audience.



Stanley G. Warwick

R&R: In the Los Angeles market, KGIL is the only AM radio station playing what you'd call "middle of the road" music.

SW: We're really back to where we were until around 1975

R&R: With one difference — the execution of the format is a little more like "Beautiful Music" during some parts of the day.

SW: Especially at midday, from 10-3, we do have a flow playing three selections in a row, and the music is back-announced at the end of each group of songs.

R&R: Talk a bit about the music categories.

SW: There's one called "standard vocal," "Big Band," "recurrent" (a former contemporary hit that fits our sound) and "current." For instance, as a current song we played Willie Nelson's "On The Road Again." The whole thing is put together by our Program Director, Mike Lundy.

R&R: Your drive time hours and the air talent are much more typical of the full-service MOR station. Morning man Jerry Bishop and Tom Brown in the afternoon bring together commercials, "skywatch" traffic reports, news and weather — and still play quite a bit of music during those busy hours. And in the evenings, there's another programming shift with Chuck Cecil.

SW: That's true. Chuck has been here eight years since leaving KFI, with the "Swingin' Years." He's on 9:30-11:30pm Monday through Friday; and on Sundays 9-11am and again in the evening from 6-8e

R&R: And this is really big bands!

SW: You're talking about Benny Goodman, Glenn Miller, Tommy Dorsey; and he's playing the old 78's and transcriptions in many cases.

R&R: What about some of your other specialty shows? SW: "Saturday With Sinatra," hosted by Sid Mark, is out of Philadelphia. This month marks one year with this show, and it's been very successful. There's "Your Hit Parade" with Andre Baruch and Bea Wain, from Radio Arts. This program features the original recordings by the artists who had the big hit songs of the 40's and 50's. In February we had a Tony Bennett 4-hour special, and a live remote broadcast for the National

- KGIL, another phase of Easy Listening Radio, features nonrock music generally from 1960 onward.
- Historical specialty shows expand the musical range.
- As a suburban station, KGIL depends heavily on local advertisers.

Leukemia Radiothon. Coming up, we have a 3-hour special to salute Paul Anka for his 25th anniversary in show business.

R&R: All in all, you offer a great deal of variety. How do you promote KGIL?

"1960 would be as far back as we'd really go . . . Regarding contemporary artists, if they have universal appeal to our audience, someone who might appear in Vegas, then those artists would fit the format."

SW: That's a problem. We use local newspapers and Los Angeles magazine, and the rest of it is going out in the community with our mobile studio van to be on-the-scene for many affairs. The personalities appear to MC various functions and I'm very active in the community on many levels. So a lot of it is just "word of mouth."



KGIL Mobile Studio Van

R&R: Arbitron has never given you much help with rating numbers. I'm interested in your approach regarding sales.

SW: We work for our clients, and I think sometimes we forget what advertising is all about. It's to move product, that's the only thing it's really for. We have to move product because without that, we can't exist. Our sales force must produce because they have to go back and face that client. As you would guess, a major part of our business is the local advertiser. Frankly, if we depended on Arbitron we would have been a cornfield a long time ago.

R&R: Even though you simulcast all your programming, with the limitations of a directional 5kw transmitter along with the low-power FM station, coverage is not one of your strengths. In theory, if you had a 50,000-watt radio station right now, how successful do you think this same format would be without any signal problems?

SW: I think it would be very successful. I don't believe it would have been six years ago because the public wasn't ready for it then. Today, it would be very successful, no question about

# CHAKA is Growing on Stations Nationwide!



WABC add 22 WKTU 10-9 WXKS-FM 16-10 KRLY add 19 Y100 add 25 KEARTH 22-20 KRLA 15-9 KIIS-FM 16-10

KIQQ deb 31 KNUS 29-21 KSET-FM 27-22 B97 add WFMF add WJDX 21-16 WAXY 29-27

92Q add KYNO-FM add FM102 add 28 KGGI 30-26 95SGF add FM99 on KVOL 26-26

# CHAKA KHAN "What Cha' Gonna Do For Me"



Produced By Arif Mardin

ON WARNER BROS. RECORDS

### BRAD MESSER



The Ol' Faded Purple Ribbon Blues

So the future is finally here! Last week the new KCBS "News Machine" was featured in Gail Mitchell's News/ Talk section (R&R 5-15), with a mouthwatering description of the all-electronic capabilities now being used by ND Larry Cooper and his staffers in San Francisco. Although it would be a heinous oversimplification, some electronic journalists might believe the most significant accomplishment of a word-processing, data-filed, cart label-printing, split-screen readout, quartz crystal-timed news operation will be more efficient handling of news. No, it goes much deeper than merely that. On the bottom line it means the beginning of the end of a revered trademark by which real newspeople have been recognized across perhaps a century of American journalism. Purple fingers. An entry-level reporter working the all-night shift often receives his first real recognition when eyes dart to stained fingers, and the person attached to them can modestly but proudly say, "Yeah, I changed the ribbon."

Those days will soon be gone, CRT's, processors, dishes, transponders, and other magic boxes are closer than the horizon now. Soon none of the first-year newspeople will know how to replace a ribbon. Old veterans will sit flat-butted in their over-the-typewriter bent-back slouched postures and gripe about how News has gone all to hell since the good ol' days when you could tell an honest, working radio newsman by the inkstains on his hands.

I for one won't miss those old days a bit. If you've read my little corner of R&R over the past couple of years, you've waded through line after line of me whimpering and moaning about how old-fashioned virtually all newsrooms are. You may have thought me impatient. No, I'm not. Do you have any idea how long ago the first electronic journalism was effected? More than a century! My personal Almanac of Little-Known and Little-Cared-About Facts and Near-Truths contains this entry under the day May 25, 1844:

The Baltimore Patriot's Washington Correspondent becomes the first journalist to dispatch a news story by telegraph, sending a wire reporting the House vote on "the Oregon question."

If you count that as electronic journalism you're going back 137 years. I've been patient, yes? What's being called the all-electronic newsroom is a working reality thirteen decades after the abovementioned. I offer my congratulations to the people responsible.

May the gods of such things look kindly down on the rest of us inky-fingered reporters and decide to loft us all into the higher levels soon! While we're on the general subject, how about electronic splicing so we can abandon the blades?

### CALENDAR

### **Memorial Day 1981**

MONDAY, MAY 25: Over 700,000 Americans who died in combat are among those honored by our nation today, as we fly flags at half-staff and pay tribute at their graves with flowers, on what used to be called Decoration Day.

The DC-10 dropped-engine crash near Chicago's O'Hare airport was two years ago today. The toll of 275 fatalities remains America's worst domestic aviation accident.

"Star Wars" came out four years ago, and set the world record for highest-grossing film by pulling in \$267 million in twenty-four months.

Karen Valentine is 34. Leslie Uggams is 38. Tom T. Hall is 45.

### Old Ship Buried In Desert

TUESDAY, MAY 26: Twenty-seven years ago today a sailing ship was found buried in the desert sand near the Great Pyramid of Cheops in Egypt, hidden in a subterranean vault protected by a ceiling of stone slabs. The wooden ship is approximately 4550 years old, and is thought to have been made for King Cheops to use as transportation in the afterlife. The oldest known Egyptian ship (discovered in 1954) is now displayed in a museum near the pyramid, so the king's travels are somewhat limited.

On this date in 1942 Japanese domestic radio announced confidently that Tokyo was winning the war, and that there would soon be "a victory march into New York" to end World War II.

Peggy Lee is 61. Peter Graves's brother James Arness is 58. Hank Williams Jr. is 32.

### Reagan Locks It Up

WEDNESDAY, MAY 27: It was a year ago today that Ronald Reagan locked up the Republican presidential nomination with primary victories in three states.

The Supreme Court of Alaska decriminalized possession of small amounts of marijuana six years ago today, and residents have since been permitted to legally grow their own in noncommercial amounts.

San Francisco opened the Golden Gate bridge to pedestrians 44 years ago today, and to vehicles the following day, May 28, 1937.

Nobel Peace Prize-winner Henry Kissinger is 58. Vincent Price is 70.

### Lemme See The Wine List

THURSDAY, MAY 28: The highest price ever paid for a bottle of wine was \$31,000, plunked down a year ago by John Grisanti. The wine wasn't even fresh . . . just some 158-year-old Chateau LaFite sold at auction.

The world record for flying upside down was set seven years ago today over the Arizona desert, when John Leggatt kept his airplane inverted for 2 hours 15-minutes.

Carroll Baker is 50. Gladys Knight is 37. John Fogarty is 36.

### Bob Hope Is 78, No Joke

FRIDAY, MAY 29: Leslie Townes "Bob" Hope, older than full-length movies and even older than the Wright Brothers' airplane, is 78 today. Aside from Muhammad Ali's claim, it's probable that Bob Hope has the most-recognized name on Earth.

The best-selling single song ever was recorded on this date in the spring of 1942 . . . Bing Crosby's "White Christmas."

Racer Al Unser is 42. Assassinated President John Kennedy would have been 64, but was gunned down at age 46 by Lee Harvey Oswald.



THIS WEEK:

NEXT WEEK: TOM JOHNSTON

Call Jim Brady (213) 392-8611 2623 Main Street Santa Monica, CA 90405

### edia arketing

### Researching Your Advertisers

ast time, I attempted to provide an overview of the factors which concern advertisers, both local and national, in their selection of media vehicles on which to spend their ad dollars. I emphasized the similarities and differences between the local and national groups, with the greater sophistication of national advertisers being the overriding consideration.

The factors I discussed last time should be viewed as general guidelines for thinking about how to more effectively market your station to the advertiser audience. In other words, just as the programming mix should be viewed in terms of the bundle of benefits (music, news, relaxation, etc.) it offers to listeners, your sales efforts should focus on the benefits offered to advertisers (low-cost, low clutter, flexibility, high concentration of desired target audience).

owever, just as any group of listeners exhibits its own particular characteristics and listening preferences, the potential advertisers for your station will have their own particular profiles of advertising needs. Therefore, it is important that you establish, on a more precise basis, exactly which factors are of most importance to the advertisers you are attempting to attract to your station. In other words, the general guidelines I discussed last time can form a useful starting point, but you should not be misled into thinking that all advertisers behave as I suggested. Research is necessary in order to determine, for your market, what factors are the dominant ones.

### Whom To Research

n some cases, finding out which person within the organization actually makes the media buying decisions is a challenge in and of itself. For most local advertisers, the problem is usually not too severe, for the ownermanagers of most small businesses make the decisions themselves. In other instances, however, the local advertiser may receive guidance on media decisions from an advertising agency. In such cases, the media analyst at the agency becomes an important person to research. For national advertisers, the most common arrangement is for a national advertising agency to be responsible for media placement; in other cases, the entire advertising process may be "in-house," or the media decisions may be farmed out to an independent media buyer. Almost without exception, national advertising media decisions will be made with the assistance of a mathematical or computer-based media allocation model. The key point to keep in mind is that the people you want to research, regardless of the type of advertiser, are those who are directly responsible for making and/or influencing the media decision. You want to understand their needs and motivations, how they do their job, and how you can help them do it better

How To Research Them

Because you deal with so many fewer advertisers than listeners and because you have direct personal contact with many of them, the research methods used to research advertisers are substantially different from those used to research your listening audience. For example, one of the best ongoing sources of research information from advertisers is that which can be obtained by your sales reps.

### Sales Force Research

Sales representatives of any station are a key "interface" between the station and its advertisers. But not only do the reps "represent" the station; they can also "represent" the advertiser market effectively by feeding back information to station management. Many modern marketing organizations have set up systems for their sales forces whereby the sales rep is required to fill out an information card on each sales call made. The card contains mostly basic information, such as the customer's name, the date, time and duration of the call, the outcome, etc. But the card also should contain some "why" information:

- "Why" does the prospective advertiser use the media he does presently?
- "Why" hasn't he used your station in the past?
- "Why" won't he use it now (or why is he willing to switch to it)?
- "Why" is he satisfied or dissatisfied with his current media mix?

Such questions are intended to be for the use of the sales reps only — they are not to be used to "interview" prospects. If the reps know that they have to fill out a card containing these or other similar questions, it is much more likely that they will elicit this information, or at least attempt to, during the course of their conversations with customers. Over time, a rapport builds up between customers and sales reps, such that you can expect to get some very honest and insightful responses via this virtually "no cost" research

A couple of notes of caution about this research avenue. First of all, you must remember that this is only an exploratory method — you certainly can't take everything you get back at face value. For one thing, price will almost always be overemphasized — customers always want lower prices, and so do sales reps in many cases. Secondly, you cannot accept, for obvious reasons, everything sales people say as "gospel"; they have their own motivations, which are not always as consistent with the goals of the station as one might like. So, be cautious of the feedback you receive from them — mistrust it, but use it as a source of potential research priorities. If there is something wrong with the package of benefits you are offering advertisers (other than its price), you should expect a consistent pattern of mentions of this

problem popping up on the information cards. You can then follow up on this more systematically.

t is conceivable, in some cases, that you may wish to sponsor a focus group discussion with a number of advertisers in order to uncover problem areas. Advertiser focus groups are no different in concept from listener focus groups — they are simply instructed discussions designed to let your advertiser or potential advertisers tell you how they perceive their advertising decisions, their options, etc.

Focus groups can be run successfully with local business owners and media buyers, but it will be essential that you have the group conducted by a professional moderator and that you are prepared to pay the group participants as much as \$20 — \$30 for their time. Again, it should be underscored that focus group results are only exploratory and should never be used as the basis for any sort of important decision. Personal Interviews

Personal interviews, wherein a trained research professional contacts advertisers, either face-to-face or over the phone, for the express purpose of studying their advertising decision-making, are a very flexible research tool. They can be used in lieu of focus groups as exploratory devices, or they can be used to structure a more statistically valid survey of the advertisers in your market. Many market research firms have a staff of interviewers which deals specifically with "professional" respondents — business executives, doctors, lawyers, etc. It is not impossible to research your advertisers, but it does require a careful, and sometimes costly, approach.

ost of my discussion has centered on researching local advertisers, because for most stations, that is where the bulk of their sales lies. Secondly, the costs of doing research on national advertisers, relative to the payoffs, would be prohibitive for most stations. What I would like to suggest is that organizations which represent radio at a national level — trade associations like NAB and NRBA, networks, and especially rep firms — take the lead in national advertiser research.

For instance, all of the techniques I've talked about here could just as easily be used by a rep firm to research national advertisers and media buyers. Such research should lead to a better understanding of the rep firm's role in assisting stations in their quest for national ad dollars. Individual stations should be able to select a rep firm based on the entire range of services offered — perhaps a research-oriented rep firm, which shares its insights with member stations, will emerge as the dominant type of rep firm in the 1980's.



r. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 533-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



Joel Denver



STAFF IS KEY TO SUCCESS

### WLS Keeps Rocking And Winning

For years the call letters WLS/Chicago have meant great radio and great ratings. Since October 1980, WLS-FM95 has been carrying the tradition onward on the FM band. The most amazing aspect of this success is its ability to do so without causing a major drop in AM numbers.

Many observers felt the FM would do well, especially with the addition of former WLUP/Chicago personality Steve Dahl, but at the expense of AM numbers. To find out how the double success was accomplished and to take a look at the WLS philosophy, I spoke to PD John Gehron shortly after the ratings.

### WLS-FM95 Fills A Void

John has been PD at WLS for over seven years. "I even know all the streets in Chicago by now," he joked, "I do know this town and understand what it wants. By adapting the WLS format to the FM band, we succeeded in filling a void in the market."

The ratings picture in Chicago is pretty tight. Before going further, take a look at the most recent WLS-AM-FM figures and those of the stations most likely to share audience.

### Winter '81 ARB 12+ Shares

WLS-AM 5.7 to 5.3 WLS-FM 1.2 to 3.5 WEFM 2.7 to 1.1 WLUP 3.8 to 3.4 WMET 3.5 to 4.0 WXRT 1.7 to 1.3

According to the numbers, WLS-AM dipped slightly, but WLS-FM95 almost tripled. Where did all of the extra audience come from? John answered, "Historically, the AM is down a bit in the winter book, but I think a lot of our FM numbers came from WEFM changing formats from CHR to A/C, and from the AOR stations. They have listeners that don't like a steady diet of hard music and to a lesser degree some A/C listeners that find their stations too soft."

Promotion is a strong part of the WLS format. John explained, "We promote strongly on the AM and the FM, but did not overdo the promotion for the FM. We simulcast from 5:30 to 10am with Larry Lujack, and from 7 to 11pm with Brant Miller, and that has helped a lot. Cross-promotion of the other station is only done when and where it makes sense, especially during simulcast times."

"WLS is now reaching a new audience that just won't listen to music on AM any more."

"There are times when both stations do the same promotion, like our recent movie premiere of "The Return Of The Lone Ranger." When we gave away Van Halen albums, it was an FM-only promotion."

John likened the AM and FM "to a department store with only a downtown location. Some people won't shop there. You open up a store in the suburbs and you get a whole new group of customers. WLS is now reaching a new audience that just won't listen to music on AM any more."

### Same Format With Minor Differences

Just as John mentioned that certain promotions are run simultaneously on both stations, so are certain records. But there are those that will never be played on the AM and some never on the FM.

"The AM is a traditional CHR station. It is a bit softer in the daytime, but rocks just as hard as the FM



does at night, even during non-simulcast hours. The FM stays much more consistent throughout the day and night, leaning a bit more AOR, but still very familiar and hit-oriented."

Explaining the reasons for musical differences, John pointed out, "Positioning is key. We are at 95, WMET is 95.5, the Loop is 98 and WXRT is 93, so we rely a lot on shared cume of these stations in developing our own cume. The music has been the key selling point to our station's growth versus outside promotion."

If the stations sound similar and run basically the same format, I asked John about call letter and AM/FM confusion in rating diaries. "When I went to Laurel to look at them from the fall book, I was surprised to see no signs of confusion at all. This is a very call letter-oriented town. There seemed to be no AM/FM confusion either. There could have been major problems that book especially since we were running WLS programming and still had WRCK for call letters.

### Steve Dahl: Transition From AOR To CHR

When WLS decided to drop the WRCK identity and change to WLS-FM, the ball was set in motion to make this station an alternative to the AOR competition, but still CHR in nature. When Steve Dahl and his partner Gary Meier left the Loop, WLS surprised everyone by negotiating a deal amid speculation that the well-known pair would end up at WMET.

Steve's background is deep in AOR. I asked John about the difficulty of making the change. He explained, "Musically Steve has not had to compromise too much since the music is harder than the AM plays. Research shows his listeners from the Loop have accepted him and the music of WLS. He has in turn been exposed to a different kind of listener.

"This has actually helped his market profile since coming to afternoon drive. More people hear him now than ever. I have worked with him a great deal to get him to understand the philosophy of WLS and why certain format elements are done in a certain way. His humor is more broad-based than before. I would say he has adapted very well and so have we."

In AOR, it is very rare to hear a personality talk over a record, "but he does it occasionally. He kind of likes it as a change of pace. I built a lot of segues into the FM format to keep the pacing of the station more in line with the music we play. In fact, the segues have worked out so well that I have put some of them each hour on the AM too," John confided.

"WLS is an exciting CHR station on AM and FM. Too many CHR stations have now gone after the 25+ audience. They have strayed too far from their roots. There are only so many ways to slice that 25+ pie, and it's getting pretty thin."

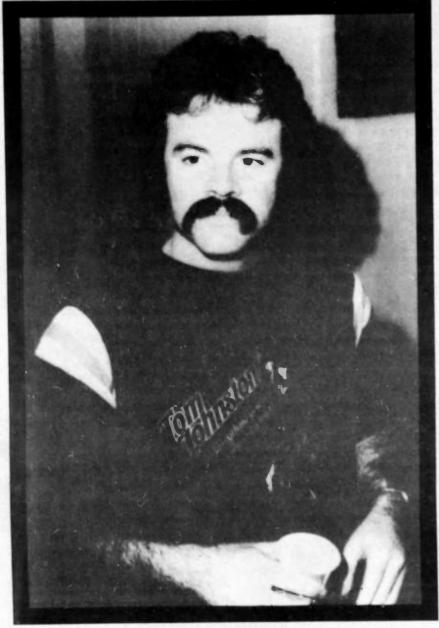
Steve Dahl has a reputation for being outrageous. There were times on the Loop where he won acclaim for his wit, and at other times citywide disapproval on matters of taste. Addressing this potential problem, John said, "By reputation people point the finger of guilt at him when another station does something tacky. He is quickly losing that image, though."

John described a recent situation where another FM station "was on the air advertising a contest to guess when IRA protester Bobby Sands would die. The winner would get a sack of potatoes. This is sick. We caught heat for it, but being wrongly accused, we aired a statement saying so. The public reacted in a very positive manner."

### **WLS-FM95 Walking The Tightrope**

While WLS-FM95 has been described by John as "a station sandwiched between AOR and CHR," he feels

### A'Timely' New Smash From Tom Johnston.



KBEQ KWEN KEZR KKXX WAAY FM103 CK101 KRLC

### TOM JOHNSTON

### "Wastin' Time"

Produced By Michael Omartian



On Warner Bros. Records



His 'Arc' Just Got Higher:

STEVE WINWOOD "Arc Of A Diver" (Island) 51/9
STEVE WINWOOD "Arc Of

# "Arc Of A Diver"

### STEVE WINWOOD

Produced By Steve Winwood



On Island Records

### WLS Keeps Rocking And Winning

Continued from Page 22

its "growth will continue because of the limited appeal that the AOR format offers today. Playing only one type of music has lessened the variety that used to set AOR apart from other formats.

"While a modal format is good for the hardcore AOR listener, it tends to become a bore for the occasional AOR listener and it limits expansion beyond the 18-24 cell. WLS is an exciting CHR station on AM and FM. Too many CHR stations have now gone after the 25+ audience. They have strayed too far from the roots. There are only so many ways to slice that 25+ pie and it's getting pretty thin. Those A/C stations are getting boring too. They use too much callout research and as a result play nothing but oldies and a few Kenny Rogers and Barry Manilow records for currents."

To back up the format and keep it on target, WLS has a large "research and marketing unit" working fulltime. According to John, "They do extensive retail sales surveys, which totally governs the printed playlist. This is combined with callouts and other weekly survey questions to form the rotated playlist.

"Should research show a record has limited appeal, but hit potential, it will only be played where needed. It is most important for the right mix to be on the air. I still let the personalities pick some oldies to help balance their shows.

"Oldies are tested continually for popularity. We have noticed a resurgence among records that were only midchart hits that are now some of the most popular oldies today. A good example are some songs from the Doors," he elaborated.

What's causing this newfound resurgence? "It's the fault of the record companies," he charged, "because most of the product released today is either too soft or too shrill. These records have a sound that is missing today, and all stations of every format are relying on oldies more and more for familiarity."

### The Magic Of WLS

To continue year after year as a winning station, beating WCFL after years of battle, standing up to WEFM when it was CHR, and now spreading dominance onto FM is quite an accomplishment for WLS.

I asked John about what it takes to win continually. "The answer to the success of WLS is the staff. There is a sense of tradition and professionalism that permeates the building. ABC continues to train people here and then send them to other markets. This is a magic place."

Describing his feelings a bit further, John added, "WLS is like a person. We recently had a 21st anniversary as a rock station, and no one on the staff wants to be responsible for letting this station ever fall apart. Everyone works hard."

"The answer to the success of WLS is the staff. There is a sense of tradition and professionalism that permeates the building. ABC continues to train people here and then send them to other markets. This is a magic place."

The competition is very keen in Chicago. AOR competitor WLUP has suffered a serious ratings decline over the last several books and recently announced (R&R 5-15) that it has purchased all of the tickets for the upcoming Tom Petty concert to bolster its image. WMET, earlier this year (R&R 1-16), foiled

## CORRESPONDING CO

a huge Loop promotion by giving the answers to a contest on the air. WLS continues distributing its Fantastic Plastic Cards and giving away thousands of dollars, and on occasion an entire house.

Besides contests, WLS is very active in the community. It sponsors numerous walk-a-thons and charity events in an effort to keep its ties to the streets. John feels, "You can go home every night and read the paper and relax, but unless you get out there with the people, you will never find out what makes them motivated enough to attend an event."

As a testimony to this involvement, the city of Chicago has officially named WLS as the city's official station for summer information. In response, WLS installed a 24-hour "information hotline" voiced by the air talent. To find out what's going on, just call WLS-3333.

### What's Next For WLS?

Any time ratings come in strong, there is cause for celebration and cause for more work to improve upon your gains. "I get a lot of input from my people about what they think the public needs. Whoever ends up replacing John Landecker (who recently moved to CFTR/Toronto) will be in a key position, and I will call upon that person for lots of input. This is not just John Gehron's station, it belongs to everyone who works here."

Right now, WLS-AM&FM are simulcasting in certain dayparts. How long will this go on? "The two stations will continue to grow hand in hand as long as it benefits us to keep them this way. For the last five years I've been wondering how long the success can continue. I'm real glad it hasn't stopped. The unique thing about our present situation is that both stations are designed to help each other, yet are strong enough to stand alone if they have to," John summarized.

### **KBRT**

Continued from Page 1

The intruders claimed to represent the National International Citizens Enterprise (NICE) and demanded admittance to the station's air studio where afternoon air personality Rich Buhler was winding into the last hour of his daily talk program.

Buhler described the following chain of events. "At the time the men came into the studio, there was a record playing, which is an unusual situation for a talk program, but my guest was a musician. The men told us to lift our hands, emphasizing their demand with their hands in their pockets.

"They said they wanted us to broadcast a religious tape they had brought," Buhler continued. "After a five or ten-minute discussion, we reluctantly agreed to let them express their opinion."

According to Buhler, the in-

truder's tape accused the National Council of Churches of being involved with the Guyana Massacre and the 27 murdered children in Atlanta, among other things. "It was cornily produced," Buhler noted. "You almost expected to see Gary Owens with his finger over his ear . . . It began with this hokey 'This is a special broadcast. A conspiracy has just been revealed . . . ' I wouldn't say it was incoherent, but it was certainly disjointed," Buhler concluded.

Buhler characterized the four men as "nicely dressed," adding that no one at the station saw any weapons, nor were there any direct threats of violence. KBRT preceded the tape with the disclaimer that it was being aired under threat, and listeners called the police, who arrived minutes after the tape had ended and the intruders had departed.

"We're just thankful there was no one harmed," said Buhler.



LOVELY RITA LIKES TO ROCK — Promoting her book about ABSCAM, Rita Jenrette stopped by to boogle with the boys at WBYC/Charlotte. Shown (I-r) are PD Bob Kaghan, morning man John Boy Isley, Rita Jenrette, a very pleased Jeff Wicker, and afternoon man Mike Edwards.



TIGERS AT CHAMBERSBURG — Pictured with Detroit Tiger Tom Brookens (center) after a recent fund-raising baseball game is WIKZ/Chambersburg, PA PD/MD Bill Matthews (top right), along with air personalities and staff members.



TWO PIGS IN A BLANKET — KZZP-FM/Phoenix morning man Jonathan Brandmeier (left) wore a MIss Piggy mask on stage at a recent Martin Mull (right) appearance and helped the comedian sing his popular song "Pigs In A Blanket."

Communication Graphics inc

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YOUR LISTENERS WILL LOVE 'EM!

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# A PERSONAL LETTER

### NEIL BOGART

To My Friends In Radio:

Although we are not in the same business, radio stations and record companies are certainly in the same industry, and their relationship, at its best, is like a good marriage. The give-and-take we experience daily, like a partnership between people, is what keeps the music thriving, and honest. We owe our industry, and each other, the honesty of our true feelings, which is why I'm writing to you today.

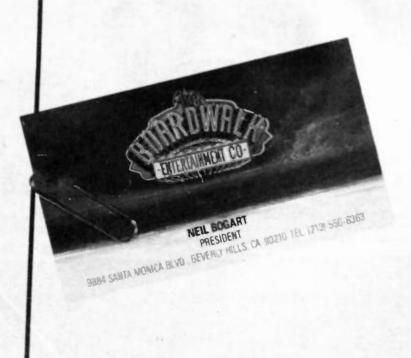
I want to share with you directly my attitude about the new direction that my company has taken. I have always made the effort to trust my instincts, and they tell me that the best path for Boardwalk now is a new pattern of distribution for our product. I know that you will understand this move, and I hope you know the dedication that I

As I've done in the past, I will continue to rely on your good faith, which I trust will be rewarded many times over. You have shown such a tremendous response to our new company that I'm encouraged to build Boardwalk into a label of which our industry can be proud.

I thank you. It makes all the hard work worthwhile.

Hard work is an understatement for us, especially during this period of transition, as we build our new structure, and I promise we'll be worthy of your patience. Product will imaginative than the last. And why not?

We're in a creative industry, and we're in it together, stronger than before.



In Appreciation,

UNIVERSAL RECORD DISTRIBUTION
Philadelphia-Chuck Oliner
De Witt Hopkins

SCHWARTZ BROS. INC.
Washington, DC/Baltimore — Mark Weiss
Gerald Bowie

ALL SOUTH DISTRIBUTING
New Orleans - Bobby Belisle

M.S. DISTRIBUTING
Chicago—Greg Hagglund
Joe Brom
John Muller
Alvin Thomas

St. Louis — Kansas City — PICKWICK INTERNATIONAL
Atlanta—Johnny Bee
Henry O'Neal
Miami—Skip Schreiber
Dallas—L.G. Hughes
Houston—Jon Sullivan
Minneapolis—John Grady
Los Angeles—Rosie Guevara
San Francisco—Bernard Adam
Seattle—Keith Chambers
Nashville—Steve Powell

PIKS DISTRIBUTING
Cleveland/Pittsburgh/Buffalo
—Lenny Evanoff
Cincinnati—Guy Evans
AMI DISTRIBUTING
Detroit—Bob Schwartz
Jay Butler

BIB DISTRIBUTING Charlotte - Bob Thompson

MALVERNE DISTRIBUTORS
New York - Jerry Ross
Boston/Hartford - Joe Bernard

### PARALLEL ONE PLAYLISTS

### EAST

### Buffalo

PD: Neil McGinley MD: Jon Summers

JON SUMMERS

STARS ON TO MAKE TO BE A SECOND TO SECOND T



### PD: Dale Reeven

STEPHANTE HILLS/Top meets PROJECT/Lord Resolve STEBITIC STABBUTTON LOVE GATTS CARROL STABBUTTON BOW SOLVE GATTS CARROL STABBUTTON BOW SOLVE GATTS AND SOLVE TO WIND CONTROL STABBUTTON STABBUTTON CONTROL STABBUTTON STABBUTTON CONTROL STABBUTTON STABBUTTON CONTROL STABBUTTON CONTRO

### 1050 chum

Toronto PD: J. Robert Wood MD: Brad Jones

### CFTR 680

Toronto
PD: Bill Gable

MD: John Keogh

MD: John Keogh

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ESTOR FRMA/Naturally Minn CHARTESICATION 'Booth Un Bright & Mig MERTE/I Com Tone Gart Of My STRM HIMMODO/Are Of a Diver LEE HIPMODO/Are Of a Diver



PD: Sonny Joe White

MD: Vinnie Peruzzi

# 2 | # 10 | # Comesta Tumata | Maria | # Agree
# 3 | Postica Americal | Maria | Maria | # Agree
# 3 | Postica Americal | Maria | Maria | Maria
# 3 | # Comesta | Maria | Maria | Maria | Maria
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### wifi 92

Philadelphia

PD: Tom Bigby MD: Liz Kiley

LLX Kiley

1 Kile (minit) Sinetial Dark Eyes

2 Faith (minit) Sinetial Dark Eyes

2 Faith (minit) Sinetial Dark Eyes

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13 Faith (minit) Sinetial Sinetial Sinetial

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15 Faith (minit) Sinetial Sinetial

16 Galler Sinetial Sinetial Sinetial

17 Galler Sinetial Sinetial

18 Galler Sinetial Sinetial

18 Galler Sinetial Sinetial

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NAME PARSONS/ES on DILLAMA BERGY/Lowing The Night Away (Gaber Ades/You're to Centy To Low As Ades/Asta in May DILLA A THE MEATER Case Sale Care Of TALLS SQUEEZ The Stroke MAK STOCK TOPS/ELVER

PD: Bob Hall MD: Margo Edwards

MD: Margo Edwards

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# 3 | 1 | 2 | 3000g 1 ft 00 | 1000 had nog # 170 | 100 |

# 3 | 1/100 | 40 | 1000 had nog # 170 | 100 |

# 3 | 1/100 | 40 | 1000 had nog # 170 | 100 |

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STEVE RIVEROUS/Arc Of A Olive ELFON JOHN Monody #14s AMBA/Super Trouper LISA DAL MILLO/SHH Man Fe To Elec-

### W/ABC 77

New York

MD: Sonja Jones

Jay Clairs

Sonja Jones

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18 ACE DOLLATS Sending The Make
18 ACE DOLLATS Sending The Make
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19 ACE DOLLATS SENDING THE AND
20 A

22 HMLL & CRTES/You Make My Drigans CLIFF SICHMED/Glass F LIFFE SIT.

WNBC New York Radio 66 PD: Kevin Metheny

CROCK Frank

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MD: Roz Frank

WWBF-105 Boston



Washington, D.C. PD: Steve Kingston

D. June Elliott

10 | Kim Editiont

110 | Sim Editiont

111 | Obligation Price "Board Execution

112 | Obligation Price "Board Execution

113 | Obligation Price "Board Execution

113 | Obligation Price "Board Execution

114 | Obligation Price "Board Execution

115 | Obligation Price

SARTANA/Winning DOTTIE WEST/What Are No Doing in JOE WALSHI'A LIFE OF III water

### 08%FM Boston



Providence

PD & MD: Gary Berkowitz

AGUS HALL & UNTES/You Home No Driving BILL, P & THE INCATE/I Can Take Care Of No. BILLY SQUEET/The Strake G. HAMPISON/ALL Those Years Ago

(H) indicates one of the five "hottest" records on each Parallel One playlist.



PD: Rob Wood

## 2 1 dies Committen Deuts Freis

# 3 1 dies Committen Deuts Freis

# 4 dies Committen Deuts Freis

# 5 dies Committen Deuts Freis

# 6 dies Committen Deuts Berning

# 7 dies Berning

# 7 dies Deuts Berning

# 7 dies Berning

# 7 die

### 60/WCAO

Baltimore PD: Ron Riles

HAMMATEAN TRANSFERMON From Now Yern CLF DILLY S THE DEATE/F. Can Take Cure Or My OAR RELOW NOTE/Elvira CAROLE 8: SAGER/Stranger Than Deform JULY SAGER/Stranger Than Deform JULY SAGER/Stranger Than Deform

Providence

PD: Todd Chase MD: Mike Waite

33, 36, 19 KOD, 6 THE GRRG/Jones to Johns CARDLE B. SEGEN/Stronger Thre Between



PD: Dean Tyler MD: Dick Fennessy

CDICK Fennessy

6.11 CAMES (Interfer Datis Eyes

6.11 CAMES (Interfer Datis Eyes

6.12 CAMES (Interfer Eyes

6.13 CAMES

ELTON JOB PRIMODE YEAR LIFE STATE ST



MD: Clark Ingram

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2 3 200 OFFICIALIZATION 1 Co. The Note

3 4 200 OFFICIALIZATION 1 CO. THE NOTE

3 5 200 OFFICIALIZATION 1 CO. THE NOTE

4 5 200 OFFICE

### SOUTH



### KRIY 94

Houston
PD: Michael Jones

MD: Blake Lawrence 

JESSE windows STER/Sep which JIM medical Offices in Love with four APETHA FRAME, IN/Game To No. Miami

MD: Mark Shands

77.93 Atlanta MD: Dale O'Brien

MD: Dake O'Brien

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96KX WCKX

PD: Robert W. Walker MD: Bob Logan

H. 2. I CHIEF CONTROL TO MAKE A STATE OF THE ASSET OF THE

CET BITCHAR/IS IT TON STEAR WINGER/ASS I DO BUTCT ADMINIST IN CONTES



THE MUSIC FM MD: Jeff McCartney

TO MANAGERAN TRANSPERSON From Now Fore POINTER SISTERS/EION Mond GAR RIDGE BOTS/EION MANAGERS BOTS/EION BOTS/EI

MAPT DALIN/Hourys CLARG/DARE/Sempt Amby PLAN PALINE LEAG/STILL Bigger Hours TOMPT JAMES/You're to Easy To Low



MD: Dayna Steele

16 INC. CAN, Print Page 1811 - 1 Cons. 4 2311 - 1 AMES 17 TAIL CRIT PAGE 1811 - 1 Cons. 4 2311 - 1 AMES 17 TAIL CRIT PAGE 1811 - 1 CONS. 4 2311 - 1 AMES 17 TAIL CRIT PAGE 1811 - 1 CONS. 4 AMES 1811

### **MIDWEST**



Cleveland PD: Jack Casev

MD: Bob McKay 

JO JESSE WHICH STEE/See that JOHN SCHOOLSER/117 how Or Mayor

EFANS On 49/Mmdles Fund max del (dan/delli Blynt mer a tr ANT U.S. 0005/for a (delse Gri FA.L ANTA/1's mess mel'ling For D.Tou John/money kins CLARES (Date) beat doby

### St. Louis

PD: John Larrabee

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### TECHEN KBEQ

### Kansas City PD: Randy Lane MD: Mike Schmidt

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MD: TIME Kelly

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PHIL COLLINS/ID The AIR Tembor SANTABA/HITHING ACE MASH/A 6174 07 111 Water

RUSH/Ton Server

### 800/CKLW ROCK'N TALK

### Detroit

HALL S ORTES/You Make My Drawn ACES to DEPMET By one in String CARRA (Security Security Security Security Security Security Sec



### PD: Jim Brown MD: Gary Mason

All MacE/hapdens for Fills

### AM 89 Chicago

PD: John Gehror MD: Tim Kelly

PRANSE / NUOCEDUT S/SHOOTH OUT

### nukee Milwaukee

### PD: John Driscoll MD: Bill Shannon

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spectfus TRANSFE/Boy From New York ClJQET SCAMBURF/Greetest American New
MARY BELTS/NewTo

GLAN PARSONS/TIME CLAFF RECHARD/GIVE & LIFETO BIT.

### Q102 Cincinnati

PD: Jim Fox MD: Tony Galluzzo

Jim Fox
Tony Galluzzo

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### WGCLOB Cleveland

### PD & MD: Bob Travis

PD & MD: Bob Travis

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### Kansas City

### MD: Rick Brown

On STARS ON 49 /Rept by

### Detroit

PD: Bill Garcia
MD: Steve Summers

MD: Steve Summers

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### KXOK St. Louis AM63

PD & MD: Lee Douglas

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H 3 | James Tating/Imp Town Town
H 4 | James Tating/Imp Town
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H 7 | James T PD & MD: Lee Douglas



### KS95 FM Minneapolis

### PD: Chuck Knapp

D: Kirm Jettries

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7 College Sheal

8 John Sheal

10 Jo

ADDS BARBIA STREISAND/Promises G. HARBISON/All Those Veers Ago

HALL & OATES/You Make the Dreeme AIR SUPPLY/The One The? Tou Love Andel (ABRAY/R) Inseed Are Ilbe-JOE DOLCE/Shedder Tou Fece DILLARA GARDA CAN Ing The Niget Airbe LEE RITEROUR/Is 19 Fou

### WEST



Los Angeles

### PD: Mike Wagner MD: Danny Lemos

MD: Danny Lemos

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2 4 HC AMMS/Service David Eyes
4 2 HC AMMS/Service David Eyes
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AGDS HAMMATTAN TRANSFE/Boy From New York CIT CAROLE B. SAGET/Stronger Than Better ISLET @ROS/Nurry Up & 0+17
SHEEM EASTON/Nodern SIF1
MARTY MALIN/Numry+
CLIFF RICHARD/SIP+ A LIFE; 819.

### KOAQ Denver

### PD: Jack Regan

MD: Alan Sledge ### Alon Sleedge

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### San Jose 106.5 F

MARTY BAL (N/Moorts
JUICE MENTON/Queen OF Hearth
JUN PHOTOD, O/Fool In Life with You
GAR BIOSE BOTS/ELI-FE
CAROLE B. SAREH/Stronger Then Before

### KKLABI Los Angeles

MD: Rick Stancato

Rick Stancato

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Phoenix

Pho

POINTER SISTERS/Stow Hond MANATTAN TRANSFE/Box From New York CIP JESSE OINCHESTER/Say mot

### **KSFX 104**

### San Francisco

RICK SPRINT HELD/Joento's GIPS GREY U.S. SCHOOL/Ints Little GIPS HALL & GRES/You Make My Drooms PRESEASE MINISTRACE OF LOVE LANTANN/Secchin'

### 101 FM Los Angeles

### PD: Bob Hamilton MD: Guy Zappoleon

Guy Zappoleon

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SIDE & PHE GAME/Junes to Junes SHATTY SALES/Mann to SIGE SPECIMEN NUMBER 10'S SECT

The 1 hit station. Los Angeles

### PD: John Rook

MD: Roger Collins

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MAR/Cinco De Meyo JERMATHY JACKSOM/You Like Me JEN PHOTOGLO/Fool In Love With CLIFF EIGHARD/GIVE A Little Bit BILLY & THE PEATERS/I Can Take

### 610 \$ KFRC

San Francisco PD: Gerry Cagle

MODE & THE GAMGEJONEY VE JONES JOHN SCHOELDER/10"& Nov Dr Mever

GREG PHILLINGAMES/Boby I Do Lova LEE RITEMOUR/IS IF You GAP BAND/Yearning For Your Lov

### Denver

PD: Loren Owen MD: Doug Erikson

TON PETTY/The delting PARE PRACTICE (EAS/STILL BEGIN HARD IN MEMORITE LESS/STILL BEGIN HARD IN MARKET BALLEY/HARTH HARD FOR THE STANSFE/Boy From Her fore Cit

### =96 KYYX

### Seattle PD: Pat O'Day MD: Elvin Ichiyama

MD: Elvin Ichlyama

1 1 1 ain Cubes/Subert Core 1 Spee

2 2 80 b Terri Construction 1 to The Sun of the Sun of

MADDATIAN FRANKFE/Buy Fram New York C 851,1889 AARD/Loring The Hight Away CARRES 0, June 6/15 Frankfer FORKER SISTEM/Sive York JUN FROTORD (7/2m) 16 Lore Minh For JUN FROTORD (7/2m) 16 Lore Minh For JUN HALSH/A LIFE OF SITUATION

### 3 K San Diego

Page 27

JOE DOLCE/Sharksy fou fitte QET eET/Just So Lovely DOH ECLEAN/SINCE I Don't Torre... JEW PROTOSOLO/Fool Is Love Wife for G. WARESON/AII Those Years Ago

### **KPLZ** 101.5 Seattle

BILLY & THE BEATE/E Con Tone Core Of the BANGATTAN TRANSFE/Boy From New York CIT CANDLE IS: SACEN/SPrenger Than Botors

JIM PHOTOSLO/Fest in Love With Tou-JOET SCAMSURY/Greetest American Mar-DATID SAMSGRM/ALL I Mand to Tou-

### Los Angeles PD: Paula Matthews PD: Paula Matthews

ACSM VINCESTER/Ley tiber
DILLENS BAND/Leving The Fight April
DILLENS BAND/Leving The Fight April
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### KUR 950 METROMEDIA RADIO

(H) indicates one of the five "hottest" records on each Parallel One

### PD: Tracy Mitchell MD: Eric Chase/Scott Forrest

\$2AAS ON 45/Mbdley RICE SMIJHBF(ELD/John)="+ Birth Bd Bml EASTON/Mbdbr - Birth Bbs 15 BL, 14/Mbd - Br 688 Eller/Bronkey Smig

EAST **Most Added** • Hottest

**Marty Balin** Julce Newton **Manhattan Transfer** 

Kim Cames Stars On 45 Raydlo Taste Of Honey DDS & HOT

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

SOUTH Most Added. Hottest

Kim Camer **Marty Balin** Stars On 45 **Manhettan Transfer** Pointer Sisters **Taste Of Honey** 

### EAST

PARALLEL TWO

JESSE WINCHESTER HOTTOBE: KIM CARNES 2-1 CHAMPAIGN 6-4 JOHN LENNON 11-7 RAYDIO 14-10 TASTE OF HONEY 16-13

### Dave Meson

CHUCK MANGIONE TOM PETTY AIR SUPPEY NIN SUPPLY NOT MELT KIM CARNES 5-1 STARS ON 45 3-3 RAYDIO 9-6 MEIL DIAMOND 17-11 FRANKE/KNOCKOUTS 22-

### WICC/Bridgeport CT Bob Mitchell

MARTY BALIN JUICE NEWTON MANHATTAN TRANSFE MANHATTAN TRANSF MOTEOUT: KIM CARNES 4-1 STARS ON 45 5-4 JOHN LENNON 7-5 G. HARRISON D-17 JOE WALSH D-27

WKBO/HARRISBURG BETSY KAYE

JESSE WINCHESTER PURE PRAIRIE LEAG PURE PRATRIE LEAG HOELEBET KIM CARNES 1-1 RAYDIO 7-3 TASTE OF HONEY 14-6 G. HARRISON 19-13 NEIL DIAMOND 17-14

### WKEE/Huntington, WV

Gary Miller

SILLY SQUIER

MARTY BALIN
MANHATTAN TRANSFE
ROBBIE OUPREE
KOOL & THE GANG
HOTEBEE:
KIM CARNES 3-1
RAYDIO 5-2
TASTE OF HONEY 10-6
FRANKE/KHOCKOUTS 9-7
CHAMPAIGN 13-9

### WOLF/Syracuse, NY

MANHATTAN TRANSFE CLARKE/DUKE JOEY SCARBURY Hottest: RIM CARMES 1-1 STYX 10-5 STARS ON 45 13-7 TOM PETTY 23-15 CLIFF RICHARD 29-18

### WPST/Trenton, NJ

ILLY & THE BEATE SILLY & INC DESCRIPTION AND ASSESSED AS SPECIAL AOCTEBE: KIM CARRES 3-1 RICK SPRINGFIELD 9-6 AC/DC 15-9 GARY U.S. BONDS 20-16 RUSH D-32

### WTRY/Albany, NY

SANTANA MARTY BALIN JOBY SCARBURY HOTLOBE: RED SPEEDWAGON 2-1 RIM CARRES 8-3 NEIL DIAMOND 10-5 RICK SPERINGFIELD 1 G. HARRISON 27-18

### WKBO/Harrisburg, PA Betsy Kaye

Botsy Kaye

MANHATTAN TRAMSFE
JUICE NEWTON
QUINCY JONES
JIM PHOTOGLO
HOTLORI
RIM CARNES 1-1
STARS ON 45 7-2
CLIFF RICHARD 11-8
PHIL COLLINS 15-9
RAYDIO 17-12

### WHYN/Soringfield, MA Andy Carey

AIR SUPPLY . HARRISON IRE PRAIRIE LEAG IICE NEWTON LBERT HAMMONO IN LENNON 6-3 7010 8-6 MPAIGN 14-7 IL DYAMOND 15-9

### KC101/New Haven, CT

ROSANNE CASH Hottest: SMOKEY ROBINSON 1-1 KIM CARNES 3-3 AIR SUPPLY 19-15 HALL & OATES 26-21 JOEY SCARBURY 28-24

### WFBR/Baltimore, MD Andy Szulinski

SHEENA EASTON
MANHATTAN TRANSFE
JOET SCABBURY
ROBBIE DUPREE
HOTEGEI
TASTE OF HONEY 1-1
KIM CANRES 6-3
FRANKE/MYOCKOUTS 9-6
RICK SPRINGFIELD 19-9
QUINCY JONES 28-19

### WBLI/Long Island, NY BIN Terry

PURE PRAIRIE LEAG JOEY SCAHBURY JOEY SCAMBURY
HOTCOST:
RIM CARNES 4-1
TASTE OF HONEY 9-6
STARS ON 45 12-8
HELL DIAMOND 16-13
RAYDIO 20-16

### WTIC-FM/Hartford, CT Rick Donahue

GARY U.S. BONDS GANY U.S. BONDS HOTEME! STARS ON 45 1-1 TASTE OF HONEY 15-10 RAYDIO 14-11 G. HARRISON 17-12 NEIL DIAMOND 18-15

### Q106/York, PA Steve Gallagher

MARTY BALIN HORTEGEL KIM CARNES 3-1 GINO VANNELL! 4-3 RAYDIO 12-7 CHAMPAIGN 11-8 NEIL DIAMOND 24-15

### WHFMiRochester, NY Merc Cronin

RUSH
MARTY BALIN
BILL WITHERS
CAROLE B. SAGER
BILLY SQUIER
HOTEBET
KIN CARNES 8-1

### WFLY/Albany, NY Buzz Phillips

MARTY BALIN
CAROLE B. SAGER [dp]
Mottoet:
RED SPEEDWAGON 1-1
STARS ON 45 9-7
RICK SPRINGFIELD 10-8
TOM PETTY 15-10
GARY U.S. BONDS 21-12

### K104/Erle, PA Bill Shennor

BIISTARANON
JIM PHOTOGLO
GREC KIHN
JOE CHEMAY BAND
POINTER SISTERS
HOSTERST 7-1
WHO 5-3
REO SPEEDNAGON 20POINT BLANK 16-12
JOHN LENNON 21-16

### V100/Charleston, WV

Jay Jarvis

AIR SUPPLY
MARTY BALIN (dp)
LOVERBOY (dp)
APRIL WINE (dp)
HOTE-ST:
KIM CARNES 1-1
PHIL COLLINS 6-3
G. HARRISON 20-14
STARS ON 45 24-17
NEIL DIAMOND 26-20

### WAQY/Springfield, MA Mike Adams

### B104/Baltimore, MU Jan Jeffries

Hottest: TASTE OF HONEY 1-1 AC/DC 9-6 RICK SPRINGFIELD 19-16 STARS ON 45 20-17 RUSH 27-25

### WKRZ-FM/Wilkes-Barre, PA Jim Rising

Jim Rising

MARTY BALIN
JUTCE NEWTON
GREC KIHN
BILLY SQUIER
LEMORE O'MALLEY
HOTE-BEI
KIM CARNES 6-1
FRANKE/KNOCKOUTS 2-2
STARS ON 45 7-6
NEIL DIAMOND 22-7
TASTE OF HONEY 25-19

### PARALLEL THREE

### 13FEA/Manchester, NH Keith Lemire

G. HARRISON JESSE WINCHESTER CAROLE B. SAGER JUICE NEWTON JUICE NEWTON
HORTOST:
KIM CARNES 1-1
REO SPEEDWAGON 6-3
JOHN LENMON 7-4
STARS ON 45 13-8
TASTE OF HONEY 24-15

### 14WICWheeling, WV

14WK/Wheeling, WV
Jack Armstrong
ROBRIE DUPREE
JUICE REWTON
JOE WALSH
CAROLE B. SAGER
PAUL ANKA
PHORRE SHOW
HOCTORY
GIND VANNELLI 2-1
RICK SPRINGFIELD 13-6
RAYDIO 17-12
ROSANNE CASH 19-14
OAK RIDGE BOYS D-24

### WCIR/Beckley, WV

Jim Mardin
APRIL WINE
HARTY BALIN
CAROLE B. SAGER
JDEY SCARBURY
JOE WALSH HOTE-SET IN CARNES 2-1
PHIL COLLINS B-2
DOTTIE WEST 10-3
CHRIS CROSS 14-5
LEE RITENOUR 23-15

### WFBG/Altoons, PA Tony Booth

KOOL 6 THE GANG
APRIL WINE
SPIDER
30 SPECIAL
RANDY MEISNER
DAVE EDMUNDS
GREG KIHN
HOLDERIN
STARS ON 45 2-1
RAYDIO 7-2
KIM CARNES 9-5
GINO VANNELLI 12-6

### WGUY/Bangor, ME Jim Randail

ROSANNE CASH JOE WALSH JUICE NEWTON JOEY SCARBURY MANHATTAN TRANSFE MANHATTAN TRANSFE HOCK-BE: KIM CARNES 6-1 GARY U.S. BONDS 17-10 NEIL DIAMOND 21-12 STARS ON 45 0-13 AC/OC 26-21

### Rick Been

MANHATTAN TRANSPE HALL 6 OATES CLARKE/DUKE MARTY BALIN MARTY BALIN Hottest: KIM CARNES 1-1 STARS ON 45 3-2 JOHN LENNON 7-5 NEIL DIAMOND 10-6 JESSE WINCHESTER

### WJBQ/Portland, ME Mike O'Nell

Mike O'Neil

KOOL & THE GANG
TOMMY JAMES
CAROLE B. SAGER
JUICE NEWTON
NOTESSET
SMOKEY ROBINSON 1-1
REO SPEEDWAGON 2-2
KIM CARNES 6-4
JOHN LENNON 7-5
T.G. SMEPPARD 17-12

### WTSN/Dover NH

SHEENA EASTON JOE WALSH JOE WALSH Hottest: KIM CARINES 1-1 REO SPEEDWAGON 2-2 TASTE OF HONEY 3-3 GINO VANNELLI 9-4 RAYDIO 7-5

### WIGY/Bath, ME

SILVERADO JIM PHOTOGLO GREG KIHN MARTY BALIN JUICE NEWTON JUICE NEWTON Hottest; KIM CARNES 1-1 JEFF. STARSHIP 7-3 PHIL COLLIMS 14-8 TOM PETTY 19-15 CLIFF RICHARD 29-22

### WLAM/Lewiston, ME Chris Layne

AIR SUPPLY
JESSE WINCHESTER
JUITE NEWTON
HOTEMEL
JOHN LENNON 2-1
KIM CARRES 4-2
GINO VANNELLI 5-3
RAYDIO 10-4
TASTE OF MONEY 13-5

### 95XIL/Parkersburg, WV Terry Lee Collins

JIM PHOTOGLO
HOTTOGLO
HOTTOGLO
BARRY MANILOW 2-1
JOHN O'BANION 4-2
GINO VANNELLI 13-8
PHIL COLLINS 17-12
GARY U.S. BONDS 27-19

### WACZ/Bangor, ME Michael O'Hara

Michael O'Hara
LOVERBOY
APRIL MINE
CAROLE B. SAGER
JOEV SCARBURY
JOHN SCHWEIDER
HOTEBE:
KIN CARNES 6-1
STARS ON 45 5-4
STYX 8-7
DOTTIE WEST 17-14
TASTE OF NOMEY 18-15

### SOUTH

PARALLEL TWO

### 920/Nashville TN

SPIDER
GAP BAND (dp)
CHAKA KHAN (dp)
ELTON JOHN (dp)
CLIFF RICHARD (dp) CLIFF RICHARD (dp)
Hotenst;
RIM CARNES 3-1
STARS ON 45 4-2
OAK RIDGE BOYS 20-12
AIR SUPPLY 24-20
RICK SPRINGFIELD 26-22

### BJ105/Orlanda, FL

ALAN PARSONS SPIDER JOHN SCHNEIDER 38 SPECIAL JUICE NEWTON MARTY BALIN MARTY BALIN Hottest: KIM CARNES I-1 STARS ON 45 8-7 TASTE OF HONEY 9-8 RICK SPRINGFIELD 28-19 TOM PETTY 32-23

### KEEL/Shreveport, LA Marty Johnson

OAK HIDGE BOYS MARTY BALIN LEE RITENOUR KOOL & THE GANG HOTESE: Hottest: RAYDIO 1-1 KIM CARNES 9-4 CHAMPAIGN 7-5 TASTE OF HONEY 8-5 STARS ON 45 10-7

### KTSA/San Antonio TX

SANTANA JESSE WINCHESTER JESSE WINCHESTER HOTE-set: REO SPEEDWAGON 1-1 KIM CARNES 10-6 STARS ON 45 20-12 SMOKEY ROBINSON 22-15 RAYDIO 30-24

### KXX106/Birmingham, AL Chris Train

POINTER SISTERS
38 SPECIAL
SHEEMA EASTON
HOTEWAIT
KIM CARNES 8-1
GARY U.S. BONDS 17PURE PRAIRIE LEAG:
HALL & OATES 26-2
AIR SUPPLY 29-25

### WAKY/Louisville, KY

AIR SUPPLY JESSE WINCHESTER HOTTEST:
KIM CARNES 1-1
DOTTIE WEST 8-5
STARS ON 45 14-6
G. HARRISON 19-16
TASTE OF HONEY 20-18

### WAXY/Ft. Laudordole, FL

JUICE NEWTON LEE RITENOUR SHEENA EASTON ARETHA FRANKLIN ARETHA FRANKLIN HOTTEST: TASTE OF HONEY 7-1 STARS ON 45 2-2 RAYDIO 8-5 KIM CARNES 9-6 MICHAEL JACKSON 17-11

### WAYS/Charlotte, NC

JUICE NEWTON MARTY BALIN JOEY SCARBURY Hottest: SMOKEY ROBINSON 2-1 KIM CARNES 10-5 CHAMPAIGN 20-14 G. HARRISON 30-15 LEE RITENOUR 25-19

### WBBQ/Auguste, GA

Bruce Stevens

MARTY BALIN

ARETHA PRANKLIN

ROSANHE CASH

JOE MALSH

JIM STEINMAN

POINTER SISTERS

HOTEST

H

### WFMF/Baton Rouge, LA Randy Rice

MARTY BALIN JOEY SCARBURY CHAKA KHAN (dp) CHAKA KHAN (dp) Hottest: KIM CARNES 1-1 G. HARRISON 18-8 TASTE OF HONEY 23-14 NEI, DIAMOND 25-18 HALL 6 DATES 27-20

### Bob Canada

Bob Cenede
SPIDER
ALAN PARSONS
KOOL 6 THE GANG
STEVIE WONDER
SMOKEY ROBINSON
HOTEBET
TASTE OF HONEY 1-1
STARS ON 45 11-4
G. HARRISON 10-5
JOHN LENNON 15-10
AIR SUPPLY D-17

### WJDX/Jackson, MS Bob Rall

PHANKIE SMITH SANTANA JERMAINE JACKEDN G. HARRISON STEVE WINWOOD SPIDER SPIDER
HOTTORY
RIM CANNES 2-1
DOTTIE WEST 13-6
HALL & OATES 14-11
AIR SUPPLY 16-12
JOEY SCARBURY D-18

WKIX/Rateigh, NC

### Ron McKay HON MCKBY ANNE MURRAY HOTE-BE: KIM CARNES 6-1 DOTTIE WEST 11-7 CHRIS CROSS 16-8 RAYDIO 19-11 STARS ON 45 20-12

WRJZ/Knozville, TN Fred Story

CLIFF RICHARD
MARTY BALIN
ELARRE/DUKE
HOTESEL:
KIM CARMES 4-1
STARS ON 45 6-3
RAYDIO 5-4
OAK RIDGE BOYS 20-10
TASTE OF MOMEY 22-16 WSGN/Birmingham, AL

### Welt Brown

ROBBIE DUPREE SPIDER
MOTTEST:
KIM CARMES 2-1
PHIL COLLINS 8-4
OAK RIDGE BOYS 18-10
G. HARRISON 25-19
MARTY BALIN D-28

### WTIX/New Orleans, LA

SHEENA EASTON
PHOEBE SNOW
JOEV SCARBURY
OAK RIDGE BOYS
TOWNY JAMES
HOTEBORY
RIM CARNES 4-1
RAYDIO 12-9
TOM PETTY 16-13
MEIL DIAMONO 29G. HARRISON D-26

### Y103/Jacksonville, FL Scott Sherwood

KOOL 6 THE GAMG RANDY MEISHER 38 SPECIAL JUICE NEWTON SPIDER HORLEST REO SPEEDMAGON 1-1 STYM 11-6 NEIL DIAMOND 22-14 AIR SUPPLY 21-15 G. HARRISON D-24

### WRVQ/Richmond, VA **Bill Thomas**

SANTANA
38 SPECIAL
LOVERBOY
BILLY SQUIER
HOTLEST:
PRANKE/MNOCKOUTS 3-1
PHIL COLLINS 11-7
GARY U.S. BOODS 12-8
RICK SPRINGFIELD 15-9
JOEY SCARBURY 26-12

### KELP/EI Pago TX

CLARKE/DUKE KOOL, & THE GANG G. HARRISON G. HARRISON MOTTEST: STARS ON 45 2-1 JOHN LENNON 3-2 GINO VANNELLI 7-4 KIM CARNES 11-6 STYX 15-11

### FM100/Memphis, Th Tom Prestigiacomo

NEIL DIAMOND ROSANNE CASH
HOTE-BE:
KIM CARNES 3-1
GINO VANNELLI 5-4
STYX 7-5
CHRIS CROSS 17-11
HALL 6 OATES 20-13

### WNOX/Knoxville, TN Scott Majora

G. MARRISON
JIM PMOTOGLO
CAROLE B. SAGER
HOLESTIRE SPEEDWAGON 2-1
STYX 8-6
CLIMAX BLUES BAND 10-8
STARS ON 45 17-9
OAK RIDGE BOYS 24-15

### WSKZ/Chattanoogs, TN David Carroll

AIR SUPPLY KOOL & THE GANG MARTY BALIN HOTEMS: KIM CARNES 2-1 STARS ON 45 11-4 TASTE OF HONEY 14-5 RICK SPRINGFIELD 20-G. HARRISON 28-16

### KINT/EI Paso, TX

JIM ZEPPO
BARBRA STREISAND
POINTER SIBTERS
GAP BAND
DAVE EDMUNDS
GREG KIHN
MANHATTAN TRANSFE
HOULETTES
ARETHA FRANKLIN
JOHN BCHWEIDER
HOLLOWER
STYM ZE-1
GAMY U.S. BONDS 11
ALL & OATES 19-12 GARY U.S. BONDS 11-8 HALL & OATES 19-12 ELTON JOHN 14-14 AIR SUPPLY 23-17

### WERC/Birmingham At

MARTY BALIN ELTON JOHN HOTTE-E1 RIM CARNES 2-1 OAK RIDGE BOYS 10-2 STARS ON 45 4-3 AIR SUPPLY 27-18 JOEY SCARBURY 29-19

### KX104/Nashville, TN

MARTY BALIN
CAROLE 8. SAGER
MANIATTAN TRANSFE
HOTEOSTI
KIM CARMES 1-1
HALL 4 OATES 16-6
MEIL DIAMOND 18-11
G. HARRISON D-13
JESSE WINCHESTER 26-21

### KJ100/Lousville, KV Bobby Hatfield

ROSANNE CASH JAMES TAYLOR JAMES TAYLOR
30 SPECIAL
JIM STEINMAN
APRIL WINE
HOLLEST:
STYX 2-1
ARODY MEISNER 18-9
TOM PETTY 14-13
HALL 6 OATES 20-18

### KHFI/Austin, TX Ed Volkmen

Ed Volkmen

MANHATTAN TRANSFE
JUICE NEWTON
ROSANNE CASH
MARTY BALIN
HOTTEST:
KIM CARNES 1-1
TASTE OP HONEY 8-6
SANTANA 12-7
OAK RIDGE BOYS 15-9
RICK SPRINGFIELD 14-10

### KBFM/McAllen-Brownsville, TX Mercelo Grajales

PRANKIE SMITH
KOOL & THE GANG
RICK JAMES
CAROLE B. SAGER
STEVE WINWOOD
PHOEBE SNOW
HOTEBET:
JERMAINE JACKSON 1-1
QUINCY JONES 14-4
AIR SUPPLY 18-6
RICK SPRINGFIELD 22-14
LEE RITENOUR 25-19

### KFMK/Houston TX Jerry Steele

STARS ON 45 OAK RIDGE BOYS OAR RIGGE HOTE-DE: KIM CARNES 2-1 TASTE OF HONEY 4-4 RAYDIO 11-7 ROSANNE CASH 23-17 AIR SUPPLY 30-24

### KQ94/Little Rock, AR

G. HARRISON AIR SUPPLY DAVE EDMUNDS MARTY BALIN CLARKE/DUKE Hottest: CLIMAX BLUES BAND 2-1 REO SPEEDWAGON 4-2 STARS ON 45 13-10 G. HARRISON A-20 HALL & OATES 25-22

JOE WALSH FRANKIE SMITH MARTY BALIN MANHATTAN TRANSFE MANHATTAN TRANSFE HOTTEBE: JOHN LENNON 2-1 STARS DN 45 10-6 TASTE OF HONEY 14-10 DOTTIE WEST 13-11 HALL 6 OATES 17-14

### WAAY/Huntsville, AL Jim Kendricke

JAS SPECIAL
MANNATTAN TRANSFE
OAK RIDGE BOYS
APRIL WINE
HOTLOSE
STARS ON 45 2-1
JOHN LENNON 7-5
RICK SPRINGFIELD
HALL & OATES 13-8
JOEY SCARBURY D-17

### CK101/Cocos Beach, FL Steve Ocean

ALAN PARSONS
MANHATTAN TRANSFE
POINTER SISTERS
MARTY BALIN
HOTLESI:
KIN CARNES 1-1
RAYDIO 10-8
TOM JOHNSTON 22-17
AIR SUPPLY 30-23
HALL & OATES 31-27

### WSEZ/Winston Salem, NC **Bob Mahoney**

AIR SUPPLY JESSE WINCHESTER PURE PRAIRIE LEAG SHEENA EASTON OAK RIDGE BOYS ALABAMA ALABAMA
HOTE = ET:
KIM CARNES 10-1
STARS ON 45 2-2
CHAMPAIGN 15-10
DON MCLEAN 19-12
HEIL DIAMOND 20-

### KLAZ/Little Rock, AR

KLAZ/Little Rock, A Shawn Stephens RANDY MEISNER JIN STEINMAN JUICE MENTON CAROLE B. SAGER CLARKE/DUKE ALAN PARSONS HOTEBER ALAN PARBURS HOTERES: KIM CARNES 2-1 GIND VANNELLI 4-2 NEIL DIAMOND 15-6 RAYDIO 11-7 RICK SPRINGFIELD 14

### KNUS/Dallan, TX

Lorie Pittinen

DOTTIE WEST
HOTTEN IS 16-1
SMOKEY ROBINSON 2-2
JUTCE NEWTON 3-3
REO SPEEDWAGON 7-5
TASTE OF HONEY 8-6

### KSET-FM/EI Pago. TX

MEIL DIAMOND
MOODY BLUES
AIR SUPPLY
FRANKIE SMITH
KOOL 6 THE GANG
HOTECH
HOOL 6 THE GANG
HOTECH
AYOLO 2-1
KIN CARNES 8-5
JOHN LEMNON 14-7
CLARKE/DUKE 13-8
GAP BAND 21-16

### B97/New Orleans, LA Volpe/Lousteau

CHARA KHAN
TON PETTY
ROOL 6 THE GANG
HOTCHES:
KIM CARNES 2-1
GINO VANNELL 12-9
JOHN LEWNON 13-10
RAYDIO 16-13
G. HARRISON 29-18

### WOKI/Knoxville, TN Gery Adkins

RICH THOMES
JOE WALSH
POINTER SISTERS
MANKATTAN TRANSFE
ALAN PARSOWS
PRANKIE SHITH (dpl
JUICE NEWTON (dp)
ALABAMA (dp)
MOTERST
KIM CARNES 3-1
STARS ON 45 16-6
OAK RIDGE 80YS 13-7
NEIL DIAMOND 19-14
GARY U.S. BONDS 21-15 STEVE WINWOOD STEVE WINWOOD
38 SPECIAL
MANHATTAN TRANSPE
RICK SPRINGFIELD
JIM STEINMAN
POINTER SISTERS
LOVERBOY
MOTEMATE: JOE WALSH
MARTY BALIN
JUICE NEWTON
STEVE WINWOOD (138 SPECIAL (dp)
Hottest: LOVERBOY
MOTEMAT:
KIM CARNES 1-1
STARS ON 45 12-5
CLIMAX BLUES BAND
OAK RIDGE BOYS 21-1
BILLY SQUIER 28-17 HOTTEST: REO SPEEDWAGON I-1 CLIMAX BLUES BAND GINO VANNELL! 7-4 STARS ON 45 15-11 RAYDIO 19-12

### WC8C/Cherleston, SC

Chris Balley Chris Ballay

JAMES TAYLOH
JUTCE NEWTON
JOHN SCHWEIDER
CHIPMUNKS (dp)
HOTCEST:
KIM CARNES 1-1
STARS ON 45 7-4
RICK SPRINGFIELO 12-0
HALL & OATES 16-10
G, MARRISON 19-13

### WVLK/Laxington, KY

**Oave Murray** CAROLE B. SAGER MANHATTAN TRANSFE JOE WALSH KOOL & THE GANG CLARKE/DUKE AIR SUPPLY
SANTANA
JESSE WINCHESTER
HOTE-BE:
KIM CARMES 4-1
FRANKE/KNDC KOUTS 5-2
DOTTIE WEST 10-5
CLIMAN BLUES BAND 16TASTE OF HOMEY 17-12 KIM CARNES 1-1 RAYO10 5-2 TASTE OF HONEY 7-4 JOHN LENNON 13-8 RICK SPRINGFIELD 19

### KEGLIFort Worth, TX

JESSE WINCHESTER OAK RIDGE BOYS NOTCEBE: STYX 1-1 KIM CARNES 6-3 GINO VANNELLI 8-4 38 SPECIAL 13-9 STARS ON 45 21-14

### WBCY/Charlotte NC

AIR SUPPLY PHIL COLLINS JIM STEINMAN 30 SPECIAL JO SPECIAL HOTLEST: KIM CARNES 3-1 STARS ON 45 4-4 ALAN PARSONS 18-23 G. MARRISON 28-21 JOEY SCARBURY D-27

### KSTAR/Houston, TX

Hottest: KIM CARNES 1-1 JOHN LENNON 8-3 SANTANA 22-9 PRANKE/KNOCKOUTS 15-10 PHIL COLLINS 19-13

### PARALLEL THREE

### KILE/Galveston, TX

WCGQ/Columbus, GA

RUSH HOTTOBE! REO SPEEDWAGON 2-1 JOHN LENNON 3-2 SMOKEY ROBINSON 5-4 KIM CARNES 6-5 NEIL DIAMOND 15-9

WFLB/Fayetteville, NC

WHHY/Montgomery, AL Rich Thomas

WISE/Asheville, NC

WFOX/Gainsville, GA

POINTER SISTERS JOEY SCARBURY SHEENA EASTON STEVE WINWOOD

STEVE WINWOOD HOTEOSE: JOHN LENNON 4-1 KIM CARNES 5-2 TASTE OF HONEY 14-9 ELTON JOHN 19-15 TOM PETTY 21-16

WROV/Rosnoke, VA

FM99/Tallahassee Ft.

POINTER SISTERS
OAK RIDGE BOYS
38 SPECIAL
BILLY OCEAN
JUICE NEWTON
DAVE EDMUNDS
HORRES 3-1
HALL & CARTES 20-17
RICK SPRINGFIELD 32-26
ROBBIE DURREE 33-27
G. MARRISON D-29

Barry Michaels

John Stevens

Joe McClure

MARTY BALIN JOEY SCARBURY JAMES TAYLOR TASTE OF HONEY

SHEENA EASTON
JIM STEINMAN
TASTE OF HONEY
POLICE (dp) HOTEUSE: KIM CANNES 2-1 GINO VANNEELI 13-8 JOHN LENNON 15-9 SANTANA 16-12 AIN SUPPLY 33-22 POLICE (dp)
Mottent:
RIM CANNES 6-1
RICK SPRINGFIELD 13-7
TOM PETTY 17-14
HALL 4 OATES 21-16
AIR SUPPLY 25-21

WKXY/Sersects FL Tony Williams

### KSEL/Lubbock, TX KPUR/Amaritto TX BILLY 4 THE BEATE MANHATTAN TRANSFE MARTY BALIN JIM PMOTOGLO LOVERSOY (dp) Mottest: KIM CARMES 4-1 STYX 6-7 STARS ON 45 14-9 TOM PETTY 15-10 AIR SUPPLY 22-17

Witson/Glass OAK RIDGE HOYS CLARKE/DUKE SANTAMA HOTEBET, KIM CARNES 5-1 JONN LENNON 8-2 STARS ON 45 9-3 TASTE DF HOMEY 27-23 SHEENA EASTON 28-25

### WANS FM/Anderson SC

ROBBIE DUPREE CAROLE B. SAGER JAMES TAYLOR OAK BIOGE BOYS (dp) HOTCEBEL KIM CARNES 2-1 CHAMPAIGN 4-4 RICK SPRINGFIELD 17-9 GARY U.S. BONDS 21-17 HALL 6 OATES 26-19

### WSGA/Savannah, GA

Larry Cannot Ray Williams STEVE WINWOOD
ELTOM JOHN
BARRA STREISAND
MANNATTAN TRANSFE
ALABAMA
BILLY 4 THE BEATE
POINTER SISTERS
MOTECUST
KIM CARNES 1-1
OAK RIDGE BOYS 30-21
HALL & OATES 32-24
JOEY SCARBURY 31-26
ROOL & THE GANG D-32 Ray Williams
JOE DOLCE
MARTY BALIN
BILLY JOE ROYAL
HOTE-ST.
FRANKIE SMITH 1-1
KIM CARRES 3-2RDSANNE CASH 9-6
HALL 6 OATES 16-12
RICK JAMES 24-17

### 95SGF/Savannah GA Dave Carlisle

KOOL 6 THE GANG JOZY SCARBURY MARTY BALIN ALAN PARSONS MANHATTAN TRANSPE CHAKA KHAN HOLLORD CHARA RMAN HOTCHER: KIM CARNES 2-1 GINO VANNEEL! 5-3 STARS ON 45 6-4 TASTE OF HONEY 14-8 NEIL DIAMOND 21-14

### Z102/Savannah, GA Ray Williams

CAROLE B. SAGER HOTTEST: RIM CARNES 2-1 FRANKIE SMITH 3-2 TASTE OF HONEY 14-7 G. HARRISON 30-14 ROSANNE CASH 24-15

### KQIZ-FM/Amarillo, TX Tim Butler

QUINCY JONES ELTON JOHN HOTTERS: APPIL WIME 2-1 CHRIS CROSS 5-3 T.G. SHEPPARD 9-6 SMOKEY ROBINSON 12-9 ROSANNE CASH 15-11

### KVOL/LaFayette, LA

JUICE NEWTON
SMOKEY ROBINSON
CAROLE 8. SAGER
PHOEBE SMOW
JIM STEINMAN
BILLY SQUIER
HOLLOW STEINMAN
ELLY SQUIER
HOLLOW STEINMAN
BILLY SQUIER
AND STEINMAN
BILLY SQUIER
HOLLOW STEINMAN
BILLY STARSHIP 11-6
GAF BAND 13-10
MASS PRODUCTION 20-12

### WXLK/Roanoke, VA

Russ Brown
MANHATTAN TRANSFE
MARTY BALIN
JUICE NEWTON
36 SPECIAL
NOTES:
PHIL COLLINS 2-1
JAMES TAYLOR 13-9
ALAN PARSONS 17-13
FRANKIE SMITH D-20
STARS ON 45 D-26

### THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK! Q107/Washington

KVIL/Delles WHBQ/Memphis WQRK/Nortolle Y94/Freeno WRKR/Recine KBOZ/Bon

### **MIDWEST** Most Added ... Hottest

Kim Carnes Marty Balin Joe Walsh Sters On 45 George Harrison Climax Blues Band **Nell Diamond** 

### DDS & HO

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

Manhattan Transfer **Marty Balin** Clarke/Duke Solder

Kim Cames Raydlo Stars On 45

### MIDWEST

PARALLEL TWO 92X/Columbus, OH

HALL & OATES MUFFS
HOTTEST:
REO SPEEDWAGON 1-1
CLIMAX BLUES BAND 7-6
KIM CARNES 10-7
STARS ON 45 12-8
RAYDIO 14-11

### KIOA/Des Moines, IA

STEVE WINWOOD ALAN PARSONS ROSANNE CASH MANHATTAN TRANSFE MANHATTAN THANSFE HOTTEST: KIM CARNES 3-1 REO SPEEDWAGON 4~2 GINO VANNELLI 11-3 PHIL COLLINS 8-7 38 SPECIAL 18-15

### KOFM/Oklahoma City, OK Chuck Morgan

TOM JONES TOM JUNES
ABBA
JOEY SCARBURY
CHAMPAIGN
BARBRA STREISAND
AIR SUPPLY ottest: REO SPEEDWAGON 1-1 ANNE MURRAY 5-3 STARS ON 45 6-4 KIM CARNES 17-11 CHRIS CROSS 21-14

### KRAV/Tulne OK **Gary Reynolds**

ROSANNE CASH MANHATTAN TRANSFE HOTE-St: KIM CARNES 1-1 CHAMPAIGN 9-4 HALL 6 OATES 17-8 AIR SUPPLY 20-16 OAK RIDGE BOYS D-20

### KZ93/Paoria. IL Keith Edwards

MARTY BALIN
PURE PRAIRIE LEAG
HALL & OATES
HOTTES
H

### WGRD/Grand Rapids, MI Ray Baker

RUSH
PHIL COLLINS
MARTY BALIN
DILLMAN BAND
JOE WALSH
HOTCEST:
RICK SPRINGFIELD 2-1
PRANKE/KNOCKOUTS 10-4
JOHN LENNON 16-8
SANTANA 15-11
RAYDIO 33-22

### WHOT/Youngstown, OH Dick Thompson

HALL & OATES AIR SUPPLY
HOTTEST:
KIM CARNES 1-1
GINO VANNELLI 5-2
RAYDIO 11-5
STARS ON 45 12-6
TASTE OF HONEY 13-7

### WMEE/Fort Wayne, IN

JOE WALSH MARTY BALIN PHIL COLLINS Hottest: KIM CARNES 1-1 NEIL DIAMOND 11-5 RAYDIO 10-8 PRANKE/KNOCKOUTS 15-12 TASTE OF HONEY 25-14

### WNAP/Indianapolis, IN

DOTTIE WEST LEE RITENOUR JOE WALSH JOEY SCARBURY MARTY BALIN HOTCEST: CLIMAX BLUES BAND 4-1 KIM CARNES 10-5 CHAMPAIGN 15-6 TASTE OF HONEY 16-8 JOHN O'BANION 14-9 DOTTIE WEST

### WNCI/Columbus OH Steve Edwards

Hotteat: KIM CARNES 11-1 NEIL DIAMOND 17-11 TOM PETTY 23-12 AIR SUPPLY 26-18 RICK SPRINGFIELD 30-22

### WOHO/Toledo, OH

AIR SUPPLY JOHN DENVER Hottest: KIM CARNES 2-1 GINO VANNELLI 3-2 RAYDIO 6-5 G. HARRISON 25-7 HALL & OATES 23-16

### WOW/Omaha, NE J.C. Corcoran

SHEENA EASTON SANTANA (dp)
Hottest:
SMOKEY ROBINSON 1-1
GINO VANNELLI 4-2
KIM CARNES 5-3
PHIL COLLINS 10-7
STARS ON 45 22-18

### WVIC/East Lansing, MI Jim St John

KOOL 6 THE GANG
MARTY BALIN
APRIL WINE
GREG KIHN
JOHN DENVER
HOTTES
HOTTES
KIM CARNES 3-2
GINO VANNELLI 4-3
JOHN LENNON 6-4
STYX 11-6

### KSTT/Davanport IA Bill Young

ELTON JOHN ALAN PARSONS TOM PETTY CLIFF RICHARD HOTLEST: KIM CARNES 2-1 DOTTIE WEST 5-5 T.G. SHEPPARD 6-6 FRANKE/KWOCKOUTS 7-7 REO SPEEDWAGON 8-8

### WISM/Medison, WI Barb Starr

GREG KIHN CREG KIHN
MARTY BALIN
JIM PHOTOGLO
MANHATTAN TRANSFE
HOTHER STANT STAN

### KEYN-FM/Wichite, KN Terrie Springs

PURE PRAIRIE LEAG TOM PETTY Hottest: JOHN LENNON 2-1 KIM CARNES 7-5 NEIL DIAMOND 14-8 RAYDIO 21-17 AIR SUPPLY 27-23

### KWEN/Tulsa. OK Ronda Curtia

PHIL COLLINS Hottest: REO SPEEDWAGON 1-1 AC/DC 9-3 SANTANA 10-6 ALAN PARSONS 11-7 HALL & OATES 23-14

### WYFM/Youngstown, OH Jeff Tobin

TASTE OF HONEY TOM PETTY GARY U.S. BONDS Hottest:

### WTWR/Detroit, MI Kurt Kelly

G. HARRISON SANTANA AIR SUPPLY Hottest: KIM CARNES 1-1 STARS ON 45 16-2 CLIMAX BLUES BAND NEIL DIAMOND 26-17 CHAMPAIGN 24-20

### WAKX/Duluth, MN Bruce McGregor

MARTY BALIN DILLMAN BAND CAROLE B. SAGER POINTER SISTERS POINTER SISTERS
HOTLEST:
KIM CARNES 1-1
NEIL DIAMOND 19-10
OAK RIDGE BOYS D-19
ALAN PARSONS 31-24
TOM PETTY 30-25

### WNAM/Appleton-Oshkosh, WI

PURE PRAIRIE LEAG MOODY BLUES JOEY SCARBURY MARTY BALIN JOE WALSH JOE DOLCE (dp) Hottest: KIM CARNES 1-1 C'IMAY BLUES BAND CLIMAX BLUES BAND 3-2 STARS ON 45 12-7 TASTE OF HONEY 13-8 OAK RIDGE BOYS 29-23

### WGBF/Evansville, IN Kevin Carpenter

LEE RITENOUR JESSE WINCHESTER SANTANA SANTANA
HOTTEST:
JOHN LENNON 2-1
KIM CARNES 4-2
TASTE OF HONEY 8-4
RAYDIO 11-5
STARS ON 45 18-13

### WRBR/South Bend, IN

G, HARRISON
JESSE WINCHESTER
HOTTEST
GROVER WASHINGTON 2-1
KIM CARNES 13-5
CLIMAX RLUES BAND 15-8
GINO VANNELLI 17-13
TASTE OF HONEY 27-22

### WZOK/Rockford, IL

HALL 6 OATES ALAN PARSONS PURE PRAIRIE LEAG HOTLEST STYX 2-1 KIM CARNES 8-2 CLIMAX BLUES BAND 5-4 CHRIS CROSS 13-10 STARS ON 45 16-11

### Little/Hudson

ROGER TAYLOR SHEENA EASTON PURE PRAIRIE LEAG MARTY BALIN HOTTEST: KIM CARNES 2-1 JOHN LENNON 10-7 38 SPECIAL 19-10 JEFF. STARSHIP 15-11 SANTANA 23-17

### WIKS/Indianapolis, IN

JOE WALSH BILLY & THE BEATE CLARKE/DUKE MARTY BALIN HORTEST: SMOKEY ROBINSON 1-1 KIM CARNES 14-11 RAYDIO 20-16 STARS ON 45 22-18 TOM PETTY 31-27

### U93/South Bend, IN J.K. Dearing

PHIL COLLING
G. HARRISON
TOM PETTY
Hottest:
JUICE NEWTON 4-1
GINO VANNELLI 14-6
REO SPEEDHAGON 13-9
STYX 10-10
STARS ON 45 29-12

### WDJX/Dayton, OH Mark Elliott

G. HARRISON APRIL WINE JUICE NEWTON JUICE NEWTON
RUSH
SPIDER
HOTTEST:
KIM CARNES 2-1
TASTE OF HONEY 9-5
GINO VANNELLI 10-7
SMOKEY ROBINSON 15-10
CLIMAX BLUES BAND 21-

### WLOL-FM/St. Peul, MN Phil Houston

Hottest: CLIMAX BLUES BAND 4-1 KIM CARNES 7-5 NEIL DIAMOND 13-8 STARS ON 45 20-13 SANTANA 37-28

### VES-95/Cincinnett OH Barry James

Barry James

AIR SUPPLY
DON MCLEAN
SHEENA EASTON
MARTY BALIN
PHOEBE SNOW
HOTCH STYX 2-1
GINO VANNELLI 6-4
GARY U.S. BONDS 22-18
G. MARRISON 34-29
STYX 35-31

NEIL DIAMOND Hottest: REO SPEEDWAGON 3-1 KIM CARNES 4-3 GINO VANNELLI 6-4 STYX 10-6 STARS ON 45 12-9

### KWLO/Waterloo, IA **Drew Bentley**

MARTY BALIN MARTY BALIN Hottest: KIM CARNES 1-1 STARS ON 45 3-2 NEIL DIAMOND 14-8 TOM PETTY 20-10 OAK RIDGE BOYS D-20

### WEST

GARY Weldron

SANTANA
JERMAINE JACKSON
MARTY BALIN
SPIDER
KOOL & THE GANG
ALABAMA
JIM STEINMAN
HOTESE:
KIM CARNES 1-1
RAYDIO 13-7
NEIL DIAMOND 15-9
AIR SUPPLY 21-10
JOEY SCARBURY 27-20

KENO/Les Veges, NV

KERN/Bakersfield CA

HILLY SQUIER
HOTTESE:
KIM CARNES 3-1
STYX 9-7
FRANKE/KNOCKOUTS 10-8
CHAMPAIGN 15-13
DOTTIE WEST 27-22

JUICE NEWTON
MARTY BALIN
OAK RIDGE BOYS
KOOL & THE GANG
BILLY SQUIER

KGW/Portland, OR

Hottesti SHEENA EASTON 4-1 KIM CARNES 6-2 REO SPEEDWAGON 7-4 JOHN LENNON 9-6 TERRI GIBBS 13-10

KJRB/Spokane, WA

BILLY 6 THE BEATE

JIM PHOTOGLO
POINTER SISTERS
LOVERBOY (dp)
APRIL WINE (dp)
Hottest:
KIM CARNES 1-1
GINO VANNELLI 7-4
WHO 11-9
G. HARRISON 31-17
MARTY BALIN D-29

KRQ/Tucson, AZ

Kent Lacev

Bruce Cannon

AIR SUPPLY

**Brian Gregory** 

Janis Wojniak

BIN Alexander

### PARALLEL TWO KFYR/Blamarck ND KCPX/Selt Lake City, UT

DILLMAN BAND
CLIFF RICHARD
JESSE WINCHESTER
HOTTEST
KIM CARNES 2-1
STARS ON 45 8-2
HALL & OATES 18-14
TOM PETTY 20-16
OAK RIDGE BOYS D-20

PARALLEL THREE

### KKLS/Rapid City, SD Mick Kjar

JOE WALSH MARTY BALIN ROSANNE CASH SANTANA SHEENA EASTON HOTTEST KIM CARNES 4-1
JOHN LENNON 7-5
BILLY 6 THE BEATE 25-22
HALL 6 OATES 29-25

### KKRC/Sloux Fells, SD

ALAN PARSONS CLARKE/DUKE CLARRE/DURE HOTTEST: KIM CARNES 2-1 STARS ON 45 10-6 RAYDIO 16-11 NEIL DIAMOND 21-14 OAK RIDGE BOYS D-20

### KKXL/Grand Forks, ND Jeff Parker

OAK RIDGE BOYS ALAN PARSONS
MANHATTAN TRANSFE
RICK SPRINGFIELD
Hottest:
KIM CARNES 2-1 JOHN LENNON 5-2 GINO VANNELLI 8-5 NEIL DIAMOND 15-8 CLIFF RICHARD 13-10

### WEAQ/Eau Claire, WI Rick Roberts

JOHN LENNON JOEY SCARBURY JOEY SCARBURY Hottest: CLIMAX BLUES BAND 1-1 T.G. SHEPPARD 7-5 JOHN COUGAR 9-7 STARS ON 45 20-13 CHRIS CROSS 28-22

### WSPT/Stevens Point, WI **Brad Fuhr**

DILLMAN BAND DILLMAN BAND
JOE WALSH
APRIL WINE
PHOEBE SNOW
HOTTES SNOW
HOTTES SNOW
KIM CARNES 2-2
RICK SPRINGFIELD 3-3
AC/DC 8-5
GARY U.S. BONDS 16-12

### WTRU/Muskegon, MI Mike Stevens

JOE WALSH
RANDY MEISHER
STEVE WINWOOD
KOOL & THE GANG
G. HARRISON
ROSANNE CASH
ELTON JOHN Hottest: KIM CARNES 1-1 CLIMAX BLUES BAND 4-2 GINO VANNELLI 6-4 PHIL COLLINS 13-10 JOEY SCARBURY 27-16

### KDVV/Topeka, KS **Rocky Roberts**

ALAN PARSONS
JOE WALSH
PURE PRAIRIE LEAG
HOTTEST
JOHN LENNON 2-1
STARS ON 45 9-3
RAYDIO 7-4
318 SPECIAL 8-5
RICK SPRINGFIELD 15-8

### Rendy Lunquist KELO/Sloux Falls, SD Paul Wescott

### John Shomby

BILLY SQUIER (dp) PURE PRAIRIE LEAG CLARKE/DUKE

### KIOY/Fresno, CA

TERRI GIBBS GROVER WASHINGTON PURE PRAIRIE LEAG Hottest: KIM CARNES 1-1

### KYNO-FM/Fresno, CA Walkar/Monson

MICHAEL DAMIAN
JOHNNY AVERAGE
CHAKA KHAN
GAP BAND
Hottest:
TASTE OF HONEY 1-1
FRANKE/KNOCKOUTS 13-5
RICK JAMES 12-7

### Bruce Daniels

GREG KIHN
Hottest:
KIM CARNES 2-1
PHIL COLLINS 7-4
RICK SPRINGFIELD 11-8
NEIL DIAMOND 17-12
TASTE OF HONEY 19-14 LEE RITENOUR RICK SPRINGFIELD PURE PRAIRIE LEAG KOOL & THE GANG HOCTEST: KIM CARNES 7-1

### FM102/Secremento, CA Mark Preston

Mark Preston
CHAKA KHAN
G. HARRISON
AIR SUPPLY
Hottest:
KIM CARNES 4-1
SHEENA EASTON 2-2
RAYDIO 7-4
REO SPEEDWAGON 10-6
CHAMPAIGN 12-9

### Mike Deniele

### KYSN/Colorado Springs, CO Mark Murray

MARTIC WITH Hottest: KIM CARNES 2-1 RICK SPRINGFIELD 4-2 ALAN PARSONS 15-6 TASTE OF HONEY 20-8 TOM PETTY 19-10

## JOE WALSH MARTY BALIN HOTCEST: STYX 2-1 GINO VANNELLI 5-2 KIM CARNES 8-4 RAYDIO 18-14 TASTE OF HONEY 24-17

KTAC, Tecome, WA AIR SUPPLY
MOODY BLUES
QUINCY JONES
HOTCEST:
REO SPEEDMACON 3-1
FRANKE/KNOCKOUTS 10-7
STARS ON 45 11-8
STYX 12-9
RAYDIO 14-10

### KTKT/Tucson, AZ

**Bobby Rivers** CLARKE/DUKE OAK RIDGE BOYS STEPHANIE MILLS STEPHANIE MILLS
HOTEST:
KIM CARNES 1-1
GINO VANNELLI 14-8
ELTON JOHN 18-14
G. HARRISON 27-19
AIR SUPPLY 30-25

### KLUC/Las Vegas, NV

MARTY BALIN CLARKE/DUKE CLARRE/DURE HOTTEST: SANTANA 3-1 GARY U.S. BONDS 12-5 NEIL DIAMOND 16-14 PHIL COLLINS 23-17 LEE RITENOUR 24-19

### KMJK/Portland, OR

CLARRE/DUKE Hottest: REO SPEEDWAGON 2-1 KIM CARNES 5-3 FRANKE/KNOC KOUTS 15-10 AC/DC 25-18 G. HARRISON D-21

RAYDIO CLIMAX BLUES BAND 2-2 NEIL DIAMOND 10-6 G. HARRISON 22-19 PAUL ANKA 27-23

STYX 14-11 STARS ON 45 18-12

### KZZX/Albuquerque, NM

JOHN LENNON 3-2 GINO VANNELLI 5-5 RAYDIO 8-6 CLIMAX BLUES BAND 11-8

### KSPZ/Colorado Springs, CO

PURE PRAIRIE LEAG JIM PHOTOCLO
HOTTEST
JOHN LENNON 3-1
STYX 9-6
CHAMPAIGN 11-7
TASTE OF HONEY 12-8
AIR SUPPLY 25-13

SPIDER MANHATTAN TRANSFE JOE WALSH APRIL WINE

### KZZP/Phoenix, AZ Dave Anthony

CLARKE/DUKE MARTY BALIN RANDY MEISNER MANHATTAN TRANSFE MANHATTAN TRANSPE Hottest: KIM CARNES 1-1 STARS ON 45 5-2 TASTE OF HONEY 20-CLIMAX BLUES BAND G. HARRISON 26-18

### KHYT/Tucson, AZ Rich Brother Robbin

CON PUNK SHUN CHANGE
JOE WALSH
MASS PRODUCTION
ONE WAY
RICHARD FIELDS WAR
HOTTEST:
ROBERT WINTERS 4-1
LOVERBOY 5-2
REO SPEEDWAGON 6-5
MICHAEL JACKSON 8-6
ROSE ROYCE 19-10

### KIDD/Monterey, CA Ron Rodrigues

Ron Rodrigues

CLARKE/DUKE

JOHN SCHNEIDER

MARTY BALIN

Hottest:

KIM CARNES 1-1

REO SPEEDWAGON 4-4

AC/DC 11-6

RAYDIO 13-7

RICK SPRINGFIELD 22-19

### KGGI/Riverside-S. Bern., CA **Bob West**

CAROLE B. SAGER OAK RIDGE BOYS FRANKIE SMITH HALL 6 OATES HOTES HOTES ROYCE 3-1 KIM CARNES 5-2 RAYDIO 10-6 SHALAMAR 16-13 RICK JAMES 20-15

### KKXX/Rekerefield CA

SPIDER
GREG KIHN
JIM STEINMAN
HOTEST:
KIM CARNES 3-1
GINO VANNELLI 7-4
PHIL COLLINS 12-8
NEIL DIAMOND 19-11
TOM PETTY 18-14 GREG KIHN QUINCY JONES JESSE WINCHESTER ROSANNE CASH ROSANNE CASH
HOTTEST
RICK SPRINGFIELD 2-1
KIM CARNES 7-3
AC/DC 12-6
HALL & OATES 18-9
TOM PETTY 23-14

### KNBQ/Tecoma, WA Gary Bryan

SPIDER
CAROLE B. SAGER
JIM PHOTOGLO
MANHATTAN TRANSFE
ADAM 6 THE ANTS (dp)
ALAN PARSONS
HOTOSTY
TO THE ANTO 123-6
TOM PETTY 17-8
AIR SUPPLY 25-9
HALL 6 OATES 28-15 STYX 10-5 TASTE OF HONEY 12-9 AIR SUPPLY 22-16

### K96/Provo, UT Jim Sumpter

ELTON JOHN
ALAN PARSONS
RICK SPRINGFIELD
HOTTEST
LIMAX BLUES BAND 2-1
KIM CARNES 4-2
NEIL DIAMOND 13-9
RAYDIO 15-11
HALL 6 OATES 22-16

### FM103/Salt Lake City, UT

TOM JOHNSTON
JIM STEINMAN
Hottest:
KIM CARNES 4-1
AC/DC 10-3
SANTANA 8-4
TOM PETTY 13-6
JOE WALSH 22-16

### PARALLEL THREE

### KCBN/Reno, NV Larry Irone

OAK RIDGE BOYS
JOEY SCARBURY
MANHATTAN TRANSFE
HOTLEST:
REO SPEEDWAGON 1-1
STARS ON 45 10-2
KIM CARNES 16-7
JIM PHOTOGLO 22-14
AIR SUPPLY 31-19

### KDZA/Pueblo, CO Rip Avine

JOE WALSH ALAN PARSONS KOOL 6 THE GANG PHOEBE SNOW HOTTESS NOW HOTTESS NOW HOTTESS NOW HOTTESS NOW HOTTESS NOW TICK SPRINGFIELD 18-14 NEIL DIAMOND 25-18

### KEXD/Boise. ID Rod Couch

SHEENA EASTON MARTY BALIN JOEY SCARBURY SPIDER CLARKE/DUKE CLARRE/DURE HOTESS: KIM CARNES 5-1 FRANKE/KNOCKOUTS 7-4 STARS ON 45 9-6 NEIL DIAMOND 14-10 38 SPECIAL 13-12

KOOK/Billings, MT

KQDI/Great Falls, MT Pat Richards JOEY SCARBURY KOOL 6 THE GANG JIM STEINMAN LOVERBOY HOLLEST: KIM CARNES 5-1 REO SPEEDWAGON 8-3 STYX 10-5

### KRLC/Lewiston, ID Steven Alan Mackelvie

MANHATTAN TRANSPE APRIL WINE APRIL WINE SPIDER POINTER SISTERS RUSH (dp) Hottest: KIM CARNES 1-1 AC/DC 4-2 RICK SPRINGFIELD 8-4 SANTANA 11-6 HALL 6 OATES 17-13

### KSLY/San Luis Obiapo, CA **Don Potter**

JUICE NEWTON
MANHATTAN TRANSFE
CLIFF RICHARD
ROSANNE CASH
HOTCOST
KIM CARNES 4-1
CLIMAX BLUES BAND 5-3
RAYDIO 10-6
TASTE OF HONEY 8-7
STARS ON 45 12-9

### KENI/Anchorage, AK Ed Merrifield

SPIDER
MANHATTAN TRANSPE
JIM STEINMAN
MARTY BALIN
BILLY SQUIER
APRIL WINE APRIL WINE
COLD CHISEL
JOEY SCARBURY
HOTLEST:
KIM CARNES 9-1
HALL 6 OATES 13-5
CHRIS CROSS 14-8
ALAN PARSONS 25-14
G. HARRISON D-27

### KYYA/Billings, MT

Jack Bell JOHN SCHNEIDER
OAK RIDGE BOYS
JESSE WINCHESTER
JIM STEINMAN
HOTEST:
KIM CARNES 1-1
STARS ON 45 4-2
NEIL DIAMOND 7-4
RAYDIO 26-18
TOMMY JAMES 27-21

### KATI/Casper, WY Donne Foxx

CLARKE/DUKE MARTY BALIN MANHATTAN TRANSPE JUICE NEWTON OAK RIDGE BOYS OAK RIDGE BOYS BOTTEST: RIM CARNES 1-1 ALAN PARSONS 12-8 NEIL DIAMOND 15-11 G. HARRISON 20-15 HALL 6 OATES 25-20

let I: Selected stations in melor-merkets that are ent' and/or exert a significant national influence,

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

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

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

DENOTES FIRST WEEK IN PARALLELS

	lit Se	DOE ong" (A	nylab	el)	
LF	: Hit	Song		Natio	en n
Reg	lonal	100/25	44%	Summ	ary
- 0	leach	100123	44 78	Up	61
E	33%			Debuti	20
M	21%			Same	24
S	56%			Down	0
W	1.0%			Adds	25

### **EXAMPLE**

100/25 — 100 CHR reporting stations on it this week including 25 new including 44 % — Percentage of this week's reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 31 — Number of state on their charts

Debuts 20 — Number of stations debut ing the song this week e 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

down on their churts

Adds 25 - Total number of stations
adding it this week.



AIR SUPPLY The One That Y	ou (Arista)
LP: The One That Y	ou Love
194/27	87% Nariona
riang conset	Switter
f 191	OFFICE 1
131	
001	00th A005 2

194/27		87% Narional	
Regional Resch ( 035 3 74 2 M 035 H 005	13	Sydmory MP 79 OEBUTS 51 SAME 17 OWN 0 A005 27	
P1	P2	P3	
	BOUTH	BAST	
### 20   17   18   18   18   18   18   18   18	CT   D   D	### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 #### 19-15 ##### 19-15 ####################################	



EE N1 16-29 ED ZA OR

HETFORM E SUMMARY UP 150 DEBUTS 2 SAME 16 DOWN 2 ADD 5 3

Р3

#38Q 27-19 #GDF 17-10 #AC2 20-17 #LAME 10-18 #13DF 00 #13DF 00 #13DF 21-10 #13D 21-12 149E 0-26 #C.10 20-24 VSEI, 27-10

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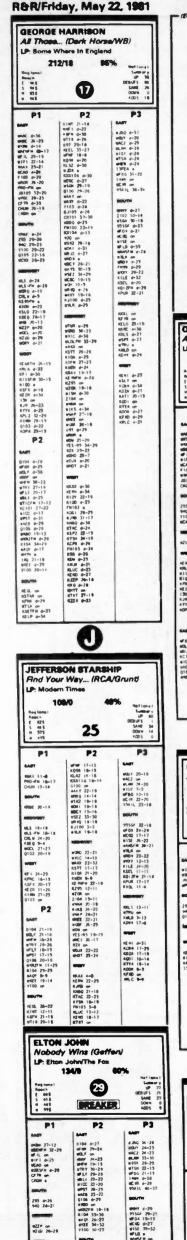






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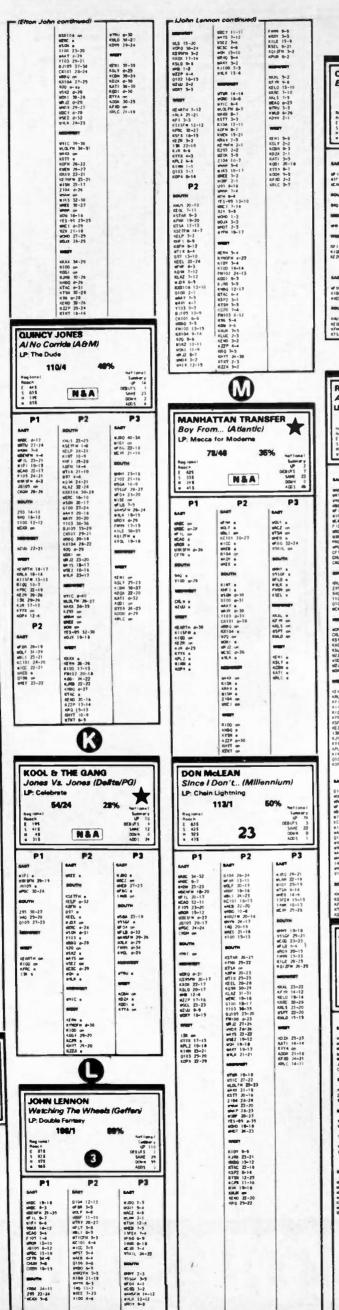
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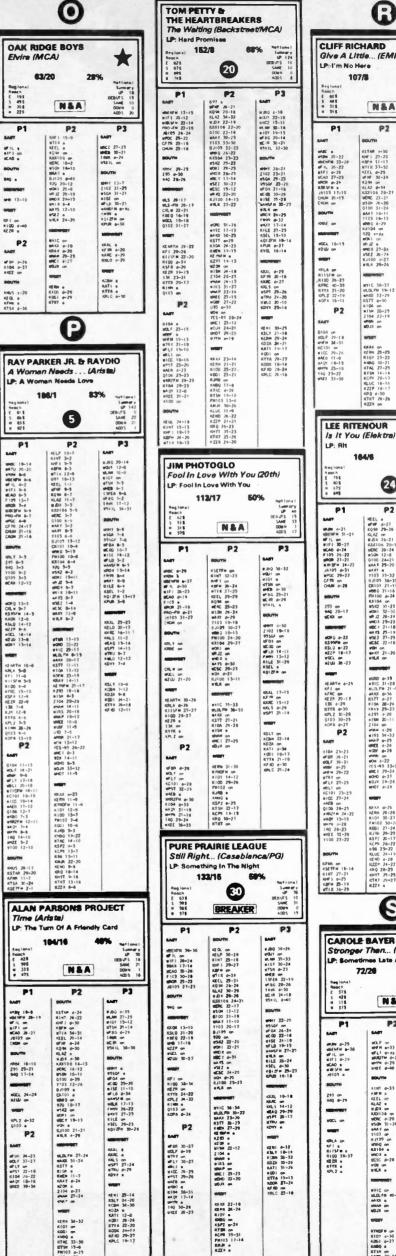
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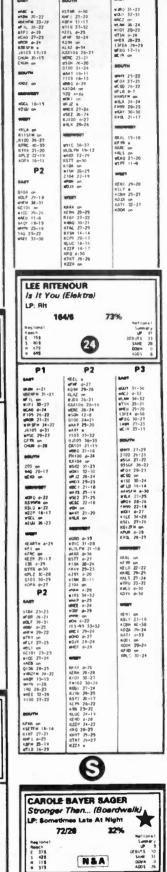
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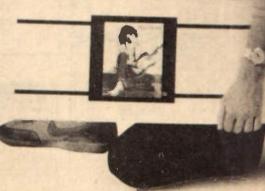
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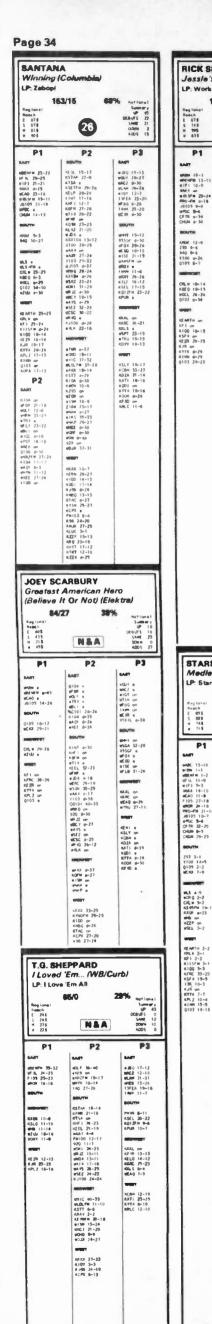


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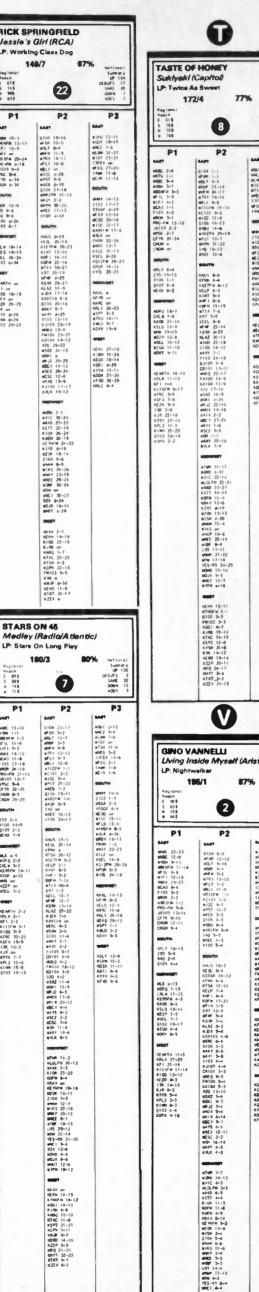




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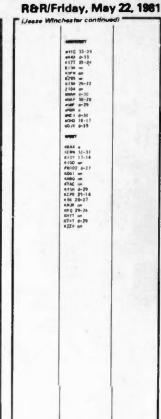


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National Summer of UP 47 OEBUTS 19 SAME 49 DOWN 0 AODS 17 Reach £ 60 £ \$ 83 £ H 44 £ H 67 £ 28 P3 MG27 on MAC2 on MLAN a MTSN 0-22 MMSN 20-10 1598A a MMSN 20-23 146K 20-23 MC III on 9581L 29-24 Metry 29-25 2107 27-24 8568 29-25 87587 29-25 8758 30-28 8509 00 8152 4-35 8758 31 7-11 84897 80 on 1880 9 8807 9 8807 9 8152 28-24 8152 92-36 8541 on 801 18-16 AT IN. A STAND ON STA EFFR 8 NARC 28-34 HRLS ON WSPT 0-50 WTHU 29-21 NDVV 50-22



### **Others Getting Significant Action**

GREG KIHN BAND "Breakup Song (They Don't Write 'Em)"(Beserkley) 28/10. Moveet Up 5. Debuts 5. Same 8. Down 0. Adds 10. WKRZ-FM, K104, KINT, WVIC, WISM, KKXX, KENO, WIGY, WFBG, KOOK, KBEQ 20-12, KJR on, WHFM 31-25, KIDY 26-21, KZZP 30-27.

KZZP 30-27.

JOE DOLCE "Shaddap You Face" (MCA) 25/3

Moves: Up 8, Debuts 3, Same 10, Down 1, Adds 3, KEARTH, WNAM, WSGA, WABC 3-2, WKTU 17-15, WFIL 30-28, KFI d-16, KIQQ 36-9, 14Q on, KINT d-28, BJ105 31-28, WTWR 36-22, KGFM on, WHEB on, KPUR on, PHOEBE SNOW "Morcy, Morcy, Mercy" (Mirage) 24/8

Moves: Up 8, Debuts 0, Same 11, Down 0, Adds 8, KBFM, WTIX, WVIC, YES-95, 14WK, KVQL, WSPT, KDZA, KC101 on, WAEB on, KXX108 on, WAAY on, KJ100 on, KWEN on, KCPX 33-38, KENI on.

KCPX 39-36, KENI on.

DILIMAN BAND "Loving The Night Away" (RCA) 24/5

Moves: Up 4, Debuts 1, Same 14, Down 0, Adds 5, KYYX, WGRD, WAKX, KFYR, WSPT,

WIFI on, KRBE on, KS96-FM on, KFI on, KIQQ on, KINT 31-28, WFLB 25-22, KELQ on, KKRC

Moves: Up 8, Debuts 6, Same 8, Down 0, Adde 4, KSSEFM, KINT, KOFM, WFLB, Y100 21-18, KJR 24-20, KSTAR 429, Y103 39-39, BJ105 39-38, K96 30-28, WTSN d-25, WHHY on, 95SGF on, KILE on, KFYR on.

STEPHANIE MILLS "Two Hearts" (20th) 23/3
Moves: Up 10, Debuts 2, Same 8, Down 0, Adds 3, CKLW, KIQQ, KTKT, WXKS-FM 19-16, G105 20-17, WCKX-16-10, KRILA on, KIS-FM 24-22, KSET-FM 16-11, WCSC on, WAKX-29-28, KYNO-FM 22-20, KGGI on, KCPX 40-37, FM99 22-25.

CHAKA KHAN "Whatche' Gorne Do for Me" (WB) 22/9
Moves: Up 10, Debuts 1, Same 2, Down 0, Adds 9, WABC, KRLY, Y100, 897, WFMF, 92Q, KYNO-FM, FM102, BSSGF, WKTU 10-9, WXKS-FM 16-10, KRLA 16-9, KNUS-29-21, KSET-FM 27-22, RGGI 30-26, KVOL 26-26.

TOMMY JAMES "You're SO Easy To Love" (Millennium) 22/2
Moves: Up 7, Debuts 1, Same 12, Oown 0, Adds 2, WTIX, WJBQ, WFIL on, WIFF on, 94Q on, KFI on, WFRR on, KX104 on, WVIC on, KCPX 36-33, WFLB 18-18, FM99 26-21, KILE 30-26, KPI 32-22, KYVA 27-21,

POINTER SISTERS "Slow Hand" (Planet) 21/21
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including 293, 94Q, Y100, Q106, WCKX, CKLW, KYYX, KQPA, K104, KINT, KXX106, CK101, WBBQ, WOKL, WAKX, KJRB.
FRANKIE SMITH "Double Dutch Bus" (WMOT) 20/8
MOVes: Up 4, Debuts 0, Same 0, Down 1, Adds 8, WXKS-FM, KRLY, KSET-FM, KBFM, WJDX, G100, KGGI, WMIY, KRLA 92, KIBS FM 43, KIQQ 1-1, KFRC 31-22, 2102 3-2, WSGA 1-1, 95SGF 8-10, WXLK d-20.

RANDY MEISNER "Gotta Get Away" (Epic) 20/5
RANDY MEISNER "Gotta Get Away" (Epic) 20/5
ROVES: Up 6, Oebuts 3, Same 7, Down 0, Adds 6, KLAZ, Y103, KZZP, WFBQ, WTRU, KRBE on, KBEQ 23-19, K104 d-38, KINT 36-34, KJ100 18-9, WLOL-FM 38-34, KWEN on, FM99 on, KRNI d-30.

SHALAMAR "Make That Move" (Solar/RCA) 20/1

KRLA 8-8, KSET-FM 11-10, KQ34 on, WVIC on, KYND-FM 423, FM102 d-20, KGQI 18-13, WXLK on.

ISLEY BROTHERS "Hurry Up & Walt" (T-Neck) 20/0

Movee: Up 12, Debuts 0, Same 8, Down 0, Adds 0, KFI 20-16, KIIS-FM on, KIQQ 20-19, KFRC 28-24, WAE8 on, KEET-FM 18-13, KINT 38-31, KBFM on, WJDX 28-20, Y103 on, WLDL-FM 39-36, KHYT 28-26, WSGA 22-20, KVOL 23-18, KATI 21-18.

MICHAEL JACKSON "One Day In Your Life" (Motown) 19/1

Movee: Up 13, Debuts 0, Same 2, Down 3, Adds 1, WPGC, Y100 10-10, KIQQ 19-16, K104 14-11, WSGN 4-3, WAAY 17-12, WAXY 17-11, WRVQ 17-13, KHYT 8-6, WACZ 19-16, 96XIL 30-28, WSGA 17-14, FM99 7-7,

SPIDER "It Didn't Take Long" (Dreamland) 18/17

Movee: Up 0, Debuts 0, Same 1, Oown 0, Adds 17 including KRBE, KIQQ, "WJDX, WSGN, Y103, BJ106, S2Q, WGH, WOJX, KNBQ, KCPX, WFBG, KOOK, KRLC.

RUSH "Tom Sawyer" (Mercury/PolyGram) 18/6

Movee: Up 3, Debuts 3, Same 4, Oown 0, Adds 6, KRBE, WHFM, WGRD, WDJX, WCGQ, KRLC, WLSFM on, KBFM, WGRD, 22-25, WPST 4-32, KHFI 20-16, KXX108 on, WRVQ on, KDV 4-27.

LOVERBOY "The Mid is New Yorks" (Motown) (Control of the State of the Stat

KRIC, WLS-FM on, KBEQ 24-22, B104 27-25, WPST d-32, KHFI 20-16, KXX108 on, WRVQ on, KDVV d-27,

LOVERBOY "The Kild Is Mot Tonits" (Columbia) 15/8

Moves: Up 3, Oebuta 1, Same 3, Oown 0, Adds 8, V100, WOKI, WRVQ, KWEN, KJRB, WACZ, KSEL, KQDI, KRBE 25-28, K104 7-1, SOXIL d-25, KRIC 25-20,

38 SPECIAL "Farttany Gir" (AD-M) 14/13

Moves: Up 0, Debuta 1, Same 0, Oown 0, Adds 13, KRBE, WPST, WAQY, KXX108, BJ108,

WOKL WBCY, WRVQ, KJ100, WFBQ, WISE, WXLK, FM99, KWEN d-28,

JOHN SCHNEIDER "It's Now O'r Never" (Scotti Brothers) 13/13

Moves: Up 0, Debuta 0, Same 0, Down 0, Adds 13, WIR, J8108, V100, WZZP, KFI, KIQQ, KRRC, KINT, BJ105, WCSC, KIDD, WACZ, KYYA.

RICK JAMES "Give It To Me Beby" (Gordy) 13/3

Moves: Up 8, Debuta 1, Same 3, Down 0, Adds 3, WXKS FM, Q105, KBFM, WKTU on, KRLA
33, KIQQ d-30, WBBQ 30-19, KX104 on, KYNO-FM 12-7, KQGI 20-16, WSGA 24-17, KVOL

22-23.

23. RUG d-30. WBBU 30-19. RX104 On, RYND-FM 12-7, RGGI 20-16, WSGA 24-17, RVOL 28-23.

PAUL ANKA "I've Been Welting For You All Of My Life" (RCA) 12/1

Moves Up 8, Debuts 0, Same 6, Down 1, Adds 1, 14WK, WFIL 28-27, WZZP on, WOKY 20-18,

RRLa on, RFI on, RYYX on, RIOY 27-23.

POINT BLANK "Let Me Stay With You Tonight" (MCA) 12/0

Moves: Up 6, Debuts 1, Same 4, Down 0, Adds 0, KRBE 8-7, K104 16-12, KINT d-33, KX104
d-30, KWEN 18-16. KSEL on, KQIZ-FM on, KPUR on, KENI on,

JAMEB TAYLOR "Hard Times" (Columbia) 10/5

Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 8, KXOK, WGSC, KJ100, WGGQ, WANS-FM,

KRBE on, KXX106 on, WSGN d-29, WAKX on, WFOX on,

ARETHA FRANKLIN "Come To Me" (Arista) 10/3

Moves: Up 3, Debuts 1, Same 3, Down 0, Adds 3, KINT, WAXY, WBBQ, WXKS-FM d-28,

KRLY on, WCKX 18-16. KHYT on, WFBQ on.

You makka my Mama and Papa feela nice a nice, But ... you gotta show somma respecta too ... So tella the whole world ... J FAGE
(MCA-51053)

Produced by Joe Dolce and Ian McKenzie. Watch outta for my new album coming soon.

MCA RECORDS

# THE PICTURE PAGE

### Photoglo Meets Counter Culture

Page 36



20th Century Fox's Jim Photogio used a lunch counter motif in a video for his current single "Fool in Love With You." Pictured with various waitresses are (I-r) RCA's Steve Kahn, director of the session; Photogio; 20th's Brenda Geffner; and producer Brian Francis Neary.

### Cash For Columbia



Columbia's Rosanne Cash played New York's Bottom Line recently, and was visited backstage by label executives. Pictured (I-r) are manager Michael Gardner, CBS Records Group Deputy Pres. Dick Asher, CBS/Nashville VP/GM Rick Blackburn, Cash, CBS/Nashville VP Roy Wunsch, CBS Records Division Pres. Bruce Lundvell, and CBS Sr. VP Paul Smith.

### **Balin Joins EMI America**



Marty Balin, former singer for Jefferson Airplane and Jefferson Starship, has signed a solo contract with EMI America, with a May album set. Pictured (I-r) are EMIA/Liberty VP Dick Williams, label's Jack Satter end Bob Singer, Balin's manager (and father) Joe Buchwald, Balin, label President Jim Mazza, label's Gary Gersh, VP Don Grierson, and label's Clay Baxter.

### Capitol Takes Helm Through Muscle Shoals



Former Band member Levon Helm has been signed by Capitol/Muscle Shoals Sound Records, alming for a late summer release. Pictured backstage after Helm's recent Country Club performance in Los Angeles are (i-r) MSS's Jimmy Johnson, Capitol VP's Rupert Perry and Dennis White, MSS President Michael Barnett, Helm, and Capitol EMIA/Liberty President Don Zimmerman.

### A&M Wins Watson



Johnny Guitar Watson has been signed by A&M. He's pictured (center) at the company's offices with Chairman Jerry Moss (left) and Vice Chairman Herb Alpert.

### T.S. Monk Congregation



Following Mirage ertists T.S. Monk's recent Bottom Line performance, friends and executives met backstage with the group. Pictured (I-r, rear) are Mirage President Jerry Greenberg, Norby Walters Agency's Jerry Ade, producer Sandy Linzer, Atlantic artist Ullanda McCullough, and T.S. Monk; (I-r, front) group's Yvonne Fletcher and Boo Boo Monk.

### Pacific Arts Trumpets "Elephant Parts"



Pacific Arts Video Records hosted a screening party for its first video record, the hour-long "Michael Nesmith in Elephant Parts," which incorporates music and comedy. Pictured in a relevant pose are (i-r) cast members Rita Harbet Bill Martin and Lark Alcott

### Smiling With Duke



Georga Duke did some promotional rounds in Los Angeles recently in support of his LP and single with Stanley Clarke. Pictured in a jubilant mood over the record are Duke (center) with Cliff Gorov (left) and Craig Dudley (right) of the Independent promotion Dudley-Gorov Organization.



WBEN-FM 33-28 WFIL 26-22 WIFI deb 28 WCAO 27-23 WROR add 24 WXKS-FM add JB105 17-10 CHUM 20-15 CKGM on KRBE on WGCL 16-15 KFRC 40-35 KPLZ 22-19 KOPA 16-11 WOLF 29-18 WHFM 34-31 WICC 29-26 WAEB 11-8 WAQY 19-15 WTIX 37-32 KEEL deb 25 KLAZ deb 34 WSGN 26-20 WSEZ 26-24 KJ100 deb 27 WYLK 29-26 WLOL-FM 19-12 KENI 29-20 KSLY add

Produced By Alan Tarney FROM THE ALBUM "I'M NO HERO"

EMI AMERICA



# Jeff Gelb-ACTR

# Winners' Circle Profile: WMMS

WMMS/Cleveland's success story is not a new one; for years it has been market-dominant in its primary demographic. This past Winter's Arbitron (the first twelve-week sampling for Cleveland) brought WMMS to a new pinnacle of victory, hitting the very top of the market with a smashing 10.5 (competing M105 stayed at a 3.0).

WMMS is very much a familial environment, with most of the programming staff at least five-year station veterans. So, to cover its ongoing success story, I spoke with three creative forces: PD John Gorman, MD Kid Leo, and Director of Advertising and Marketing Dan Garfinkel

### **Promoting A Legend**

While WMMS has been playing AOR music in Cleveland for over twelve years now, PD Gorman does not feel longevity is a major factor in the station's continuing success. He pointed out, "You're only as good as you are today." What did he attribute the station's high numbers to? "The extended survey helped us," he offered, "in the sense that no station could do just concen-



"People live rock and roll in this city . . . it seems to be a political statement."

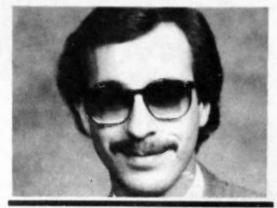
— John Gorman

trated four-week promotional campaigns. The twelve-week book meant stations had to earn points by their sound rather than their promotional arsenal."

That's not to say that WMMS doesn't have an ongoing list of promotions. One would think programming WMMS would be easy. The station has had dozens of T-shirt designs worn by listeners all over the city. It was, for a second time, named radio station of the year in a Rolling Stone readers' poll (in commemoration, the Cleveland mayor proclaimed "Buzzard Day"). But Dan Garfinkel, who coordinates the promotional departments for both WMMS and sister AM station WHK, said there's always promotional work to be done at WMMS. "At this point in the station's development," he stated, "people know who we are. We have probably the most easily-recognized call letters in the city, regardless of age group or musical preference. They're aware of 'the buzzard.' We're involved in maintaining that image."

How does WMMS accomplish this? Promo-

How does WMMS accomplish this? Promotionally, it's done with billboards, TV spots (animated by staff artist David Helton), "Beetleboards" (VW's painted with the station's call letters), a wealth of merchandising (proceeds always benefitting scholarship funds or charities), and tie-ins with cultural events. The station has had great luck, for example, in



"We have probably the most easily-recognized call letters in the city, regardless of age group or musical preference."

- Dan Garfinkel

reaching out to upper demo audiences with its discount nights at the Cleveland Ballet and Opera, plus print ads, club nights, etc. It's a massive ongoing campaign overseen by Garfinkel and Promotion Director Chris Hernandez.

There are on-air promotions as well, some done in conjunction with record companies and others created in-house. During the winter ratings period, the station's major promotion was a "voice of rock and roll" contest which asked listeners to guess the identities of various stars' voices by clues aired daily. Among the stars who lent the station their vocal chords on tape for the promotion were Eddie Money, Pat Benatar, J. Geils, Steve Winwood, and Ted Nugent.

Dan Garfinkel summarized the station's promotional posture: "Basically it's a commitment to doing everything well: putting out quality merchandise, maintaining a quality image and consistency to our advertising, and treating our audience like adult human beings. That's a very important factor in the station's longevity: we never got too big for our britches."

### The Cleveland Sound Of R&R

Perhaps also contributing to WMMS's longevity is the nature of Cleveland itself. Gorman said, "People live rock and roll in this city. It's more than recreation; it seems to be a political statement. You have to remember that this is the city where the rock and roll term was coined, almost 30 years ago." MD Kid Leo talked about how this obsession with rock and roll has led to what outsiders call "the Cleveland sound" of rock music: "I couldn't tell you to put a hook here, a chorus there, use this tempo or that beat and you'd come up with the Cleveland sound. But I can tell you that it has something to do with rock and roll with soul. That's the best description I can come up with. Some examples: local artist Michael Stanley, as well as Bruce Springsteen, Southside Johnny, Bob Seger, Roxy Music, and David Bowie. That's a diverse group, but there's an underlying feel of experimentation. They're not following formulas; they're always taking chances.'

### Playlist-Less

WMMS programs "the Cleveland sound" of rock and roll without the aid of a playlist, which is almost unheard of in these days of tightlisted AOR's. Gorman commented, "Many stations that have imposed restrictions on their airstaffs have strangled themselves. Green to blue, B-1 to X-3 — it has the tendency of making the station sound sterile." Kid Leo amplified, "We have no playlist; we have a gameplan. Every jock goes

into the studio knowing what WMMS should sound like. His or her job is to execute that gameplan, which they do damn well. They're all veterans. By working together at WMMS for six or seven years they have all become musicologists; it's all been absorbed into their memory banks. Most are also from Cleveland, and those who aren't have been 'adopted' and 'naturalized.' "

What does an MD do in a radio station where each jock can choose his own tunes? "I put in the albums and suggest cuts that are right for different dayparts for a variety of reasons. I try to direct the jocks' attention to those tracks, but we don't use cards or colored tape. The entire album is there and available. If the jocks find something they absolutely feel is right, they can come to me and point out the song, and I'll okay it. If they've worked here for that long and feel something is right, I have to agree. They're entrusted with the job. If they were to do something wrong they'd be told about it; call it negative direction if you will. So far no one's had to be told; they all seem to do it right."

### Importance Of Dayparting

As mentioned, WMMS's music is dayparted. As Leo said, "That doesn't mean you'll never hear Ted Nugent in the morning, but you can't try to make every album work for every time period. You end up hurting yourself and the act. The morning show is up, bouncy and familiar. They used to call middays the housewife shift, and I don't think that's disappeared yet. Afternoons are when listeners leave work and are free; their minds are more open to things. Nights, most are watching TV so you deal with what's left. You take their minds and start painting your canvases."



"We have no playlist; we have a gameplan. Every jock goes into the studio knowing what WMMS should sound like." — Kid Leo

### Sets, Segues, And Styles

"Painting canvases" at WMMS means sets and segues, two more direct links to our format's progressive origins that have fallen by the wayside at most AOR's today. "Maybe it's just professional masturbation when you get off on a segue," Leo joked, "but when it's especially good, people don't notice it and continue listening to you; they don't touch that button. Segues are important here, but never done at the expense of the music. If I think of a perfect segue but the song sucks, I won't do it. The best segue in the world is the one that takes you from one form of music to another; from say, a James Taylor into a Judas Priest." WMMS plays a much wider range of musical styles than most AOR's (just

Continued on Page 40

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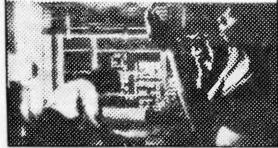
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Don't Let Him Go/In Your Letter
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# Jeff Gelb-Winners' Circle Profile: WMMS

Continued from Page 38

check its weekly playlists), including black and jazz music. Leo quipped, "Rock and roll is our meat and potatoes. However, it's always nice to have a little side dish or dessert."

### **New Music**

WMMS has a longstanding reputation for breaking acts. Leo commented, "We take pride in breaking new acts. When we believe in something, it gets a lot of talk and a lot of airplay. Of course, the final decision remains with the audience. We can't force our opinions on people, but we can lead them to water and see if they drink." John Gorman added, "Our audience wants to hear new music and reacts to it quickly. If it fits we play it. There are no sound or color barriers here. We'll try everything from Kim Carnes to Adam & The Ants or the B-52's."

New music is researched through extensive calls to area record stores. While the station is affiliated with the Burkhart-Abrams organization, its music research is not applied to WMMS's extensive playlist. John Gorman explained the station's connection with the Superstars organization: "It was set up through management, which felt that both WMMS and Lee Abrams had something to share with each other. Our raps are basically sociological; we talk overall radio philosophy."

### **Exclusives And Album Playbacks**

Two aspects of WMMS's music philosophy are controversial: airing exclusives and playing albums in their entirety. On the former Gorman admitted, "We love 'em. We're always looking for them, and about once a week we manage to come up with one. Sure it gets us in trouble; for awhile I had all my cease-and-desist telegrams up on my bulletin board. I had to take them down because they took up the entire board, and it's a large one! But they create an undeniable sense of excitement. When we were young, listening to Top 40, there were constant battles over who got the new Beatles or Stones single first. I remember how exciting that was, and that same feeling exists here."

On the other hand, Gorman takes a prorecord company stance on the matter of playing albums in their entirety: "I don't think it helps. If you're going to do special programming it should be more special than tracking five albums back-to-back on a Saturday night. That's just an easy way out. We do not do it as a rule, though there are exceptions. When we play an album in its entirety, as an advance or an exclusive, we will, just as they did in the old days of Top 40, have a voice in the middle saying, 'Exclusive!' We'll also throw ID's over the intros, so if anyone is trying to tape the album they won't have the complete product."

### **Between The Sets**

Music is just a part of the WMMS universe The station is proud of its air personalities and gives them plenty of room to stretch and grow Gorman stated, "There's a difference between anarchy and freedom. Everyone on the air here enjoys a great deal of freedom, but anarchists we're not. How long they talk depends on the subject. Today our morning man, Jeff Kinzbach, took calls for five minutes about a negative newspaper article on Cleveland." One popular talk topic at WMMS is sports. "I don't think sports should be ignored," Gorman said. "It's part of the lifestyle of the demo this type of radio is trying to reach. It's ludicrous for a station to imply sports is not important in any town with a home team. If it's there, it should be covered." WMMS covers sports with home team players providing commentary on their games

Sandwiched between the music and the jocks are up to nine minutes of commercials an hour. "The economy's pinch has really been felt in this part of the country," Gorman commented.

"Even for us, advertising is down, so our power of refusal is less than it used to be. We still reject the loud screamers or very bubblegummy spots, and we recut spots when necessary. We tailor them as much as possible to make them sound as close to the sound of the station as we can.

"We run a lot of promotional announcements, which can create problems because the average listener doesn't always perceive them differently from advertising. To him, everything that isn't music or a jock talking is a commercial, and we have to be very careful about that."

### Competition

WMMS's care with its overall air sound has paid off in a loyal and ever-growing audience, in spite of all competition. Gorman defined the station's winning spirit: "We're streetfighters. We've worked very hard to establish an image for the station. We did take some hard knocks over the years. We know how it feels to lose and we know how it feels to win. We always kept our goal in mind and have achieved it in a very competitive market." Kid Leo had a different viewpoint about the competition: "As far as I'm concerned there ain't none."

### Franchising WMMS

Could WMMS's intriguing permutation of AOR radio work in other cities? John Gorman says yes. "It's just that most stations are afraid to take the chance," he said. "It is a very big risk, because it throws out the 'logic' and does it in a very different way. I think the reason other stations fail that try diverse programming of a wide variety of music is that they lose sight of their original goals. They try to prove something instead of trying to accomplish something. I've heard some of these stations, and they deliberately avoid playing the hits. They end up becoming AOR of a different sort: All Over the Road. You can play a wide variety of music but you have to keep your sights fixed on something: People tune you in to hear the hits. It's what you play in between the hits that counts; that's how you break records."

An interesting experiment in broadening the geographic influence of WMMS is going on in Columbus, where Warner's QUBE cable system is offering WMMS to radio subscribers for an extra \$2 a month. Gorman said the station has received a lot of mail from Columbus listeners, and that sales are brisk of WMMS T-shirts in Columbus.

First Cleveland, then Columbus. Tomorrow— who knows? Gorman guessed, "I think we have no place to go but up. The thing about being number one is that everybody's out to get us. Our numbers put us in a position where we have to fight harder than ever." Kid Leo had the last word: "This is the only job I've had for more than six months, therefore it must be enjoyable! It's a treat to be at a number one radio station, which was always our goal. Now we're there, and it's a challenge everyday, because we don't want to lose that."

Continued success to the Buzzards at WMMS.

Does Chicago have three AOR stations (WLUP, WMET, and WXRT) or four? Since Steve Dahl switched from The Loop to WLS-FM, the industry has wondered where to place WLS-FM formatically. For the answer to that and other questions about this strong Chicago competitor, check out Joel Denver's interview with WLS-AM&FM PD John Gehron in this week's CHR section.

COMING NEXT WEEK: We conclude our "Winners' Circle" series with a focus on WMET/Chicago, which bested longtime area AOR leader WLUP this past ratings period 4.0 to 3.4. Next week WMET PD Tom Teuber speaks out on the Loop-WMET battles, offering tips and philosophies that should prove quite revealing.

### EVOLUTION

KZOZ/San Luis Obispo has switched from straight AOR to an AOR/CHR blend. PD Casey Stengl has exited and Group PD Mark Driscoll is Acting PD. Two full-timers and several parttimers also exited . . . Jeff McCarthy has moved over from WOHO/Toledo's MD job to sister AOR WXEZ's PD post . . . New to mornings at WMJQ/ Rochester is Kevin Malvey from WZZO/Allen-. Tom Watts has been hired as Creative town . Director for WAAF/Worcester from WHCN/ Karen Sheldon has joined WDIZ/ Hartford . . . Orlando as News Director from WCKS/Cocoa Beach ... Gary Whipple has joined KSPN/Aspen from WCMF/Rochester for overnights Rick Miller has been upped to News Director from weekends at KWFM/Tucson.

### UPDATE

The nation's first on-air vibrator giveaway took place this week on WAAF/Worcester, which gave away two pairs of "Musical Vibrating Rockand-Roll Pants." They're tie-on briefs with front speakers that vibrate to the music when plugged into a stereo (maybe this is what Jim Steinman was thinking of when he wrote "Dance in My Pants"). Listeners became eligible to win the grand prize by writing creative answers to the question of what they'd do with the vibrating pants...KGB-FM/San Diego's sixth annual sky show of coordinated music and fireworks was a complete success, according to MD Judy McNutt, who said 43,000 attended and another 200,000 watched from outside the stadium where the show took place ... WNEW-FM/New York and Scott Muni hosted the eighth annual New York Bike-a-thon for Cerebral sy...WZXR/Memphis, in conjunction with Arista, awarded "Krokus Kombat Zone Survival Kits" to listeners in a recent promotion. Winners received two tickets to the group's area concert date, plus a ROCK 103-emblazoned combat helmet, two cigarette filters for earplugs, a cigarette lighter to encourage encores, and a copy of the band's newest LP...Rock drummer Carmine Appice and KWST/Los Angeles have pacted for their second annual drum-off, in which drummers compete against one another for \$2400 worth of Ludwig drums... What were Steve Dahl and Garry Meler doing on the air at WTAO/Murphysboro, IL? The duo did a guest DJ show in town prior to a local appearance of Steve's rock band...KQRS/Minneapolis's most recent listener party drew 2000 locals at reduced admission to hear three of the area's top bands...TK 101/Pensacola cosponsored what it claimed was the world's longest tube-float down an area river. Station reps said thousands turned out in an attempt to break the world's record for the longest chain of inter-connected inner tubes

CONCERTS&CONVERSATIONS

PRESENTATIONS; GIRFM/Manchester presented Grinderswitch for \$1.01

BROADCASTS: U2 on KAZY/Denver, KBCO/-Boulder...Tom Dickle & Desires on WDHA/North Jersey...James Taylor on WEEI-FM/Boston...Ghost Riders on KOZZ/Reno.

CONVERSATIONS: Grateful Dead on WPLR/New Haven . . . Ozzy Osbourne on WIOT/Toledo, WLVQ/Columbus, WTUE/Dayton . . . Keith Emerson on WNUR/Evanston...Cold Chisel on WQDR/Releigh...Tom Dickle & Desires on WDHA/North Jersey...Sliveredo on WCCC/Hartford...Johnny Van Zant, Grateful Dead on WLIR/-Long Island...Tom Johnston, Roger Taylor on KEZY/Anahelm...Split Enz on KROQ/Pasadens...Graf on WKZL/Winston-Salem...Krokus on KLAQ/EI Paso... Rhythmic Union on WBWB/Bloomington...Ghost Riders on KZEL/Eugene...Loverboy on CFOX/Vencouver...Johnny Van Zant, .38 Special, Krokus, Mother's Finest on WFYV/Jacksonville...Jorma Kaukonen on KRKN/Anchorage...Joe Ely, Pat Travers on CHUM/Toronto...Ted Nugent on KMET/Los Angeles ... Tom Johnston on WEZX/Scranton... Willie Nile on WXRT/Chicago... Pure Prairie League on WIZD/W. Paim Beach

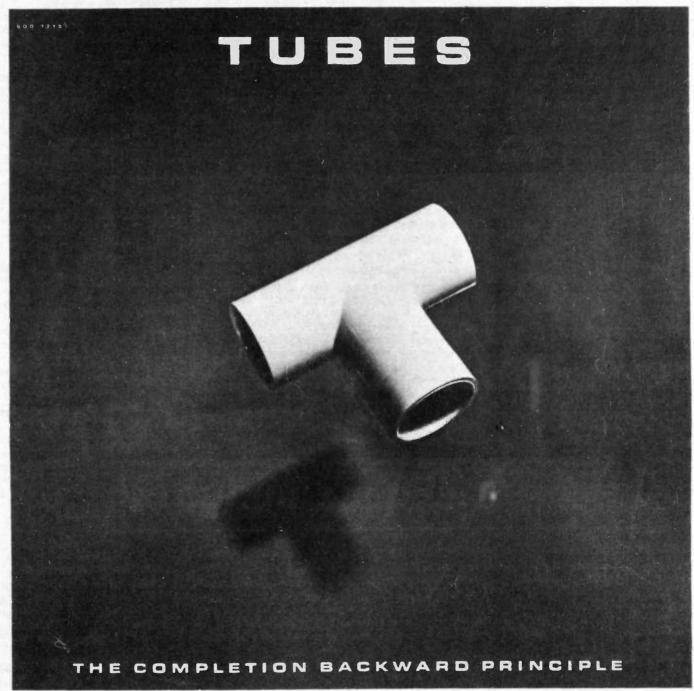


# ASIR BREAKERS

THE TUBES GET DOWN TO BUSINESS WITH THE COMPLETION BACKWARD PRINCIPLE

Produced by David Foster for Foster Frees Music, Inc.





Summary

PETTY overtook WHO in hot reports for a close

race to win the top airplay

spot this week. SAN

Chart

# REGIO CRESCRED \_\_ ASR. NATIONAL AIRPLAY/40\_

May 22, 1981 **166 REPORTERS** 2 WHO ...... Face Dances (WB) ..... 1 SANTANA ......Zebop! (Columbia)..... 4 JEFFERSON STARSHIP...... Modern Times (RCA/Grunt)..... JOE WALSH ...... There Goes The... (Asylum) ...... PHIL COLLINS......Face Value (Atlantic)..... 5 RUSH ..... Moving Pictures (Mercury/PG) .... BILLY SQUIER ...... Don't Say No (Capitol) ...... 17 15 9 8 13 15 9 AC/DC ..... Dirty Deeds Done Dirt... (Atlantic) ... 12 GARY U.S. BONDS . . . . . . . . . Dedication (EMI America) . . . . . . . 14 12 20 10 GEORGE HARRISON ...... All Those Years... (Dark Horse/WB) . 45 9 10 8 STEVE WINWOOD ...... Arc Of A Diver (Island) ..... 12 14 16 18 13 GREG KIHN BAND ......Rockihnroll (Beserkley) ...... STYX......Paradise Theater (A&M) ...... 8 10 14 10 11 11 15 19 17 OZZY OSBOURNE ......Blizzard Of Oz (Jet) ..... PRETENDERS ..... Extended Play (Sire) ..... 17 19 17 TOM JOHNSTON......Still Feels Good (WB) ..... 33 23 18 7 13 19 24 24 21 30 22 KIM CARNES & HATE BOYS ..... Mistaken Identity (EMI America) ... 21 VAN HALEN ..... Fair Warning (WB) ..... 22 9 16 23 ERIC CLAPTON...... Another Ticket (RSO)...... 11 12 14 24 37 27 26 13 20 25 APRIL WINE ...... Nature Of The Beast (Capitol) ..... 18 20 27 JUDAS PRIEST ......Point Of Entry (Columbia) ..... 25 23 24 28 31 JIM STEINMAN ......Bad For Good (Epic) ..... "Turn" "Hot" "Lady" 22 25 28 30 LOVERBOY ......Loverboy (Columbia) ...... 27 27 26 31 FRANKE & THE KNOCKOUTS . . . . Franke & ... (Millennium) . . . . . . . . . SECRET POLICEMAN'S ..... Various Artists (Island) ..... 32 TUBES ..... The Complete Backward... (Capitol). 34 33 31 30 35 39 16 22 29 ROBIN TROWER ...... B.L.T. (Chrysalis) ..... 26 28 32 KROKUS ...... Hardware (Ariola) ..... SS JOHNNY & ASBURY JUKES ... Reach Up & Touch... (Mercury/PG)... 38 38

COLD CHISEL ..... East (Elektra) .....

Album cuts are listed in order of airplay preference.

"Waiting" "Woman" "Watchman" "Day" "Better" "You" "Alone" "Winning" "Searchin" "Changes" "Find" "Stranger" "Love" "Life" "Rivers" "Things" "Farm" "Air" "Missed" "Lines" "Tom" "Red" "Limelight" "Signs" "Dark" "Stroke" "Lover" "Lonely" Title "Rocker" "Child" "Fun" "Girt" "Jole" "Love" "Daddy's" Title "Chance" "Danger" "Breakup" "Womankind" "Hurtin"

"Time" "Rockin" "Snowblind" "Hold" "Fantasy" Title "Train" "Know" "Growley" "Message" "Cuban" "Talk" "Madman" "Time" "Baby" "Stage" "Take" "Heart" "Guys" "Jessie's" "Everything" "Bette" "Cards" "Rules" "Street" "Unchained" "Love"

"Stand" "Catch" Title "Rita" "Sister" "See" "Live" "Lucille" "Night" "Loser" "So" "Gypsy" "Between" "Town"

"Hiway" "Rockin" "Circles" "Stay" "Heart" "Nicole" "Dreams" "Love" "Dance" Title

"Sweetheart" "Come" "Tonight" "Fooled" "Pinball"

"Talk" "Sushi" "Attack" "Mr. Hate" "Silverado" "Rumours" "Believe"

"Boy" "Light" Title "Hide" "Step" "History" "Act" "Iris" "Money" "Is" "Life" New "Bones" "Man" Entry

"Fever" "Party" "Lee" "Baby" "Choirgirl" "Standing"

TANA inched up as the record showed gains in hots. WALSH climbed, growing in hots. SQUIER made hot gains and inched up. AC/DC and BONDS jumped in hots. HAR-RISON's single debuted with strong total reports See AOR Breakers). KIHN, OSBOURNE and PRETENDERS climbed. JOHNSTON gained in all upper rotations, SPRING-FIELD and CARNES inched up. VAN HALEN debuted with an exceptional showing of adds plus early rotational conversions (expect a big jump next week as the heavy adds convert). ED-MUNDS and STEINMAN were on the upswing. SECRET, TUBES and TUCKER all debuted. ENZ climbed while CHISEL bounced back on the chart The Significant Action albums came closest to charting in the order

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations, Artists' chart numbers figurations. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week, Album cuts are listed in order of popularity, cuts in bold italic

# MOST ADDED.

40

		5/22	5/15	5/8	5/1	4/24
1	VAN HALEN	136/120	22/22	0/0	0/0	0/0
	Fair Warning (WB)	M 8	M-0		1	
	"Mean Street"	M-10	H-O			
	TUBES	89/86	7/7	0/0	0/0	0/0
	The Complete (Capitol)	M-3	M-O			
	"Telk To Ye Later"	H-0	HO			
3	MARTY BALIN	52/48	7/7	0/0	0/0	0/0
	Balin (EMI America)	M-1	M-0			
	"Hearts"	H-3	H-0			
4	SECRET POLICEMAN'S	73/38	84/84	5/1	3/0	3/1
	Various Artists (Island)	M 26	M-1	M-2	M-2	M-2
	'Won't Get Fooled Again'	H-9	H-0	H-2	H-1	H-O
5	SQUEEZE	29/29	3/3	0/0	0/0	0/0
	Eastside Story (A&M)	M-0	M-O			
	"Quintessence"	HO	H-0	Sept.		
	WHITESNAKE	23/23	0/0	0/0	0/0	0/0
	Come An' Get It (Mirage)	M-0				
	Title	14-0				
7	FRANK ZAPPA	22/21	4/4	0/0	0/0	0/0
	Tinsel(Barking Pumpkin)	M-1	MO			
	"Fine Girl"	H-0	H-0			
	MARSHALL TUCKER	66/18	49/45	0/0	0/0	0/0
T1-	Dedicated (WB)	M 28	M-3			
116	"Silveredo"	H-18	H-1			
8	TRAS RAV YRRHOL	28/18	17/17	0/0	0/0	0/0
	Round Two (Połydor/PG)	M 7	M-0			
	"Right Or Wrong"	H-2	H-0	-		
8	JIM STEINMAN	72/13	65/27	55/52	7/7	0.10
	Bad For Good (Epic)	M-48	M 33	M-2	M-0	
	"R&R Dreams"	H-13	H-5	H-1	H-0	
10	SPLIT ENZ	57/12	61/32	40/40	1/1	0/0
Ten	Waista (A&M)	M-40	M-26	M40	M-0	
110	"One Step"	H-6	H-3	H-O	H-0	
10	LES DUDEK	41/12	38/18	30/30	3/3	0/0
	Gypsy Ride (Columbia)	M 25	M-14	M-O	M-0	
	"Deja Vu"	14-4	H-6	H-0	H-0	
	DIESEL	12/11	0.00	0/0	0/0	0/0
	Watts In A (Regency)	MI1				
	Various Cuts	H-0				
12	DAVE EDMUNDS	86/10	83/25	71/60	19/16	0.10
Tio	Twengin (Swan Song)	M-66	M-44	Mis	M-2	
	"Almost Seturdey Night"	H 20	H-14	H2	H-0	
12	DAVID LINDLEY	40/10	34/12	29/18	22/22	0/0
T4a	El Rayo X (Asylum)	M 26	M 20	M-9	M-0	
s (m)	"Mercury Blues"	H-6	H-2	H 2	H-0	
12	D B COOPER	19/10	21/18	0.10	0/0	0/0
	Dangerous Curves (WB)	M-8	M-2			
	"Bad Guy's"	10.1	H-0			

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 or the week. Two numbers follow each allown title. The first represents otal number of our reporting stations playing the allowing this week. Below these units of the interest are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

# WEDIUW

		5/22	5/15	5/8	5/1	14/24
1	TOM JOHNSTON	109/79	101/66	87/28	53/0	1/0
	Still Feels Good (WB)	A-6	A 24	A-62	A-62	A-1
	"Medman"	H-24	H-11	14.7	14-1	H-0
2	GREG KIHN BAND	111/72	107/82	118/73	117/82	110/84
_	Rockingroll (Berserkley)	A-0	A-3	A-4	A-2	An3
	"Breakup Song"	H-39	H-42	H-41	H-33	H-23
3	BILLY SQUIER	122/66	120/74	119/79	114/68	119/5
_	Don't Say No (Capitol)	A-1	A4'	A-7	A-22	A-113
	"In The Dark"	14-55	H-42	H-33	H-24	H-1
4	OZZY OSBOURNE	99/65	102/69	100/68	104/72	84/58
	Blizzard Of Oz (Jet)	A-0	A-2	A-2	A-7	A-7
	"Crazy Train"	14-34	H-31	H-29	H-25	H-19
Б	PRETENDERS	101/60	101/56	108/58	100/49	88/44
-	Extended Play (Sire)	A-1	A-O	A-3	A 13	A-20
	"Message Of Love"	H-40	H-45	H-47	H 38	14-24
6	DAVE EDMUNDS	86/56	83/44	71/9	18/2	0.00
_	Twangin (Swan Song)	A-10	A-25	A-80	A-16	
	"Almost Seturdey Night"	H-20	H-14	H-2	HO	
7	JOE WALRIA	153/61	141/61	148/2	10/0	0.00
T/-	There Goes (Asylum)	A-4	A-9	A-142	A 10	
//8	"A Life Of Illusion"	H-98	14-71	H4	H-0	
7	GARY U.S. BONDS	115/51	118/57	119/57	118/56	89/5
	Dedication (EMI America)		A-4	A 9	A 34	A-84
	"Little Girl"	H-83	11-55	H-63	H-28	H-0
8	POINT BLANK	70/49	83/53	93/70	92/67	84/59
	American Excess (MCA)	AO	A4	A4	A-7	A-11
	"Stay"	H-21	H-26	H-19	H-10	H-14
9	KAMPUCHEA	84/48	117/59	130/62	144/58	132/49
	Various Artists (Atlantic)	AO	A-2	A-1	A-2	A-5
	"See Me, Feel Mo"	H-36	H-66	H-66	H-87	H-78
10	WILLIE NILE	56/47	65/55	72/53	66/42	60/32
	Golden Down (Arista)	A-0	A-1	A-7	A-13	A-19
	"Poor Boy"	H-9	H-9	H 12	H-11	H-9
11	JIM STEINMAN	72/46	65/33	55/2	7/0	0/0
	Bad For Good (Epic)	A-13	A-27	A-62	A-7	
	"R&R Dreams"	H-13	H-6	H-1	H-0	
12	JUDAS PRIEST	69/45	89/57	98/61	104/70	81/59
	Point Of Entry (Columbia)	A-0	A-1	A 2	A-3	A-3
	"Hiway"	H 24	H 31	H-34	H 31	H 29
13	SPLIT ENZ	57/40	61/26	40/0	1/0	0/0
	Walata (A&M)	A 12	A-32	A-40	A-1	
	"One Step"	H6	H-3	H-0	H-0	
14	APRIL WINE	71/39	71/32	97/46	109/40	122/38
Tie	Nature Of The (Capitol)	A0	A-1	A-0	A O	A 0
1 110	"Gypsy Queen"	H 32	H-38	H 60	M 69	H 84
14		42/39	54/40	44/33	54/22	45/0
	Go For The Throat (Atco)	A-0	A-11	A 8	A-29	A-44
	Title	M 3	H-3	H-3	H-3	14.1

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 se and is the number of those stations that reported it in medium rotation th week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

# THE HOTTEST

	5/22	5/15	6/8	5/1	4/24
1 TOM PETTY &	158/131	152/35	\$2/3	1/0	1/0
Hard (Backstreet/MCA)	A-4	A-106	A-28	A.O	A-1
"The Walting"	M-16	M-11	M 1	M-0	MI-0
2 WHO	158/136	158/14	7 165/16	169/18	1 10 1/150
Face Dances (WB)	A-0	A-0	A-O	A-0	A-0
"Tricky Day"	M 22	M-11	M-6	M-B	M-S
3 JEFFERSON STARSHIP				153/120	139/91
Modern (RCA/Grunt)	A-0	A-2	A 1	A-2	A-B
"Find Your Way Back"	M 30	M-34	M 27	M-31	M-38
4 PHIL COLLINS				164/126	152/108
Face Value (Atlantic)	A-O	A-0	A-O	A-2	A-1
"Air Tonight"	M-29	M-28	M-26	M-37	M-43
5 SANTANA		148/100	152/100	155/95	139/75
Zebopi (Columbia)	A 0	A-1	A1	A-6	A-6
"Winning"	M-34	M-39	M-45	M-65	M-58
8 JOE WALSH	153/98	141/71	148/4	10/0	0.00
There Goes (Asylum)	A-4	A-9	A 142	A-10	
"A Life Of Illusion"	M 61	M-61	M-2	M-0	
7 RUSH	115/89		129/112	143/120	140/115
Moving (Mercury/PG)	A-O	A-0	A0	A-0	A-0
"Tom Sewyer"	M 26	M 22	M-16	M-23	M 28
8 STEVE WINWOOD	107/78	120/87	131/98	144/112	136/111
Arc Of A Diver (Island)	A-O	A-O	A-0	A-1	A-0
Title	M 29	M 33	M 33	M-31	M 25
9 AC/DC	104/77	103/74	106/78	109/78	100/61
Dirty Deeds (Atlantic)	A-0	A 3	A-2	4.0	A-7
Title	M 27	M 26	M-25	M-31	M-32
0 STYX	96/74	106/87		143/126	138/130
Paradise Theater (A&M)	A-0	A-1	A-0	A-0	A-0
"Too Much Time"	M 22	M-18	M 18	M-16	M-a
1 REO SPEEDWAGON	84/84	104/80		137/116	
HI Infidelity (Epic)	A-0	A-0	A-0	A-0	A-0
"Take It On The Run"	M 20	M-24	M-22	M-22	M-18
2 GARY U.S. BONDS	115/63	116/55	118/63		28/0
Dedication (EMI America)		A-4	A-9	A-34	A-84
"Little Girl"		M 67	M-67	M-86	M-6
3 .38 SPECIAL		108/72	123/87		127/95
Wild-Eyed (A&M)		A-1	A-1		A-1
"Hold On Loosely"		M-36	M 34		M 31
4 ERIC CLAPTON		107/73		157/127	
Another Ticket (RSO)		A-0	A-0		A-0
"I Cen't Stand It"		M 34	M-34		M 18
6 BILLY SQUIER		120/42	119/33		119/1
Don't Say No (Capitol)					A-113
"In The Dark"	M 66	M 74	M-79	MA-68	M-6

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

# FAR WARNING AOR BREAKER

CONTRACTOR OF THE PROPERTY OF

On tour:
6/02 Var ouver
6/05 Service
6/05 Service
6/12/12 Ordand
6/16 Vegas

6/19 Los ageles 6/20-21 Los ageles 7/02 Libraukee 7/03-2 Dato 7/07 Libraukee 7/09 dilanapoli 7/10-11 Chies to
7/14 tsaygh
7/16 A daven
7/17 kas Yark
7/18 tone island

7/24-25 Boston 7/28-29 Art of Maryland 7/3 Statistic 8/02 Clare and 8/05 Montreal





GEORGE HARRISON All Those Years Ago 45 — (Dark Horse/WB)

TUBES

The Complete Backward

Principle (Capitol)
"Talk: "Sush!" "Attack: "Mr. Hats,"
64% of our reporters on it. Total album
reporters 89. A-88, M-3, H-0. Debuted
this week at number 33.



VAN HALEN Fair Warning (WB) reports: 136, A-120, M-6, H-10. Oebutec this week at number 22.



# Significant Action

MARTY BALIN......Balin (EMI America) "Hearts" "Lydia" .. Total: 52. A-48, M-1, H-3 HUMBLE PIE Go For The Throat (Atco)
Title "Teenage" Total: 42. A-0, M-39, H-3
LES DUDEK ... Gypsy Ride (Columbia)
"Deje" "Fool" Total: 41. A-12, M-25, H-4
DAVID LINDLEY ... El Rayo-X (Asylum)
"Mercury" "Ledy" Total: 40. A-10, M-25, H-5
GRATEFUL DEAD ... Reckoning (Arista)
"Ripple" "Hollow" Total: 39. A-0, M-19, H-20
JAMES TAYLOR ... Dad Loves His Work (Columbia)
"Herd" "Town" Total: 37. A-0, M-20, M-12 "Hard" "Town". GARLAND JEFFREYS . . . . . . . . . . . . Escape Artist (Epic) "96" "R.O.C.K." ...... Total: 37. A-0, M-20, H-17 ADAM & THE ANTS .... Kings Of The Wild Frontier (Epic) "Antmusic" ...... Total: 36. A-3, M-26, H-7

Significant Action listings showcese product in all musical configurations that has received significant airplay but which has not genered 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 but sections.

# JAZZ ON ASR

LEE RITENOUR ...... "Rit" (Elektra)
"You" "Briefcese" "Question" "Sympethy" S. CLARKE/G. DUKE ..... Clarke/Duke Project (Epic) ..... "Baby" "Winners" JEFF LORBER FUSION ...... Galaxian (Arista)
"Lady" "Monster" CHUCK MANGIONE ..... Tarantella (A&M) "Bellavia" **GROVER WASHINGTON JR.....** Winelight (Elektra) "Two" "Memory" DAVE GRUSIN ..... Mountain Dance (GRP/Arista) ... Title "Friends" WAYNE JOHNSON . . . . . . . . Arrowhead (Inner City) ALLEN VIZZUTI ..... Allen Vizzuti (Head First)

These albums received significant sirplay 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 jezz programming. The album's preferred sirplay cuts are listed.

# REGIONAL ASR ACTIVITY

# 1.4



Albany 518-462-5555

JASE
TONY MATHEWS (AllEgeTor)
DAN MALL
RELLIS ETMENDOE (Inner CIP)
ALT HAMPHOOD (Inner CIP)
HISCO DIMASTY (ATSANT)
HISCO DIMASTY (ATSANT)
HISCO DIMASTY (ATSANT)
LITTLE (ALLEY ALLEY ALLEY

IPalyder /PalyGr "Bight Or Wang" 1024 1025 IX (Epic) "Straight Lines"

Albany 518-785-9800

| Time |

Jezz None

WZZO

Allentown 215-694-0511

PD: LPH COME! HD: CINDA HOLT

Hotels AC/DC (At) and (c)

\*All Collets (At) and (c)

\*All Tonlant

\*Doys (Marco vyPolyErn)

\*\*On (At)

\*\*On ( TOW PETT & TM:...
- (Backs Year Office)
- (Backs Year Office)
- ADAS PRIEST (Columbia)
- (Columb

Min

**Binghamton** 

OZF OJBOURNE (JEF)

JOS WALSH (Application) JOS WALSH

Jazz

\$4 mg Les GEORGE HARRISON (Derk Horse/ME)

Boston 617-267-9090

Added TAN MALEN (MB) TUBES (Gop!To)) MARTY BALIN (EN) JESSE WINCHESTER (Booksylle/MB)

Pottogt Prot COLLINS (Attontic) TOM PETTY & THE . . Industrial FIEL .

₩0Z PO: ANDT BEALBIEN

FUMES (Camillos)

TUBES (Capitos)
Mesium
AC/DC (Arisantic)
AC/DC (Arisantic)
ACID (Capitos)
ACID (C

Boston 617-262-5900

PD: CLARK SMIDT

-- OldAM-005 (Notroya)

Median

JAM 1864.6 (Modern)

ONE 15 (Torke 1005 (Me)

Phil COLLING (Antiantic)

B. COCKARD (1815 (Me)

B. COCKARD

Jasz STOPHOGE EINOP CITY ON THE CONTROL UNION CONTROL UNIO

MOST ADDED

VAN HALEN Fair Warning (WB) 31/27 TUBES The Complete...(Capitol) 25/25

Eastside Story (A&M)
MARTY BALIN 17/17 Belin (EMI America) FRANK ZAPPA 16/16

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

Tinsel... (Barking Pumpkin) 11/11

î-95fm

"Henr:..Leter TUBES (Cap)\*ol) "Talk to Ye..." WARSHMILL TUCKER... (MB) "SITVER BED"
-GEORGE HARRISON
(Dark Horse/MB)

Claremont WECM

EAMPLICE (Artentic) HILLIE HILE (Artenti MARIMALL TUDGER... (MB) DAVID SAMBORN (MB) LED ROTTIG (Chryselly) -ELTON JOHN (GGPFan)

WHO (MB) TOM PETTY & THE

Added GRAM TCHAINGYSKY (Aristo)
"Shell Wa Gonco"
TNUES (Coping):
"Arrack/Sotr."
MANTY BALIM (EM) Amorical
"Noorte" SB SPECIÁL (AMB) FOTD (Columbia) PAT THAVERS (Polydor/ VAN HALEN (48) AMBULCHER (ATIONTIC) -OE CROEL HARVISON (Ours Hours/MB) Troot To Take To Take

Montress
PRIL COLLING (Attact)
PRIL COLLING (Attact)
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PRIL COLLING (Attact)
PRIC COLLING (Arigoric)

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MEDIUM

TOM JOHNSTON Still Feels Good (WB)
GREG KINN BAND 25/23 Rockihnroll (Beserkley)
DAVE EDMUNDS 29/20 Twangin' (Swen Song) 28/17 WILLIE NILE Golden Down (Arista)
JIM STEINMAN 22/17 Bad For Good (Epic) 26/17

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

THE HOTTEST

HEARTBREAKERS Hard... (Backstreet/MCA) 35/35

BANTANA Zebopi (Columbia) 32/31 PHIL COLLINS Face Value (Atlantic) 33/30

# WCCC

Bridgeport

MOC (MB)

TOR METTE A THE ...

(BROKETWENT PARK)

AND VISCOUNT (ME)

A

WHITESHAME (MIRAGE)

1919

MARTT DALIN (EM) America)

Lycis" "Nagersa"

JOHNIY VAN ZANT...

1POI/dor /Poi/dor a)

PLASMATICS 150191

SOUTEZE CANH

SILVERACO (PAVIITION)

-GEORG MARRISON

LORNA MARRISON

Hard Jum RCO SPECIDA CON (Epic) 36 SPECIDA (AAA) 35 SPECIDA (AAA) 35 SPECIDA (BERN SEE SPECIAL DERO (AAA) 35 S

TOR JOHNSTON 1881
JIM STEINMAN (Epic)
DREGS (Arista)
DATO LINGE(EFRAN) un]
DATE (EMANDS (Summ Song)
SECRET POLICEMANS (I wiend)
"OFF MSSE (Arco)
"O B COOPER (MS)

Hartford

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STEP (AME)
HOTEASE
STEP (AME)
HUSH (BME) CUT / FOI yOF #3
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FILL COL

PD: DANIEL F. HATDEN MD: BOB BITTENS

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GAPT U.S. GCNG) ([Mi Amerig
GAPT U.S. GCNG) ([Mi Amerig
Message...loor)
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Hartford

(Bocsettos f/MCA)

"Rings Road" "Rightost choose"
"The said lings"
"The sa

Jasa UMEGS (Artspa) Singles

## TOM PETTY & THE

Face Dances (WB) 35/32

JEFFERSON STARSHIP Modern Times (RCA/Grunt)

Two numbers follow each abum tile. The lists represents total number of Eastern stations playing the album this week. The secund is the number of those stations who reported it in hot rotation this week.

WBLM Lewiston-Portland

Anded
TURES (Garrell

TOM JOHNSTON (MP)

ICORUS (Ar Io) (a)

ADAM AND PIE ANTS (Epic)

SPLIE ENZ SAAM)

POINT BLANK (BEA)

AICE ELY (MCA)

RICH SPRINGFIELD (BCA)

JUDAS PREST (COLUMBIES)

GREG KIMP BAND (Besertley) MOTTOST MED SPEEDWAGON (Epici' STYX IAAM) AC/DC (Atlantic)

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\$177 [1480]
\$177 [1480]
\$177 [1480]
\$177 [1480]
\$177 [1480]
\$AARDINGER (EN]BANICO
TOB (EET EN TOB)
\$180 COLMANDON (ENDO)
\$180 COLMA

CHICK MANGTONE (MAN) CRAPPELLI/ORISMAN (ME)

WBAB

Long Island 518-587-1023

PD: 6/28 BUCHMANN MO: MARC COPPOLA

Added MARTY BALIN IEN: American Street So This. Those Street FARM FARM GRAPH CONTROL OF THE CONT FRAME ZAMM

Film Girl

SOMEZEE (AAM)

15 That Lower "Quin
MHITSHAME (Mirege)

OG COOMET VAN ZAMT,

(Polydor (ME)

SUMMER (Great

TAMES (Coping)

SWAM Girl

GOTE (MORE AND COME)

GOTE (MORE AND COME)

ITAMES (Coping)

HOBERT GUNDOW INCA)
REN CARRES & MATE
(DRI America)
HISSE RELEGIONE
HISSE RELEGIONE
HISSE REN (MED)
HISMORY ASH (MCA)
-ROOT MAS (C (Arou)

-BOIT MAIL (Atem)

Mail Teat
RO SME(Dascon If pict
STOR (Adm)
RO (MRCDascon If pict
STOR (Adm)
RO (MR)

Toronto

# 11.12 FM 92-1 Long Island 516-465-9200

Intrince
SATI AND LOSS DE COUNTY
SATI AND LOSS DE COUN

Jaza DIMEGLA/NDLANDALIM ICENTIMATE RELLIS ETMIDOR (INAME CITY) WANTE JOHNSON (INAME CITY) LOUNCE LIZANDA (EG) DATID SANDORN (MB)

Long island

516-727-1570

No.7\*\*\*\*
TOM NOTY 4. THE ...
(Bockst-road-NGLA)
GART V.S. BORDOS (ER) Amperic
GO STECOMON (ER) & Amperic
GO STECOMON (ER) & AC./DC. (4+1 am \*1c)
AC./DC. (4+1 am \*1c)
BILL COMMES NOTY
BILL COMES NOTY
BILL COMMES NOTY
BILL COMMES

Manchester

603-625-6915

\$5 JOHNY & AMICS (Barcer of Paliforna)
TOM OLCHIE 6....
(Barcerry Phylogica)
TOMAN TOWN TO 18 6...
(Barcerry Phylogica)
TOWANTOWN To 18 6...
CLID COMES (CRI News Loss)
-COMES MANN SCAN
(Dark Marce AMIS)

(Open Novie/MB)

Interface

ACCOC (Striam?)c)

STRT (AME)

ROSH LAME & COMPT 1000

\*\*Solid Noch "Send...Angel"
#FERDON STAMPHIP (BLA)

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26 SMCCIAL (AME)

26 SMCCIAL (AME)

27 SMCCIAL (AME)

27 SMCCIAL (AME)

28 SMCCIAL (AME)

28

MATRE JOHNSON (Inner City)

STegles None

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Arone
PRAME ZAPPA
SQUEZIZ (AAP)
SPA MALEN (MB)
TURES (COp) Fro 1)
RES MALE (Ep) (c)
RES MALEN (

-ADAM & THE ARTS (Egypt)

May live

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And, AND ARTHER 17 Egypt

GART U.S. BANDON (Egypt Anne)

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ANNE CONTROL 18 Anne

MAN CONTROL 18 ANN

PD: NAMEY GRANT 4557, PD: MALCOLM GRAY

Added
YAN HALEN (MB)
HANTY BAL(N (ER) New
TURES (Cap)vol)
SULVER NO (Pav)) (I on)
TURES (Cap)vol)
SULTES (Cap)vol)
UD (CAP) (AP)
SULTES (CAP)

DREAL (Arleta)
BILLIE BILLE (Arleta)
DAME EDMANDS (Swem Song)
BILLY SQUIET (Captrol)
STRAIGHT EIGHT (NCA)

SHAME S

PO: JOE BYEORZYCHA

A seed rate (100)

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WPLR

PD: OCHOON HEINGARTH

Added

\*\*\*TAN HALER (#B)

\*\*TO | FFTY | RED (#B)

\*\*TO | FFTY | RED (#B)

\*\*TOURS (GG) | FTY

\*\*TOURS (GG)

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BATEMON (AMAD)
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BATEMON (AMAD)
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BATEMON (AMAD)
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BATEMON (AMAD)
BATEMON (BATEMON (BAY)
BATEMON (B

OATE (CIRCUIDS (Seen Song) COLD CHISEL (Clemtro) HARKS (Columbia) HOSIN LAME & CHAT (Mb)

New Haven

MOD IN LAME & CHAPT (MB)

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I BACKSTREW (ME)

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CONTROLL (CATABOTH (IS) (IS)

AC/DC (ATIAMTIC)

LIPS STER (MBAN (IS) (IS)

CATABOTH (IS)

WILMS

PD: SCOTT MANI Added FRAME ZAMPA FRAME ZAMPA ZEO COTIONTIC) TUBES CORRINGE SQUEZZE SAAMO -MENATY DALLY CENT AMMORICA -MENATY DALLY CONTROL -MENATY DALLY CONTROL -MENATY DALLY -MESSING PERSONS -MESSING PERSONS

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MALLA ORTES (ICA)
MALLA ORTES (ICA)
MART TOWNSOTTES (Calumbia)
MART TOWNSOTTES (Calumbia)
ORIO SINE BARD (Ibanewille)
ORIO SINE BARD (Ibanewille)
ORIO SINE BARD (Ibanewille)
ORIO SINE BARD (Ibanewille)
ELVIS CONTELLO 4. (Calumbia
DALIA TRODORT (Ibanewille)
POLICE (LAM)
POLICE (LAM)
RIO CAMPAS (ANTELLO 4.)
(CE) Americal
CES Americal
RUSH (Marrian)

WPLJ 95.5

Modium
JAMES TAYLOR (Columbia)
DAYE EDMANDS (Sum Souther)
BILLY SQUIET (Copitol)
RIM CARRES 6 MATE
LETH Aborical
SPLIT (RC (AAM)
JOE HALSH (Aoylum)

WOHA ON: BOT LINDER

Added MARTY BALIN (EM! America) "Lucial" "Lett Your Mark" "New fall" "Left four Bors"
"New fall"
"New fall"
"SUREER I HAM"
"INSES (Edge fool)
"Annex la"
"Fals To Fals."
"Fals To Fals."
"Fals To Fals."
"Sals To Fals."

TODAY THE LAND (Epic)

(10 STE IMANA (Epic)

(20 STE IMANA (Epic)

(20 CAPE O HAND AND (Epic)

(20 CAPE O HAND (Epic)

dien .

Added MDMIS (Local) TUBES (Cap)\*o)) BILLY & REATERS EA)\*a) TOW JOHNSTON (MB) QUEEN CITY N)DS (Local) YAN MALEN (MB) JOE WALSH (Any)un)

Meeting Meeting (Copino) STYR (Adm)
12 ((1) times) Meeting Meeting (Copino) STYR (Adm)
12 ((1) times) Meeting Meeting (Copino) Meeting (Copino

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CETTES
ORDO. MANDEUVIRES IND LAMEL)
JIM STEUMAN BEPIC?
DENO (BB)
HASH HIE LAMEL)
BINES SCHOOL
B

WIOQ.

Model and PPL (Commel and Commeller) (Commeller) (Comm

215-007-8100
NOTTON:
RIM CANTES & NATE
(DEL America)
RITO AMERICA
RITO

New York 212-986-7000

NOTTHER TO THE ...
(Bockstroop/REA)
(Boc PETTY & THE. Asded
VAN NALEN (UB)
MARTY BALIN (UB)
MARTY BALIN (UN)
TUBES (Co-(Yol)
ADDREY VAN FART,...
(Polydor/Polydral
SOURCEX (AAM)
O.E. SHITH (Mirage)
FRAME ZAPPA
-GCORGE MARMISON
(Our & Markey/WS)

WYSP

3012

New York 212-887-7777

RELC CLAPTON (PSD)
TON PETTY & THE...
(Bockstreen) MCA1
(Bockstreen)
HCA1
(Bockstree Jers Bone

North Jersey 201-328-1055

-(LTON JOBS (Galfon)

NOTTENS
STER (ALME)
STER (ALME)
STEV (HERODO [|+) and |
SHO (MS)
SHO (M

Ottawa

-BLI-HOMFES (RSO)
-BODY BUSIC (RSO)
-BODY BUSIC (RSO)
-LEWL LOYCOM (SHIFF)
-JOF SLY BUEAN
-SPANDAU BALLET
-BPANDAU BALLET
-BRANDAU BALLET
-BRANDE (Stome Song)
-BRANDE CODMBURIS (RE(E) pank) we)

Singles



PD: STEVE COLUMNAL MED: GREG TORRESTON

-GENEZ CODERNIE (FELLIANA) MEDIA PARA PROCESSOR (CONTROL POR CONTROL POR CONTR

Philadelphia

MANAMA

PO: CHARLIE KENDALL HD: JOE BONNADOWNA

Philadelphia

215-561-0933

Philadelphia

SS JOHNEY & ARES
(Morcury/Polydra)
HAMBLE PIE EARCO)
BILLY & BEATERS (Alfa)
HILLY STARTON (Hor Britten Johnston (H)

NOTFEST A THE...
(Baccastract/MLA)
(Baccastract/

NOTES TO THE MEMORY OF T

Bond

Modium OPED KIMM GAND (Bosonhi DAVE COMMOS (Sum Song) ADAM AND THE ARTS (Epic) AAMES TAYLOR (CDIUMEIU) HICK SPRINGTIELD (BICA) BUSH (Marcury/PolyGra)

94 ROCK PD: DICE HANGETE HD: LISE BICHMIDS

WOVE Pittsburgh 412-562-5900

Jess

**Y104** HOTTON THIS OF THE CAPTON THIS OF THE OSMEE OBSOLUTION (TEP EC) STYR | ASARD HOT (MB) POIL (TER E THE CAPTON T

10.02

Singles

Jazz Bone

MOTTEST
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(BocketProst FEEA)
ACTE (AN LOWNIC)
AC

Pittsburgh

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Added -OF ORCE HARRISON 10or h Hor He/1881

WRDH

Poughkeepsie

PO: MIKE HARRIS

(Threshold(Protyd)

What | Jun

WHOMALL TADDER\*, (MB)

CERY OSENDARY (April

AC/DC (AFTERFIC)

IN CAMPER 5 MYT

CERI Americal

BIC (AMPER 5 MYT

CERI America)

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CERI AMPER (MB)

SPL 17 (AZ (AMPI

ADMAR 7 (MB)

APPER (AMPER 5 MYT)

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ADMAR 7 MER 1 MYT

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ADMAR 7 MER 1 MYT

BATT (BECT

B

COLD CHIME (Etempre)
-(ETON JOHN (Getten)
-MORNIE DUPMEY (Elempre)
-MORNIE DUPMEY (Elempre)

HOLT IN JIC 18\*000

HOTHER STEVE BISHOOD (18\*000)

NUTS BEEF CONTROL (18\*00)

NUTS BEEF CONTROL (1

JEAR CHUCK MANG (DME 1AAM) 5. CLARME/G. DURG (Epic) 457 LOWER FUNDA (Arisha) LEE BITEHOUR (Etarra) DAYID SANBORN (MB)

32/31

19/19

8/7

PO: TRIP REED

PHIL COLLINS (APIENTIC)
PROTES (Sire)
LOWERDOY (Columbia)
ROBIN LAW OBSTITUTE SECTION (HE)

TOWN JOHN TOWN (HE)

ORIG KINN BAND (Owner h) ey)

ORIG EDWARD (Sun Song)

SCORT FOL (CEMAN'S)

\*\*\*Town I STAND

\*\*\*To

92110

PO: TON HUNTER MD: CREST

Ilum III (Casiro))
D. WISE (Casiro)
D. CHISE (Eletro)
PERSON STAMPHIP (RCAI
"DOWNTON (wh)
AF PRIEST (Columbia)
PRICERIA (Arismytc)
(Can maintam Poly)
WHOW (Polyamor/PolyGra)
STEIMANN (Egic)
LV SQUIER (Gapler)
INTENDER (Chrysells)
INTENDER (Chrysells)
INTENDER IN THOSER (Cheyse)

Scranton 717-961-1842 RAPPLOMEN (ATTENTIO)
ORIG KINE BAND (Beserbley)
PRETERBORTS (SINE)
RUSH (Marcury/PolyGra)
RROOKUS (Artota)
JUDAS PRIEST (Columbia)

Jess

Syracuse 315-682-9538

Num'res' 93 SEMECHECE (Local) 93 SEMECHECE (Local)

Jezz None

Singles

PD: CHRIS HORTON HD: BEN SHITH

Modium RICK SPRINGFIELD (RCA) KIH CARNES & HATE (EN) America? STEVE WIMMODD E1+1 mod! BILLY SQUIER (Cog)roth

33% PD) ED LEVIME ASST. PD: ANY DAMEMAN

DAYE EDMANDS (Swan Sang) COLD CHISEL (Elektra)

Mod (am ASP (Avy) am) 
JOE mASP (Avy) am) 
JOE mASP (Avy) am) 
(WI (a 110 AM) (becar's lot 1 am) 
MOD (a 110 AM) (becar's

Fore Singles Bone

94 KOER

PO: HOWIE CASTLE

VAN HALEN 1881 Madel am RED SPECUADON (Epic) JOHNST TAM ZAMT...

JOHNST TAM ZAMT...

JOHNST TAM ZAMT...

JOHNST TAM ZAMT...

JOHNST LAND (Execution)

JOHNS LAND (Execution)

JOHNS LAND (Execution)

JOHNS LAND (E

BILLY SQUIER

Syracuse 315-472-9797

HOTPOST TAL (AMH)

36 SPC 7AL (AMH)

TOS PETTY & DE...

TOS PETTY & DE...

FOR COMMING (AMT)

FOR COMMING (AMT)

FOR COMMING (AMT)

FILL COLLING (AMT)

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FILL COLLING (AMT)

FOR COLLING (AMT)

CHUMFM

Rochester

MOTTH 15

AFFERDRY ALARSHIOP

OF DEFENDENT (FFC)

STM. (AMB)

AMB. (AMB)

AMB. (AMB)

STM. (AMB)

AMB. (AMB)

STM. (AMB)

AMB. (AMB)

STM. (AMB)

STM.

Rochester

Hortest AC/DC [Attactic] MC/DC [Attactic

PD: J. ROBERT WOOD ASST. PD: ROSS DAVIES Added
SQUEETE (ALP)
SQUEETE (Local)
VAI HALEN (Wh)
ANT COMPOS (Swom Song)
SHAM TOWNINDS (Swom Song)
SHAM TOWNINDS (French Song)
OMERN CITY (LIDS (Local))

Modium Addition Addit

MOUR PO: DALE EDWARDS

Added SILVER CONDOR (Columbia) PPL (Cose) lance/Poly) "Nolds...waer tw" TUBES (Cap!Fol) VAN MALEN (Mb) "Inchaland"

Modium
DAYE (DMAN) (See Song)
CES DAME (Columbia)
The Joseph (Columbia)
The Joseph (Columbia)
The Joseph (Columbia)
The Joseph (Columbia)
CHAPT (COLUMBIA)
CANADA (Columbia)
CHAPT (COLUMBIA)
COLUMBIA
COL

HIGHTON THE ...

TOR RETTY & THE ...

TOR THE ...

THE .

Singles

PD: GARY CHASE MD: HARTY DEMPSEY

Medium TON ADMITTON (WB) AMPLE WINE (Copitol) MRITENCERS (SIVAL (SMCCOFY/POINTS) AVID LINGERY (AND SYTELLAM) STELLAM) BILLY SQUIEN (Copitol) RICK SWRITER (ELD (MCA)

FM105

Je 23 Rone

West Virginia

304-722-3308
TAN HALEN (185)
"Unchain-ned" "So This ... Licon
RAMPUCHER (RETENTIC)
STER BINGOOD (Intenti RUSH (BRECH y PROJECT a)
FRAMSE (MIRCHOUTS EMITTENTI PD: CHUCK GEIGER ASST. PD: DOLC BURTON Added SILEMCERS (Precision) GIBN VARRELLI IA/1648 Tomas R You..." TURES (Capitol) TIBN TO You..." -GEORGE WARNISON (Dark Horea/ME)

HOTTONY
SUITAMA (COlumbin)
PHIL (DULLIN's (Alimn's)
AC/DC (Alimn's)
RIN CAMES & HATY
(REN AMERICA)
JEFFESON STANSHIP (INCA
RICK NEW NEW FILLD (INCA)
TON PETTY & THE.
(Bocker men /INCA)
36 SPECIAL (AMAY)

Worcester

MAA

PO: BAVID BERNSTEIN MD: ROB BARNETT

HOTTES? UND (ME) "...Tricky Day" "You" "You Batter Yo" RUSH (Marcury/PolyGra) PH), COLLINS 1810491c1 "Air Yought"

Joss

32/26

29/21

OUTH

POS DON SETTON AC/DC (Attentic)

Modium MODINI LANE & CHART (I GRES RIVES BAND (Base Music Starts\* HARBLE PIE EATON) COMPLE PIE SATON
TITLE
SIN COMPLES & MATE
(DDI SAMPTES)
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**Wrock** PD: ALAN SHEED MD: BOH BAILET

Accord

TAN HALER (MB)

Machedad "Push ... Shove" "Moon Spree"
Date EDWARDS (Swan Song)
"Sat, Hight"
ADAM AND THE ANTS (Epic)
"Anthousic"

"Marticle Treats | Medical DROS (Article) | Medical DROS (Article) | Medical Complete) | Medical Complete Compl

**Atlanta** 404-325-0960

ACAS PRIEST (Columbia)
OZZY OSOURNE (Lat)
RICA SPRIEST (ED URCA)
NODUS (Ariota)
RICA SPRIEST (ED URCA)
NODUS (Ariota)
RILLY SQUED (Colifor)
RHITEACE (Marcury/Polyfor)
SCORT POLICIMATE (Latend)
"RELTON JOHN (Seern) ay)
-ELTON JOHN (Gerton)

NOTES OF THE PROPERTY OF THE P

MOST ADDED

Fair Warning (WB) TUBES The Complete...(Capitol)

VAN HALEN

SECRET POLICEMAN'S BALL Various Artists (Island) 16/8 **MARTY BALIN** 

Balin (EMI America)

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

**MEDIUM** 

GREG KIHN BAND Rockinnroll (Beserkley) JOE WALSH **TOM JOHNSTON** Still Feels Good (WB)

Don't Say No (Capitol) 28/16 19/16 33/15 22/15 OZZY OSBOURNE Blizzerd Of Oz (Jet) 22/15

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

THE HOTTEST

Face Dances (WB) TOM PETTY & THE HEARTBREAKERS

WHO

Hard... (Backstreet/MCA) 32/23 JEFFERSON STARSHIP 3002 Modern Times (RCA/Grunt)

BANTANA Zebopi (Columbia)

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

ONE OS (Affairs)

(Aff

Utica-Syracuse 315-797-0603

Washington, D.C. 703-534-0320

Hoffest AC/RC (Aftentic) RUSH (Marcury/PolyGre) TOW PETTY & THE... (Beckstroat/RCA) JOE VALSH (Aggles) JUET VALSH (Aggles) JUET VALSH (AGMI) SANTAWA (Golumbie) SANTANA (Columbia STEVE WINNOOD (Fa -OE ORDE HAMPISON (Darb Horse/NS)

Jaks

Modium
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HO (HB)
PAT TRANSPIS (Polyder/Po)
STEX (AMB)
CZET OSBOZINE (John
"Grany Train"
"Grany Train"
TROMEN (Copino)
HOBIN TROMEN (Copino)
ASBAC PRIEST (Copino)
ASBAC PRIEST (Copino)

AC/DC LAFFEMTE)
THE RETTY & India...
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San Antonio

# SOUTH

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PO: GLING STEMPT HD: MARY PILLINGER

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POINT GLASS (SEA)

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AND (AMC/ALCON')

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OUTECT JOHN 1 (AMP)

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MODELLOW BICK SYNNAGOTIELD (MCA) #551 #1MC#85TR (Good ss.E1147/MB) FILLE & MERTENS (41742-PRETENDERS 151742-OTHOL STANMELLI (AV 1542-SS. ACHART & ARKES (Marcury/PO)(AV a) BILLE NIEL (AV 1542-OTHOL CHISCA (EAST-VA) GUILLE NIEL (AV 1542-MARS) (CO) (MD) (EAST-VA) GUILLE NIEL (AV 1542-MARS) (CO) (MD) (EAST-VA) GUILLE NIEL (CO) (FO) (MS) WISSEL & COOPER (MEX)

512-474-6543

FAO. THARDE MEDITORS (Chryself PPL (Ease) Incor/Project (Mass) Incor/Pro

-(LTOM JOHN (Detfan)

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Beaumont

713-727-0229

TIGHT POLICE

VILLE RILE (Fright)

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AND TETHOROUS (Cop fres)

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Birmingham

205-870-9900
SHERRS (Afron)
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704-392-6191

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PROTECT SADE (Birses)

TOWN RETT & THE...

(Backstree/TMEA)
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JOSZ CANIO SAMBORN (18) CREES INTINUE (E) CLUME (E) (C) LEZ RITHOUR (E) onto) CASIGNA (AITH) CASIGNA (AITH)

TON PETTY & THE ...

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KAMPLOUR & (ART (and 1/c)

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POI JIM BALLARD MD: JOMATHAN WHITE

Added TAN HALEH (18) JOHNST YAN ZANT TOLLYNOT /Poly IPO Lyder /PolyGr DAVE (CHANDS (See -CECONCE HARRISON (Dark Horse/MD)

Modium CROWS (Ariola) DZZY OSBOLANE (Jay) BILLY SQUIET (Cop(%)) ADAS FRIEST (Columbia) POINT BARK (KCA) SECRET POLICEMM'S (In) (MB) STEE (AAM)

Corpus Christi 512-855-4641

CHON

Added BRPT (BALTH (ERI American Filaton)
"Hoser Fa"
FAN HALLIN (BD)
"Plus ... Show"
FALME (AMPA
"FILME (AMPA)")
"FILME (AMPA)"

EARPLEMENT (APE part (c) 8. CECTRATINE (RT 1 town ton) ADJUGE WESTTON (Coping) ADJUGE WESTTON (Coping) ADJUGE WESTTON (Coping) DELLY 3 GAILER (Coping) DELLY 3 GAILER (Coping) DELLY 6 MEATERS (APENDA CHILLY 6 MEATERS (APENDA CHILLY 6 MEATERS (APENDA CHILLY 6 MEATERS (APENDA CHILLY 6 MEATERS) (ER) America)
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404-722-1302 AEPFERSON STANSHIP INCAS NUMH INDECOM SPASIA OF A AC/OC (ATTENTIC) IELLO INCAS PRETTRENDED IS STANS STEM! STANSON IS ALLOW THE STANSON INCASE ALLOW THE STANSON IN Title 36 STELLAL (AAM)
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410 SMELDRADDIN (Epic)
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ANNI, WHIE (Coptrol)
01107 SLEAN (BCA)
0217 SSBELMEN (EAR)
AMEL TAYLOR (Coptrol)
AMEL TAYLOR (Coptrol)

KTXQ

ALBUM ROCK

PD) TON OWENS

KZEW

PO: TOM CHERS

Added TAN HALEN SWEET (ME) TON JOHNSTON (ME) R. HINE (AAM) TUBES (Eapito!) LES DUDER (&ilumble) -GEORGE (ME) (Dark Horse/WE)

Hedium J. (1800H & Y. (ND) (Outlen) COTEMOY (Columbia) SISHMS (AVED) AC/DC (A4) and (c) HOSIN (AME) HOSIN (SISH) SISHMS (SISHM) FOR (ME) FOR (ME)

Dallas

Dallas-Ft. Worth

(EH) America) ACBIH SAME & CHART (MB) GRES KING SAMD (Busarsley)

HOPERSY
LOTEMOT (Columbia)
NUSH (Maraury/Poj/Gra)
30 SMC(LAL (AGH)
JEFFERSON STANSHIP (BCA)
TOH PETTY & THE ...
(Marastrast/PCA)
PHIL COLLUM (AFEAPTC)
RICA SPREME/ELD (BCA)

Jail? None

Singles

214-746-9898 GREG RINE BAND (Besertley) STEELY DAN INCA!

NoTices
TOS PETTY & THE ...
(Bucksytee/PCA)
STEVE WINNEDO (1s) and RICO SPECIAMON (6p)c)
eD0 (80)
STEVE WINNEDO (1s) and RICO SPECIAMON (6p)c)
ERIC CLAFTON (850)
RICC WINNESO (1c) (8CA)
ACC MARKET (1c) (8CA)
ACC MARKET (1c) (8CA)
ACC MARKET (1c) (8CA)
SANTARA (Columbia)

Singles Home

The Q

KLAQ El Paso 915-544-8884

Added
VAN MAL(N (M)
Push...Show w?
"So This...Love?
"Nees Street"
TUBES (Capinol)
Yalb Yo Ya...
Your Old Ledy!
"Your Old Ledy!
10ars Horse/Wb)

HPO 1881 FURN (Marcury/Polyferal %, lostige\*\* "Mod Barchetta" "Ton Seryer" KNOWS (Artical "Barning Bones" MAZAMETH (A&H)

HOTTINGS
SANTANE COLUMBIE)
ARTPERSON STARSHIP (RCG)
TON RETTY & THE...
GRACHET PROFILE
SO SPECIAL HAMI RICK SPRICED (RCG)
RICK 1031

Ft. Plerce

305-484-1401

96 Magic

POI CHRIS RIVERS

Added DIESEL (Regamny) SECRET FOLICEMAN'S (Laterel TUBES (Cop1901) YAN MALEN 1885

DAME EDMENDS (Sween Senge)
"Sat. Nighter
GRATEFAL DEAD (Ar Sata)
REFERSON STAMSHIP GRCA)
REGOLAS (Ar Iola)
ACHONY LEBLANC Comprol
03LLT SQUIEN (Comprol)
131LT SQUIEN (Comprol)
131LT SQUIEN (Comprol) TITIO MARTINE (MB) TSI I HAR MARTINE (MB) TSI I HAR MARTINE (MEA) JAMES TAPLOR (DELAMBIO) PAT TRAVERS (Polydor/Pot ROBIN TROWER (Chrysells) JOE WALSH (Asylum)

Houston 713-528-4591

Hottest WPD (dB)
STEW STROOD (181mm2)
POINT NLAWE (MEA)
POINT NLAW

PO: CHRIS MILLER ASST. PO: MICHELE ROBINSON AGOOG SECRET FOLICEMAN'S (Inlend) LES OUDER (Columbia) 'Tabs To Va..." "GEORGE MARRISON (Dorn Morae/MB)

101 7 M A LOL

Medium
BILLY SQUIER (Coptrol)
\*In The Dark\*
OZZY OSHOLINE (1a++)
DAVID LIRBULY \*Inky land
Marcury & Iuwe\*
CRI C CLAFTON (IRS)
CRI C CLAFTON (IRS)
SPL T EVE (ALM)
\*\*MARCURE (IRS)
\*\*MARCURE (I

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Jackson

ROBIN (ROWER (Chrys+(1+) DAVE ECHNINDS (Swen Song) "Set. Hight"

"Set. Night"

NOTHINE
NOTHINE Ned (um STEPT WINDOOD (In land) JAMES TATLON (Columbia) 30 SPECIAL (AMB) JEFFESSON STANSHIP (ECA) APPL WIND (Gap Fool) CAPT U.S. SOOPS (EE) Americal DILLY SOURCE (Cop Fool) TO MASS (Applied) TO MASS (Applied) TO MASS (Applied) CAPT U.S. 60005 ([8] Americal DILT SOUTH (Coping) DILT SOUTH (Coping)

105 4

PD: RAD MESSICK MD: JOHN BROWN, EE

Madium (MEA)
Model (MEA)
Model

Jacksonville 904-842-1065

HighTout
And the Carpins
And t

POI ORIS BILLON B) CARDI BILANI

Added YAN HALEN (ND) SECRET: POLICENAR'S (10) and

Model of John States of St

Johnson City 615-477-3127

Monters
BRIC CLAFTON BRIGS
STIME BRIMCOD Itsland
STEE (AMA)
BRO SPEECHANDH (Epic)
BRO SPEECHANDH (Epic)
BRO SPEECHA (AMA)
PHIL COLLINS (AT(antic
APRIL BRIE (Lagle))
BROLLINS (STORE)
(Hotling Stores)

SINGLE BEATERS INTER

102 Louisville

Medium
TOM PETTY & THE...
(Backstroot/ECA)
JUDAS PHIEST IGOI
MHD (Mb)
JOURNEY IGOI
MEDIAN FANGHIP
STYL IAMN)
ENIC CLAPTOM INSO
ENIC CLAPTOM INSO
LOVERDOY (Columbia)
LOVERDOY (Columbia) W S

PD: C.C. MATTHEWS

Hoof un SYTE (Adm) 17. OHD (Gotto J. L. (Hollan 8 T. ) (April 10 p. Stones) (April 10 p. Stones) Papace (Appicature 1 to 1 i to no religion 1 i to 1 i to 2 i to 1 i to 1

Hentest Hith (Mercury/PolyGra) 38 SPE(141 (Adm) AC/DC (Antest)c) PRILL COLLEGE (Antest)c) STEVE SHMCDDO (Island) I.LEMEDA \* V. GNO (Merten) TOTO (Columbia) AC/DC (Antest)c) OZZY OMBOLNOM (Jev)

Louisville

INSURS (Columbia)
AFFERSON STARBUTP (GCA)
AFFERSON STARBUTP (GCA)
DILLY SQUACE (Copinel)
TOB JOSESTON (GB)
AUAS PRIEST (Columbia)
TOM PETTY A THE...
| Deckerrow/MCA)
OUTLAND (AF late)
DIEMI, (Repency)

Lubbock 808-747-1224

PD: BO JAGGER PD: DONLING RIPPY

Ned Lum POINT BLANK (NEA) SHENDS (AVOD RANDVICHEA (AV) NVT(c) NPO (NB) JOE WALSH (Avy) um)

Miami 305-581-1580

/6.21 Tone Singles

HO (48)

OE WALSH (Avy) um)

PO SOME FOX
Added

TOM PETTY & THE ...
(Back Promy VACA)

YAN MALES (18)

SPLIY ENG (AAM)

TOMS (COMPOS)

AND (COMPOS)

SPLIY ENG (AAM)

MO 1 CHOCK (AAY)

MO 1 CHOCK (AAY)

MO 1 UM

MO

(Derk Norse/mb)
Medium
PRETENDERS (Sire)
FRANGE/MIDCHOUTS (Hiller
PRODUCER'S (Portreit)
LIFE (Elektra)
PHIL COLLING (ATIENTIC)
GZET O'SBOURME (Jap?)
KROKUS (Ariola)

HOFFest SAMPLE (CA) UPPER SAMP



Added
CHICK MANGIORE (ALM)
The flevie\*
ROSS-ELVINE BAND IMmodificat)
(Cher Morse/MD)
--ANTE BALL (EMI America)
--COBS (DIRECT)

Mlami 305-872-2500



JAMES TAYLOR (Colombia) GRAF (Pracision) -RICE SPRINGFIELD (RCA) -ELTOR JONE (Gertan) -ALAN PARSONS PROJ. (Arieta -JESSE WINCHESTER (Bear by | | | | | | | | | | | |

Added TUBES (Copital) VAN HALEN (NB) DIESEL (Regency) LES DUDEN (Cotumble) SPIDEN (Cotumble) SPIDEN (Aristo) SPIDEN (Oristo) SPIDEN (Oristo)

NOTTENS'
STYE (AME)
ACT MALSH (Asyles)
GET MALSH (Asyles)
GET MARKEL (AME)
FOR (Casea) Inc. A'Poly)
ATTENDED (Casea)
GET MARKEL (AME)
GET MARK 

\$1 mg f ms

95 Rock Montgomery 205-832-4295

HOLDERS PERSON MOTTON!

HALL & COTES SECAT

PHIL COLLIS (API-pHIC) AC/BC (API-pHIC) AC/BC (API-pHIC) ALBH (Bucchery/Phi-phic) ACPPRISON STRESHIP (BCA) TON HITTY 4 THE ... (Buckety our ACA) HICK SAMPOTICLO BICA) HICK SAMPOTICLO BICA) ACM MALES (Buy) and BRAY SQUIES (Capito)]

1073

MD: DAVID HALL

Added EIN CARNES & MATE ISNI America)

medium

medium

GMISTOPHER CORNES (MB)

PHIL CORLINS (MS) (MS)

FRIL CORLINS (MS) (MS)

FRIL CORLINS (MS)

REIL DIAMERO (MS)

R

Z C

POI JOHN HE HERE MDI BILL SIMMONS

\$1 ng Fee trans Norfolk 804-461-1194

JOJS BURG

Nashville

TAMES TATION (Columbia)

MOTFAST
TOW METH A THE ...
(SMLANTY ON THE ALL
(SMLANTY ON TH Added TURES (Copitol) JOHNNY VAN ZAKT,,, (Polydor/PolyGre) TOO | NOW /PO | NOW O)

INDOIS IN STATE | Cop | To ) |

APRIL WINE (Cop | To ) |

APRIL WINE (Co Je All Mone

WDIZ

POI BOB CHURCH

TK

101

PO: MARK SANTER

Pensacola

Singies More

Orlando

305-645-1802

HOTPASE
TOM PETT & THE ...
(Bocnotree/MCA)
30 SMFCIAL (AAM)
20 SMFCIAL (AAM)
20 SMFCIAL (AAM)
20 SMFAN (AAM)
5 SMF

SANTANA (Columbia) GART U.S. BONDS (ENI Amer PHIL COLLINS (ATIONTIC)

MOTTON F AND (Asglum)
JOE HALSH (Asglum)
TON METTY & DE.,
1 Backstron (Mb)
MHO (MB)
MHO (MB)
PT: (Conditional Force)
JEFFERSON (TOP)
ERIC CLAPTON (RSO)

JOSE DAYID SAMBORN (48) MATHE JORSON (Inner City) JEFF LORISON FUSION (Aristo) AFFIRMATION (Inner City) RILLIMMAMO (Philo) DAYE ORDS (IN (GRP/Ar(4%) LEE RITEMOUN (Elmarry)

Raleigh

Singles WODR

PD: DANIEL BRUNTT

Modium
ORAF (Procision)
WILLIE MILE (Aristo)
DREGS (Aristo) (Alte)
DILLY & GEATERS (Alte)
DILLY & GEATERS
DATE (SAMBORN (MB)
LIFE (Element)
LES DUDEK (Columbia)
"Grover/Goot"
-ADMI O'BANION (E) (B) Fra)

919-832-831\*

\$1 JOHN 1 A JURE 1

\$1 JURE 1 A JURE 1

\*\*THE CONTROL (18)

\*\*LIFE CONTROL (18)

\*\*LI HOPTOPS (Elatra)
HOPTOPS (HOPTOPS (HOPTOPS )
HOPTOPS (HAST (Asplan)
COLD CHISEL (Floatra)
CARAMO JETPES (Clot CARAMO JETPES (Clot CARAMO JETPES (HOPTOPS )
HITTO GITTO (HILLIAN)
JIN STEMMAN (Epic)

Singles Roanoke 703-387-0234

Hadium
GREG KINR CAND IBsourting
GREG KINR CAND IBsourting
TOB ADMISTOR (B)
PRODUCTES (British
STATE NILE STATE)
STATE NILE STATE
GREGO CONTROL (STATE)
GR

MAD (MB)

GANY U.S. BONDS (DMI America)

"Little Girl"

GILLY SQUIRE (Cepite)

S SWC(AL (AME)

SFERSON STRONG PO (AC)

WHITE CONTROL (AMERICA)

SFERSON STRONG PO (AC)

"Riped Level"

"Ri

Title
JEFF LOMBER FUSION (Arlete)
"Magic Lody"
LEE RITHAULE (Elektra)
"16 IT You?"
DAYE GRUSIN (CPP/Arlata)

"Life, lilusion" "Down On/Farm" SECRET POLICEMAN'S

Singles

995 KISS

MacEler SILET SQUIER ECopyFoll GREGATION EARD Encouratory LES GADER (Opt-mota) LES GADER (Opt-mota) GADER (Opt-mota) GADER (Opt-mota) GADER (Opt-mota) GADER (Opt-mota) SILET & SEARTHY (411a) S. (2000) SILET & SEARTHY (411a) SEARCH (211a) SILET (411a) SILET (411

PO: MARK STEVERS

Added yas MAZES (#8):

"Machales" "Meen Street"

"Monthales" "Meen Street"

"Monthales" (Mazes Street"

"Mazes (Gagfor)

"All To Gamen (Gases Song)

"Ass. (Gagfor)

"Ass. (Ga

Modium JUDAS PRIEST (Cofumble) PHILL COLLINS (AFRONY): APRILL BIRT (Copital) POINT OLARS (MCA) 5 5 PECIAL (AMR) STYL (AMR)

1

- 95

Added VAN HALEN (ub) "Mann Street" TUBES (Cepitol) HANTE BALIN (DRI America)

PO: AL PETERSON HD: HFOR YAN CLEVE

Medium DREOS (Aristo) WILLIE HILL PRETENDERS (SI'd LIFE (Elentra) WISHORM ASH (MA) JIM STEIMMN (Epic) DATIO LINDLET (Asylv

HOPE THE TENT OF T Jala

Singles None

98ROCK.

Tampa 813-224-0742

OTHER SAME Inserting OFFI MINISTER SAME IN CARRIES & INTE (EM) America) RUSH (Barrier) (FA) (Artistra) (Artist

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SECRET POLICEMAN'S (is lond)
Meal Int
JOS MALSH (Anylum)
AN MALSH (Anylum)
AN MALSH (Anylum)
AN MALSH (Anylum)
AN MALSH (Captrol)
ROSIN (ROWER (Carpysils)
ALAM PARSONS POLICE (Aris's)
PAT B HANTAN (Carpysils)
ALAM PARSONS POLICE (Aris's)
PAT B HANTAN (Carpysils)
ALAM PARSONS POLICE
AND COLOMB (Carpysils)
ALAM PARSONS POLICEMAN (ANYLONG CARPS)
AND COLOMB (ANYLONG CARPS)
DECEMBER (ANYLONG CARPS)

**West Palm Beach** 

PO: SCOTT FISHER HD: NICHAEL, REATING Added BILLT SQUIER (Copito YAN HALEN (MD)

Moclum
MMRTS (Columbia)
JUDAS PRIEST (Columbia)
RUSH (Her-cury/Polydra)
1010 (Columbia)
1015 (Columbia)
1016 (Columbia)
1016 (Columbia)
1016 PETER 1 Hg...
(Backstroot/REA)
APRIL NIBE (Capital)
1010 SPECOMADON (Epic)
30 SPECOMADON (Epic)
5TYE (AAM)

WKZ

FM 107

PO: DOUG PAUL MD: SHARON PAUL

Added JOE (ALL) IN TAKEN TO THE ACT OF THE A

Med I un Rone

HOPPOST HARBELE PIE (ATCO) RIM CARRES & MATE (EMI America) MORTHALL YELGE #. (Mb) TOR PETTY & THE... (Bockstrow/MLD.) TOR ADMISTOR (Mb) STARS OR LONG PLAY (Rod 1)/AT (am 1c)

POINT DLAND (MEA.)
220 (47) and (c)
PP. (Consel Innca/Poly)
55 ADPROVE ARMS
(Mex-cury/Polydra)
01LLT 8 OF STRES (48)
\*\*Test Care Of 1.\*
CAPT U.S. DOUGHS (EM) Assortes
\*\*POINT ASSOCIATION (C)
\*\*POINT

JOE (LT (MEA)
TOLLING
TOLLING
OLDER COMPLET (Spite)
AND COMPLET (S

Tampa 813-876-0455 SILENCERS (Proctation) SPLIT ENZ (ASM)

Tulsa 918-664-2810

918-664-281

ON PETT 4. PET.

ON PETT 4. PET.

IN PETCHA, SAMI)

STRE RIMEOUR (SAMI)

OBER HOUSE (SAMI)

(OBER HOUSE (SMI)

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(OBER HOUSE (SMI)

JOHN LEE STENDAM (Elebra) ALLEN VIZZUTI (MEA) DRECK (A-1874) DRECK

FIN DO IZO 305-461-0099

Winston-Salem

JOST
G. MASMINGTON, JR. (Electro)
MARKET BAND (AME/Accord)
LED NOTTIC ICATYPOI(a)
DATID SAMBORN (M)
DIMEDLA/RELAUGHE (M (Columb))

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14 SPEC (Aug. (Aug.)
14 SPEC (Aug.)
15 SPEC (Aug.)
16 SPEC

PERTON (RSO) TITLE STE (AM) RUSH (Harcury/Pelydra) \*Top Senyor\*

97 Bioomington 612-332-9292

TOH ADDRESTON PMB)
CHAMPS (1.R.S.)
ROBIN LAME & CHART PMB)
L. RESECUTE (Exercise City)
HARRIE FIRE (AFCO)
STRAIGHT EIGHT (RICA)

TRAINER (COLLIES CATEMATIC)
BOT 1000
BO

Singion DECROS (Arco) NOXY MASIC (Arco) EIN CARMES (EN) America) OREAT BUILDINGS (Column)

Chicago 312-440-5270

NorTher 9
36 SPECIAL CALAM)
ET CAMES 3 NATE
(DEL Agents 5 NATE
(DEL Agents 6 NATE
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Chicago 312-828-9191

Home

JARE G. MASHINGTON, JR. (Electro) MANG JOHNSON (Electro) DAVID SAMBORN (ES) DOS JAMES (Enguen Zen/Col.) JEFF LORDER PUSIGN (Arliva) CASIONEA (8194)

**Appleton** 

ACTOC CATTERING TOTAL ACTOC STATE ACTOC ST GARY U.S. SCHOOL NE.
"Jole Dige"
JOE SALSH (Arrival)
"Nivers"
TON PETTY & THE...
(Santharroot/NEA) (Beckerroot/MEA)
"The Builting"
BILLY SQUEE (Capitol)
"In The Dars"

4/000

PD: MAN FLOYD

Added VAN HALEN (MD) SECRET POLICEMAN'S (1418md) Modium AC/DC (ATIGNTIC) ADDS PRIEST (Columbia) ADDS PRIEST (Columbia) ADDS PRIEST (Columbia) ADDS PRIEST (Columbia) PRETENDERS (SITE) SANTAN (Columbia) BILLY SQUICE (Coping) BILLY SQUICE (Coping) BILLY SQUICE (Coping) BILLY SQUICE (Coping) BILLY SQUICE (Coping)

PS : WIMET PO: TON TELBER NO: DAVE BENSON

Modium (APPENSON STAPSHIP (MCA) (MPPENSON STAPSHIP (MCA) (MIC CLAPTON (MIC) ANDAS PREST (Columbia) (METERODES (SIPO) AARTANA (Columbia) AARTANA (Columbia) (AMPLOEA (API) (API EARTHAN IGHT CONTROL
EARTHCHEA (ATTIONTIC)
GET OSSIGNEE (ACT)
AC/DC (ATTIONTIC)
MARTHED MARKTS... (MB)
GREG KINS BAND EBROWNSHOT

BPD (18): Seriod (2): Seriod (

Je es

Chicago 312-777-1700

WXRI PO: NOTE MINER

Model on Miles (1997)

MILES (

JOE MASH Chayles

Singles Cleveland 216-761-9867 216-761-9667

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COMPT FOR A...
(Camble (orc.A.Thelip)
GREG RIPM BAND (bloome's) oy)
TAN COMP (SYLET/Epict
REDDI ANTORS (Bloo Thy)
SECRET FOLICOMATS (1elomd)
-48 ONCE (MRM) (50
(Durk Merca/MB)

ARAI BOB AMES (Teppon Zen/Col.)
SINCE & NAIO (Tiping View)
ART (LURES FULCE (Ar.)
SINCE & CANON (Tiping View)
ART (LURES FULCE (Ar.)
S. CLURE (F.)
DARE (U.S.)
MATINE (GO.)
MATINE (GO.)
GROWN (GO.)
GROWN (GO.)
GROWN (GO.)

PO: JOHN GORMAN MD: #10 LEG

duns

HARMLE FIE (Arco)
FAST FORTHIE (DRI America)

"Wold On Yo..."
ZED (Artgette)
-ADME O'SANTON (Elehtra)
-ELTON JOHN CONTROL
-ELTON JOHN CONTROL
-BILD HORSES
-Ellercory/Midwart)

PHIL COLLIES (APLANT)
Willy Tunighte
Willy Tunighte
Willy Tunighte
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"lete Manay"
will City
"You better Yo"
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SDE SINGLE (From)
LOW ROUNDER (Enweld City)
RADY HEISEN (glc)
CHINAL BURST (glc)
CORRE HAWRISON
O'CHINAL BURST (MB)
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CORRES HAWRISON
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JANJ
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Davenport

319-328-2541
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Dayton 513-224-1501

DeKalb

815-758-9250

Jezz

Singles

Singles

Cleveland 216-391-1260

ADM AND THE MITS CEPTC!

Q-FM-96 Columbus 614-224-1271
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PO: STEVE PLANER ND: THE SMITH

TUBES (Cap 1901) SECRET FOLICEMAN'S -OF ORCE HARRISON (Dark Her on/18)

Madium AC/DC (Affortic) Title DESTRIBUTES (Sire) Jim STEIMMAN (Egic) Title
GREG KINE BAND (Bosorhley)
With It wild Invists)
"Foor Bay"
TON JOHNSTON (WE)
L. RECORDE (Emerald City)

277

POI GAME BAPTISTE According to the control of the cont

Medium IAMPLOMEA (Atlantic) Atlanda (Polydor/Polydra) HAMRS (Columbia) STER #188000 (island) Pell COLLINS (#1)petic) COLD CHISEL (#1007ra)

ND: NICHAEL HECCHOCKY

Median (1900) (1) food (1) foo

Notive?
AC/DC (API and Ic)
PRIL (CALLINS (API and Ic)
LOWERD? (Columbia)
AFFESOR STANDAY (API
ANAPOLIL PLUMBIA, (API
ANAPOLIC API
ANAP Jass None

015-758-9250

MINISTERS OF THE PROPERTY OF THE

PO: NARD HOLMES 

Modium SPLIY EKZ CAMMI NATHE JODESSON (IN KINI CAMES & HATE (EMI America) LARZ (Carlova) DRECS CAP (NATA) STYL GAMMI LIVE WIGE IAMMI OURLAY

OUTLY
JAMES TAYLOR (Calumble)
DAW SIEGEL (Inner City)
36 SWECIAL (AAM)
POLICE CAM)
TODO RESIDENT (Bourny)
TODO RESIDENT (Bourny)
TODO RESIDENT (Bourny)
TODO RESIDENT (Bourny)
TAZMANIAN DIVILE (MB)
RESIDENT (Magnibel)

Jass
AFFIBARTION LINNAU CITYS
CASIONEA (AIFe)
JOE CASIONEA (AIFe)
JOE CASIONEA (AIFE)
JOE CASIONEA BAND (INVIDENCE)
JOE CASIONEA BAND (INVIDENCE)
JOE AND CONTROL (INVIDEN Singles KGGO SARTAMA (Cotumbin) HURS (Marcury/PolyGra) HARKS (Cotumbin)

PO: LARRY CAUSEN

Access PFL (Coochionce/Poly) Title "Love Me Agels" -QEDICE HAMILISON (Dark Horse/Wh)

Detroit

Des Moines

Herroet Tom PETTV & THE... (Sucharveer/MCA1 PHIL COLLING LATEUTIC) SHURTS (Arco) SHLAT SQUIET (Capitol) PRINT MLANK (DCA1 ALAN PRISONS PROJ. (Arists)

WRIF 101

PO: FRED JACOBS

Morrous PHIL COLLIES TASS gentics HTD (db): RVSM IMprosry/Polydra's SANTANA (Columbia) BILLY SQUITE (Copital) TON PETTY & TRC... (Sachatrows/MCA)

Single

MOST ADDED

THRES The Complete... (Cepitol) 17/18ECRET POLICEMAN'S BALL The Com

VAN HALEN

Fair Warning (WB)

SECRET POLICEMAN'S I Various Artists (Island) MARTY BALIN Balin (EMI America) JIM STEINMAN Bed For Good (Epic) 19/11 10/10 19/6

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

VILIS Detr. 313-398 Detroit JOURNET (Columbia)
RAMPACHER (Artistic)
ROBERTY & THE...
(Backetrant/NEA)
POINT BLAME (NEA)
ROLLE RIBE (Artist)
SAMTAMA (Columbia)

HOTTON' ERIC CLAPTON (RSO) STER WINNOOD (INI and) STYX (AMM) REO SPEEDMAGON (Epic) MHO (MB)

Singles

36/34

17/17

PO: CARET CURELOP

WILX.

Detroit 313-883-1800

TOB JOHNSTON (NB) JUDAS PRIEST (Columbie) SANTAMA (Columbie) -GEORGE HARRISON (Ourh Horse/HB) PD: JOHN LARSON Added PPL (Casab) anca/Poly)

Madian
visit MALER (db)
visit MALER (db)
visit MALER (de)
AFFERSOR STREET (DCA)
ANIMOTE (Polyder/Polydra)
ANIMOTE (Polyder/Polydra)
OCC (db)
VISIT 6 TO (Damer/Dolydra)
MALERY OCC (FAL)
ANIMOTE (Coping)
JPLIY (EXT (AME)
JPLIY (EXT (AME)

Duluth 218-728-8421

PO : JOHN THAN HAMLEY HD: JEFF CURRY TUBES (Cop) to() VAN HALEN (ND) Ton.

The MALES (BE)

The MALES (BE)

SHITT BUT (MALES

SHAP TERRITORIAN (AF 18 Y a)

(Derb Horse/SB)

(Gores Horosof Mil)
Meal Last SQUITES (Capitro) #
The Strone "Tin The Gores"
The Strone "Tin The Gores"
Louis AND THE ARTS (Epic)
GORDOLOGIST (STRONG)
CONTOCOLOGIST (STRONG)
LICENTE STRONG
LICENT STRONG
LI

Album Station WALL

PO: DAVE LITONS

Added self-to-gall Annual call self-to-gall self-to-gall

PHIL COLLING (ATIONTIC ANTIONTIC ANTIONTIC ATTEMPT OF A HAMBLE PIS CHEOS (Arists) PRETENDEDS (Sire) STER WINDOOD (SIR) SHI CAMES & MATE (DRI America) DAVE EDMLMES (Swem Song)
MPL (Casublence/Poly)
-MOXT MUSIC (Arce)
-COLD CHISEL (Elebra)

COLD CHISTLE (Electron)

HOT TRAT

HOT COLD

HOT COLD TO BETTER TO

TOUR TYPE BETTER TO

HOT COLD TOUR SHOP LONG

AMERICAN LOLD COLD HOP LONG

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HOT HOT LOLD TOUR

HOT

Jasj un Vig. JOHNSON III neur CITy) TITIO DAVIO SAMORIA (1881 "Run For Cover" Singles

Fargo 218-236-7900 CLIPS ALCOHOL CERT America

VILTIS (SILD)

VILTIS (VILTIS)

PO: SHAPE BATERS Added Jim STEIMMAN (Epic) LEE RETEMBUR (Elektra) -GEORGE HARRISON (Dura Horse/MB)

SHO (48) J. (1900M & Y. 080 (Gwffen) JOT MALSH (Anyles) NLIFE...([Ississ\* CREG RINE BAMD (Beserhley) The sense Song\* PM. (Casses) ser.n(Po(g) TOM JOHNSTON (MB) PROTOGLO (20%)

PO: TIM SIEGRIST

Jest

WWCK 105 FM Filnt 313-744-1570 JOE BALSH (Asylum) STEM MINNOOD (Island) PAST FONTAINE (EM) Americ

Added VAR HALEN (MB) TUBES (Cop) Pol( SPLIT ENE (AMI) DIESEL (Regency) -OEORSE HASTE (SON (Dark Harron/MB) (CD) America AFFERSON STARTHIP BEAS SAFTARE (CS) under III BEAF SQUICE (Capitell STYR (AD) STOR SAFTARE (CF) STOR (AFFERSON) AC/DC (AFFERSON) NUMBER OF STARTHIP NUMBER OF STARTH

Single

MEDIUM

OZZY OSBOURNE Bilzzard Of Oz (Jet)
GREG KIHN BAND 30/22 Rockihnroli (Beserkley) TOM JOHNSTON 30/21 Still Feels Good (WB)
PRETENDERS 26/19 27/19 Zebopi (Columbia) BILLY SQUIER 42/16

Don't Say No (Capitol) 34/75 Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in medium zotation this week.

> Delina Ft. Wayne 219-484-0580

PD: RICK WEST

Hedium
KIN CARNES & HATE
(EM) Americal
"Bette Dumin."
"Drow...Carae"
STEVE WINNOOD (Injano)
Tivia Title JOE MALSH (Asylus) MASSAAL TUCKER... (MB) FRANKE/MUNICHCUTS (MITTON IUS) GART U.S. 80005 (MITAMATICA) MOLLS (MITTON IUS) (MITTON IUS) (MITTON IUS) (MITTON IUS)

BOLL HOL STORES
(TO 11 In Strones)
(TO 11 In Strone

Northeat SILLY SQUIET (Capitol) POIST BLASK (REA) PHIL COLLING (AT)antic) SHOWS (ATOS) RUSH (Marcury/PolyGra) Singles

SCORE AMERICAN

SS JOHNST & AJRES

Bharcomy PolyBral
QCOCC WALLACK (Portrait
QDORT YALLACK (Portrait
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QDORT YALLACK (PolyBral
LES QUOTE (QDIAM)+10
COLD CHISE (Ebin9ra)
LCOC (Plantic)

L'OBS D'Familes

L'OBS D'Familes

AUTHORN

AUTHO

SARE Evansville 812-477-8811

PO: OTCH MILSON

MAN HALEH (HD) JIM STEINMAN (Epic)

SAS 1000 VZ

Auded
MARTY BALIN (ER) Amer
COLD CHISEL (Elektra)
JIM STEINMAN (Epic)

Need Lam BIALT A BEATTRY (A111) GOAT U.S. BOWCH (CE) Asserted Control U.S. Bowch (CE) Asserted Cont

(IDI-AH) PD: FRAME SHITH MOT JIM PERMENTON

Modius
TON JOHNSTON (ND)
LODK SPINNT(C)
LODK SPINNT(C)
SANTANA (Columbia)
SUDUJS (Ariala)
SULUJS (Ariala)
SULUJS (Ariala)
COLD CHIEEL SPINNT
CALD CHIEEL SPINNT
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Accord
#AN HALEN (ND)
D B COOPEN (ND)
B, COCKBURN HITTING
#ANTY BALIN (EN)
-GEORGE HARRISON
(Dark Marra/MB) 

JAKE
JAK SAMPLE (HEA)
(8.8. SING (HEA)
(8.9. SING (HEA)
HATME JAMPSOM (Innor CITY)
HILL EVANTS (MB)
JEFF LOWER (HS)
HALER VIZZUT! (HEA)
(AVID SAMPLE)
(VIARA (A)Fe) Singles

**Grand Rapids** LAV-FM 97

PO: DAVE LOGAN SECRET POLICEMAN'S (Intendicate CARG 6100 BAND (Benevistan) Avised
TAN MALEN (18)
TUBES (Copine)
CAMEL (AT 1540)
HOST MASIC (APED)
HOSTON MASIC (APED)
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NOTTON'S

AC/DC (81 len's)C

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STOR IN SHOWN (C)

STOR IN SHOWN

APRIL NIES (Capitol)

APRIL CALLES (81 len's)

PHIL CALLES (81 len's)C

SOME CALLES (10 l Meetall PRETENDERS (SIPE) SS ACCOUNT & ARKES

SS JOHNEY & JANES
SHEET PROSPERS
SE SPECIAL (AMA)
TOR JOHNSTON (BB)
ADAS TRIEST (COLUMBIA)
OZIY OSODANE (Jane)
OZIY OSO JAZZ Singles mone

PO JOE MANIE MATTER MATTER MANIE (B) CO MANI

Medium
SANTAMICOLUMBIE
SANTAMICOLUMBIE
LOTEMBOY (Gatumbie)
SYELY DAM (MCA)
HANDLE PLE (AVOID
POINT BLANT (MCA)
HANDLE PLE (AVOID
POINT BLANT (MCA)
GOOGL HANDLESON

HOTT++F
AC/DC (AT|ONT|C)
n(C) SWEIGHARD
(B) CO SWEIGHARD
(B) CO
JO SPECIAL (AAM)
OFF (B)
LOUIL WINE (Cop!to))
STER HINCOOL (15 land)
NUMH (Bercury/Polyfor AT
TON NETTY & THE...
(Buccurrere/NCA)
STYN (AAM)

Kansas City 816-753-456

m artimon (tg)(2)

MCONT PRO, CCDMATS, (14)

MCONT PRO, CCDMATS, (14)

MCONT PRO, CCDMATS, (14)

MCONTROL (CS)

Jezz None \$1 ng las Kansas City 616-531-3400

Hort-test and sales (Artestic) test (Assets (Artestic) test (A

Hoffmall & Hoffmall | Part | P

JAKE UNESS (Arieta) LUZ BITTHOUGH IEIGHTYA) GART BURTON:... (ECO) MET LONGUE FUSION (Arieta) Singles Rone

Lansing 517-393-1320 JIM STEINMAN (Epic) HISHMONE ASH HEAD DAVE EDWARDS (Sunn long) HANKS (Columbia) D & COOPER (188).

Notice!
TOR RETTY & THE...
(Buckerver/REA)
BILLY SQUIER (Copice!)
and 1881
#FFFFSCH STARSHIP (REA)
GART U.S. BORDS (DR! Amme
BICK STRESSFIELD GREA)
PHIL COLLUIS (BFFFFFF)
#CORT PDL(CONN'S (Issue
STRE #LINGOO (Islamed)

lyGraj Jesa

THE HOTTEST

Modern Times (RCA/Grunt) WHO 44/26 44/36

Face Dances (WB)
TOM PETTY & THE
HEARTBREAKERS Hard... (Backstreet/MCA) 42/36 PHIL COLLINS

Face Value (Atlantic) SANTANA 42/35 42/26 Zebopi (Columbie)

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

WXUS (

PO: STUART MERAE

Lafayette 317-448-1566

KIN CARKES 6 HATE

(ER) ARRESCA!

PHIL COLLING (ASTANCE)

STYX (AAR)

RICK SAN HIMF (ELD CHCA)

RED (AR)

ARTERSON STANSHIP (RCA)

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AC/RC (ASTANCE)

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Jazz Singles Bone

FM 102 Kame Lincoln 402-476-8565

Nothing 18 of 18 o PO! BRUCE WHEELER Anded VAN HALEN (MB) -CEORGE HARRISCH (Dark Horse/MB)

"Hade four Hind" 36 SPECIAL (AMI) "Hold/Looks!y"

WIBA · FM Madison

PD: DAVE ERVIN Modium APRIL WINE (Cop)Poll 36 SPECIAL (AAM) AC/DC (Atlantic) CRE (6 1140 BAND (Beserkidy) ADE MALSH EARY Law) PRETENDERS (Sire)

(Back street / Inc.)
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MUSH (Mercury/PolyGra) 0229 OSEGURHE (Jul) WHO (ME)

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\$1 ng 1 ap HOTTOS! WLPX 97 fm Milwaukee

PO: TON DANIELS

Added SECRET POLICEMAN'S fisiond) VAN MALER (ND) FRAMME/NDDCHOUTS (MITEMANIEM) JIM STEIMANIEM (Epic) -CECRET EMBRISON (Darm Morse/Mb)

Hoffest Se SPECIAL (AAR) DARY U.S. BODDS (ENI America) PAIL COLLING (AVI mofic) "All Vanign+"

Milwaukee 414-278-2040 93QFM

PO: BRENT ALBERTS ND: HIRE WOLF

ROBERT POLICEMAN (Epic) SECRET POLICEMAN'S '--QEORGE MARRISON (Dark Moree/WI)

Hed via:

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Minneapolis

101

PO: NLAH TOURL

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ALDAS PRIEST (Columbia
PPL (Combiamon/Poly)
SPL(1 ENZ (AMP)
MOD (188)

KQ92

Minneapolis 812-545-5801

JOE MALSH (Applied)
"Life...|| Huston" "Rivers"
"Down On/Fare"

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(Both Marea/B)

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Oklahoma City 406-831-8881

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Rockford

Aspen

303-926-5778

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"An russia" "An remnie"
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\$aginaw 617-892-9928 517-894-2996

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Adres COLD COLLEG (Electra) GALLE & GENTERS (Alleas TABLE ) AND THE COLD COLD (CARLES COMMENTED )

(Threshold/Polpt -08 UNIX HAMP(SON (Darb Harts/08)

Mail Figur (Leg Jam)
All Bills (Leg Jam)
All B

Single

St. Louis 314-842-1111

PB: RICH BALIS MB: ATM MARTE

HOTTEST (AND TEST OF THE TEST

43 Sioux Falls 606-339-1520

Jack Hann

PHOTON LANGE (Hirage) AC/DC (Atlantic) REO SPEECHAGON (Epic) BILLT SQUIED (Capitel) COLD CHIEEL (Elektre) PD: BILL BICHMOS HD: OREG OLSON 

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Single Resea FM 104 Toledo

28/23

36/22

PD: LEE RANDALL HD: BACH HEWHLLIAMS

"Winning" "Searchin"
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ROBER TOUGHT (AFLENCE)
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MEDIUM

Dedication (EMI America) 33/18

DAVE EDMUNDS Twengin' (Swen-Sc

BILLY SQUIER

TOM JOHNSTON Still Feels Good (WB)

Don't Say No (Capitol)

GARY U.S. BONDS

WXEZ

COLD CHILLS (FIRST)

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Wichita 316-722-8123

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92 CITI FM Winnipeg 204-776-0371

PD: GARY CHESTIAN MD: TERMS DINGSTE

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42/31

Edmonton 403-428-8597

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Singles

KFAIG

PD: ADM FLORENCA MD: CRASS MARTIN

SPLIT ENZ (A&M) PLIMBOMAS (Pigner)

94ROCK Albuquerque 505-765-5400

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HISMBONE ASM LINEAD DAVE (DRUMON (Swam Song)

Albuquerque

505-265-8811

(Dark Herro/MI)

Hoffing P SAMITANA (Columbia) mujor (Marcer y/Pojsfra) "Viral Signa" "Linalighe" "Mad Barchoffe" "Ton Sever" Affil, 4188 (Coping) SO LVECAL (AAR) HOD (MB) "Lastiday Dow" "Tou" "....?richy Day" "You"
"You derror Yo!"
PAT TMAYERS (Pelydor/Pa AC/DC (Attentic) Title

JAME TOURS

Anchorage

Limb 907-277-2855

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PD: LARRY WATER

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Anaheim 714-776-3696 PD: DAYE FORMAN MD: LARRY H: I SHAM

2. LEMEN & T. CHO (Gulfan) V3 (Island) V0H XDMS/CDN HBS) POLICE (AAM) P4 BESTRE (Chryselle) -08778E5565 (Antilos) #0 (8) 100 PETT P TO TOM INTERPRETATION TO THE TOM THE TOM



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U2 (1+1904) BICK SPENDED (BLD (BCA) SECRET POLICEMENTS (1+1404) SPLIT TRE (AMI) JOHNT TAN ZARTY:

SANTHAN (COLUMN 14) AC/OC CAPILANT(S) ACAM AND THE ANTS HERICO TOR JOHNSTON (MB) CHECK (APISTO) 1046 Singles

NECO

97FM BOULDER PO: CENNIS CONSTANTING

Added MATT SALIN (ENI America) JERRY JEFF MALKER (E) untra) HE MASIS (E) \*C) FEARE (APPA 01836), (Regency) 01880(A/MCLAUDH, 98 (Co) -MOODY BLUES (Threshold/Poly8) -KRAFTHORE (Chrysells)

-GAMP TOURN (Dr.ys.sl.ls)

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Bakersfield

DAYE SUMMED (Seek being) \$5 JOHNSY & JULES (Marcury/PolyGre) PD: DICK SHEPPHHA | Martin | Male | Male

WITHBOWE ASH (MEA) WHITESHALL (MIrage) CHOST MIDERS (Antho) -MOST MAIC (Arco)

Boulder 303-444-5800 Boulder

STEELY DAN CHEA!

TOPTIAS TOB ...

TOP RETTY & TOB ...

(Sectory out/NEA)

"Lesidor" "The well-lings
ANTIAN (Columbia)

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MOST ADDED,

Fair Warning (WB) TUBES The Complete... (Capitol) 28/25

18/15 SECRET POLICEMAN'S BALL

Come An' Get It (Mirage) 11/11

Two combers follow each about role. The first represents until number of Western stations playing the album time week. The secrimd is the number of those stations that added it this week.



PO: CARET SINTON

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*(KALLO194)* 

TUBES (Coping) HARTE BALIN CENT Amp MARTE BALLE CENT A "Lydist" (1802)
"Noon Street"
White Estate Hiroge
"Brooks, lagge of
Hospinal, Tuttes,
"Mumour affecting"
"Glicky habitson
(Dark Horse/85)

37/28

MARTY BALIN Belin (EMI America)

Various Artists (Island) 24/12 WHITESNAKE



STEM WINDOOD (1.5 and) LOWERSOY (Columnie) BILLY SOLIER (CopPed) and (18) -CEONCE HARDISON (Dark Harte/ME)

Chico 916-343-8461 KAMEN LANGENCE (RCA) TON JOHNSTON (ME)

restreet TON PETTY & PHE... Ellect street/MEA1 Elect a Franchillich
"Atting You Gan"
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MAYT GALL (II (Elli America)
"Donnet" "Life. I (1) I (a) I (a)
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FILL STATE OF THE STATE OF

Joza

Colorado Springs

303-834-4898

ADAM AND THE ANTS (\$51c) COLD CHISEL (\$36070a) D B COOPER (48) MAN TENSIONING (Aristo) POINT BLAND (#EA) HARBLE PIE (Area) JIM STEIMMAN (#E61c)

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TON METTY & THE...
(Backstrons/MEA)
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#00 (80)
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SMEAN [Columbia)
(MEO #100 BAND (Boser &
METTERNIC SIZE)

SETTAMS [Columbia)

PD: RICH HAME HD: ART PHILLIPS

SPLIT ENZ Walata (ABM) 23/18 Two numbers follow each album mis. The first represents total number of Western stations playing the album this week. The second is the number of three stations who sprorted it in mertium curation this week.

KAZY PD: DAVE VAN O HOE

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Denver

303-759-5600

Singles

103 KBPI Denver 303-936-2313

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-GEORGE MARKISCHE
(DOTR MORSH/SCHE) Medium ERIC CLAPTON (RSO) RIM CAMMES & HATE TO Americal

PD: FRAME CODY ASST. PD: PHIL-STRIDER-HOBINSO

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Eugene 503-484-4304

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Hard... (Backstreet/MCA) 49/45 WHO

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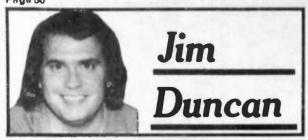
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# Country Consultants Come Out Of The Closet — Pt. II

As mentioned in last week's column, Country consultants are becoming more visible as competition among Country stations increases to the point where there's more than one act in town. Some markets now have three, four, or even more stations playing some form of Country music, each reaching for their own specific audience. Many stations are realizing that a consultant may be able to give them that extra edge they need to survive and prosper.

This week we'll speak to three additional con-

sultants who are involved to varying degrees in the Country format: Mike Scott, head of Carmel, IN-based Scott Consultants; KNEW/Oakland PD Jim Wood; and E. Alvin Davis, who runs E. Alvin Davis & Associates in

Landen Farms, OH.

Mike, who is also PD of WNDE/Indianapolis, formed Scott Consultants two years ago, after getting a taste of consulting during a two-year stint with Burkhart, Abrams & Associates. "I've had an interest in consulting for quite a while, and during my period with Burkhart, Abrams & Assoc. I did Top 40, Adult/Contemporary and also expanded their Country division by setting up KEND/Lubbock, KLVI/Beaumont-Port Arthur, and KCJB/Minot, ND, among others. The most spectacular was probably KEND, which went from a 3.5 to 13.6 in one book. That success is one of the main reasons that I'm involved in that market now with KLLL-AM-

While Scott Consultants specializes in Adult/Contemporary, CHR, and Country formats, "We're primarily involved in country at this point, and we're limiting our client list somewhat because of my com-

"Most consultant operations try to serve too many stations and the service suffers. We don't have a most important client ... all of our clients are most important to us." - Mike Scott

mitments at WNDE. I want to make sure that the clients recieve absolutely superior service so there's no problem on either side. This is where most consultant operations go wrong. They try to serve too many stations and the service suffers. We don't have a most important client . . . all of our clients are most important

### **Service Caters To Smaller Markets**

Mike's service has one unique feature in that it's designed primarily for the small to medium market stations. As he explains, "The larger consultants gear their services more towards the larger stations, and the smaller guys seem to take the back seat." This attitude is reflected in the way Mike handles his clients' resources. The first thing we do is prepare a market analysis, which can be done one of two ways. We can fly

in for a trip, which, of course, can be rather expensive for the client, or we can do it from cassette tapes supplied by the station. I've found that it really makes very little dif-ference. A lot of consulting firms get carried away with the flying in routine, but I don't think that's necessary if there's going to be a tremendous drain on the station's finances."



Mike Scott

When programming a station, Mike takes into account certain idiosyncrasies unique to the Country format. "I'd say that the Country listener especially is attuned to a very warm, personable personality on the air.

Our announcer presentation is very warm and informal. Our stations are also very highly promotion-oriented, but not the big money kind. The cartridge games and the audience involvement type play best on a Country sta-

Music, too, is an important ingredient, as Mike explains, "In view of the audience you're dealing with (the 25-54 demo), you're involved in news and information, which makes the music you do play critically important.

"You'd walk in and say, 'Here's something called music research,' and these programmers would say, 'Hey, I've been in this business for 25 years, and I can tell you what's a hit and what's not a hit.' "

- Jim Wood

We program the music very much like a Top 40 station in that we play the big hit country music. We play oldies or classics as far back as the 1950's, but the spotlight is on the current top 30 tunes. What we've done basically is fuse the contemporary radio basics into a very tight, hit-

"Country music has never been more widely accepted," Mike continues, "and this is because the music itself is far more mass appeal than in the past. That means that Country radio has an opportunity to capture a greater percentage of the mass audience than ever before. I think it's something that has been long over-due."

Jim Wood agrees that the distinction between a Country-formatted and an Adult/Contemporary-type station is slowly dissolving, in that "all the A/C stations in America are 35% Country now. About five years ago there was a major change in the outlook for country music. There are some very nice people, who've been in this business a long time, who look at this format like an ethnic format. Some of these people were trying to hang on to the pickup truck with the gun rack and cowboy image. Now, with 80 million different kinds of country music, some programmers are starting to use research... something that the country world didn't know anything about or wouldn't accept for years. You'd walk in and say, 'Here's something called music research,' and these programmers would say, 'Hey, I've been in this business 25 years, and I can tell you what's a hit and what's not a hit.'

### **Country Stigma Dissolving**

"I've worked on some Black stations where they would only play black artists. Then I saw Jim Maddox go into Houston and put together a radio station that was flavored towards the black market but also played the Eagles and Chicago and just handed everybody in Houston their lunch. I said to myself, 'That's a very smart man because the black audience doesn't just like black records.' The same thing happened in Country. People who a year or two ago would never admit that they listened to a Country station because of the stigma attached, now feel it's okay because of the mass media, television and, of course, the music industry. After all, Barbara Mandrell is a very nice-looking lady, and I'm sure she doesn't drive a pickup truck with a gun rack.

Owing to his heavy commitment to KNEW, Jim consults only two or three stations at present, "more for fun than I do for the money. I've consulted stations for quite a while and was once a kind of freelance consultant for RAM Research when they were in the ratings business. Jack McCoy, who was President of the company, would ask me to go in and work with a particular radio station so that there would be no ties with RAM Research." Jim also helped with the KZLA/Los Angeles Country conversion while employed there.
"In the past," Jim found, "nobody took the format

seriously. It wasn't until two years ago that anybody said, 'Oh, oh. We're getting killed by a Country station.' They're finding they'd better catch up quick." Part of that catching up has Jim familiarizing newcomers with the current country artists. "I can't tell you the number of calls I've had from very well-known people asking who Razzy Bailey is. They ask me to send them a list of the big artists because they're starting to branch their consulting business out into Country." Along the same lines, Jim notes one problem peculiar to country music. "It has too few artists making too many of the big hits, and that's a problem because you run into the very mechanical parts of artist separation."

Jim feels that the faddish part of Country is now over. "The 'Urban Cowboy' syndrome has been over for about six months or a year now. Poor John Travolta...he's changed more formats than any programmer ever will! Country is different than Disco in that it has a gold base to it where disco didn't. The stations who are consistent with their format, whether they dropped ratings or not for a while, will, I think, win in

the long run. It's the performance of the jocks, the news department, the positioning statement that you make with your advertising. All things being equal, it's now down to who does the best job."

Formerly Corporate PD with Affiliated Broading, E. Alvin Davis brings to his two-year-old consulting firm a broad background in various formats including Country through Affiliated-owned KMPS-AM-FM/Seattle and KRAK/Sacramento. This background has served him well in his current consulting association with WCCI/Louisville, which E. Alvin helped to convert to Country last fall.

### **Every Format Unique**

E. Alvin believes that every format has something unique to offer in terms of accumulated programming knowledge. "Top 40, for example, probably has been the area that has always spawned technology. I think showmanship may be an area that was quite good for Adult Contemporaries. That human, one-to-one communication was always a great quality strength of

Country stations. So almost all formats tend to have certain characteristics or areas where they excel, and the benefits you gain from being involved in all of them can only broaden your horizons. Just as a great air talent can do all different formats, I think the great programmers can study and learn and do a multiplicity of formats suc-



E. Alvin Davis

The maturing of Country radio makes it ripe for consulting services. As E. Alvin notes, "Guys who were Country programmers were more country music fans, musicologists, than they were programmers, much like AOR radio for a long time was programmed by people

"I think a good consultant can certainly help a radio station achieve success beyond its wildest imagination."

- E. Alvin Davis

who were album music freaks and later programmers came into it. If we look at almost any kind of profession, most of the great technological strides and innovations have been made by people outside that profession because they were able to look at it objectively. I think it can be a tremendous advantage and I certainly feel it has been in my best interest to be involved in a lot of different formats. For a long time prior to Country 11

# BMI

# Academy of Country Music WINITERS

TOP NEW FEMALE VOCALIST

Terri Gibbs



ALBUM OF THE YEAR

"Urban Cowboy"



SINGLE RECORD OF THE YEAR

"He Stopped Loving Her Today"





TOP NEW MALE VOCALIST

Johnny Lee



TOP MALE VOCALIST

George Jones



ENTERTAINER OF THE YEAR

**Barbara Mandrell** 



TOP VOCAL GROUP

Alabama



TOP FEMALE VOCALIST

**Dolly Parton** 



SONG OF THE YEAR

"He Stopped Loving Her Today"



TOP VOCAL DUET

Moe Bandy & Joe Stampley



PIONEER AWARD

**Emest Tubb** 



COUNTRY MUSIC MOVIE OF THE YEAR

"Coal Miners Daughter"



BASS

**Curtis Stone** 

FIDDLE

Johnny Gimble

DRUMS

**Archie Francis** 

GUITAR

Al Bruno

STEEL GUITAR (tie)

Buddy Emmons J. P. Maness BAND OF THE YEAR (Touring)

Charlie Daniels Band (Charlie Daniels)

Congratulations

THE WORLD'S LARGEST PERFORMING RIGHTS ORGANIZATION

New



# BREAKERS

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

### **TOM JONES**

Darlin' (Mercury/PolyGram)

On 63% of reporting stations. National Summary: Up 39, Same 12, Down 0, Debuts 9, Adds 16. R&R Chart Debut 41.

### **SONNY CURTIS**

Good Ol' Girls (Elektra)

On 63% of reporting stations. National Summary: Up 26, Same 18, Down 1, Debuts 19, Adds 11. R&R Chart 60-42.

### **B.J. THOMAS**

Some Love Songs Never Die (MCA)

On 80% of reporting stations. National Summary: Up 34, Same 17, Down 1, Debuts 11, Adds 9. R&R Chart Debut 43.

### **Most Added:**

JOHNNY LEE Prisoner Of Hope (Full Moon/Asylum) HANK WILLIAMS JR.
Dixie On My Mind (Elektra/Curb) CONWAY TWITTY & LORETTA LYNN

I Still Believe in Waltzes (MCA) CRYSTAL GAYLE Too Many Lovers (Columbia)

### **Hottest:**

OAK RIDGE BOYS Elvira (MCA) **DOTTIE WEST** What Are We Doin' In Love (Liberty) BARBARA MANDRELL I Was Country When Country... (MCA) JOHN ANDERSON I'm Just An Old Chunk Of Coal... (WB)

# MOST ACTI

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 ion to on, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week. I indicates one of this week's "most added" new songs.

CRYSTAL GAYLE "Too Many Lovers" (Columbia) 71/38

National Summary: Up 2, Seme 23, Down 0, Debuts 7, Adde 39 Including WMZQ-FM, WPLO, WGTO, WBHP, WSM, WIRK-FM, WSLR, KFGO, WDAF, WBCS-FM, KYOO, KRZY, KYEG, KWJJ, KSOP, R&R Chart Debut 44.

WSLR, KFGO, WDAF, WBCS-FM, KVOO, KRZY, KVEG, KWJJ, KSOP, R&R Chart Debut 44.

CRISTY LANE "Love To Love You" (Liberty) 67/10

National Summary: Up 28, Same 19, Down 1, Debuts 9, Adds 10, WHK, WTSO, WTHI, KFH, KBMY, KVOC, KVEG, KLAC, KIXZ, WSUN, KFTN 9-7, KGA 37-27, WIXL-FM 41-25, WWVA 27-19, WYDE 18-14, R&R Chart Debut 45.

JOHNNY LEE "Prisoner Of Hope" (Full Moon/Asylum) 64/52

Netional Summary: Up 4, Same 4, Down 0, Debuts 4, Adds 52 including KLAC, KNIX-FM, KCUB, WEEP, WNYR, KHEY, WMC-AM, KRMD AM, FM, WSAI, WHK, WCXI, WIRE, WDAF, KCKC 9-7, WIXL-FM 34-20, R&R Chart Debut 48.

BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 63/7
Netional Summan; Up 27, Seme 17, Down 1, Debuts 11, Adds 7, WMAQ, WAXX, KLAC, KIDN, WWOD, WQAM, WHOO, WJEZ-FM 631, KWMT 48-38, WTSO 22-15, KQA 26-19, WWCS-FM 14-9, WWVA 38-28, KOKE-FM 46-36, WSIX-FM 3-2, R6R

BOBBY BARE "Learning To Live Again" (Columbia) 82/9
Netional Summery: Up 29, Seme 13, Down 0, Debuts 11, Adds 9, WSUN, WKLM, WMNI, WXCL, KVOC, KVEG, KLAC, KSDN:
AM-FM, WCAW, KNOE 44-38, WIRK-FM 32-18, WSLR 33-25, KMPS-AM-FM 4-29, WSEN 19-11, WIXL-FM 11-5. R&R Chart

Debut 48.

HANK WILLIAMS JR. "Dixie On My Mind" (Elektra/Curb) 80/49

Netional Summary: Up 2, Same 5, Down 0, Debuts 4, Adda 49 including KMAK, KNIX-FM, KWJJ, KSOP, KEEN, WPOC-FM, WWVA, WYDE, KENR, WQIK-FM, WMC-AM, KKYX, WSAI, KSD, WKMF, RER Chart Debut 49.

TERRY GREGORY "Just Like Me" (Hendshake) 80/13

National Summary: Up 14, Same 20, Down 0, Debuts 13, Adda 13, WQNA-FM, WBGW-FM, WNYR, KVET, WQIK-FM, WSIX-FM, WUBE-FM, WCXI, WDAF, WITL-FM, WTHI, KONE, KCKC, WGTO 48-36, WMNI 23-19.

WUBE FM. WCXI, WDAF, WITLEM, WTHI, KONE, KCKC, WGTO 48-36, WMNI 23-19.

DON KING "I Still Miss Someone" (Epic) 60/8

National Summary: Up 20, Same 20, Down 0, Debuts 12, Adds 8, KIXZ, WDKK, WTSO, KRZY, KKAL, KCUB, WOKQ, WAJR, WGTO 41-32, WSIX-FM 15-10, KYXX 28-8, KYTE 4-30, WIXL-FM 19-9.

RICKY SKAGGS "Don't Get Above Your Reising" (Epic) 58/13

National Summery: Up 22, Same 13, Down 0, Debuts 10, Adds 13, KMAK, KYTE, KEEN, KMPS-AM-FM, WSEN, WOKQ, WCOS-FM, WGIK-FM, WWDD, WSER, WUBE-FM, WHBF, WKKN, WIXL-FM 26-16, KRMD-AM-FM 50-38.

FREDDIE HART "You're Crazy Men" (Sunbird) 57/3
Netional Summery: Up 28, Same 17, Down 0, Debuts 9, Adde 3, WMAQ, KBMY, WKLM, WSAI 40-34, KVOO 46-39, KRDR d-31, KFTN 37-28, KGA 32-24, WYII 43-37, WGTO 46-38, WSIX-FM 44-38, KWKH 33-23.

KETN 37-28, KGA 32-24, WYII 43-37, WGTO 46-38, WSIX-FM 44-38, KWKH 33-23.

TOM T. HALL "The All New Me" (RCA) 55/8

National Summary: Up 20, Same 19, Down 0, Debuta 8, Adds 8, KIXZ, WOKK, KWKH, WNRS, WGEE, KONE, KRSY, WAJR, WSIX-FM 14-8, KICD FM 39-30, KFTN 40-30, WIXL-FM 9-2, WWVA 39-29.

@GEORGE STRAIT "Unwound" (MCA) 51/23

National Summary: Up 10, Same 13, Down 0, Debuta 6, Add 20 14-23

stional Summary: Up 10, Seme 13, Down 0, Debuts 5, Adds 23 Including KRZY, KMAK, KSDP, KSON-AM-FM, KMPS-AM-FM BGW-FM, WPLO, KHEY, WQIK-FM, KFQO, WFMS-FM, WIL-AM-FM.

WBGW.FM, WPLO, KHEY, WQIK.FM. KFGO, WFMS-FM. WIL-AM-FM.

VERN GOSDIN "Dream Of Me" (Ovation) 48/19

Netional Summary: Up 8, Same 8, Oown 0, Oebuts 13, Adds 19, WMAQ, WCXI, WKMF, WXCL, KKAL, KRDR, KFTN, WSEN, WIXY, KVET, KLVI, WKLM.

WAYNE KEMP "Your Wife is Cheatin" On Us Again" (Marcury/PotyGram) 48/3

Netional Summary: Up 23, Same 12, Down 1, Debuts 7, Adds 3, KIXZ, WSUN, KRZY, KOKE-FM 23-19, WQIK-FM 46-41, WDKK 4-31, WCXI 18-15, WAXX 4-29, KVDO 19-14, KWJJ 38-32, WCAW 39-32, WWVA 35-52.

CONWAY TWITTY & LORETTA LYNN "I Still Belleve In Weltzes" (MCA) 44/41

Netional summary: Up 0, Same 2, Down 0, Debus 1, Adds 41 including KNIX-FM, KMPS-AM-FM, KGA, WMZQ-FM, KVET, WYDE, KIKK-FM, WMC-AM, WSIX-FM, WUBE-FM, KSD, WCXI.

WYDE, KIKK-FM, WMC-AM, WSIX-FM, WUBE-FM, KSD, WCXI.

JOHNNY LEE "Rode Herd And Put Up Wet" (Full Moon/Epic) 44/2

National Summary: Up 27, Same 10, Down 0, Debuts 5, Adds 2, KVDC, KMPS-AM-FM, KUZZ 18-12, KWJJ 48-43, KSDP 45-38, WSEN 30-24, KLVI 20-16, KENR 21-16, WOKK 15-9, KBUF 13-8, WMUS-AM-FM 23-17.

JOE STAMPLEY "Whiskey Chasin" (Epic) 43/28

National Summary: Up 0, Same 11, Down 0, Debuts 4, Adds 28 including WYDE, WGTD, WSIX-FM, WIRK-FM, WNRS, WSAI, KVOO, KNIX-FM, KYTE, KSDP, KCUB, WMZQ-FM.

# Others Getting Significant Action

JOHNNY RUSSELL "Here's To The Horses" (Mercury/PolyGram) 38/3
National Summany: Up 22, Same 7, Down 2, Debuts 4, Adds 3, KSO, WDAF, WTHI, WFMS-FM 33-26, KVOO 17-12, KVOC 22-18, KGA 29-21, WVAM 24-18, WBAM 21-11, WLWI-FM 14-10.

MUNDO EARWOOD "Angela" (Excelsior) 36/14
National Summary: Up 8, Same 10, Down 0, Debuts 4, Adde 14 i 14 Including KMAK, KFTN, WSEN, KHEY, WSM, KWKH, KFGO,

Netional Summary: Up 8, Same 10, Down 0, Debuts 4, Adde 14 including KMAK, KFTN, WSEN, KHEY, WSM. KWKH, KFGU, WIRE, KENR 33-28, WSIX-FM 43-28.

JUDY BAILEY "Slow Country Dancing" (Columbia) 38/5
National Summary: Up 13, Same 14, Down 2, Debuts 2, Adde 5, WSEN, KNOE, WHBF, WKCQ-FM, KUUY, WGNA-FM 40-34, WIXL-FM 16-12, KOKE-FM 41-36, WGTO 30-23, WCI 34-28.

EDDY RAVEN "I Should've Called" (Elektra) 35/17
National Summery: Up 4, Same 9, Down 0, Debuts 6, Adde 17 including KRRV, KOKE-FM, WSM, KYXX, WMUS-AM-FM, KNIX-FM, KONE, KGA, WKXA 6-28, WSIX-FM 37-23.

SUE POWELL "Midnits Flyer" (RCA) 35/16
National Summary: Up 6, Same 12, Down 0, Debuts 1, Adda 16 including WPLO, KOKE-FM, WGEE, WTSO, WHBF, KRZY, National Summary: Up 6, Same 12, Down 0, Debuts 1, Adds 16 including WPLO, KOKE-FM, WGEE, WTSO, WHBF, KRZY, KMAK, KWJJ, WWVA, WBCS-FM 25-19.

EDGEL GROVES "Footprints In The Sand" (Silver Star) 34/5
National Summary: Up 12, Same 3, Down 6, Debuts 8, Adds 6, WCAW, WBAX, WCOS-FM, WGTO, WAXX, KWJJ, WESC-AM FM 5-1, WMC-AM d-25, WBUN d-12, WBAI 19-14.

# Radio Arecords NATIONAL AIRPLAY/50

May 22, 1981

OAK RIDGE BOYS/Elvira (MCA)

DOLLY PARTON/But You Know I Love You (RCA) 10 6 0 JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB) 14

DOTTIE WEST/What Are We Doin' In Love (Liberty) 12 18

ANNE MURRAY/Blessed Are The Believers (Capitol) 23 17 11 13

RAZZY BAILEY/Friends (RCA)

THREE TWO LAST

T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)

MEL TILLIS/A Million Old Goodbyes (Elektra) 17 13

ROSANNE CASH/Seven Year Ache (Columbia)

MEL McDANIEL/Louisiana Saturday Night (Capitol) 10

GAIL DAVIES/It's A Lovely, Lovely World (WB) 27 20 14 0

RONNIE MILSAP/Am I Losing You (RCA) 2 3

JOHNNY CASH/The Baron (Columbia) 0 24 18 13 LACY J. DALTON/Whisper (Columbia) 24 31

STEVE WARINER/By Now (RCA)

WILLIE NELSON/Mona Lisa (Columbia) 37 32

REBA McENTIRE/I Don't Think Love Ought.. (Mercury/PolyGram) 21 21 17

CHARLY McCLAIN/Surround Me With Love (Epic) 34 41 22

EARL THOMAS CONLEY/Fire And Smoke (Sunbird) 33 23 38 ELVIS PRESLEY/Lovin' Arms (RCA)

37 BILLY SWAN/Do I Have To Draw A Picture (Epic) JOHNNY RODRIGUEZ/I Want You Tonight (Epic)

BARBARA MANDRELLI Was Country When Country... (MCA) 43 JANIE FRICKE/Pride (Columbia) 10

24 ED BRUCE/Evil Angel (MCA) 31 25 39 47 SYLVIA/The Matador (RCA)

CHARLEY PRIDE/Roll On Mississippi (RCA)

MOE & JOE/Hey Joe, Hey Moe (Columbia)

MOE BANDY/My Woman Loves The Devil Out Of Me (Columbia) 39 TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic) 20 16 18

TOMPALL & GLASER BROS./Lovin' Her Was Easier... (Elektra) 45 41 RANDY BARLOW/Love Dies Hard (Paid) 49 45

RAY PRICE/Getting Over You Again (Dimension) 50 48 DON WILLIAMS/Falling Again (MCA)

DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra) KENDALLS/Heart Of The Matter (Ovation)

36 30 33 JIM ED BROWN & HELEN CORNELIUS/Don't Bother... (RCA) 43

19 30 MAC DAVIS/Hooked On Music (Casablanca/PolyGram) ALABAMA/Feels So Right (RCA)

TANYA TUCKER/Love Knows We Tried (MCA) 50 49 TOM JONES/Darlin' (Mercury/PolyGram)

SONNY CURTIS/Good Ol' Girls (Elektra) 50 B.J. THOMAS/Some Love Songs Never Die (MCA)

Entry CRYSTAL GAYLE/Too Many Lovers (Columbia) CRISTY LANE/Love To Love You (Liberty)

JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum) BURRITO BROTHERS/Does She Wish She Was Single Again (Curb) 47 BOBBY BARE/Learning To Live Again (Columbia) 48 HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)

EMMYLOU HARRIS/Mister Sandman (WB) 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.

CHARLIE RICH "You Made It Beautiful" (Epic) 30/5
National Summery: Up 10, Seme 11, Down 0, Debuts 4, Adds 5, WSIX-FM, KICD-FM, KFTN, WNYR, WWVA, WSLR d:32, KUUY WSEN 46-40, WBGW-FM 50-46

BEDDY ARNOLD "Bally-Hoo Days" (RCA) 29/8
National Summary: Up 6, Same 12, Down 0, Debuts 5, Adds 6, WMAQ, KFGO, WFMS-FM, WXCL, WKCQ-FM, WSM. KVOO
42:36, KUUY 38:34, WSIX-FM 49:31, KRMD-AM-FM 47:37. KIN VASSY "Likin' Him And Lovin' You" (Liberty) 28/10
National Summary: Up 4, Same 11, Down 0, Debuts 3, Adde 10, KFTN, KRSY, KMPS-AM-FM, WBGW-FM, KRRV, WESC-AM-

National Summary: Up 4, Same 11, Dow FM. WIRK-FM. WSAI, KBUF, KICD-FM.

FM, WIRK-FM, WSAI, KBUF, KICD-FM.

DON McLEAN "Since I Don't Have You" (Millennium) 27/2

National Summary: Up 16, Same 7, Down 0, Debuts 3, Adde 2, WXCL KTOM, KBUF 34-29, WFMS-FM 32-27, KLAK d-14, KCKC 6-4, WPOC-FM 32-22, WHN 18-14, KLVI 46-37, KYXX 21-17.

JOHN CONLEE "Could You Love Me (One More Time)" (MCA) 25/24

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adde 24 including KDKE-FM, KIKK-FM, WMC-AM, KRMD-AM-FM, WNRS, WAXX, WDDD-FM, KFTN, KGA, WMZQ-FM.

SUSIE ALLANSON "Run To Her" (Liberty) 23/12
National Summary: Up 0, Same 8, Down 0, Debuts 3, Adds 12 Including KUUY, KNIX-FM, KSOP, WNYR, WGTD, WBAM, WIRK-FM, WXCL, KICD-FM, KVDO.

Netional Summary: Up 7, Same 7, Down 0, Oebuts 7, Adds 2, WHBF, WKLM, KSO 36-28, KGA 40-31, KLVI 44-41, KENR 37-31.

Netional Summary: Up 7, Same 7, Dor WSIX-FM 25-19, KRMD-AM-FM 35-27.

WSIZ-FM 20-19, RRMD-AM-FM 3627.

ROY CLARK "Love Tekes Two" (MCA) 21/5

National Summary: Up 4, Same 12, Down 0, Debuts 0, Adds 5, KEEN, KGA, WTQR-FM, KBMR, KICD-FM, KUZZ 49-39, WGNA-

DEAN DILLON "They'll Never Teke Me Alive" (RCA) 18/8
National Summery: Up 1, Seme 8, Down 0, Debuts 1, Adds 8, WBGW-FM, WKXA, KRRV, KYXX, WCXI, KVUD, KRSY, KGA

DONNA HAZARD "Go Home And Go To Pieces" (Excelsior) 18/1

National Summary, Up 3, Seme 12, Down 0, Debuts 2, Adds 1, KGA, KENR 31-27, WBAM 38-29, WSIX-FM 18-11, Dn: KOKE-FM,

ERNIE ROWELL "Music In The Mountains" (Grass Records) 17/6
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 8, WESC-AM-FM, KNOE, KRMD-AM-FM, KBMR, KICD-FM, KGA.

National Summary: Up 2, Same 8, Down 9, Debuts 1, Elektra) 17/2

KAY T. OLSIN "Clean Your Own Tebles" (Elektra) 17/2

National Summary: Up 4, Same 9, Down 1, Debuts 1, Adde 2, KICD-FM, KNOE, WSEN 49-44, WWCS-FM 20-15, WGTD 45-34.

On: WSAI, KSO, WCXI.

ADVIN "Longing For The High" (Sunbird) 18/13

Adde 13 including KIKK-FM, WBAM, KWKH, WSLR, KBMR, KFGO.

DEANNE PRUETT "I Ought To Feel Guilty" (Paid) 14/6
National Summany: Up 1, Same 7, Down 0, Debuts 0, Adds 6, KBMR, WHBF, WKKN, KTOM, WWVA, KRRV, WIXL-FM 35-21.

TIM REX & OKLAHOMA "Spread My Wings" (NSD) 14/3
National Summany: Up 6, Same 3, Down 0, Debuts 3, Adds 3, WIL-AM-FM, WTHI, KRRV, WAXX 37-34, KVOO 27-20, KGA 38-29,

EDDY ARNOLD "Two Hearts Beat Better Than One" (RCA) 14/2 National Summery: Up 4, Same 3, Down 0, Debuts 5, Adds 2, WLWI-FM, WSAI, WCXI 6:37, KKAL 39-29, KNIX-FM 6:37, KFTN DAVID HOUSTON "Texas Ida Red" (Excelsior) 14/2
National Summary: Up 5, Same 4, Down 0, Debuts 3, Adde 2, KSD, KLRA, WCXI 35-32, KRRV 28-24, KRMD-AM-FM 46-39,

PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casabianca/PolyGram) 14/1
National Summary: Up 7, Same 5, Down 0, Debuts 1, Adds 1, WBAX, WBHP 40-35, WIRE 32-25, WBCS-FM 27-22, WMUS-AM-FM 34-27, KLAK 6-12, KCKC 12-10.



# **Pictures**

# Country Consultants

Continued from Page 50

(WCII) I've wanted to do a Country station. I thought a great deal could be done in that direction.

"Basically what I am is a marketeer. There are certain marketing strategies and research techniques that we have developed that we find transcend formats. I think the perception of a consultant in many instances is not correct. The idea is that this guy is going to come in and tell you a great many things you don't want to hear that are going to cost you a great deal of money to implement. For an awful lot of folks a consulting relationship is not necessarily something they look forward to or welcome. Typically, although it certainly is changing, a consulting relationship is viewed as sort of a last resort.

"We're seeing the growth of the consulting profession very rapidly. I'm delighted by that. I think a good consultant can certainly help a radio station achieve success beyond its wildest imagination. It's not a painful process. The increased competition is causing Coun-

try to seek outside counsel and a fresh perspective."

E. Alvin believes a market overview and resulting analysis should be the first step in a consulting relationship "to see if we can do them some good. There are two ways a consultant can be used. One is the programming advisor, a resource much like R&R is used, just that consultants may cost a little more. The second way could be as a programming supervisor, acting much like a national program director and being intimately involved in the station. Either way we don't have any ego difficulties if someone wants to come in and use 50% or 60% of what we advise. We're certainly not infallible. There may be areas where we might be wrong or situations that may be applicable specifically to their market that aren't true elsewhere. All the decisions we make are based on what we would do if we owned the stations."

### **Dealing With Ego Clashes**

Ego problems run on both sides of the fence. How does a good consultant deal with ego clashes resulting from the relationship? "A good deal of tact and adroit behavior has got to be applied to the situation and the ability to work with people and not offend them. If you're the greatest consultant in the world, but you can't work with people, you're not going to have a very good career. So what you've got to do is move people from their position and yet have them help you move them. From a personal level we believe that we have an obligation to give people at the consulted station an opportunity to work out. It costs a lot of money to fire and hire people . . . that's a very big expense that most don't appreciate. Locally, the PD has got to be the executioner . . . he's got to be the guy who makes all your ideas happen. If he doesn't do that, if he doesn't believe in them or want to do it, the greatest ideas in the world are worth very little because they're not being implemented.

"No one of us has all the ideas or solutions. Whatever it is that a client wants to do, I'm behind them because I want their radio station to succeed." Country radio has succeeded beyond the wildest expectations of many, and E. Alvin attributes that success to the music. "It's music that talks to the roots, the soul, the emotions of people. The greatest thing that has happened to country music is that the appeal has broadened to beyond merely just a rustic person. As this evolution continues, it will continue to reflect the on-air presentation

of Country radio stations.'

As Country radio continues to change and grow, Country consultants will most certainly have a great impact on the future of the format. We've profiled a few; space does not permit the mentioning of the many others in this rapidly-growing profession. As these two articles suggest, each consultant has his own unique methods and ideas. Finding the right one for you often boils down to simple chemistry. As always, we invite your comments.

— Carolyn Parks



WKYG PAYS ONION DUES — WKYG/Parkersburg, WV recently participated in the annual Washington Bottom, WV "Ramp Skinoff," peeling ramps (described as "basically a smelly wild onion") in appropriate precautionary clothing. Air personalities Kathy Jackson (left) and Sean Marshall are pictured in a peeling pose.



A MARYLAND PIE FOR WPOC — As part of a WPOC/Baltimore-cosponsored bowling tournament, station staffers were privileged to receive cream pies in their faces. Pictured in the midst of this sensuous experience are (I-r) WPOC PD Larry Clark, air personality Trish Hennessey, and the manager of the bowling center, gloeting at right.



Biff Collie

# Inside Nashville

POCKET SECRETARY: Jerry Reed buys a \$1,582,500 farm in nearby Franklin, TN...Mel Tillis, performing at the White House News Photographers Dinner Wednesday, won raves....Pat Boone hosting the ninth annual Pat Boone/Bethel Celebrity Spectacular in Chattanooga for Bethel Bible School, a nondenominational school set

up expressly to house children whose parents are in prison. B.J. Thomas and Debby Boone will join him in the concert... The International Star Registry has recorded a star (the outer space type) named after Eddie Rabbitt for posterity in the Library of Congress... The Larry Gatlin and the Gatlin Brothers Band special airs on ABC-TV Monday (5-25) with Johnny Cash special guest...Donna Fargo singing the national anthem at the 22nd annual world 600 NASCAR Winston Cup Grand National race at Charlotte Motor Speedway Sunday (5-24)... Tanya & Glen are back together again (or are they still?)...Marianne Gordon expects a Christmas present from the stork in 1981 for her husband Kenny Rogers. Incidentally, Kenny and Dolly Parton are not set to play the Rose Bowl in June, as mentioned here last week. Signals got crossed...Linda (Mrs. Bruce Jenner) Thompson's baby is expected any edition...Jeannie C. Riley's antebellum home (built in the 1850's) in Franklin is for sale (\$700,000'ish)...T.G. Sheppard will cohost a syndicated TV special with Regis Philbin called "Battle Of The Las Vegas Showgirls"...Freddy Fender re-signed with longtime manager Huey P. Meaux after a time on the outs. They're working on a new album with a label to be announced later...Also recording: a new duo, Roger Miller and Willie Nelson, cutting in Austin. Roger has several TV dates lined up, including that Gatlin Bros. special...When the Statler Bros. cohost the "Music City News Awards Show" June 8, they'll be joined by some close personal friends, Lester "Roadhog" Moran and his Cadillac Cowboys, show business legends in their own hats... New York's "ritzy" new club, the Ritz, will open its doors to country music for the first time August 13 with Razzy Bailey doing the honors onstage ... Ernest Tubb sang with Sammi Smith on her new recording of his "Waltz Across Texas"... WSM/Nashville radio Vice President/General Manager Len Hensel took early retirement and joins BMI as VP in charge of Broadcasting Station Relations, a newly-created post, living and

working out of Nashville...Johnny Cash's dad Ray celebrated his 84th birthday...Loretta Lynn out of Park View Hospital in Nashville, feeling better but still nursing the ulcers. She won't be back on the road again till late June, manager Dave Skepner says.

TCB: At Fan Fair this year, I'm touting 1950's Country DJ personalities to join us for a special Second Generation Reunion show on Saturday, June 13. Names we'd love to see there include Bill Lowery (now an industry giant), Dal Stallard, Smokey Smith, Tex Justus, Tom Perryman, Bill Stanley, Earl Davis, Charlie Stokeley, Johnny Hicks, Harry O'Connor, Charlie Walker, Jim Wilson, Shel Horton, Johnny Rion, Marvin Montgomery, Billy Parker, Cliffie Stone, Frank Simon, Charlie Williams, and Chris Lane; and those are just a few of the original members of the Country Music Disc Jockey Association, organized in the 50's. If you are, or you know someone who is a veteran of the 1950's Country DJ business, please have them contact Biff Collie at 615-373-3448

THINGS, PLACES, NAMES, FACES: Ray Price heading for France, England and Germany this month... Merle Kilgore recently taped "That Nashville Music"...Jan Howard, from West Plains, MO, has a freeway named after her there...Vern Gosdin's Wembley appearance this year was so good, he's going back this fall on his own tour...Tony Joe White's appearance in Greenville, MS was spiced by an unexpected appearance of a friend, Waylon Jennings. The club owner promptly signed Tony Joe up for a return engagement (without Waylon) ... Ferlin Husky, one of the greatest performing acts we've ever had in country, is back. His career has been curtailed in recent months after open heart surgery last year, but Ferlin's ready to roll again. Remember his "Gone" was one of the first Country crossover records of the late 50's rock era? Finally, congratulations to Terri Hollowell and Jeff Walker, proud parents of newborn (5-15) Jonathan William Walker, all 6lbs 9oz of him.



OKLAHOMA PACT — Just off the recent success of "You're The Reason God Made Oklahoma," It only seems netural that Tulsa-based Jim Halsey would sign performers David Frizzell & Shelly West to a worldwide booking agreement. The signing took place during a break in the teping of the new syndicated television special "Country Top 20" recently in Las Vegas. From left: Jim Halsey; Jack Brumley, manager of the duo; Shelly and David; and Dick Howard, Executive VP of the Halsey Company, Los Angeles.



# Regional Adds & Hots

EAST

MIDWEST

SOUTH

MOST ADDED

KFEO St. Joseph, MO

HOTTEST

MOST ADDED

Hank Williams Jr. (Elektra/Curb) C. Twitty & L. Lynn (MCA)

Henk Williams Jr. (Elektra/Curb) Johnny Lee (Full Moon/Asylum)

AL NISAMA
ORISTY LAME
TENNE GREGORY
THE REP & ORLA
JOHNEY RUSSELL
JOE STAMPLEY
ORISTAL GREE
NOTTHENT
DOLLY PARTON
WILLIE MELSON
WILLIE MELSON

WWOD Lynchbu

### EAST

### WVAM

VENU COSDIN CORRITATION MAKEN BAND MUNDO E AMMOND ANDI BATUET RICAT SAAGUS MOTHARY MO

## WPOC-Fit Battmore, MD

ELVIS PRESLET ALABAMA ELVIS PRESLET

WKXA Brunes

Charleston, WV
ALABAHA
TOR JOHES
ED MHUDE
TANTA TUCKER
BORN T BARE
JIMIT BUFFETT
EDDEL ORDOTS
HOFT-WETI
OR K RIDGE BOYS
T.G. SHEPPARO
RDSAMM CASH
MOX A JOE
WA THE REMP

POWER, REM #1CAT SHADGS DOWN RING DAYE ROUNLAND/SUGAN HUTTON'S T.G. SHEPPARD MOSAHME CASH QAIL #1DGE BOTS DOTTIE WEST

## White New York, NY

NOW COREE
BREIDO LEE
CARROOL BALER
COMBAT & LORETA
GELLANT BROTHERS
JERRY GRANAM
SUSSE CARLST GRANAM
CAAUDE GRAY
HOTHERS
JERRY GRANAM
HOTHERS
JERRY GRANAM
JERRY GRANAM
JERRY GRAY
JERRY FRUETT
JERRY FRUETT

HUTS PRESET HOR BANDY STURIA JOHNNY LEE TOMPALL A GLASER I HOTTELY! JOHNT CASH RAZZY JAN HET HEL MC DANIEL

TOWN TOREOUT TO THE CONT THE C

WORQ Dower, 181

### **NUMBER OF** REPORTING **STATIONS** THIS WEEK: 120

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### **MIDWEST**

COMMENT & LIMETTA JOHN COMLET B.J. THOMAS JOE STAMPLET TOM T. HALL SCHMIT CHET'S RANDT SARTOW HOSTWAY; RANDT SARTOW HOSTWAY; RANDET WILSAP ONE MIDGE BOTS JAMIE FRIEDE RAZZY BASLET WILLIE MELSON

### WJEZ-FM Chicago, II

Blambarch, MD

BILLE LARREN
BILLE LARREN
BANE HUR TY
AL HAMM
ENVIR HORET
BOY BAYM
BOY BAYM
BOY BAYM
BOY BAYM
BOY BAYM
BAY LARSHUR
BAY LA

Johnny Lee (Full Moon/Asylum) Crystal Gayle (Columbia)

FORMALL & GL &S
TAND A FUENER
HOE BANDY
HANDY BARD IN
FREDDIE HART
SUMMITO BHOTH
VERN GDSDIN
EODT WINDLE JOHNY LEE HAME WILLIAMS IM, CONMAY & LORGITA JOHNY RUSSELL DAVID HOUSTON BAMINAR MANDRELL BROWN & CORMELIUS

WSAI JOE STAMPA ET JOHNNY LEE NAME WILL FAMS BIN VASSY SHOPPE EDDY ARROLD MOTTER! JOHN ANDERSON ANDER MERHAN EDGEL CHOVES

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EDDY RAYEN
CHYSTAL GATLE
ALABAMA
TOM JONES
BORBET BARR
TANTA TUCKER
HOTPUS'I
JOHNET CASH
JOHN ANGERSON
ED BRUCE
BARBARA MAMDRE

FERRY CHEGORY FERRY GOSDIN CONSER & LOMETTA HARM WILLIAMS JR., JOHN COMLEE JOHN COMLEE OF AN DILLOW

JOHN COMETE EDGEL CHONES SUMMITTO BROTHERS CHMMATE A CHIEFTA HANN WILLIAMS JM. JOHNY LEE ALMAMA HOTEST J. DALTON DAY HOULE MOSS JAN HOUSE BOTS LACT J. DALTON GAMBARA MAKERTEL

Oak Ridge Boys (MCA) Berbere Mendrell (MCA)

## KBUF Garden City, K5

SOWNE CURTIS BROWN & CORNEL JOHNE LEE MUNDO ENAMIDO HOTTERT WDAF Kansas City, MO

WFMS-FM Indianapolia

# CAPACH RAPION. INS STEPS A TO-MPALL & GLASER B CRISTAL GATLE ALABAMA CON-MAT & LORETTA HOPTO-MIT CAR RIDGE BOYS HOSSHEE CASH TAMMY WINETTE HILLE HELSON CHARLY MC CLAIN

TANYA TUDRER TERRY DREGORY DAYE ROWLAND/SI SOMIT CHRTIS TOM JONES MOPPEST: ORK RIDGE BOIS JOHNY CASH JOHN ANDERSON MEL NEC DANIEL CHARLY MC CLAIR

ED RRUCE TOMPALL & GLASER B TANTA TUCKER DATE MONHAD/SUGAR BROWN & COMPRETUS BURNITO MOTHERS MOTHERS MONNIE WILSAP DAK REDGE BOTS MAZZE BALLEY JOHN & MDERSON

WIICL Poorte, IL

WBCS-FM Milweukee, WI

WKKN Rockford, IL

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EDDT RAYEN
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ALABAMA
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JEANNE RRUETT
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1077987
DAR RIOGE BOTS
DOTTIE MEST

COMMENDIA, BC
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FORES
FORE

## KIXZ Amerilio, TX

Ameriko, F.K.

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ALABAK Cypress Gardens, F
HURDD EARWICD
COMBAT & LORE TTA
HANK WILLIAMS JAI
COREL GOVES
YANYA TUCKER
OR STAL GAVE
JOE SYMME, ET
SUSIE ALLANSON
HOTELS
EL SEC DANIE!
RICKY SKAGES
AUDT BALLY
SMAKIN STEVENS

## WPLO Atlents, QA

KHEY El Pago, TX

CONHAT & LORE TYA JOHN COREE VERN GOSDIN BELLANT IN OTHERS TERRY GREGORY SAMPI SANITH MARMEY & MOFFATY MOTENSY JOHN ANDERSON EDGEL GROVES

HOTTOST: JOHN ANDERSON ANNE MURRAY CHARLY MC CLAF BILLY SWAN STEVE WARINER

# KING EDWARD IV COMMAY & LORETTA KIN VASST 8.J. THOMAS SYLVIA JOHANN LEE GEORGE STRAIT RICKY SKAGGS HOPPAST: KVET Austin, TX

Sponlare wa Johann Dillow Johann Lie Man Dillow Johann Lie Man John Come Le Comman & Lone Tra John Come Le Marzan Dennie Andrew Down Andrew Dave Hight Mottes Teve Manimum Mottes Mottes Manimum Mottes Manimum Mottes Manimum Mottes Mottes Manimum Mottes Mani

ALIN TASSY
ARABE PMLETT
EDDY RAVEN
DEAN DILLON
TIM REIL & OIQ, AN
MOTVAST
COLLY PANTON
SAMMI SMITH
BANDIAR MAMDREL
MCE BANDY

JOHANN LEE MIJADO E AMMICIO CONINAT & LONETTA GEORGE STRAIT SHOPPE HOPMANT: OPAR RIDGE BOYS ODLIT PARTON AMEL MERRAT VILLIE RELSON ELVIS PRESLET

WESC-AM/FM Greenville, SC

WOKK Meridian, MS

# CHEMOTION STULIN VASST CRYSTAL GGYLE JOE STAMPLEY HARD BILLINGS JR. JOHNY LEE ERRIE FORMEL COMMAY & LONE FTA HOTPOST, COMMET EDGE, CHOVES COLL GROVES COLL GROVES COMMITTEE CLAIR ALBAMA SCHIEF TO CLAIR ALBAMA SCHIEF CURTIS

RD VERS
BILLY SWAM
TON JOHES
EARL THOMAS:
BURNING UNION
RICH LANDERS
MOTTORITY
T.G. SHEPPARI
DAY RICHES
MOT RICHES
MOTORITY
MORE REPRES
MORE REPRES
CHARLEY PRIDE

CRISTY LAME SCHOOL CURTIS B. J. PURMAS HUTTAUT! T.G. SHEPPAR GOSAMME CASS AMME MARKAT MEL TILLES

BATWENDOT, LAM IN DAYE RINDY MAND BILLY LAM IN DAYE RINDY MAND BILLIAMS IN JOHN LEE SHOW COME E COMMAY A LOREYTA CHARLE RINDE EMBER BOOK EDWARD IN MOTHER DAY MAND BIDGE BOTS AME MANDAMAY DOTTICE WEST. EDDT RAYEN SUDPPE SUSTE ALLANSON NOTPONT: QASI REDGE BOTS HAZZY BA ELET ANNE BLENTAT DOLLT PARTON DOTTE WEST

## WLWIFM

MONTGOMEN, AL
BILLT LAMBIN
BILLT LAMBIN
HIGHE BILLIAMS AN.
ADHREY LEE
ACHIE CORNET & LORE TA
ENCLEDET HARREN
DIENT TO LORE TA
BENCLEDET HARREN
DIENT HARREN
HIGHER BAND
HIGHER DAN
DOTREST
OAR RECORE BOTS
TON DONES
DANBARA MANERELL
EDDEL GROYES HEL NC DANIEL OAK RIDGE BOTS JOHN ANDERSON RAZZY BAILEY DOLLY PARTON

# EODF RAVEN OR TSTAL GATLE DAVE ROBLAND/SLGA EODY ARRON MURDO EMPRODO COMMAY & LOWETTA NOTFORT; BONK RITORE BOTS RAZZY BATELEY T.G. SHEPPAND GAIL DAVIES

JOE STAMPLET
JOHN COMEE
COMMAY & LOWE
COMMELIE RICH
YEARY GME COMY
NOTHERY
STEVE WAN IMER
DOWN HAZARD
TI IN REF & CRL
WOE SAMPL
YERN GOSDIN

KYXX Odesse, TX

Witmington, NC
FREDDIE HART
JOHNNY LEE
BORD Y BARE
CHYSTAL GAVLE
BILLIE O SPEHARK WILLIMS
VERN COSDIN
NOTYNAY
OSANNE CASH
Y.G. SHEPPARO
OAK RIDGE OOYS
ANDE HARTRI
ELVIS PRESLEY

"Chicken Truck"
JOHN ANDERSON (WB)

### COUNTRY ALBUMS Cuts in bold type are receiving the heaviest airplay.

JOHN ANDERSON — John Anderson 2 — (WB) "Chloken Truck" "July The 12th, 188" "The Same Old Girl" "I Love You A Thousand

DAVID FRIZZELL & SHELLY WEST - Carryin' On The Family Names — (WB) "Lefty" "A Taxes Sute Of Mind" "Carryin' On The Family Names" "Darling, Will You Marry Me Again" "Yours For The Ask-

WEST

# MAINE REMP CONMATA LORETTA ADMINISTRATE CHISTAL GRILL JOHN CONNEE SAR POWEL JOHN CONNEE SAR POWEL JOHN SEST HILLE WEST HILLE WEST HILLE WEST TOMPALL & GLASER

D.J. THOMAS, D.A. CAMBAS, D.A. CAMBAS, D.A. CAMBAS, D.A. CAMBAS, C.C. CAMBAS, C.C.

# JOE STANDLET BELLANY BROTHERS HARM MILLIAMS JO COMMAT & LORETT-CRISTAL GAYLE-JOHN DEVICE

# RLZ Dermer, CO

# KLAK Denver, CO

# KRDR Gresham, OR

CRISTY LANG BHOME BAME CRISTAL CATLE MANDE MILLIAMS AN HOTE-AT OAR RIDGE BOYS RAZZY BALLET DOLLY PARTON MEL TILLIS JOHN ANDERSON

JOHENT LEE DAYE ROBLAND/SUGAR CRISTY LANE BORBY BARTHERS BURRITO BROTHERS MOTHERS DAR HIBER AND HIBER AND HIBER AND HIBER AND HIBER AND HIBER STEVE WARINER

# SME POWELL MARK RILLIAMS MURDO EARMODD DAVE ROWLAND/ MOTORNEY TAMMY WHILETE RAZZY BAILLE DOTTIE WEST ELVIS PRESEET

# KTRB

# KNEW Oakland-S.F., CA

KMX-FM Phoenis, AZ

EARL THOMAS CONLEY DAYE ROBLAND/SUGAR EIN WASSY VERN COSDIN JOHN CORLEE JOHNNEY LEE CHARLIE RICH MURDO EARMOD TORI JORES SMORPE WHITES SHOPPE HHITES HARCY MONTGOMERY DON HC LEAN HARK WILLIAMS JA. NOTTOSE! SYLVIA ELVIS PRESLEY SARBARA MANDRELL EARL THOMAS CORLE HURRAY

KONE Reno, NV KYTE Portland, OR Remo, NV

TOM T., HALL
ALA-MAM
TEGHT GREGORY
EDOT RAVEN
HOSTOST
HOSTOST
JAMBANA
JAMBANA
JAMBANA
JANGANA
JANGAN

TOM T. HALL JOE STAMPLET DEAN DILLOW B.J. THOMAS RIN VASST JOHNNY LEE CHISTAL GATLE HAMM WILLIAMS HOTTENT! T.G. SHEPPARD GAR GIDGE BOYS NOE & JOE DOTTIE WEST DOTLLY PARTON Selvies, CA

JOE STAMPLET
MARGO SMITH
GEORGE STMAIT
DON MC LEAN
JEANNE PROJETT
HOTTEST
1,G. SHEPPARD
JOHN ANDRESON
BARRA MANDRE
ELVIS PRESLET

# SUSTE ALLANOM JOE STAMPLEY CRESTAL GATLE HANN BILLIAMS J JOHNIY LEE GEORGE STRAIT HOTHAST OAK RIDGE BOYS HEL MC OANIEL RAZZY BASLEY RAZZY BASLEY

# ESON-AMIFM San Diego, CA TOW JONES B.J. THEMAS GEORGE STRAIT ALABAMA HOBBY BAME HOTFE WEST DOLLY PARTON GAIL DAVIES AMEE HABBAY HILLIE MELSON

# SOUTH

ALABAMA
EDDT RAVEN
BROWN & CORNELIUS
JOHN CONLEE
MARRIET & BOFFATT
SUE POBELL
HOTTOST WBAP FL WORM, TX

TON JUNES
TON JUNES
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TON JUNES
TON STAL GAVIE
JUNES
TON BOOSIN
STEVE DOUGLAS
HOTTWAN
THE ME CONNIEL
CHANLE MILLON
ONE IN JUNES
TON JUNES

# HANK WILLIAMS AR. AGE STAMPLEY COMMAY & LOWETTA KING EDWARD 1V DIAMA TRASK JIM CHESTHAT HMPTONT;

KKK-FM Houston, TX

EDDY RAVEN VERN GOSDIN CRISTAL GAILE JOE STAMPLEY

HADE HILLIAMS JR. JOHNNY LEE BILLY LARKIN HOTEN'S DAK RIDGE BOYS MEL TILLIS STEVE WARLHER BILLY SWAN DAYE ROWLAND/SUGW

SYLVIA - Drifter - (RCA) "Heart On The Mend GENE WATSON — Between This Time & The Next Time — (MCA) "We Got A Bed Thing Goin"

TAKE THIS JOB & SHOVE ITI — Soundtrack — (Epic)
"Bigfoot Theme" "How Good It Used To Be" "Beer Drinkin" Christien"

## **Hottest Tracks:**

ALABAMA - Feels So Right - (RCA) "Feels So Right" "Ride

# TERRI GIBBS — Somebody's Knockin' — (MCA) "Some Days It Rains All Night Long" "Rich Man"

CHARLY McCLAIN - Surround Me With Love - (Epic) "Sleepin' With The Redio On" "You And Me"

RONNIE MILSAP — Out Where The Bright Lights Are Glowing — (RCA) "Our Where The Bright Lights Are Glowing" "Pride Goss Before A Fall" "When Two Worlds Collide"

EMMYLOU HARRIS - Evangeline - (WB) "Bad Moon Rising"

ANNE MURRAY — Where Do You Go When You Dream — (Capitol) "It Should Have Been Essy" "Where Do You Go When You Dream" "If A Heart Must Be Broken" "Another Sleepless Night" "We Don't Have To Hold Out"

JUICE NEWTON - Juice - (Capitol) "Queen Of Heerts" Coun CHARLEY PRIDE "Roll On Mississippi - (RCA) "He Can Be An Anger" "Taking The Easy Way Out" "I Used To Be That Way"

JOHNNY RODRIGUEZ — After The Rain — (Epic) "Nobody's

T.G. SHEPPARD — I Love 'Ern All — (WB/Curb) "We Belong In Love Tonight" "Party Time" "Slience On The Line"

WAYLON & JESSI — Leather & Lace — (RCA) "You're Not My Same Sweet Baby" "Wild Side Of Life"

## **Most Requested:**

OAK RIDGE BOYS "Elvira" (MCA) BARBARA MANDRELL "I Was Country..." (MCA)
DOTTIE WEST "What Are We Doin' In Love" (Liberty) T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb)
DOLLY PARTON "But You Know I Love You" (RCA)
ROSANNE CASH "Seven Year Ache" (Columbia)

ROSANNE CASH — Seven Year Ache — (Columbia) "My Reby Thinks He's A Train" "Hometown Blues" "Blue Moon With Heertsche"



Jeff Green

# Adult/Contemporary

WHAT IT IS AND WHERE IT'S GOING

# Adult/Contemporary Radio

Over the years, readers and reporters of Radio & Records have come to expect certain qualities from the Industry's Newspaper: professionalism, knowledgeability, helpfulness, and continuous evolution. Keeping pace with the ceaseless changes and trends in music and programming is an intense experience.

For several years, Mike Kasabo provided faithful and invaluable contributions to music programmers, management, air talent, and the entire record industry. Mike's editorship encompasses an era, etched by his pen of dedication. No one "replaces" Mike Kasabo. One may only take the reins and press forward in the true spirit of journalism in the true spirit of Radio & Records.

journalism, in the true spirit of Radio & Records.

It is with this attitude that I assume the position of Adult/Contemporary Editor.

As this new era begins, one sees the face of this format undergoing natural yet important changes. There is a growing desire to recognize, define, and analyze the variations and trends. A dozen different stations that play roughly the same music, seek the same adult demographics, and still sound completely unique may appear to lack a common denominator. However, there is a consistent philosophy this newspaper subscribes to when discussing adult music programming, and it is upon this foundation that our use of the term "Adult/Contemporary" is built.

### **Defining Adult/Contemporary**

What is "Adult/Contemporary?" Why not "Pop/Adult" or "Soft Rock?" "MOR?" "Mellow Easy Rock?" Indeed, these are all legitimate terms.

Essentially, Radio & Records strives to represent meaningful research, insight, and a forum for adult-targeting radio stations which are emphasizing current music as a significant programming element. We are not necessarily talking about "pop" records, "soft" songs, or "MOR-sounding" selections. Everyone knows a hit is a hit and that we each perceive the characteristics of a song differently. To construct this section based on the "sound" or a particular melodic style would serve only a narrow spectrum of stations and possibly even eliminate itself in short order, due to contemporary music's everchanging nature.

So what does this mean? It means that we're more interested in what contemporary music is being played than in the conveniently-attached "format label" the music is supposed to appeal to. It doesn't matter if you're playing the new Paul Anka, Engelbert Humperdinck, and Tom Jones all in heavy rotation. On the other hand, you may be powering the new George Harrison, Elton John, and Alan Parsons. What's most important is how you're doing it. Are you using legitimate research? Are your current records really getting meaningful exposure? Above all, are you winning your target demos? If your answers to the above three questions are "yes," then you very well may be a valuable contributor to the Adult/Contemporary section.

There are other stations, however. Perhaps they play only ten to fifteen newer records. The majority of these songs are so established that few programmers benefit from knowing about them. What current music

### **OUTCUE**

## Don't Touch That Dial!

Get-well wishes to WORG/Spartanburg, SC Production Director/afternoon drive personality Mark Reynolds. He totalled his auto and fortunately was injured only slightly when the car ahead of him suddenly stopped while Mark was changing stations on his radio . . .

is played receives Pluto rotation, is heavily dayparted, and may not even be based on any serious research. Usually, such a current music playlist as this is considered secondary to oldies, talk, sports, news or other commitments. A significant percentage of the listeners may be beyond the 25-49 cells. Even with high ratings, it's doubtful that many of these facilities are winning because of their current music selections. Yet because they are successful, these latter types of radio stations

"A/C radio serves an evergrowing audience base and offers as wide a range of music and service features as any format."

have a great deal to offer other stations who work to develop strength through other programming elements besides current music. Still, their usefulness as music reporters to Radio & Records is at best limited.

### Reporter Evaluations Forthcoming

Over the next several weeks we will be evaluating all of R&R's A/C reporters and considering numerous stations for potential reporting status. Primary criteria will revolve around the qualifications I have discussed above but certainly will not be limited to them. Before I continue any further, please understand that the majority of the current A/C reporters will remain. All changes are directed towards providing more meaningful research — more quickly, with more consistency, and with a wide breadth of appreciation and respect for the various adult music concentrations.

If you are not currently an R&R Adult/Contemporary reporter and would like to be considered, please call me. I also suggest you contact me if you've recent-

ly sent in a presentation for reporter consideration, to confirm its arrival.

### Contributing To The Future

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KWKN/Wichita, KS. Bob Clarke Clarke replaces Lee Gordon, who will concentrate on his morning drive shift and corporate music policies.



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"Chicken Truck"
JOHN ANDERSON (WB)

**COUNTRY ALBUMS** 

ALABAMA - Fools So Right - (RCA) "Fools So Right" "Ride

DAVID FRIZZELL & SHELLY WEST - Corryin' On The

TERRI GIBBS — Somebody's Knockin' — (MCA) "Some Days It Rains All Night Long" "Rich Man" EMMYLOU HARRIS - Evangeline - (WB) "Bed Moon Rinky

CHARLY McCLAIN — Surround Me With Love — (Epic)
"Skepin With The Radio On" "You And Me"

RONNIE MILSAP — Out Where The Bright Lights Are

Glowing — (RCA) "Out Where The Bright Lights Are Glowing" "Pride Goes Before A Fell" "When Two Worlds Collide" ANNE MURRAY - Where Do You Go When You Dream -(Capitol) "It Should Neve Been Bary" "Where Do You Go When You Drawm" "If A Neart Must Be Braken" "Another Sleapless Night" "We Don't Neve To Hold Out"

CHARLEY PRIOE "Roll On Mississippi — (RCA) "Ne Can Se An Angel" "Taking The Easy Way Out" "I Used To Be That Way" An Angel" "Teking The Easy Way Out" "I Used To Be That Way"

JOHNNY ROORIGUEZ — After The Rain — (Epic) "Nobody's

JUICE NEWTON - Juica - (Capitol "Queen Of Hearts" Coun

T.G. SHEPPARD — I Love 'Em All — (WB/Curb) "We delong in Love Tonight" "Party Time" "Silence On The Line" SYLVIA - Drifter - (RCA) "Meert On The Mend

GENE WATSON — Between This Time & The Next T I me — (MCA) "We Got A Bed Thing Gabr" WAYLON & JESSI — Leether & Lace — (RCA) "You're Not My Seme Sweet Baby" "Wild Side Of Life"

TAKE THIS JOB & SHOVE ITI — Soundtrack — (Epic) "Bigfoot Theme" "How Good It Used To Be" "Beer Drinkin" Christian"

**Most Requested:** 

DOTTIE WEST "What Are We Doin' In Love" (Liberty) T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb)
DOLLY PARTON "But You Know I Love You" (RCA)

**Hottest Tracks:** 

Cuts in bold type are receiving the heaviest airplay.

JOHN ANDERSON — John Anderson 2 — (WB) "Chloren Truck" "July The 12th, 1988" "The Same Old GM" "I Love You A Thousand ROSANNE CASH — Seven Year Ache — (Columbia) "Ney Baby Thinks Ne's A Train" "Homesown States" "Size Moon With Heartsche"

Fernity Names — (WB) "Lefty" "A These State Of Mind" "Carryon On The Auraly Names" "Durling, Will You Merry Me Again" "Yours For The Ask

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OAK RIDGE BOYS "Elvira" (MCA)
BARBARA MANDRELL "I Was Country..." (MCA)

ROSANNE CASH "Seven Year Ache" (Columbia)



Jeff Green

# Adult/Contemporary

WHAT IT IS AND WHERE IT'S GOING

# Adult/Contemporary Radio

Over the years, readers and reporters of Radio & Records have come to expect certain qualities from the Industry's Newspaper: professionalism, knowledgeability, helpfulness, and continuous evolution. Keeping pace with the ceaseless changes and trends in music and programming is an intense experience.

For several years, Mike Kasabo provided faithful and invaluable contributions to music programmers, management, air talent, and the entire record industry. Mike's editorship encompasses an era, etched by his pen of dedication. No one "replaces" Mike Kasabo. One may only take the reins and press forward in the true spirit of journalism, in the true spirit of Radio & Records.

It is with this attitude that I assume the position of Adult/Contemporary Editor.

As this new era begins, one sees the face of this format undergoing natural yet important changes. There is a growing desire to recognize, define, and analyze the variations and trends. A dozen different stations that play roughly the same music, seek the same adult demographics, and still sound completely unique may appear to lack a common denominator. However, there is a consistent philosophy this newspaper subscribes to when discussing adult music programming, and it is upon this foundation that our use of the term "Adult/Contemporary" is built.

### **Defining Adult/Contemporary**

What is "Adult/Contemporary?" Why not "Pop/Adult" or "Soft Rock?" "MOR?" "Mellow Easy Rock?" Indeed, these are all legitimate terms.

Essentially, Radio & Records strives to represent meaningful research, insight, and a forum for adult-targeting radio stations which are emphasizing current music as a significant programming element. We are not necessarily talking about "pop" records, "soft" songs, or "MOR-sounding" selections. Everyone knows a hit is a hit and that we each perceive the characteristics of a song differently. To construct this section based on the "sound" or a particular melodic style would serve only a narrow spectrum of stations and possibly even eliminate itself in short order, due to contemporary music's everchanging nature.

So what does this mean? It means that we're more interested in what contemporary music is being played than in the conveniently-attached "format label" the music is supposed to appeal to. It doesn't matter if you're playing the new Paul Anka, Engelbert Humperdinck, and Tom Jones all in heavy rotation. On the other hand, you may be powering the new George Harrison, Elton John, and Alan Parsons. What's most important is how you're doing it. Are you using legitimate research? Are your current records really getting meaningful exposure? Above all, are you winning your target demos? If your answers to the above three questions are "yes," then you very well may be a valuable contributor to the Adult/Contemporary section.

There are other stations, however. Perhaps they play only ten to fifteen newer records. The majority of these songs are so established that few programmers benefit from knowing about them. What current music

### **OUTCUE**

## Don't Touch That Dial!

Get-well wishes to WORG/Spartanburg, SC Production Director/afternoon drive personality Mark Reynolds. He totalled his auto and fortunately was injured only slightly when the car ahead of him suddenly stopped while Mark was changing stations on his radio . . .

is played receives Pluto rotation, is heavily dayparted, and may not even be based on any serious research. Usually, such a current music playlist as this is considered secondary to oldies, talk, sports, news or other commitments. A significant percentage of the listeners may be beyond the 25-49 cells. Even with high ratings, it's doubtful that many of these facilities are winning because of their current music selections. Yet because they are successful, these latter types of radio stations

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have a great deal to offer other stations who work to develop strength through other programming elements besides current music. Still, their usefulness as music reporters to Radio & Records is at best limited.

### Reporter Evaluations Forthcoming

Over the next several weeks we will be evaluating all of R&R's A/C reporters and considering numerous stations for potential reporting status. Primary criteria will revolve around the qualifications I have discussed above but certainly will not be limited to them. Before I continue any further, please understand that the majority of the current A/C reporters will remain. All changes are directed towards providing more meaningful research — more quickly, with more consistency, and with a wide breadth of appreciation and respect for the various adult music concentrations.

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