

Radio & Records

ISSUE NUMBER 396

THE INDUSTRY'S NEWSPAPER

AUGUST 21, 1981

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Moves up from GSM position after 14 years with Boston Beautiful Music station 3

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Hilliar, Newmark & Wexler Form Rep Firm

A new national sales rep company to be run by former WMC/Memphis General Sales Manager Phil Newmark, former H-R/Stone Atlanta manager Chuck Hilliar and McGavren-Guild executive Ira Wexler, which debuts next month, is tentatively being called Hilliar, Newmark & Wexler. It will be the second service offered by McGavren-Guild, and M-G President Ralph Guild will oversee the firm.

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Satellites Hot Topic At NAB



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Graves Becomes WIND VP/GM



David Graves

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THE BACK PAGE

BREAKERS

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

CHRISTOPHER CROSS

Arthur's Theme

(Best That You Can Do) (WB)

81% of our reporters on it. Moves: Up 6, Debuts 23, Same 23, Down 0, Adds 77 including WABC, WKBW, WIFI, WROR, PRO-FM, 94Q, WHB, KEZR, KJR, KYYX, KPLZ, KOPA, WBLI, FM100, KNBQ. See Parallels, charts at number 28.

KIM CARNES

Draw Of The Cards (EMI America)

55% of our reporters on it. Moves: Up 32, Debuts 27, Same 34, Down 0, Adds 25 including WKBW, WBEN-FM, WFIL, WGCL, KIIS-FM, KPLZ, KIMN, WAEB, WAQY, WBBQ, WZOK, KENR, KQIZ-FM, KFJR. See Parallels, charts at number 29.

REO SPEEDWAGON

In Your Letter (Epic)

55% of our reporters on it. Moves: Up 20, Debuts 30, Same 30, Down 0, Adds 37 including WKBW, WBEN-FM, WIFI, CFTR, CHUM, CKGM, WGCL, KRLA, KIIS-FM, KIMN, WKRZ-FM, V100, B97, WISM, KZZX. See Parallels, charts at number 30.

ROLLING STONES

Start Me Up (Rolling Stones)

52% of our reporting on it. Moves: Up 0, Debuts 0, Same 1, Adds 110 including 96KX, WCAO, JB105, Q107, WPGC, KRBE, Z93, 94Q, WLS-FM, KBEQ, Q102, KEARTH, KFRC, KJR, KIMN. See Parallels, will debut on chart next week.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. indicates one of this week's "most added" new songs.

ALABAMA "Feels So Right" (RCA) 111/20

Moves: Up 56, Debuts 11, Same 18, Down 6, Adds 20 including WKBW, CKGM, WZUU, KOPA, WBBF, KBFM, Y103, KEYN-FM, WHOT, KTKT, WJBO, WLAM, Z102, KENI, KFXD.

STACY LATTISAW "Love On A Two-Way Street" (Cotillion)

102/8. Moves: Up 55, Debuts 4, Same 21, Down 14, Adds 8, Z93, WZUU, WBBF, KINT, G100, KIOA, WOW, FM102, WIFI 14-10, KSLQ 13-11, KEARTH 11-9, KPLZ 22-19, B97 13-8, WBBQ 29-17, WSEZ 12-9.

BALANCE "Breaking Away" (Portrait) 100/13

Moves: Up 39, Debuts 13, Same 34, Down 1, Adds 13, KVIL, Q102, KRLA, KEZR, KPLZ, B104, WAEB, Y103, KERN, KTAC, 95SGF, KCBN, KBOZ, 96KX 10-6, KYSN 23-16.

ELTON JOHN "Chloe" (Geffen) 99/14

Moves: Up 43, Debuts 14, Same 27, Down 1, Adds 14, WZUU, KYYX, WFBR, 14Q, KINT, WFMF, WBBQ, KX104, KSTT, WISM, KYNO-FM, KNBQ, WHHY, FM100 17-11.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 94/11

Moves: Up 38, Debuts 13, Same 32, Down 0, Adds 11, WZUU, KIIS-FM, 13K, FM100, WRJZ, 13FEA, KKRC, KKLS, WSPT, KOOK, KFXD, WBEN-FM 38-29, KRBE 8-6, KYSN 30-25.

LITTLE RIVER BAND "The Night Owls" (Capitol) 91/90

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 90 including WBEN-FM, WIFI, WXKS-FM, JB105, Z93, Q105, KSLQ, KBEQ, KFI, KIQQ, KSFY, KEZR, KYYX, KOPA, KC101, KEGL, Z104, KNBQ.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia)

88/5. Moves: Up 38, Debuts 7, Same 31, Down 7, Adds 5, KRLA, WFBR, KX104, KSLY, KDZA, WFIL 29-27, Y100 31-29, WDRQ 14-12, Q103 17-15.

DEBBIE HARRY "Backfired" (Chrysalis) 75/23

Moves: Up 2, Debuts 28, Same 22, Down 0, Adds 23 including JB105, KRLY, Y100, WCKX, KIQQ, KC101, Q106, V100, KERP, KX104, WRJZ, WBCY, KKXX, KTAC.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 74/14

Moves: Up 17, Debuts 14, Same 29, Down 0, Adds 14, WBEN-FM, KEARTH, KFI, WKRZ-FM, KEEL, KLAZ, WRVQ, 92X, KIDD, KYSN, FM99, KKRC, WSPT, KENI.

DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 65/6

Moves: Up 19, Debuts 12, Same 28, Down 0, Adds 6, K104, KQ94, G100, WSKZ, WNAP, KKLS, Q107 d-21, KBEQ 15-12, KEGL 30-25.

Radio & Records

NATIONAL AIRPLAY/30

August 14, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
10	5	2	①	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
4	1	1	2	POINTER SISTERS/Slow Hand (Planet)
22	17	9	③	JOURNEY/Who's Crying Now (Columbia)
14	9	6	④	COMMODORES/Lady (You Bring Me Up) (Motown)
1	2	3	5	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
8	7	5	6	JUICE NEWTON/Queen Of Hearts (Capitol)
3	3	4	7	KENNY ROGERS/I Don't Need You (Liberty)
12	10	8	⑧	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
20	15	11	⑨	PABLO CRUISE/Cool Love (A&M)
17	16	12	⑩	FOREIGNER/Urgent (Atlantic)
26	22	16	⑪	S. NICKS w/TOM PETTY.../Stop Draggin'... (Modern/Atco)
25	20	17	⑫	GARY WRIGHT/Really Wanna Know You (WB)
2	4	7	⑬	AIR SUPPLY/The One That You Love (Arista)
24	21	19	⑭	PAT BENATAR/Fire And Ice (Chrysalis)
15	14	14	15	CARPENTERS/Touch Me When We're Dancing (A&M)
28	26	22	⑮	ELO/Hold On Tight (Jet)
11	11	13	17	PHIL COLLINS/In The Air Tonight (Atlantic)
30	28	24	⑰	EDDIE RABBITT/Step By Step (Elektra)
5	6	10	19	MARTY BALIN/Hearts (EMI America)
-	29	25	⑲	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
21	19	18	21	GREG KINN BAND/Breakup Song (They...) (Beserkley)
27	25	23	⑳	ROBBIE PATTON/Don't Give It Up (Liberty)
-	-	30	㉑	SHEENA EASTON/For Your Eyes Only (Liberty)
-	-	28	㉒	MOODY BLUES/The Voice (Threshold/PolyGram)
29	27	26	㉓	FRANKE & THE KNOCKOUTS/You're My Girl (Millennium)
-	30	27	㉔	BEACH BOYS/The Beach Boys Medley (Capitol)
-	-	29	㉕	LULU/I Could Never Miss You (More Than I Do) (Alfa)
-	-	→	㉖	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
-	-	→	㉗	KIM CARNES/Draw Of The Cards (EMI America)
-	-	→	㉘	REO SPEEDWAGON/In Your Letter (Epic)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

ROLLING STONES "Start Me..." (Rolling Stones)
LITTLE RIVER BAND "The Night Owls" (Capitol)
CHRISTOPHER CROSS "Arthur's Theme" (WB)
REO SPEEDWAGON "In Your Letter" (Epic)
QUINCY JONES/JAMES INGRAM "Just..." (A&M)

Complete Regionalized Listings on Pages 32 and 33

HOTTEST

ROSS & RICHIE "Endless Love" (Motown)
JOURNEY "Who's Crying Now" (Columbia)
COMMODORES "Lady (You Bring...)" (Motown)
FOREIGNER "Urgent" (Atlantic)
S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)

Parallel Listings Begin on Page 34

SQUEEZE "Tempted" (A&M) 62/11

Moves: Up 19, Debuts 10, Same 22, Down 0, Adds 11, KC101, WTIX, KXX106, G100, WBBQ, WOKI, WIKS, WTSN, WFBG, KVOL, KSLY, WCAO 14-7, KBEQ 9-8.

AFTERNOON DELIGHTS "General Hospitale" (MCA) 61/7

Moves: Up 26, Debuts 10, Same 18, Down 0, Adds 7, CKGM, KERP, Y103, WNAP, KYNO-FM, KSPZ, KYA, WIFI 25-14, PRO-FM 13-10, Y100 12-10, Q105 15-9.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 56/37

Moves: Up 1, Debuts 7, Same 11, Down 0, Adds 37 including WFIL, WCAO, WXKS-FM, Z93, 94Q, KIQQ, KJR, KPLZ, KOPA, WBLI, KNUS, WSGN, WRJZ, WAYS, KRAV, KYNO-FM, KZZP.

JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 53/10

Moves: Up 19, Debuts 4, Same 19, Down 1, Adds 10, WICC, WTIX, KLAZ, WMAK-FM, WRJZ, WJBO, WTSN, WFLB, KSLY, KDZA, KPLZ 27-24, WERC 12-10.

Others Getting Significant Action

SANTANA "The Sensitive Kind" (Columbia) 44/5

Moves: Up 11, Debuts 4, Same 24, Down 0, Adds 5, KIQQ, KEZR, KERP, G100, 14WK, WIFI on, JB105 30-28, KRLA on, 92FLY 20-17, WHYD d-24, KSET-FM 21-19, KJ100 30-24, WZOK on, KERN on, WJBO 31-28.

AL JARREAU "We're In This Love Together" (WB) 41/17

Moves: Up 14, Debuts 3, Same 7, Down 0, Adds 17 including WCAO, WPGC, KRLY, KJR, B104, WICC, WAXY, WBBQ, WOKI, KJ100, WVIC, KIOY, KNBQ, WJBO, KBOZ.

MICHAEL STANLEY BAND "Falling In Love" (EMI America) 41/6

Moves: Up 8, Debuts 4, Same 23, Down 0, Adds 6, WIFI, WPST, WKEE, KERN, WCIR, KENI, 96KX 32-24, 94Q on, WGCL 20-16, KEZR d-28, 92FLY 28-24, WAQY d-31, KINT 34-30, KCPX 35-33, 95XIL 39-35.

NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 42/10

Moves: Up 6, Debuts 3, Same 23, Down 0, Adds 10, WFIL, WROR, KPLZ, WHYD, WKEE, KEEL, WOKI, KKXX, KIOY, FM99, KEZR on, KC101 on, KINT 38-36, WCCS 30-25, KCPX d-29, WFLB 34-28.

RICK JAMES "Super Freak" (Gordy) 37/7

Moves: Up 15, Debuts 8, Same 7, Down 0, Adds 7, PRO-FM, 13K, KC101, KERP, WVIC, Z104, FM102, WXKS-FM 27-11, Y100 22-16, Q105 25-19, KEARTH 8-4, KIIS-FM 3-2, KIQQ 40-14, B97 25-14, KYNO-FM 14-10, KHYT 8-1, WSGA 21-16.

ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 35/11

Moves: Up 1, Debuts 2, Same 21, Down 0, Adds 11, WIFI, WBBF, WKEE, KERP, KBFM, KEEL, WERC, WVLK, KSPZ, KFJR, KENI, KIQQ on, KINT 37-31, KERN on, KILE d-40.

RICK SPRINGFIELD "I've Done Everything For You" (RCA) 35/34

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 34 including WBEN-FM, Q107, KRBE, WCKX, KIQQ, KSFY, KYYX, B104, WKRZ-FM, KXX106, 92X, KJRB, WACZ, KILE, KRLC.

FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 33/23

Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 23 including 96KX, WDRQ, KRLA, KJR, KYYX, WICC, Q106, KLAZ, WAAY, WRJZ, WVIC, KYNO-FM, WTSN, WCGQ, KBOZ.

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CHLOE'S HOME, RADIO!



THANKS!

THE BACK PAGE
BREAKERS.

"Chloe" ELTON JOHN

Produced by Elton John & Clive Franks for Frank-N-Stein Productions



Manufactured and Distributed by Warner Bros. Records

GET THE GIGANTIC AL JARREAU AUDIENCE "TOGETHER" WITH YOURS

THESE STATIONS ALREADY HAVE:

Z93 add	KSET-FM 18-16	KIOY 30-27	WBBQ on
94Q deb 29	KHF 28-23	KJRB 28-23	WOKI on
Y100 30-22	WJDX deb 21	WJBQ 19-9	WBCY 23
WCKX 16-13	KXX106 20-16	WLAM 20-18	KJ100 on
CKLW deb 22	G100 add 31	WCIR add	WVIC on
KIQQ add	WAAY add	WFLB 27-22	FM102 26-24
KJR 22-20	WAXY deb 28	WXLK 21-17	KNBQ on
KYYX add	BJ105 add	FM99 26-21	KTAC 30-30
KPLZ 29-27	WMAK-FM 30-26	KENI add	95SGF on
B104 deb 22	WNOX 26-21	WCAO on	WFOX on
WFBR add 30	WAYS add	WXKS-FM 25-24	KVOL on
KC101 add	WVLK deb 27	WPGC on	KKLS on
WKEE add	WIKS add	KRLY on	KBOZ on
	T3FEA add	WICC on	KYYA on
	KYNO-FM deb 25	KLAZ 34-33	KRLC on



"WE'RE IN THIS LOVE TOGETHER" AL JARREAU



On Warner Bros. Records

Produced by Jay Graydon Direction: Patrick Raines & Associates

Century Sets New Entertainment Division

Century Broadcasting has formed an entertainment division called Century National Productions, with offices in Hollywood and Chicago. Century Executive VP Lynn Christian will head the division, with producer/packagers Jack Meyers and David Sher operating the West Coast office. The division will be involved in the creation, production, and sale of projects for movies, stage, TV, and concerts.

Century President Howard Grafman commented, "Century has been studying the possibilities of expansion into other media for some time. Century has made investments in many movies such as 'Deer Hunter,' 'Death On The Nile,' and 'Saint Jack' during the past few years. With the opening of Century National productions, we will have the organizational capability of reaching all aspects of the entertainment business. The prospects for creating quality programming software have never been better. Century National Productions intends to become a major

CENTURY/See Page 6

Mason Exits WBBF For PD Slot At WGR

Dave Mason, Program Director at WBBF/Rochester since October 1979, will leave the station to become the new Program Director of WGR/Bufalo on August 26. Mason told R&R, "It's tough to leave a place that's been so good to me. We've done some incredible things with this station, but it's in capable hands. LIN Broadcasting is a terrific company to work for and (WBBF GM) Rand Gottlieb has taught me some incredible things not only about management, but also about how to use my own mind in a positive way.

"I have no doubt that WGR can match and surpass the success it's had in the past. Still, it's not the program director that makes a station fly, it's the people in the station and WGR has some great people. To say the least, it's the opportunity of a lifetime. Regarding the move from CHR to A/C, I think it's the format of the future for AM. I believe the evolution of the medium is pretty clear."

No immediate replacement was named for Mason at WBBF.

ASKS FOR \$7.5 MILLION

Dreamland Sues To End RSO Agreement

Dreamland Records has filed suit against RSO Records in Los Angeles Superior Court asking to be let out of its distribution contract and demanding \$7.5 million in damages. Although neither Dreamland nor RSO would comment on the suit, the legal action centers around allegations of breach of contract and RSO's alleged failure to properly market Dreamland product.

Apparently the suit also stems from the fact that RSO terminated 80% of its promotion staff in late March, which according to Dreamland, severely curtails "its business activities as an active promoter and distributor of records."

Dreamland is asking for \$5 million in punitive damages and another \$2.5 million in compensatory damages.

Black Radio Network Sues MCA Over Planned Pope Project

The Black Radio Network, America's oldest and largest black radio news service, has filed suit against MCA Inc., MCA's since-defunct Infinity Records subsidiary label, and Pathe News. The suit alleges that Infinity and Pathe failed to pay the Black Radio Network \$50,000 for material gathered to be used in connection with a planned record album centered around Pope John Paul II's 1979 U.S. visit.

According to the suit, Infinity contracted Pathe News to provide material on the Pope's visit. Pathe News, in turn, reportedly retained the Black Radio Network to gather the material.

The suit also claims that Infinity failed to proceed with the Pope's LP due to the previous commercial failure of an Infinity-released album featuring the Pope singing religious songs. Furthermore, the suit alleges that although Pathe News was paid

POPE/See Page 6

KZEW GM, PD Exit Over Diary Issue

KZEW/Dallas General Manager Jeff Poll and PD Tom Owens have resigned their positions at the AOR station following a report of alleged diary distortion. R&R has learned that a former KZEW employee told Arbitron that Owens had obtained three April-May 1980 diaries and filled them out. Arbitron confirmed that it had received the information and contacted KZEW owner Belo Broadcasting, which according to an Arbitron source conducted an investigation into the matter. An Arbitron spokesperson told R&R, "We were very pleased by the way KZEW handled the situation. We are confident that it affected the April/May 1980 book only and not the current book."

Belo President Ward Huey declined to comment on the matter. Poll, who had been GM at the station for almost three years and was recently named a Belo VP, told R&R, "There were some internal problems at the radio station a year and a half ago which just recently came to light. Belo asked for my resignation. While I totally disagree with that stance, I had no choice but to tender my resignation."

Owens, PD for over two years at KZEW, told R&R, "As a result of internal problems, and with the fall sweep imminent, Jeff and I felt it to be in the best interests of Belo Broadcasting to tender immediate resignations, so KZEW could best prepare for the impending survey, and so we can be free to pursue other available options."

Pickering Promoted To GM At WJIB

Charles Pickering has been named General Manager of WJIB/Boston. Pickering had been Sales Manager at the Beautiful Music station since 1967, and had served as acting GM in recent weeks. At the same time, Local Sales Manager Jennifer McCann was promoted to General Sales Manager, replacing Pickering.



Charles Pickering

Pickering commented to R&R, "It's a great feeling. I've spent enough time here to know what the job entails. It's a neat, compact, fun kind of station to run." He added, "Radio today is more competitive than ever. You have to work a lot harder to be as

successful as you were five to eight years ago. There will be more changes in the electronic media from 1980-90 than at any time in its history. But when it all settles down, because of its mobility and quickness, radio will be a survivor. So we'll keep doing what we've been doing, but try to do it a little better."

Bleiweiss New Polygram VP As Label Promotes Three Other Staffers

In a round of promotions in Polygram Records' sales and marketing realms, Rick Bleiweiss was named VP/Marketing & Product Development.

Bleiweiss was most recently VP/Product Development for Polygram Distribution Inc. (PDI), joining the company in 1976 after serving as Director of Promotion for Pickwick's PIP Records.



Rick Bleiweiss

In addition, Rob Singer was named Director of Merchandising, moving up from the National Merchandising Manager position. Singer, who along with Bleiweiss will report to Sr. VP/Marketing Harry Lusk, joined PDI in 1977 as National Album Manager. Randy Roberts has been promoted to National Singles Sales Director, reporting to VP/National Sales Shelly Rubin. Roberts, a seven-year Polygram veteran, has worked in promotion, sales, and marketing for the company. Herb Green moves up to National Singles Sales Manager, reporting to Roberts. Green was National Singles Coordinator for Polygram, having previously worked at WEA.

R&R

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this week ...

8-21-81

WKLS ROCKS OVER ATLANTA

PD Alan Sneed details how the AOR station climbed from a 6.6 to a 10.7 to take the market lead.

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WINNING IN WILKES-BARRE

WKRZ wrests the lead away from WARM after 22 years, and Operations Manager Jim Rising tells how it was done.

Page 19

CANADIAN CONTENT OF THE BBM DIARY

A look at the Canadian equivalent of the Arbitron diary, with some thought-provoking contrasts.

Page 12

SECONDARY MARKET PROMOTION SALUTE

Promotions of interest from smaller stations across the country.

Page 46

TV SPOTS IRRITATE 40% OF VIEWERS

Survey covering reasons commercials are disliked (twice as much as program content) provides instructive applications for radio as well.

Page 8

PROMOTION CHECKLIST FOR BLACK RADIO

A listing of the record companies and representatives to contact in order to maintain a harmonious radio and record relationship.

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Washington Report

D.C. Current

Making Remotes Easier . . . New FCC proposal would allow remote broadcasts using leased equipment for up to 30 days each year without having to get a license or buy transmitting equipment, as now required. Stations in any one area would have to cooperate to make sure they all used different auxiliary frequencies to avoid conflicts. In general, the proposed rule would not apply to stations within 75 miles of the Canadian border.

Blumenthal Takes Over Policy & Rules . . . New Acting Chief of the Policy & Rules Division of the Broadcast Bureau is Marty Blumenthal, previously Chief of the division's Legal Branch. No word on a timetable for naming a permanent replacement for Jeff Baumann, who was promoted to Deputy Bureau Chief.

Packwood Going To NRBA . . . Senate Commerce Committee Chairman Bob Packwood (R-OR) is expected to offer insights into his latest plans to codify radio deregulation later this year when he addresses a luncheon at the NRBA Convention in Miami September 14. He tried, without success, to squeeze deregulation into the budget, although he did push through longer licenses. Meanwhile, the National Citizens' Committee for Broadcasting (NCCB) has labeled Packwood a broadcast "patsy" and sent a field organizer to Oregon "to recruit public support for the public interest in communications." Sen. Howard Cannon (D-NV) has urged Packwood to reintroduce the deregulation bill as soon as possible, including a streamlined comparative renewal process.

EEO Progress Wins Renewals . . . Seven stations which had been punished with short-term renewals because of poor minority hiring records have boosted their EEO performance enough to win renewal through the remainder of their regular license terms: WDIZ/Winter Park, FL; KHVH/Honolulu; WPBR/Palm Beach; WIBV/Bellefonte, IL; WJQS/Jackson, MS; and KAIM-AM & FM/Honolulu.

Taft Beats 1945 Coverage Map . . . Taft Broadcasting, owner of WTVN/Columbus, OH, has won its fight to prevent the Petroleum V. Nasby Corp. from calling its new FM in Shelby, OH WPVN. As proof that the two stations don't serve the same listeners, Petroleum had submitted a 1945 WTVN coverage map that showed Shelby falling outside the station's coverage area. More impressive, however, was Taft's updated map, placing Shelby well within WTVN's range.

AM May Get Piece Of Utility Action . . . A California-based electronics firm wants AM to be included in a proposal for use of FM subcarriers by utilities to manage electricity loads by turning off appliances during periods of peak demand. The company says it has successfully tested utility load management in an experiment over KNX/Los Angeles. AM's advantages over FM for utility use include wider coverage area, cheaper receivers, the lack of any reduction in the station's main signal, and an absence of conflicts with reading services for the blind, the firm claims.

WTUP Told To Sell, Or Else . . . Lee Broadcasting's WTUP/Tupelo, MS has been given until August 31 to undergo a distress sale to a minority buyer, or face a hearing on charges it engaged in a questionable tradeout, failed to announce that candidates had paid to be included in a political program, and neglected to log the candidates' names and political affiliations.

Heat Kept On For Daytimer Relief . . . The Congressional champion of daytime broadcasters, Paul Findley (R-IL), is awaiting a reply to written charges that the FCC vote repudiating 9 kHz spacing leaves the Commission without a plan for aiding daytime stations. According to aide Bob Wichser, Findley plans to press the issue with the House Telecommunications Subcommittee and may revive an earlier drive for a more complete breakdown of the clear channels. The aide also criticized as inadequate a proposal being discussed by the NAB and the Canadian Association of Broadcasters to let U.S. daytimers stay on the air until 6pm during the winter.

EX-STAR STATION STILL OPERATING

KOIL/Omaha Says Obituary Premature

"It's business as usual," KOIL/Omaha VP/GM Larry Campbell told R&R Monday morning, after reports to the FCC that Beneficial Broadcasting planned to shut down the Adult Contemporary AM by last weekend.

Beneficial was named interim operator of KOIL & KEFM-FM five years ago when Don Burden lost the licenses to all of his Star stations. KEFM went dark in January when a windstorm destroyed its transmitting facilities.

In May an FCC law judge awarded KOIL's facilities to Nebraska-Iowa Broadcasting and KEFM's to Webster-Baker Broadcasting (R&R 5-29) but an unsuccessful applicant has appealed the grants to the FCC Review Board, a process that could take six months.

DETAILS ON NEW PROVISIONS

Deregulation Brings Rapid Changes In Renewal Process

As Chief of the FCC's Renewal and Transfer Division, Roy Stewart this year has had the job of keeping the renewal process up to date, reflecting changes caused by deregulation of the radio industry, the adoption of a five-question postcard renewal form, and the extension of radio licenses to seven years.

Stewart, a 16-year FCC staffer who has headed his division since last 1979, has been assisted in the streamlining effort by Barbara Kreisman, Chief of the Renewal Branch since 1980. Previously, Kreisman spent seven years as an attorney in the FCC's Hearing and Complaints and Compliance Divisions.

For the confused commercial radio broadcaster facing renewal, Stewart offers the advice, "The renewal packets stations receive from us contain very specific instructions. They should read and use those guidelines."

Stewart and Kreisman stress that stations should use only the forms contained in the renewal packets they receive seven months before license expiration. However, if broadcasters have any questions about renewal they should call Kreisman at (202) 632-7542 or Laura Johnson, Supervisory Broadcast Analyst, at (202) 632-7069. Technical and engineering questions should be directed to the nearest FCC Field Office.

Here's a summary of this year's changes in the renewal process for commercial radio stations:

- Stations to be renewed in October (DC, MD, VA, WV) will probably be the first to receive new extended licenses, although they may be for less than a full seven years. The FCC could phase in longer licenses, rather than starting off with seven-year terms.



Roy Stewart

- The first stations to receive the new five-question postcard form in their renewal packets will probably be those whose licenses expire in June 1982 (packets mailed this November). Until that form is approved by the Office of Management and Budget, stations will continue receiving the old Form 303R with the appropriate sections crossed out.

- If the station's ownership is unchanged since the last renewal, no new ownership report (Form 323) is required.

- Filing announcements are no longer required every 16 days during the license term. Only pre- and post-filing announcements are required, starting six months prior to expiration and ending one month before. The words "... and projections of our programming during the next three years" have been dropped.

- Since radio deregulation (abolishing formalized ascertainment, commercial time limits, program logs, and nonentertainment programming guidelines) took effect April 3, records proving compliance in those areas should be kept through that date.

- Public file and engineering inspections will be carried out at 10% of those stations up for renewal. The file should contain the new issues/programs list (placed in the file once a year) of five to ten issues the station paid attention to, along with examples of responsive programming, including dates, times, and durations. This list is not sent in with the application.

- None of the renewal application's engineering sections should be completed.

- Commercial radio is exempt from a plan to have a small sample of renewal applicants fill out the long renewal form, backed up by full field audits.

FAB SEES "BARGAINING CHIPS" ON CUBAN INTERFERENCE

Florida Broadcasters Irked By FCC Crackdown On Anti-Castro Shortwave Pirates

While illegal AM signals from Cuba are drowning out Florida radio stations, the Florida Association of Broadcasters (FAB) is furious with the FCC for trying to shut down illegal Miami shortwave operations pumping anti-Castro propaganda into Cuba.

"It's unbelievable that the FCC would take any action to protect the airwaves over Cuba when the Cubans are invading our airwaves and aren't even willing to discuss protecting U.S. domestic stations," fumed FAB Counsel Matt Liebowitz. The U.S., he says, should use the pirate stations as "bargaining chips" in a bid to bring Cuba to the negotiating table on AM interference.

U.S. Gets "Diplomatic Slap On Wrist"

Reports of unlicensed transmitters will be investigated "no matter what the source," FCC Acting Field Operations Bureau Chief Dick Smith told R&R. "I can assure you we did not react to this

problem any differently just because Cuba complained."

Meanwhile, acting as Cuba's urging, the International Telecommunications Union (ITU) has protested the shortwave operations to the State Department, in what Smith describes as the first "diplomatic slap on the wrist" the U.S. has ever received in radio matters.

Also, the FCC crackdown ground to a halt recently when the U.S. Attorney in Miami dropped charges against the first shortwave pirate nabbed by the FCC. Until the Justice Department says it's willing to prosecute cases, Smith says he's unwilling to commit the resources needed for further investigation.

A black and white photograph of Meat Loaf. He is looking directly at the camera with a serious expression. He is wearing a dark, possibly black, jacket with a white collar. He is holding a guitar, which is partially visible on the right side of the frame. The lighting is dramatic, with strong highlights on his face and the guitar's body, and deep shadows elsewhere.

MEAT LOAF
The Single
"I'm Gonna Love Her
For Both Of Us"

From The New Album
"DEAD RINGER"
Shipping Next Week!

Produced by Meat Loaf and Stephen Gallus.

Management: David A. Sanenberg & Al Dallentash for Amundo Enterprises, Inc.

epic / **CLEVELAND**

NAB

Continued from Page 1
ment regulation." At the Tuesday night dinner concert, Willie Nelson was forced to cancel owing to a collapsed lung, and Mel Tillis substituted. FCC Chairman Mark Fowler closed the sessions with a Wednesday address.

The Bell System's new "Dial-It" telephone voting system, in which specific 900 numbers were allocated for each possible answer to a question, was demonstrated at the conference, with attendees registering their votes on several issues. Early results included a 63%-37% tally in favor of Quarterly Measurement, and 65% indicating they have a satellite receiver dish or intend to get one.

Satellite Delight

The best-attended of many panels and workshops was "The New Wonderful World Of 24-Hour Satellite Programming," with 300-plus participants packed in to discuss the new technology and its applications to radio. ABC Radio VP Rick Sklar moderated the panel, with Sunbelt/Transtar's Dwight Case, Continental's Craig Hodgson, SMN's Kent Burkhart, and Bonneville's Marlin Taylor fielding questions.

Susan and Jim Hooker's "People Management Forum," a carry-over from last year, was also well-attended, as was an all-star AOR panel featuring Doubleday's Bobby Hattrik, B-A-M-D's Lee Abrams, and WMMR/Philadelphia's Charlie Kendall in outspoken exchanges over music and philosophy.

Another highly popular workshop covered microprocessors and their usefulness in multiple aspects of a radio station's operation. Communications lawyer Jason Shrinky moderated a panel on the "model" relationship between radio and records, discussing among other things whether radio should opt out of the record promotion process altogether.

Other sessions dealt with radio news (at which an extensive AP Radio listener-habits survey was previewed; see separate story Page 10); daytimers; the Urban



KEYNOTE SESSION — A panorama of the audience assembled for Paul Harvey's keynote speech at the RPC.



TARLETON OPENS CONVENTION — NAB Radio Board Chairman Cullie Tarleton is pictured during his introductory remarks.



RURAL PROGRAMMING DISCUSSION — The "Programming To Rural America" workshop featured (l-r) WGN/Chicago's Orion Samuelson, KFEQ/St. Joseph, MO's Gene Millard, and KRVN/Lexington, NE's Richard Hawkins.



MANAGING PEOPLE — Susan Hooker (pictured) and Jim Hooker of Media Sales Training repeated their popular forum on managing people.

Contemporary, Country, A/C, Talk, Easy Listening, and CHR formats; deregulation for programmers; and promotions. A luncheon panel featured noted air personalities Deano Day, Larry Lujack, and Dick Purtan in amusing discussions of "How To Make Money With Your Mouth." Also featured were "Roundtables," informal discussions chaired by a moderator but concentrating on audience questions rather than prepared guest addresses or debates.

An overall mood of optimism for radio's future seemed to prevail throughout the meetings, as broadcasters demonstrated concern over new technology but also confidence about assimilating it and making it work.



RESEARCH FAIR — Participating in a research fair along with a number of top radio researchers in various areas of the field was R&R Ratings & Research Editor Jhan Hiber (left), shown in mid-discussion with several broadcasters.



AOR SHOWDOWN — Shown during the AOR format sessions are (l-r) panelists Charlie Kendall, Bobby Hattrik, and Lee Abrams.

SETS WEST COAST OFFICES

Davis Appointed President Of Riva Label

Bob Davis has been named President and a member of the Board of Directors at Riva Records. Formerly VP/Business Affairs and VP/Artist Acquisition & Development with MCA Records, Davis, a practicing attorney, will maintain an affiliation with the Los Angeles-based law firm of Sklar, Coben & Stashower in addition to his duties at Riva.

Along with the announcement of Davis's appointment, Riva Chairman of the Board William Gaff said that Riva would open West Coast offices to be located at 9200 Sunset Blvd., Suite 710, Los Angeles, CA 90069, (213) 274-7100. These offices will also house the

London-based Gaff Management Ltd. corporation's affiliated music publishing and management operations, which include Riva Music, H.G. Music, Avir Music, and Gaff Music.

Century

Continued from Page 3

supplier within the coming years." Meyers is a longtime TV producer/programmer, having worked at CBS and NBC, producing the Oscar ceremonies and working with shows starring Red Skelton, Jack Benny, Bob Hope, and Judy Garland. Sher helped to organize Filmcraft Productions, which filmed Groucho Marx's "You Bet Your Life." He was involved in the development of "Route 66," "Naked City," "Rin Tin Tin," and "Circus Boy," and also served as a radio producer/director for NBC.

Century owns six radio stations: WAIT & WLOO/Chicago, WABX/Detroit, KWEST/Los Angeles, KSHE/St. Louis, and KMEL/San Francisco.

Pope

Continued from Page 3

\$80,000 for its work — \$50,000 of which was to go to the Black Radio Network for its efforts — this payment was blocked at Infinity's insistence. Along with this money, the Black Radio Network is seeking to recover tapes of the Pope's visit, which it claims are still held by Infinity. MCA declined to comment on the matter.

BIGGER AUDIENCE! STRONGER LOYALTY!

The 1980's . . . America's Toughest Decade:
HELP, HOLD, and BUILD Your Audience
With **CONSUMER'S TOOL KIT!**

Brief, daily features give listeners practical, no-nonsense help. They'll learn the Midas Money Touch in "Money Magic"; get transportation tips in "World of Wheels"; keep healthy with advice from "Feeling Fit"; learn to enjoy life more in "Staying Happy".
TWELVE TOPICS . . . 120 info-packed shows in each subject, all geared to put the **CONSUMER** in the driver's seat again. Pick one, two, three or all! Mix and match if you wish. Recycles audience; broadens your base.

CALL NOW!

Reserve **CONSUMER'S TOOL KIT** exclusively in your market!

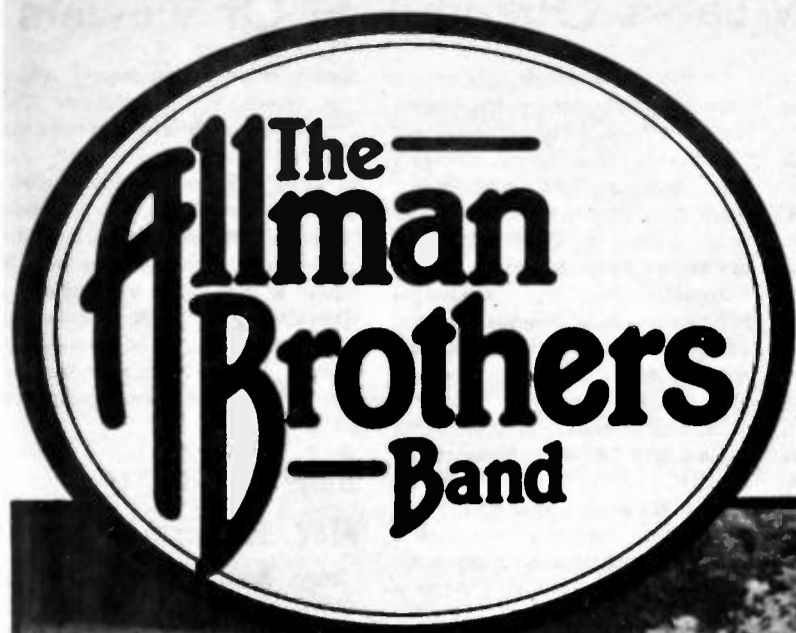
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at

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The Spirit Reborn. On Brothers Of The Road.



The legendary Allman Brothers Band rock all the way to the top with Brothers Of The Road. One of the most significant, pioneering bands in the history of rock, playing with more energy than ever before. The new album that's being called their best in years. Features the hit single "Straight From The Heart," "Two Rights," "Leavin'," "The Judgment."

The single: AS 0618
NEW & ACTIVE 87/14

The album: AL 9564
AOR National Airplay/40
20-12

Brothers Of The Road.
A New Peak For A Great American Band.

ARISTA

Produced By John Ryan for Chicago Kid Productions. Management: John Scher.



World's Smallest Desktop Computer



Measuring just 6 x 6½ x 1½ inches, Sinclair's "ZX81" is the smallest desktop computer yet. The unit operates through use of BASIC language and, attached to your TV, can be used to create graphic displays of information.

The "ZX81" features two software modes, enabling you to compute while displaying flicker-free systems or, using the unit's "run" modes, compute at four times its usual speed.

You can also add to the unit's memory by attaching a 16K plug-in RAM module (pictured at right). To generate hard copy, simply attach Sinclair's "ZX" thermal printer (middle photo). This printer is capable of displaying up to 32 characters per line. Both of these attachments are priced at \$110 each.

The "ZX81" constitutes a refinement of last year's model, the "ZX80," with one custom integrated circuit chip replacing 18 of the previous model's. Price for the "ZX81" is approximately \$150.

For further information, contact Sinclair's U.S. offices at 50 Staniford St., Boston, MA 02114.

Motown Expanding Into Film, Stage, TV Projects

Rick James & Teena Marie To Star

Motown Productions will be expanding into a variety of music-related film and TV projects. Bankrolled to the tune of \$10 million by its parent firm Motown Industries, the division's plans include a film written by and starring Gordy recording artist Rick James, entitled "Spice Of Life," and a second film scripted by James, to be called "Alice In GhettoLand." This latter film will top-line Gordy recording artist Teena Marie.

Also in the works are a stage musical, "Hitsville U.S.A.," which will incorporate 14 vintage Motown hits and four newly-written songs, and a TV special centering around Motown's upcoming 25th anniversary.

Russell Stoneham, a 28-year veteran of the television industry, has been named Executive VP in charge of TV development for the firm with Suzanne Coston, a nine-year Motown veteran, serving as VP/Music. Carol Caruso, who has been with Motown since 1975, has taken the VP/Acquisitions & Development post, while former V.I.P. recording artist Chris Clark will assume the VP/Internal Creative Development position. All will report to Motown Productions President Suzanne de Passe.

LIN 2nd Qtr. Net, Revenues Rise

LIN Broadcasting Corp. announced that second-quarter net for the firm increased 4.4 percent to \$4.7 million, up from \$4.5 million during the analogous period of 1980. Sales for the firm rose six percent during the second quarter of 1981 to \$18.3 million, up from \$17.3 million in the second quarter of 1980.

First-half net for the company climbed 10 percent to \$7.6 million, up from \$6.9 million in the first half of 1980, while first-half revenues inched up 5.7 percent to \$31.9 million from \$30.2 million in the equivalent period last year.

Survey Finds TV Spots Offend 40% Of Viewers

One out of five Americans thinks TV programs are in poor taste, according to a recent survey by New York City-based ad agency Warwick, Welsh & Miller. However, these findings, reported in the *Wall Street Journal*, note that twice that many (40 percent of the 3440 people surveyed) think TV commercials are in poor taste, with spots pitching designer jeans, sanitary napkins, laxatives, douches, bras, girdles, pantyhose, and antacids cited as the most objectionable.

Even though this survey dealt with TV spots, the results are applicable to radio as well. Irritating ads, whether from national or local accounts (dragstrip and pimple cream spots spring immediately to mind) may also affect your listeners negatively, causing them to tune out. Stations with an abundance of obnoxious spots may find their image irreparably damaged. And, as we shall see, people don't have to actively complain to be offended.

In comparison, only 25 percent of those responding to the mail survey said they thought TV commercials were in good taste and only 33 percent believed TV programming to be in good taste.

Few Complain To Station

While 55 percent of those queried claimed to avoid products with objectionable advertising, 80 percent of these people said they had never complained directly to an advertiser or a station.

Interestingly, those Americans with the most negative opinions on TV commercials were these important consumer segments: college graduates, residents of the West Coast and Northeast, those with household incomes over \$25,000 annually, and those 35-49 years old.

Although most respondents couldn't

remember which specific commercials were the most objectionable, leading Warwick, Welsh & Miller to state that "annoying commercials don't automatically produce brand recall," those spots most frequently cited as irritating were for Calvin Klein and Jordache jeans; Stayfree, Kotex, Summer's Eve, and Massengill feminine products; Playtex bras and girdles; Pepto-Bismol and Rolaids antacids; and Underalls pantyhose.

Of course, there's a significant amount of difference in what people say and what they do, as evidenced by the \$100 million worth (27 million pairs) of Underalls sold to date. Not to mention that the three TV programs rated most objectionable by those responding to the Warwick, Welsh & Miller survey ("Dallas," "All My Children," and "Guiding Light") are among the most popular shows on the tube.

Furthermore, while some commercials are disliked because of the products they advertise (douches, for example) and others, such as jeans, labeled objectionable because they are considered too suggestive, other commercials (notably the "Mr. Whipple" spots for Charmin toilet tissue and the "ring around the collar" ads for Wisk detergent) are criticized simply for being an insult to one's intelligence.

May Cause Image Erosion

On the other hand, the longevity of these two campaigns — Charmin's began in 1964, Wisk's in 1969 — point out their effectiveness. Despite such sales successes, a

number of advertising experts believe that offensive ads undercut the credibility of advertising in general and eventually erode brand images.

As we stand on the eve of a forthcoming revolution in home media (cable TV, videodiscs, etc.), it will be interesting to see how advertising is forced to deal with a more selective audience, especially when considering the fragmented nature of this audience as noted by the objections expressed by the important consumer groups mentioned above.

Blair's 2nd Qtr.

Net, Revenues Rise

John Blair & Co. reported that 1981 second-quarter profits for the broadcaster-Rep firm increased 10 percent to \$3.7 million, up from \$3.3 million in the year-previous quarter. Blair's second-quarter revenues climbed 18 percent to \$64.9 million, up from \$54.8 million in the equivalent period of 1980.

Despite the increased profitability in the second quarter, Blair's first-half net declined four percent to \$5.1 million, down from \$5.3 million in the first half of 1980. Meanwhile, first half revenues for the firm jumped 15 percent to \$122.9 million, up from \$107.1 million in the same period last year.

Blair attributed the first half decline in profits to development costs associated with its new broadcasting related operations, noting that the company's owned-stations and graphics divisions were the major contributors to the second-quarter earnings increase.

Driving Costs Soaring In Major Markets

Depending upon where you live, the oft-quoted national average cost of operating a car (approximately 40 cents per mile for a 1980 compact) is misleadingly low.

According to a recent survey by the Hertz Corp., costs in Los Angeles are 35 percent higher than the national average — 54 cents per mile. Other expensive cities are (in order): New York (51 cents per mile), San Francisco (49 cents), Miami (44 cents) and Chicago (43 cents).

Sharp's Go-Anywhere VCR



Sharp's "VC-2250" is the most flexible videocassette recorder to date. The unit features a programmable timer, VHF/UHF electronic tuning, still-frame and five-times-normal speed capabilities, and AC operation.

Furthermore, the two-hour, 20-pound unit is portable, operating off an optional internal battery pack when used away from home. Price: \$1000.

5 YEARS AGO TODAY

Radio & Records

- ★ RICK DEVLIN NAMED VP/GM AT WOR/NEW YORK.
- ★ ERICA FARBER BECOMES GM AT 99X/NEW YORK.
- ★ NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket)
- ★ NUMBER ONE COUNTRY: "Bring It On Home To Me" — Mickey Gilley (Playboy)
- ★ NUMBER ONE LP: "Spliffire" — Jefferson Starship (RCA/Grunt)

WESTWOOD ONE SALUTES

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

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



Boston

WESTWOOD ONE

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

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

NRBA '81

THE ONE IN '81

CONVENTION AND EXPOSITION

DON'T MISS IT!:

THE ONLY ALL-INCLUSIVE, ALL-RADIO MEETING OF THE YEAR
National Radio Broadcasters Association Annual Convention and Exposition
September 13-16, 1981 • Fontainebleau Hilton • Miami Beach, Florida

HIGHLIGHTS OF THE 1981 NRBA CONVENTION AND EXPOSITION

SUNDAY, SEPTEMBER 13

- GALA OPENING RECEPTION TV Spot Producers Arena
- EXPOSITION OPENING Cable Satellite Roundtable
- SEMINAR PROGRAMS
Programming Workshops for Every Format

MONDAY, SEPTEMBER 14

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- KEYNOTE ADDRESS
Speaker:
CECIL HEFTEL
U.S. House of Representatives
Owner, Heftel Broadcasting
- SEMINAR PROGRAMS
Sales Motivation
Financing Your First Acquisition
Promotion Powerhouse
Programming Critiques
Engineering: Audio Processing
FCC Engineering
Small Market Sales:
Personnel Solutions
- LUNCHEON
Golden Radio Award Ceremony
Honoring:
GORDON McLENDON
- OPEN AFTERNOON
- HOSPITALITY SUITE GALA

TUESDAY, SEPTEMBER 15

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- SEMINAR PROGRAMS
Sales Theater: Video Role Playing
Meet the New FCC
Use My Medium for Promotion
Lifestyles' Effect on Programming
Engineering: Digital Audio
Large Market Salesperson Solutions
Finance... The Subject is Money!
Promotion Superstars
On-Air Personnel Solutions
Engineering/Management
Coexistence
Promotion Circus
Satellite Transmission and Distribution
AM Stereo Update
Sales Roundtables by Market Size
Small Market Idea Exchange
Programming Workshops for Every Format
- LUNCHEON
Speaker:
MARK FOWLER
Chairman, FCC
James Gabbert
Leadership Award Ceremony
Honoring:
ROBERT E. LEE
Former Chairman, FCC
- **Superstar Concert:**
RONNIE MILSAP



• HOSPITALITY SUITE GALA

WEDNESDAY, SEPTEMBER 16

- IDEA EXCHANGE BREAKFAST
- SEMINAR PROGRAMS
Future Engineering Trends
Mini-Management Course
Update on Cuban Interference and 9kHz
- POST-CONVENTION VACATION AT THE FONTAINEBLEAU HILTON OR IN THE BAHAMAS

CONVENTION REGISTRATION INFORMATION

(Please type or print)

September 13-16, 1981 • Fontainebleau Hilton • Miami Beach

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____

	Before August 2	After August 2
NRBA Members:	\$190	\$215
Non-Members:	\$230	\$255
Spouses:	\$50	\$50

- PRE-REGISTRATION DEADLINE: Friday, September 4
Please Note: After September 4, registration will be on-site only at the registration desk in the Fontainebleau Hilton. On-site registrants must pay all fees when registering. Sorry, no billing.
- CANCELLATION POLICY: Cancellation requests received by September 1 will be entitled to a full refund. After September 1, a \$30 administrative fee will be deducted from all refunds. Refund requests must be submitted in writing to NRBA no later than October 15, 1981.
- POST-CONVENTION ACTIVITIES:
 Please send me information on the NRBA post-Convention trip to the Bahamas
 Please send me information on the Fontainebleau's post-convention vacation package
- RETURN THIS FORM ALONG WITH YOUR CHECK OR MONEY ORDER, PAYABLE TO NRBA FOR THE FULL AMOUNT OF YOUR REGISTRATION FEE, TO:

NATIONAL RADIO BROADCASTERS ASSOCIATION
 1705 DeSales Street, N.W., Suite 500, Washington, D.C. 20036
 (202) 468-2030 or (202) 468-5540



September 13-16, 1981
 Fontainebleau Hilton • Miami Beach

HOTEL RESERVATIONS

(Please type or print)

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____
 NAME(S) OF PERSONS SHARING ACCOMMODATIONS: _____

Arrival Date: _____ Departure Date: _____

Please use a separate form for each room requested.

Please circle the accommodations you prefer. If the rate you request is not available, the nearest available rate will be assigned. The hotel will send confirmations directly to you.

While every effort will be made to reserve accommodations at the Fontainebleau, NRBA reserves the right to arrange alternate accommodations at one of the following hotels once the Fontainebleau is filled: the Doral, the Eden Roc, or the Konover. Hotel confirmations should be inspected closely upon receipt for the name of the hotel booked.

RATES:	Standard	Medium	Deluxe
Single:	\$55	\$60	\$65
Double:	\$55	\$60	\$65

- Please note that single and double rates are identical. However, you must add \$15 per night for a third or fourth occupant.
- Reservations will be held until 6:00 PM on the scheduled date of arrival. To guarantee your reservation:
 (1) Submit one night's deposit directly to the hotel when you receive your reservation confirmation, or
 (2) Charge your reservation on your American Express, Carte Blanche, or Diners Club account by calling your hotel when you receive your reservation confirmation.
- To change or cancel your hotel reservation, contact your hotel's reservation department. NRBA can process your original reservation only.

This form may be duplicated.

This form may be duplicated.

Networks/Program Suppliers

New AP Study Reveals Radio Listening Habits

A new study of how Americans listen to radio, conducted by San Luis Obispo, CA-based **Research Group** for the **Associated Press**, reveals among other findings, that four out of every ten radio listeners tune to a particular station for news, and that music concerts aren't very important to the average listener.

Several other findings were released this week in Chicago at the **NAB Programming Conference** by AP Deputy Director/Broadcast Services **Jim Hood** and APR Washington Bureau head **Ed DeFontaine**. Those surveyed like:

- FM the best (61%)
- Short newscasts, with 60-seconds being the favorite
- Information delivered by an announcer just as well as a formal newscast
- Listening to AM for news & information (persons over 45 years and top 50 market listeners)

According to AP, listeners care least about giveaways, games, and quizzes. Clearly on the minds of morning radio listeners are: (in order of importance) weather reports and forecasts; favorite music; local news; traffic and road conditions; and national and world news.

WESTWOOD ONE

KGB-FM/San Diego becomes the 150th U.S. radio station to carry the firm's "Rock Album Countdown" show. Hosted by **Jeff Gelb**, the two-hour program airs weekly.

ARNOLD
BY
TOMBY

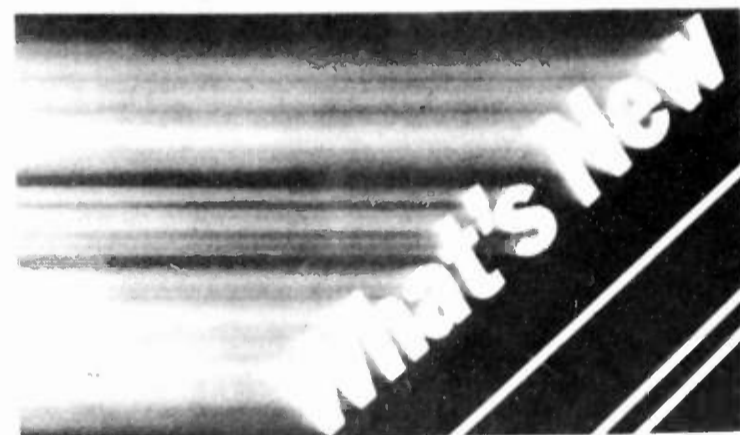
Charlie Van becomes Southern Sales Manager for the Dallas-based firm. Van was most recently a Sales Consultant at **TM Productions**, having formerly served as Executive Director of Sales for **McLendon Syndicators** as well as having been GSM at **KLIF** and **WRR-FM/Dallas**.

Music was more important in the afternoon, when over seventy percent of the 1000 respondents replied they tune to a station because they play "the best songs for their taste or that the station understands the kind of music they like." Weather and local news rank third and fourth for most desired in afternoon drive.

Asked to rate "better living information," close to half the respondents listed "energy and tips on how to save it" as their topic issue. This was followed by tips on how to invest money, best buys on food, historical events that took place on the same day, and tips on how to stay healthy and fit.



Pictured while participating in the "What Do You Really Know About Radio News" panel, in which results of the study were discussed by AP's Ed DeFontaine, are (l-r) **WGN/Chicago's Wayne Vriesman**, **WGSO/New Orleans's Ted Landphair**, **DeFontaine**, and **KNX/Los Angeles's Gregg Peterson**.



ABC Information And NBC Move Into Top Spots

Among listening adults (12+), the **ABC Information Radio Network** has become number one, based on average audience ratings, according to a report issued last week by **RADAR**. Moving into second place was the previous leader, **ABC Contemporary**, which also lost out to the **Source** as the dominant 18-34 net.

The **NBC Radio Network** showed up number one in total cume (adults 12-plus) while **RKO** demonstrated the greatest growth overall of any net (close to 30%).

Source

The net's **Marshall Tucker** concert, broadcast the weekend of June 26-28 over approximately 245 radio stations, reached a cumulative audience of 4.9 million adults, according to a telephone survey conducted by **Trendex**. Similarly, the **Source's Rainbow** concert, broadcast the weekend of July 10-12 over nearly 245 stations, reached a cumulative audience of 3.5 million persons, based upon an **Omnitel-R.H. Bruskin** telephone survey.

A third **Source** concert, featuring **Utopia**, broadcast over 43 radio stations, garnered a cumulative audience of 5.8 million adults, again according to the **Omnitel-R.H. Bruskin** organization. This **Utopia** concert generated a 6.7 cume rating among its primary target (adults 18-34), the highest of any **Source** concert to date.

Seven stations have become **Source** affiliates, including **WXLN/Davenport, IA**; **WGFT/Youngstown, OH**; **WQBZ-FM/Ft. Valley, GA**; **WXXX/Hattiesburg, MS**; **WXIL-FM/Parkersburg, WV**; **WETZ/New Martinsville, WV**; and **WMIK-FM/Middlesboro, KY**.

DR

John Platt has been appointed Director/Special projects for the New York City-based firm. A 15-year veteran of radio, Platt most recently served as PD for **WRVR/New York**, having previously spent over six years as PD and air personality at **WXRT/Chicago**. In his new post, Platt will primarily be responsible for the development of long-form programming.

RADIO abc

The **ABC Radio Networks** will broadcast their second "Mello Yello" weekend concert series on Friday (10-9), Saturday (10-10), and Sunday (10-11). The **Jefferson Starship** will be featured on Friday's broadcast via the **ABC Contemporary Network**, with the **Moody Blues** airing Saturday over the **ABC FM Network**, and the **Charlie Daniels Band** heard Sunday on the **ABC Entertainment Network**.

TM
Special Projects

"Country Tour U.S.A.," a 26-hour radio program focusing on country music throughout America, will be available for broadcast beginning in September from the Dallas-based firm. **Warner Bros.** recording artists **Gail Davies** and **T.G. Sheppard** will cohost the show, which was produced by **Popular Media Products** of Los Angeles.

Each hour of the program will be entirely self-contained and will feature interviews with top country artists talking about life on the road, their music, and the events that inspired them.

Debra Chernault

WPEX and **WWDE-FM/Norfolk, VA** are now programming the firm's "Great American Country" and "Contempo 300" formats, respectively.

O'CONNOR



Arthur Godfrey (pictured) will mark his return to radio after an absence of five years with a new, daily three-minute syndicated program produced by **Universal City, CA-based O'Connor Creative Services**. Entitled "The Time Of Your Life," Godfrey's program will include information on how to plan for, adjust to, and make the most of retirement.

Targeted towards audiences aged 40-plus, "The Time Of Your Life" will be available by barter, beginning this fall.

N

NBC

Kevin Cox becomes VP/Marketing Services, coming from his previous post as VP/Sales for the **NBC Radio Networks**. A 22-year veteran of broadcasting, Cox joined NBC in 1975, having formerly been Exec. VP at **RKO Radio Representatives**.



The firm will broadcast the **Pretenders** concert live from the Santa Monica Civic on September 4. Satellite linking will be provided by **Wold Communications**.

IT'S MORE THAN JUST MUSIC THAT MAKES THIS COUNTRY GREAT

Your audience wants to hear today's music—and that means the smooth, lively sounds of modern country! Whether your station is live or automated, **BPI's Country Living** format can sell for you—with consistent programming, all original hits by top country artists, and constantly updated current hit reels. **BPI's** announced libraries are hosted by 3 of the top country disc jockeys, who personalize and localize your service with monthly customized copy.

For information on the sounds that sell from **BPI** ask about **Country Living** or any of our winning formats.

CALL TOLL FREE 1-800-426-9082

Call Collect (206) 676-1400

P.O. Box 547, 3950 Home Road, Bellingham, WA 98225

MUSIC IS **BPI**

Reps

Airlines Use Radio During Strike

A cursory check among top radio sales executives shows that spot radio was by far the winning medium in the early days of the air controllers' strike, as airline executives rushed to calm public fears over safety. Mostly the word from the larger airlines was that despite a few delays, everything was running on schedule.

But even smaller carriers such as **People Express** and **Republic Airlines** used radio to counter news accounts saying that short-haul trips would be most affected. In general, the airlines appeared to be combatting the possibilities of "no-shows" in their advertising.



ALL-STAR REPS MEET IN COOPERSTOWN — The 20th annual New York State Broadcasters Association Executive Conference was held in Cooperstown recently. Pictured on the radio panel, which discussed "Selling New York State in The 80's," are (l-r) **McGavren-Guild Radio President Ralph Guild**, **Blair Radio President John Boden**, **WDOE/Dunkirk's R. David Ridgeway**, **Eastman Radio's Frank Boyle**, and **NYMRAD Executive Director Maurle Webster**. **Katz Radio President Ken Swetz** was present, but missed the photo.

BALANCE • FOGELBERG



“Breaking Away”

Top Of
New & Active

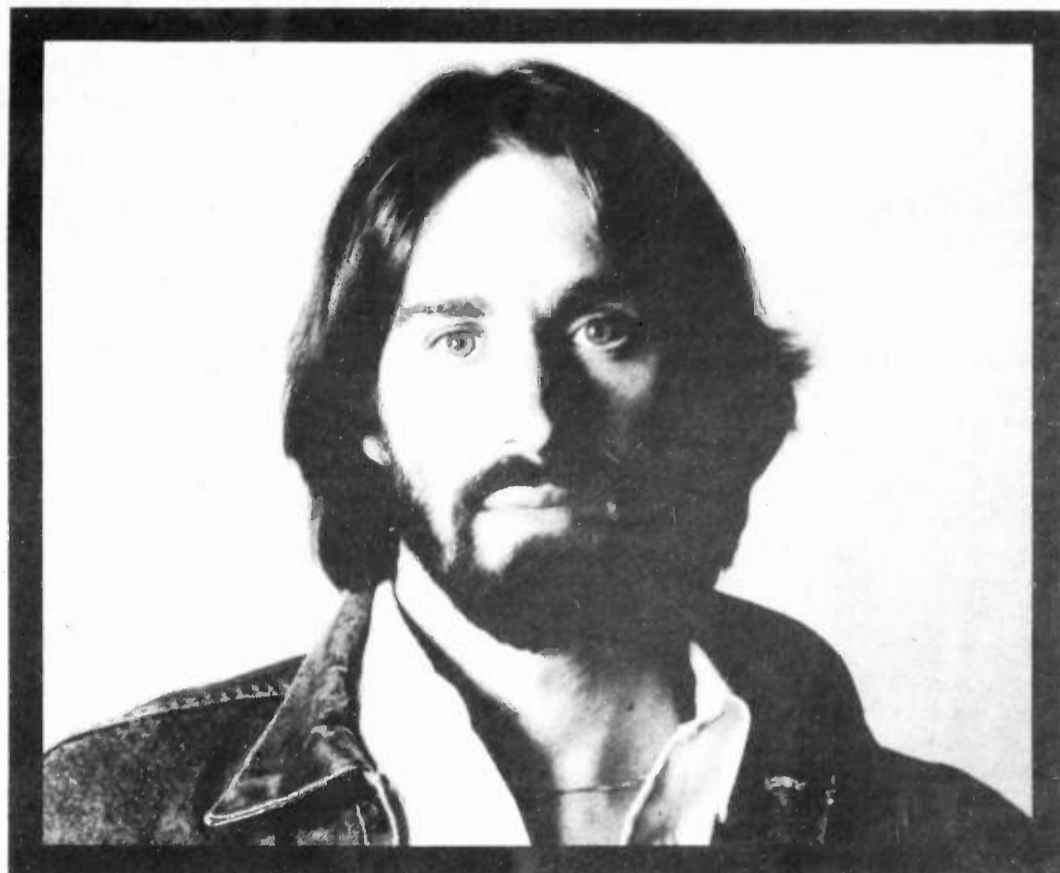
NEW & ACTIVE

BALANCE “Breaking Away” (Portrait) 117/20
Moves: Up 50, Debuts 13, Same 34, Down 0, Adds 20 including Z93, Y100, Q106, 13K, KJR, KC101, WSGN, WSEZ, KSTT, WHOT, KKXX, WFOX, KPUR, KFVR, KYVA.

Produced by BALANCE for
Contemporary Communications Corporation

Portrait

Distributed by EPIC RECORDS



“Hard To Say”

DAN FOGELBERG'S First Great Week!

One of The “MOST ADDED”
Records of The Week

NEW & ACTIVE

☑ DAN FOGELBERG “Hard To Say (Full Moon/Epic) 72/72
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 72 including WFIL, 94Q, Q106, CKLW, KXOK, KEZR, KYYX, Q103, KOPA, WKRZ-FM, CK101, Z104, KNBQ, WTSN, 95SGF, KYVA.



Epic

ON FULL MOON/EPIC RECORDS

Ratings & Research

"A different way to measure radio."

Introducing The BBM Diary

Last week I gave you a first look at the new Arbitron diary that's being used beginning with this summer's survey. This week I'd like to offer an item for those of you who call or write and ask if there's an alternative to the Arbitron diary. There is, and a very useful example resides north of the border in the form of a "ballot" distributed by the Bureau of Broadcast Measurement, Canada's ratings service.

I was first exposed to the BBM when I was at CKLW as Director of Marketing and Research. I would go to Toronto for various BBM seminars and briefings, and having worked at Arbitron, I used to mentally compare the two services. Such a comparison today might be useful in terms of giving the U.S. broadcast industry — and perhaps Arbitron or some other ratings company — some food for thought about radio measurement.

Since I had not been actively dealing with BBM for several years I took a flight to Toronto recently — daredevil that I am — to interview Dave Buller of the organization and get up to speed on its procedures and diary methodology.

BBM History

According to Buller, who is Secretary of the BBM, the Canadian ratings service started in the mid-40's. BBM is a nonprofit association which has a board of directors composed of advertisers and broadcasters. The board meets periodically to set policy, such as when the surveys will be taken, what procedures will be used, etc.

The BBM surveys markets once, twice, or three times annually, depending on market size and whether or not a summer survey is done in the area. The sweeps are for six weeks, but in only three of those weeks does the public keep diaries. The BBM feels that this approach keeps hype down to a minimum, since the stations don't know until after the books are received which weeks were actually surveyed.

Differences With Arbitron

I've included on this page a reproduction of a BBM diary page, with approval. You can see at first glance that there are differences compared to the new Arbitron diary that was shown here last week. Let me spell out some of the differences for you, since some are not apparent in looking at this one page.

1. *Demographics measured.* The BBM measures all those in a home who are two years and over. In its ratings books there are breakouts for children 2-6 and 7-11.

2. *Qualitative and socioeconomic information is gathered.* In the front of the BBM ballot are questions about the respondent's educational background, household size, occupation, whether or not the person has a job (to ferret out working

women, for example), and radio usage both at home and in vehicles. AM/FM ownership is delved into as well.

3. *The survey week begins on Monday and runs through the following Sunday.*

MONDAY					①		DAYTIME				
TIME	STATION			WHERE LISTENED		TIME	STATION			WHERE LISTENED	
	CALL-LETTERS	AM	FM	At home	Away from home		CALL-LETTERS	AM	FM	At home	Away from home
01	5.00-5.15AM					41	3.00-3.15PM				
02	5.15-5.30					42	3.15-3.30				
03	5.30-5.45					43	3.30-3.45				
04	5.45-6.00					44	3.45-4.00				
05	6.00-6.15					45	4.00-4.15				
06	6.15-6.30					46	4.15-4.30				
07	6.30-6.45					47	4.30-4.45				
08	6.45-7.00					48	4.45-5.00				
09	7.00-7.15					49	5.00-5.15				
10	7.15-7.30					50	5.15-5.30				
11	7.30-7.45					51	5.30-5.45				
12	7.45-8.00					52	5.45-6.00				
13	8.00-8.15					53	6.00-6.15				
14	8.15-8.30					54	6.15-6.30				
15	8.30-8.45					55	6.30-6.45				
16	8.45-9.00					56	6.45-7.00				
17	9.00-9.15					57	7.00-7.15				
18	9.15-9.30					58	7.15-7.30				
19	9.30-9.45					59	7.30-7.45				
20	9.45-10.00					60	7.45-8.00				
21	10.00-10.15					61	8.00-8.15				
22	10.15-10.30					62	8.15-8.30				
23	10.30-10.45					63	8.30-8.45				
24	10.45-11.00					64	8.45-9.00				
25	11.00-11.15					65	9.00-9.15				
26	11.15-11.30					66	9.15-9.30				
27	11.30-11.45					67	9.30-9.45				
28	11.45-12.00					68	9.45-10.00				
29	12.00-12.15PM					69	10.00-10.15				
30	12.15-12.30					70	10.15-10.30				
31	12.30-12.45					71	10.30-10.45				
32	12.45-1.00					72	10.45-11.00				
33	1.00-1.15					73	11.00-11.15				
34	1.15-1.30					74	11.15-11.30				
35	1.30-1.45					75	11.30-11.45				
36	1.45-2.00					76	11.45-12.00				
37	2.00-2.15					77	12.00-12.15AM				
38	2.15-2.30					78	12.15-12.30				
39	2.30-2.45					79	12.30-12.45				
40	2.45-3.00					80	12.45-1.00				

Please check (✓) box if you did not listen at all today

4. *The diary pages are "closed-end" variety. In research this means that the time frames are already supplied, in this case broken down by quarter-hour. The beginning of each hour is highlighted in red. This is the BBM's attempt to eliminate the AM-PM confusion that Arbitron's latest diary revision is hoping to address.*

5. *The diary asks only for call letter entries, and the example page at the beginning of the diary does not even show that slogans or other identifiers could be entered and still be usable for credit.*

Buller told me that BBM does not have a slogan conflict editing problem such as Arbitron or other U.S. services have. The reason is that in Canada stations are not allowed to use a slogan that's already being aired by another station in the same market. The Canadian Radio and Telecom-

munications Commission (CRTC) evidently prohibits that sort of thing. Wonder if the FCC ever considered such a proviso?

Implications For U.S. Radio

If you have ever wondered if there's a different way to use a diary to measure radio, perhaps the BBM version would be worthy of your consideration. Perhaps Arbitron will adopt some of the items currently in use up north. It should be noted however, that years ago Arbitron used to use the closed-end diary variety. Evidently its research department felt that the open-ended approach was preferable.

One additional item is worth mentioning here, an idea that Arbitron might adopt. Buller told me that the BBM allows all members complete and repeated access to the ballots in Toronto. A station need not be limited to one day per survey as is currently the Arbitron rule of thumb. Also, Canadian stations are allowed to order full-market mechanicals — showing how the station and its competitors did — and to have such a document sent to the station. Currently Arbitron does not allow full-market mechanicals to leave its premises.

The BBM is not a panacea — like any survey company it has its problems. However, perhaps our neighbors to the north are on to an approach that might benefit radio. Perhaps Arbitron or some other U.S. firm will feel that some of the items mentioned here are worthwhile for implementation in our country.

If you have any questions about the BBM, please feel free to call.

Q&A

Robin Coker, PD of WWOD/Lynchburg, VA, wrote in recently to ask, "Has Arbitron ever considered flighting the surveys so that fewer markets are surveyed at a given time, thus decreasing the time between sweeps and delivery of the books?"

Robin, Arbitron wouldn't mind doing the report production on a staggered basis either — perhaps surveying thirty markets at a time, for example. However, the advertisers and agencies feel that they need to look nationwide at radio listening within a given time frame — the ability to compare an AOR in New York to an AOR in L.A. during the same survey period — thus the need for set survey periods when all markets are swept.

Jhan
Hiber



Format The Noteworthy Music Your Listeners Demand:

Silver Condor "You Could Take My Heart Away"

NEW & ACTIVE

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 10075. Moves: Up 48, Debuts 9, Same 26, Down 1, Adds 5, Q107, Q103, KC101, KEEL, WFME, WBEH-FM 23-25, KRBE 4-6, KOPA on, WKEE 30-27, KEGL 13-4, KLAZ 23-19, WISM 23-24, FM103 22-21, KZZP 11-7, WACZ 30-23, KYVA 30-25.

Santana "The Sensitive Kind"

WIFI	KRBE	KIQQ	92FLY	KSET-FM	G100	KJ100	KERN	KCPX	WTSN	KVOL
WXKS-FM	KRLA	KFRC	WAQY	KINT	BJ105	WVIC	FM102	KTKT	14WK	WRKR
PRO-FM	KFI	KEZR	WKEE	KHFI	WSKZ	WZOK	KJRB	WJBQ	WCIR	KCBN
WPGC		WFBR	KSTAR	KQ94	WSEZ	U93	KNBQ	WGUY	WXLK	KDZA

Blue Oyster Cult "Burnin' For You"

WLS-FM 39-33	WAQY 23-19	KJ100 13-11	KLUC add	96KX	KSFX	WAAY	KERN	WSPT
WDRQ add 20	KHFI add	KKXX add	WJBQ add	Q107	92FLY	BJ105	KCPX	KENI
KBEQ 18-14	Y103 add	KNBQ add	WGUY add	KRBE	WKRZ-FM	WRVQ	95XIL	KRLC
K104 21-16		FM103 17-14	WIFI	KIQQ	KXX106	WZOK	WXLK	

Deniece Williams "Silly"

KRLY 8	WDRQ add	KLAZ add	WCSC on	KHYT deb 34	FM99 29-23
Y100 4-2	KIQQ 38-35	WJDX 12-5	KYNO-FM 22-21	WFOX on	KVOL add
Q105 10	KFMK 15	WSGN 27-24	KCPX on	WFLB deb 35	KYYA on
WCKX 9	KSET-FM deb 26	WMAK-FM deb 22			

Art Garfunkel "A Heart In New York"

WABC 40-38	KEZR 27-25	WAAY on	WVLK deb 30	WHEB 26-25	WISE on
WFIL on	WFBR 29-26	WBCY 25	KKXX deb 27	95XIL on	WFLB on
96KX on	KC101 on	WAYS 24	WACZ on	WFOX on	KBOZ deb 28
WCAO 25-23	K104 36-30	WSEZ on	WTSN 26-24		

Atlanta Rhythm Section "Alien"

Z-93 add	KEZR add	WBBQ add	WTSN add	WFLB add
94Q on	WAQY add	WCSC add	14WK add	WANS-FM add
KBEQ add 21	KSTAR add	KIOY add 28	WFOX on	KBOZ add
KIQQ add	WAAY add	WACZ add	WISE add	KOOK add

Columbia



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PHOTO: HARRY LANGDON

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9/3 MOBILE, ALA.
9/4-6 MEMPHIS, TENN.
9/8-9 HOUSTON, TEX.
9/10 DALLAS, TEX.
9/11 AUSTIN, TEX.
9/17-19 LOS ANGELES, CA.

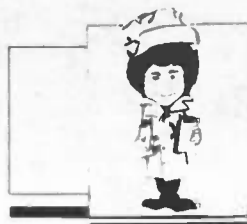
Out Of The Box

Z-93

KIQQ

WGH
WFLB
KCPX

BJ105
WVIC



STREET TALK

The big rumor running around EMI/Liberty that label President Jim Mazza would be exiting to assist Kenny Rogers with a custom label deal at Columbia is *not true*. However, our sources hinted at a possible promotion for Jim within the Capitol Records hierarchy in the very near future.

In what was termed a "very amicable parting of the ways," Jim Schulke has asked to be released from his Schulke 2 contract with WCZY/Detroit. Apparently WCZY was planning to implement some local programming changes in the format that Mr. Schulke did not feel comfortable with, so the release was asked for and granted. WCZY will phase out of the syndicated format slowly between now and September 27. This action may tie in with other Motor City rumors that WCZY is making moves to acquire a very well-known morning personality for its talent lineup.

RSO and Polygram Distribution have apparently buried the hatchet long enough to agree that the next Bee Gees record will be released via Polygram distributors. The single, which should be out in two weeks, is called "He's A Liar" and features the guitar talents of Eagle Don Felder. The album is scheduled to follow in early October and has tentatively been titled "Livin' Eyes."

Lots of rumors this week on a possible new PD for KYUU/San Francisco. Street Talk keeps hearing that the number one candidate for the job is already within the NBC organization, but currently on the other coast.

The Baltimore morning man shuffle (R&R 8-14) is now complete with former B104 morning ace Scott Carpenter hired for AM drive at WCAO. Scott will start on August 24. And if you picked up that a former WFBR morning man will return to town, we heard it too. In fact, Street Talk confirmed that Pete "The Flying Dutchman" Berry will be the new morning man at WYST/Baltimore. What is WYST, you say? WLPL has applied for the new call letters WYST amidst more rumors of a possible format shift for the station.

And while we're talking call letters... WMAR-FM/Baltimore is awaiting federal approval on its request for WRLX (for "relax").... WBZ-FM/Boston has been granted approval for the familiar calls of WMJX (remember Charter's 96X/Miami?).

Bob Lowry has resigned as Director of Research & Development for Bonneville International. He will announce his future plans shortly.

Here's a question for you: what Los Angeles on-air team show is about to head for "greener" pastures in the Bluegrass state?

We understand that former KILT/Houston programmer Bill Young is consulting KENR/Houston as that station heads toward a more "Country Gold" format.

Joanie Pfeiffer, morning personality at WMYS/New Bedford, has been promoted to Program Director at the station. Her promotion is effective immediately and she will continue to handle morning drive.

Boardwalk Entertainment Co. President Neil Bogart and Producer Zev Bufman, whose current Broadway hit is "Little Foxes," starring Elizabeth Taylor, are going to produce a new Broadway musical based on the life of baseball star Jackie Robinson. Set for a debut on November 12 in New York, the musical will be called "The First," referring to Robinson's position as the first black to play in the major leagues.

KKSN/Portland, a progressive AM AOR for the last 18 months, will switch to the Satellite Music Network's A/C format on September 7. PD Bob Simmons reported that most of the current air staff will be leaving.

F105/Boston has named Tom Connelly Music Director; he will continue to program F105's sister-AM WKOX.


Dave Strandberg has been promoted from within at WAKX/Duluth, replacing Bruce McGregor as PD. WAKX's new MD is Jon Armstrong.

A good-humored radio war is going on in Cleveland where WMMS morning team Jeff & Flash recut "Bette Davis Eyes" into "Betty Korvan Eyes," parodying the station's night jock. Turnabout being fair play, Betty recorded new words to AC/DC's "Big Balls" so it's now a tribute to "Small Balls," naturally dedicated to the aforementioned morning duo.

And those novelty hits just keep comin'... WAYS/Charlotte Operations Director Larry Sprinkle and PD Scott Slade teamed up to record "Lonely Pilots," a send-up of the current air traffic controllers strike. Larry, in a very convincing Johnny Cash impression, handles the vocals on the song, rewritten to the tune of Cash's "Folsom Prison Blues." Scott is heard as a presumably lonely pilot trying to get someone in the "tower" to answer his radio calls for landing instructions.

Congratulations to Epic's Louis Lewow and his wife Deborah on the birth of their first baby, Paul Devon, who arrived on August 13.

Get-well wishes to Dreamland principal Nicky Chinn, who has been out of the office for the last nine weeks with a bad back. We hope he's "back" in action real soon, ending what has been a long exile.



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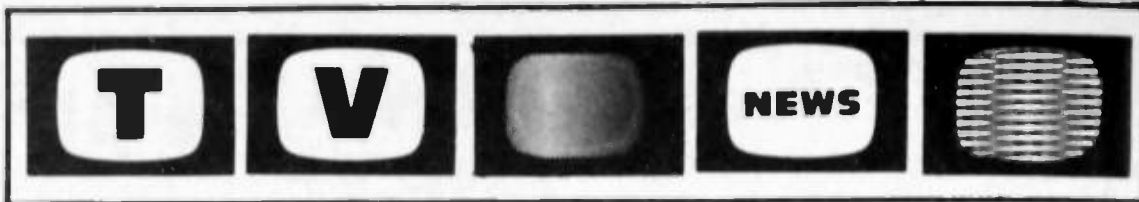
BOC JAMMIN' — Following their performance at the Texas World Music Festival, Columbia recording artists Blue Oyster Cult visited with several programmers backstage. Pictured (l-r) are BOC member Eric Bloom and KBFM/McAllen PD Steve Owens.



SEEING THE STARSHIP VIA CHOPPER — WZOK/Rockford recently sent two winners to Chicago to see RCA's Jefferson Starship in concert. How they got there was the unusual part... they were loaded into their own personal helicopter for the trip. Shown just prior to the trip (l-r) are the 'copter pilot, night rocker Mr. Ed., the two winners, morning jock "Mad Mountain Walker," and PD Dallas Cole.



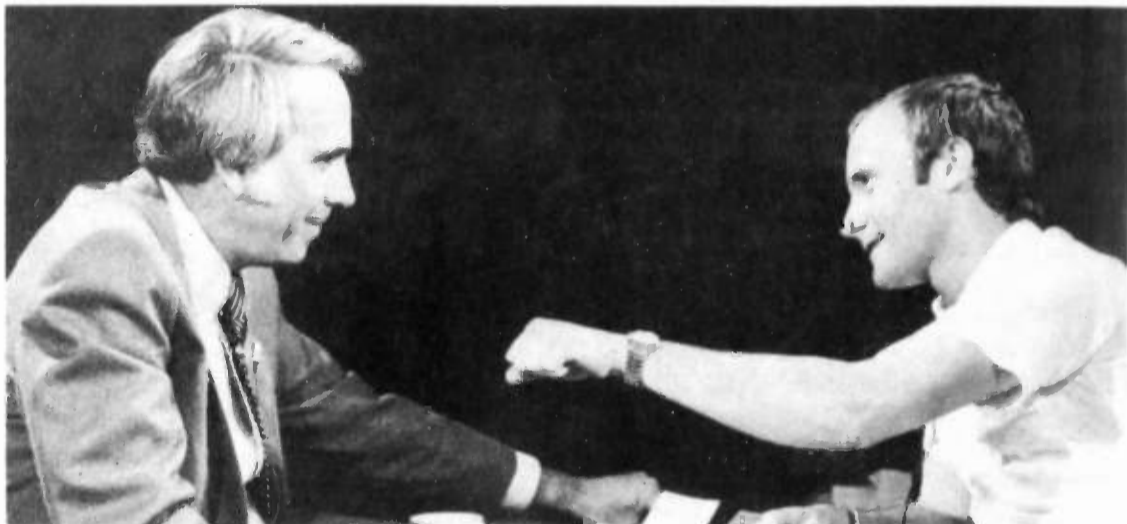
RICK SPRINGFIELD FEVER IN PHILLY — Pictured (l-r) during Rick Springfield's recent promotion tour in Philadelphia are WFIL/Philadelphia PD Dean Tyler, Springfield, and RCA's Art Weissman and Mike Shallett.



CBS Wins Lucky 13th In Easy Race

With seven of the top ten including the top three programs, CBS put away another easy victory in the Nielsen ratings race for the week ending August 16. CBS earned a 14.6 average rating, with ABC a relatively distant second at 13.2 and NBC an even more distant third at 11.6. No specials or movies broke the top 20 series monopoly for the week. The standings:

6	1	Dukes Of Hazzard (CBS)	4	11	Diff'rent Strokes (NBC)
9	2	M*A*S*H (CBS)	1	12	Facts Of Life (NBC)
7	3	Trapper John, MD (CBS)	—	13	20/20 (ABC)
3	4	Three's Company (ABC)	20	14	Love Boat (ABC)
12	5	The Jeffersons (CBS)	—	15	Alice (CBS)
—	6	Too Close For Comfort (ABC)	—	16	Taxi (ABC)
19	7	Fantasy Island (ABC)	10	17	Quincy (NBC)
17	8	House Calls (CBS)	18	18	Laverne & Shirley (ABC)
14	9	Dallas (CBS)	—	19	CHiPs (NBC)
11	10	60 Minutes (CBS)	—	20	Knots Landing (CBS)



ON THE AIR "TOMORROW" — Atlantic's Phil Collins recently appeared on the "Tomorrow" show, and is pictured (right) with host Tom Snyder.

Music On TV

"American Bandstand" 's 30th anniversary will be celebrated with a two-hour prime time special this fall, hosted, naturally, by Dick Clark. Guests planned to perform live include Kim Carnes, Connie Francis, Frankle Laine, Little Richard, Barry Manilow, the Oak Ridge Boys, the reunited Righteous Bros., Rod Stewart, and Stevie Wonder, plus film clips of other performance highlights over the years... Debbie Harry is guest host for "Solid Gold" the week of August 21, with Air Supply, Chuck Berry, George Burns, Linda Clifford, Daryl Hall & John Oates, and Don Williams on hand... "Roots Of Rock 'n' Roll" features Abba, AC/DC, Genesis, Gary Numan, Robert Plant with Rockpile, Pete Townshend, the Who, and Paul McCartney's Rockestra (from the Kampuchea Concerts) August 22... Manhattan Transfer is on "American Bandstand" August 22... "Tomorrow Coast To Coast" spotlights talk show host Larry King on August 24, along with Peggy Lee; Dottie West guests on August 25; Rosanne Cash and Paul Williams are on August 26... The "Tonight Show" lineup includes Irlene Mandrell on August 24, Tina Turner on August 27, and Aretha Franklin on August 28.

News On TV

Westinghouse and ABC's 24-hour news cable service, "Satellite NewsChannels," is heading squarely in Ted Turner's direction, with the service being offered free to cable operators (as opposed to Cable News Network's \$2 a subscriber charge). Many cable operators may have to buy new receivers to pick up the Westar 4 transmissions; CNN is transmitted over Comsat 1. Satellite NewsChannels will rotate news on an 18-minute cycle based on Group W's radio News formats and their slogan, "Give Us 18 Minutes And We'll Give You The World." Format Group W Radio Sr. VP William Scott is President of the new venture.

VIDEOSCOPE:

SEPARATE VIDEO TRADE ORGANIZATION ON HORIZON? The first video retailers convention of the National Association of Recording Merchandisers (NARM), held in New York last week, saw Video Shack President Art Morowitz call for a separate trade association of video retailers in his keynote speech (8-11)... REO CONCERT, 5 CLASSIC FILMS TOP CBS VIDEO RELEASES: "Live Infidelity," an 85-minute live performance by REO Speedwagon (Initially broadcast via cable TV and FM radio to an estimated 20 million Americans last month) is now available on videocassette from MGM/CBS Home Video. Along with the REO video, CBS's August releases include "Guys And Dolls," "Cat On A Hot Tin Roof," "The Philadelphia Story," "On The Town," and "Captains Courageous" as well as a 58-minute sports program entitled "1981 NBA Playoffs and Championship Series: The Dynasty Renewed — Boston Bounces Back." Produced by NBA Films, the latter is the first original sports program created for the home video market to be issued by CBS...

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Fred Seiden

INDEPENDENT SYNDICATORS

Everything Is Beautiful

Beautiful Music is going through many changes right before our very ears. It's important to keep up with the trends to look good in the ratings and sound good on the air. As a kind of syndicator's super-market, I've assembled representatives from three independent beautiful music syndication firms with clients located, for the most part, in medium-sized and smaller markets. In separate phone calls, I asked the same five questions of these men:

Jim Carnegie, Exec. VP, Master Broadcast Services, Morrisville, PA.

Stephen C. Trivers, President, KalaMusic, Kalamazoo, MI.

Rich Wood, VP/Program Manager, Noble Music Consultants, San Diego, CA.

My questions and their different responses might give you insights into some of the men who bring you the music.

How do you compete with the major Beautiful Music syndicators?

JC: We have to compete in the exact same fashion. Master recognizes that this is a business and we have to provide a service in the broadcasting community, and no matter how large or small we try to create the same supply and demand. The quality of product would be the same for a station in New York City as it would be for Sioux Falls. We'd treat each individual client with the same personalized service, regardless of its size.



Jim Carnegie

ST: By giving better service. We have 300 hours of music in our basic library. Also, more frequent updates. Since our company owns and operates Easy Listening FM radio stations, we do the music for ourselves, and know how important it is to keep it fresh. And one other thing — more service after the sale. We will, if asked, help our clients with sales and promotion ideas, many of which are adapted from what we do at our own stations.

RW: We are primarily competing in terms of the hunger of the other syndicators. Some of the other companies are simply too big to be able to handle the smaller market stations, and Noble's feeling is the smaller markets are as important as the majors. We have a broad base of clients and their money is just as green as the big guys'.

What makes your service unique?

JC: The painstaking efforts that Master's Presi-

dent Jay Taylor puts into the product. We consider ourselves more of an adult Easy Listening format, because for the last three years we've been adding more contemporary solo vocal artists than most of the competition.

ST: We are bottom-line oriented, not for ourselves, but for our clients to help them in every way to make money. Also, our approach to music programming is much more aggressive than our competitors. KalaMusic has always been on the leading edge of Beautiful Music, with the more contemporary titles and artists, and a brighter, more up-front sound.

RW: We've been compared with all the majors and we are considered at least as good if not better than most of them in the area of technical quality. We do a lot of custom recording and our approach is, as we like to describe it, "a category service with a matched-flow feel." By programming random-select the way we do, we get a matched-flow sound without the negatives of the same five cuts appearing in the same order every time the tape is played.

Which client has been the biggest success story for your company?

JC: I guess WYOR/Miami is the big story for us. Three years ago we had to carve out our own niche in Miami with heavy competition there; and at this date, we have come out on top again and maintained our level of 25-54 demos, which is the primary buy for broadcasting today.

ST: In Rockford, Illinois, our station WRWC has gone from an 8 to an 11 to a 15.1 share in the past three books. That's a Class A, which is 12 miles out of town.

RW: That's a tough one because we're relatively new. The Noble One product has been on the market a little over a year, officially. I'd have to say XTRA/San Diego, even though it isn't Beautiful Music anymore for reasons other than the format's success. "Extra" went contemporary when KHJ and KCBQ changed their formats to Country music, leaving a void in the San Diego market. Before it changed, XTRA was the highest-rated AM Beautiful Music station in the country.

What is the direction you see for the future of Beautiful Music syndication?

JC: More contemporary vocals and a lighter sound, as we're doing now with our "Beautiful Lite," to be competitive with anything on the FM band.

ST: The future is going to be bright for client-oriented firms specializing in basic Beautiful Music formats, if they are willing to keep a vigorous, fresh, imaginative approach to their music within the con-



Stephen C. Trivers



Rich Wood

straints of the format as it flows along with the tastes of the time.

RW: It's going back to basics, as we've seen several times in the past. Syndicators are going to stop this fetish for a lot of original artists and a more cyclical basis; every once in a while Beautiful Music will begin to see an overall drop in the ratings, and then stations say let's try to do it the way we did it before. Mainly, that's with very heavy concentration on music, excellent execution, commercial acceptance, and all that.

Do you have advice for stations now using some kind of syndication for their programming?

JC: A radio station should take a look at all the syndicators, and its own needs. For example, if the broadcaster is in a market where his listeners' average age is 48, he should check out various companies that are traditional in their music programming.

Some of the brighter formats may do more harm than good in this sort of situation. Be realistic at all times! If your taste runs to expensive wine but you're operating with a beer budget, shop around until you find the best of both worlds.

ST: For someone thinking about syndicated programming, I'd ask this question: "Is the syndicator's service, as it's now constituted, meeting your programming, marketing, and profit needs at this time?" If it's doing so, work with your syndicator, and be happy. If it's not, then take a good look at the various products that are available in the marketplace today.

RW: I'd suggest very strongly that they listen to their syndicator, whoever it is, and not approach it as though the programming supplier is the enemy. We (the syndicators) have the research capabilities, and if stations would give us their input, rather than fight us, everyone would win.

Flow



THE EARS HAVE IT — Commemorating WEZW's "easy listening on the ears" when the Milwaukee FM station hit number one in the spring Arbitron ratings, was a new pair of ears ready for hanging. R.L. Meyer Advertising, the station's ad agency, congratulated WEZW with a plaque, titled "EARS TO YOU, EZ." Flanking Jody Dunn, account executive from the agency, are (left) Station Manager John Timm and Paul Fiddick, Senior VP of Multimedia Radio.

Jeff Miller, former Music Director at Bonneville Broadcast Consultants, joins the staff at Schulke Radio Productions to assist Phil Stout with the syndicator's Beautiful Music programming.

Jim Aylward, author and radio personality, has his second book published. "Things No One Ever Tells You" is a collection of humorous and interesting facts which Aylward first used as part of his morning show on WRFM/New York.

Bruce Williamson has joined the air staff at Beautiful Music station KYND/Houston. At one time, Williamson was Program Director for Houston stations KAUM and KLYX, and also worked as Operations Manager for three years at KODA.

At WPNT/Pittsburgh, Mary Ann Grove has been named Promotion Coordinator.

KLIV, programming Al Ham's "Music Of Your Life," thinks it's time listeners hear some of the good aspects of living in San Jose, which is near San Francisco. The Medfly, overcrowded freeways, and unreasonably high prices for homes have all contributed to the public's negative image of San Jose. So KLIV is offering its listeners 60 seconds of air time to voice for themselves what is good about San Jose, and why it is a great place to live.

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 90067.



ABC

Continued from Page 1



debut in January, 1982 (R&R 8-14). The ABC Rock Radio Network will be targeted toward the 15-34 demographic with emphasis on the 18-24 cell. Tom Plant has been named to head this net, and will retain his position as VP of the ABC FM Network as well.

The second new ABC net will be called the ABC Direction Radio Network and will be aimed at the 25-44 demographic. Bob Chaisson will supervise the operation as part of his Director/Network Development position. The two new networks and the four existing ABC networks (Information, Contemporary, FM, and Entertainment) will all offer digital satellite

transmission to their affiliate lineups.

Pictured at the signing are from left: ABC President/Broadcast Operations & Engineering Julius Barnathan, McLaughlin, Scientific Atlanta President Sidney Topel, ABC Radio President Ben Hoberman, and Scientific Atlanta's Dr. Alan McBride.

Atkinson

Continued from Page 1 for Epic and Director of A&R for Infinity Records over the last several years. He stated, "I have mixed feelings leaving my many friends at CBS, but I've known Bob Wilson and (R&R VP) Dick Krizman for over 12 years, and this is an experience I'm truly looking forward to." Atkinson will take up his new responsibilities at the start of next month.

Rep

Continued from Page 1 The rationale for a new firm stems from a McGavren-Guild feasibility study showing one of every top five stations in the top markets would change rep firms if there were a more viable alternative. The same study apparently noted a dissatisfaction among several independent stations which felt preferential treatment at the big rep firms often is given to large corporate and network O&O's.

Graves

Continued from Page 1 industry overall." Commenting on the station, he said, "We plan to stay Talk radio, and we are working on some ideas to make it a more exciting product. But the basic direction will be in a News/Talk area because we think that's where AM radio stations should be."

Graves joined Group W in 1971 as WBZ/Boston MD, remaining there for five years in a variety of positions. He then became Program Manager for KDKA/Pittsburgh in the same chain, moving to a similar position at WIND and becoming Group W's Director of Programming & Promotion in 1979.

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BRAD MESSER



C'mon, People! Get Some Stopwatches!

Something is wrong with my station's audience and I can't put my finger on exactly what. Here are the symptoms. When Mr. Reagan's tax cut was approved in Congress our news department was patched in live, so when the votes put the bill over the top we were able to break with a bulletin immediately, beating network TV by several minutes and leaving the wire services far behind in our smoke. But there must have been few if any people out there in radioland with stopwatches and pushbutton radios and three TV sets going at once, because not one person called or wrote to congratulate us for our split-second timeliness. How about that! Heck, to hear newspeople talk among themselves, you'd think people were going to care — or at least notice — when a station scooped that decisively. But no.

Another case or two would embellish my point, but you get the drift. People out there don't often use the same criteria as radio news professionals to judge the air product . . . yet newsmen get knots in their stomachs and their hair falls out if they can't get a jock to break immediately for a bulletin, or if an announcer balks at tossing the format for the sake of an "Urgent" which he feels could just as easily wait until the cluster ends.

Maybe newspeople are too close to the trees to see the forest, mistakenly believing it really is important to get a story on the very minute it breaks. Maybe no one out there cares.

But they do. They may not understand the structure or philosophy of a news department, and certainly don't punch around comparing who aired what bulletin at precisely what time, but people out there do care about having their news come from a staff that is seriously motivated to do the best-possible job. By gut feeling at least, the listeners build an impression over a period of time, and when a major news story is happening they know who they can trust to work that story hard and fast and as accurately as professionally possible. Even if they don't pick up the phone to say "Great job!"

Newspeople also must not be surprised to realize no one else cares about news as much as they themselves, which is the natural order of things, leaving the responsibility of continually pushing for faster and better news coverage to those who truly care the most.

Proof that listeners develop an instinct about which radio news operations they can really depend on comes when the President is shot, or the Pope, or when a similar overriding event is unfolding: the ratings will show astounding upward movement. (Come by some time. I'll show you our Pope peaks.)

So the external payoff for those knotted stomachs and other expressions of deep concern by dedicated newspeople is an occasional upward spike in the station's numbers, attributable solely to news tune-ins and cumes. The internal payoff doesn't register so clearly or graphically. That's why I wish those blasted people would get some stopwatches and give us a call sometime when we're really cooking in that newsroom.

CALENDAR

Volcano Buries Tourist Towns

MONDAY, AUGUST 24: Mt. Vesuvius blew on this date in the year 79AD, burying about 25,000 people in two thriving resort towns. The Italian cities Pompeii and Herculaneum were so deeply buried in ash, successful excavations didn't reveal them until sixteen hundred years later. Now the excavations have helped make that area a tourist attraction, still in the shadow of the volcano (which last erupted in 1953).

David Freiberg of Jefferson Starship is 43. The waffle iron is 112.

The Original Private Eye

TUESDAY, AUGUST 25: The first private detective agency was created by Allan Pinkerton, who was born 162 years ago today in Scotland, then immigrated to the U.S. via steamship as a young man. Not only was he the first private eye — a term he created — but Pinkerton also was the first Secret Service officer (hired by Abraham Lincoln).

Joshua Lionel Cowan was born on this date in 1880. He grew up to invent dry cell batteries, and then flashlights, and finally the toy electric train.

Thomas Connery — show name Sean Connery — is 51. The first black player to win major tennis tournaments, Althea Gibson, is 54. Former politician George Wallace is 62.

The Daddy Of Amplifiers

WEDNESDAY, AUGUST 26: When Lee DeForest was 33 he invented the kind of vacuum tube that made amplification possible. The daddy of the amp and other basic electronic wonders was born 108 years ago today in 1873, and went through three or four fortunes before dying about twenty years ago almost broke.

The great Krakatoa volcano explosion was 98 years ago in 1883. It created a tidal wave that killed an estimated 36,000 people, and its ash turned sunsets red around the world.

Dr. Albert Sabin, creator of oral polio vaccine, is 75.

Silver-Haired King Of Apes

THURSDAY, AUGUST 27: The abandoned son of an English nobleman, raised by African apes to become King of the Jungle, first appeared in a magazine story 69 years ago today in 1912. Edgar Rice Burroughs made his "Tarzan" stories into a major industry by writing 35 years worth of further jungle adventures.

The first jet airplane was tested in Germany 42 years ago today in 1939. Nineteen years ago the Mariner-2 interplanetary space probe blasted off for a four-month trip to Venus, sending radio signals back across 36 million miles. Tuesday Weld is 38. The Captain, Daryl Dragon, is 39.

Largest American Civil Rights Demonstration

FRIDAY, AUGUST 28: An estimated 250,000 Americans gathered in Washington 18 years ago today, for a mass civil rights demonstration featuring Dr. Martin Luther King Jr.'s "I Have A Dream" speech.

The Tom Thumb steam railroad engine raced a horse-drawn stagecoach near Baltimore 151 years ago today in 1830 and lost, although it was overcoming a malfunction and fast closing on the horses as they approached the finish line.

Ron Guidry is 31. David Soul is 38. Donald O'Connor is 56.

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Joel Denver



WARM LOSES TOP SPOT AFTER 22 YEARS

WKRZ-FM Becomes Market Leader In Wilkes-Barre/Scranton

To dominate a format within a market is an accomplishment that many strive for and seldom achieve. To totally dominate the market is quite another accomplishment that even fewer attain in recent times, especially if your format is CHR. In the recently-released spring ARB, WKRZ-FM/Wilkes-Barre/Scranton has unseated WARM, the former leader which had dominated the market for 22 years.

Wilkes-Barre/Scranton is ranked #58, with a metro population of 541,100, located in Northeast Pennsylvania. Sitting in the shadow of Philadelphia with over 70 stations showing up in the ADI report, Wilkes-Barre/Scranton alone has 23 signals of its own. Observe how

WIFI can be heard very well in most parts of the metro, as can several other Philadelphia stations. They do show up in the Arbitron too. Another problem is that some of these stations are also piped in on the cable system.

R&R: Between the competition outside of your market, and from within, climbing to the top spot must be an incredible feeling for the station?

JR: WARM used to say on the air that they have been number one for 22 years, and they no longer say it. They are a really fine radio station that commands a great deal of respect in the market. In looking through the Arbitron, we are number one in every daypart from 12-34, and in most cases even higher, demos, with the exception of mornings. I do mornings, and may replace myself with someone else who can do a better show.

Music, Fun, And No Clutter

R&R: Besides your prior experience and success at WAQY, what led to your winning the market?

JR: The market sounded very cluttered when I got to town. Most of the other stations still sound that way. I



systems and waterbeds, among others. The key to the success of the contest was to have as many merchants participating as distribution points as possible.

R&R: What other promotions have you used?

JR: We've done a lot of movies in town and other outdoor events. I really think that having our 30-second movie trailer running at virtually every movie theater in town is a big factor, in addition to the other standard forms of outside media we've used.

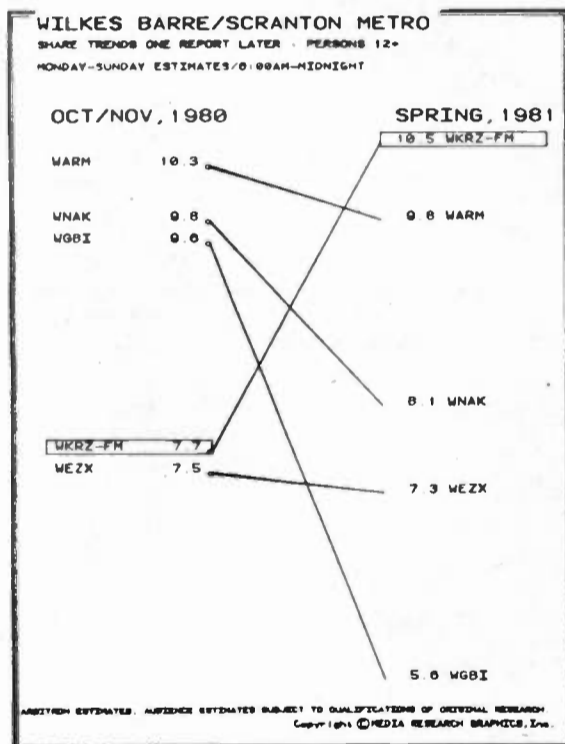
Format Philosophies

R&R: What are your philosophies on music?

JR: As I mentioned before, I am influenced by what happens in Philadelphia, but more so on the rock music than the black product. I daypart pretty heavily, but still believe that adults like to hear rock music. Our ratings prove that. WKRZ is targeted for 18-34 women, and we won that target, and more.

Oldies are a big part of our success too. I go as far as having an oldies show on Saturday nights, complete with dedications. We record the listeners and play them back, and teens as well as adults participate in the show.

The oldies in general help to make our station distinctive sounding and add flavor to the mix. Most people might daypart oldies and currents just by sound, but we have found it goes much further than that. Foreigner's current record, "Urgent" is mass appeal around the clock, but we don't play Billy Squier's "The Stroke" before 3pm. Likewise, Santana is primarily a



the top five market leaders, WKRZ-FM (CHR), WARM (AC), WNAK (BB), WEZX (Burkhart-Abrams AOR), and WGBI (Drake-Chenault CHR) trended.

To find out how WKRZ-FM has achieved success, I talked with WKRZ-AM&FM Operations Manager Jim Rising.

Number One In Three Books

R&R: Jim, before taking over WKRZ-FM, where did you come from?

JR: I programmed WAQY/Springfield for five years. We are owned by the same folks. When they bought this station, it was all-News, and rated 15th in the market.

I took over on October 23, 1980, and we physically moved the station's equipment from the old owner's facility to ours in a 24-hour period, and were on the air, right channel only, in mono. Since those humble beginnings our 12+ shares have trended from 2.9 to 7.7 to our present 10.5. My GM Jim Shea, who was Sales Manager at WROR/Boston, has been instrumental in providing a great atmosphere, and giving me the leverage to make this a winning radio station.

R&R: Sitting in the shadow of the Philadelphia market can present some problems. How much does your large neighbor to the South affect you?

JR: I do get a lot of pressure, particularly from promotion people about records. If WIFI/Philadelphia hits a record early, they want to know why we aren't on it yet. I went through the same thing in Springfield, so I'm pretty used to it. In the end I do what is best for WKRZ, but their input is welcome.



PD Jim Rising Dave London, middays

believe in letting my jocks have fun on the air, playing the hits and keeping the clutter off the air.

R&R: Please explain that a bit more.

JR: Most people consider an on-air contest a lot of clutter. The idea behind our promotions is to let people know what is happening, and then motivate them to participate in them, off the air. Almost all of our major promotions make it necessary for listeners to go somewhere and participate. Our most successful example of that is "KRZ Cash."

It's a premium-type contest using fake money in denominations from \$2 up to \$1000. Each denomination has a different jock's picture on it. Listeners were told to go out and collect as much of it as they could. We also were out on the streets handing it out.

In the end, we handed out over \$7 million in KRZ Cash and invited everyone to an auction. Over 3000 people showed up to bid on over 1500 prizes at a local theme park. The highest bid of \$800,000 in KRZ Cash went for a loaded Ford Mustang. Other prizes included video tape



daytime record, because most younger demos don't respond well to it. Soundwise, you would think just the opposite.

R&R: Now that WKRZ-FM is clearly on top, what are future plans looking like?

JR: We've got to continue to progress and strengthen our lead if possible. All of my jocks are really good. I'm most fortunate to have been able to get such a fine staff assembled, and know that sooner or later, some of them will be getting offers from bigger markets. I work with them quite a bit to keep them sounding good, and encourage them to reach out and find out about their future potentials.

The chance to have programmed this station, and to have attained the success we have has definitely been one of the greatest experiences in my career. I'm glad to have gotten this opportunity, and look forward to future successes for WKRZ-FM.



Car winner and night jock Jumpin' Jeff Walker

EAST
Most Added Hottest
Hall & Oates **Ross & Richie**
Dan Fogelberg **Journey**
Christopher Cross **S. Nickle**
Little River Band **w/T. Petty**

ADDS & HOTS

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

SOUTH
Most Added Hottest
Hall & Oates **Ross & Richie**
Dan Fogelberg **Journey**
Little River Band **S. Nickle**
w/T. Petty

EAST

PARALLEL TWO

14Q/Worcester, MA
 Gary Nolan
 SHEENA EASTON
 CHRIS CROSS
 JOHN SCHMEIDER
 Hottest:
 POINTER SISTERS 4-1
 CARPENTERS 5-3
 ROSS/RICHIE 10-4
 RONNIE MILSAP 8-5
 COMMODORES 11-7

WBBF/Rochester, NY
 Dave Mason
 STEVIE NICKS
 KIM CARNES
 SHEENA EASTON
 CHRIS CROSS
 Hottest:
 ROSS/RICHIE 3-1
 PABLO CRUISE 12-7
 JOURNEY 13-8
 COMMODORES 22-10
 STEVIE NICKS A-12

WICC/Bridgeport, CT
 Bob Mitchell
 DAN FOGELBERG
 HALL & OATES
 Hottest:
 ROSS/RICHIE 2-1
 COMMODORES 5-3
 JOURNEY 9-4
 FDRIGNER 11-8
 PAT BENATAR 13-10

WKEE/Huntington, WV
 Gary Miller
 HALL & OATES
 AL JARREAU
 RICK SPRINGFIELD
 FOUR TOPS
 DAN FOGELBERG
 Hottest:
 JOURNEY 5-1
 PABLO CRUISE 6-2
 FOREIGNER 7-4
 EDDIE RABBITT 22-10
 BALANCE 29-20

WPST/Trenton, NJ
 Tom Taylor
 MEATLOAF
 HALL & OATES
 OAN FOGELBERG
 Hottest:
 FOREIGNER 3-1
 JOURNEY 14-3
 STEVIE NICKS 11-4
 GARY WRIGHT 9-6
 FRANKIE/RKNOCKOUTS 10-7

WTRY/Albany, NY
 Bill Cahill
 OAN FOGELBERG
 REO SPEEDWAGON
 RICK SPRINGFIELD
 LRB
 Hottest:
 ROSS/RICHIE 1-1
 AFTERNOON DELIGHT 17-3
 JUICE NEWTON 6-4
 STEVIE NICKS 13-10
 JOURNEY 15-11

WAEB/Allentown, PA
 Jefferson Ward
 RICK SPRINGFIELD (dp)
 HALL & OATES
 DAN FOGELBERG
 ROLLING STONES (dp)
 QUINCY JONES
 Hottest:
 ROSS/RICHIE 3-1
 FOREIGNER 8-4
 JOURNEY 24-10
 EDDIE RABBITT 22-14
 ELO 21-15

KC101/New Haven, CT
 Danny Lyons
 CHRIS CROSS
 DAN FOGELBERG
 HALL & OATES
 AL JARREAU
 BALANCE
 SILVER CONDOR
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 10-7
 JOURNEY 16-10
 ELO 18-15
 MOODY BLUES 27-21

WFBR/Baltimore, MD
 Andy Szulinski
 QUINCY JONES
 AL JARREAU
 LRB
 HALL & OATES
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 10-5
 PABLO CRUISE 9-7
 MOODY BLUES 13-9
 BEACH BOYS 28-20

WBLI/Long Island, NY
 Bill Terry
 ROLLING STONES
 LRB
 ALABAMA
 Hottest:
 ROSS/RICHIE 1-1
 COMMODORES 7-5
 STACY LATTISAW 9-6
 PABLO CRUISE 14-10
 RONNIE MILSAP 15-12

PARALLEL THREE

14WK/Wheeling, WV
 Jack Armstrong
 HALL & OATES
 ARS
 DAN FOGELBERG
 KIM CARNES
 NIELSEN/PEARSON
 Hottest:
 ROSS/RICHIE 11-1

WCIR/Beckley, WV
 Jim Martin
 FOUR TOPS
 HALL & OATES
 AL JARREAU
 RICK SPRINGFIELD
 Hottest:
 ROSS/RICHIE 1-1
 FOREIGNER 3-2
 JOURNEY 6-3
 PAT BENATAR 5-4
 STEVIE NICKS 12-7

SOUTH

PARALLEL TWO

BJ106/Orlando, FL
 Tom West
 MOODY BLUES
 ELTON JOHN
 REO SPEEDWAGON
 AL JARREAU
 CAROLE B. SAGER
 RICK SPRINGFIELD
 RONNIE LAWS
 MEATLOAF
 HALL & OATES
 Hottest:
 ROSS/RICHIE 2-1
 COMMODORES 4-2
 JUICE NEWTON 9-6
 STEVIE NICKS 24-14
 JOURNEY 29-16

KEEU/Shreveport, LA
 Kevin Davis
 CHRIS CROSS
 DEBBIE HARRY
 RICK JAMES
 SILVER CONDOR
 MICHAEL STANLEY B
 BILL WRAY
 Hottest:
 ROSS/RICHIE 5-1
 POINTER SISTERS 4-4
 COMMODORES 8-6
 RONNIE MILSAP 11-7
 EDDIE RABBITT 25-19

KTSA/Baton Rouge, LA
 J.J. Rodriguez
 CHRIS CROSS
 REO SPEEDWAGON
 FOGHAT
 LRB
 Hottest:
 RICK SPRINGFIELD 3-1
 ROSS/RICHIE 13-5
 JUICE NEWTON 18-14
 BEACH BOYS 24-19
 JOURNEY 27-23

KXX108/Birmingham, AL
 Chris Trane
 QUINCY JONES
 LRB
 DEVO
 HALL & OATES
 Hottest:
 ROSS/RICHIE 2-1
 ALABAMA 10-6
 AL JARREAU 20-16
 EDDIE RABBITT 24-17
 SHEENA EASTON 26-19

WAKY/Louisville, KY
 Gloria Buchanan
 BILLY & THE BEATE
 ELTON JOHN
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 9-3
 LULU 10-5
 RAYDIO 12-9
 CHRIS CROSS 17-13

WAKY/Ft. Lauderdale, FL
 Rick Shaw
 HALL & OATES
 QUINCY JONES
 Hottest:
 ROSS/RICHIE 1-1
 SMITH/SWEET 16-10
 EDDIE RABBITT 20-15
 REO SPEEDWAGON 26-17
 ELO 28-18

WAYS/Charlotte, NC
 Lou Simon
 AL JARREAU
 HALL & OATES
 MICKEY GILLEY (dp)
 ELTON JOHN
 Hottest:
 ROSS/RICHIE 1-1
 BEACH BOYS 13-4
 JOURNEY 11-4
 MOODY BLUES 14-8
 EDDIE RABBITT 16-12

WBBQ/Augusta, GA
 Bruce Stevens
 HALL & OATES
 DAN FOGELBERG
 EVELYN KING
 ARS
 DEBBIE HARRY
 FRANKLIN & BENSON
 Hottest:
 ROSS/RICHIE 1-1
 FOREIGNER 5-3
 STEVIE NICKS 10-4
 JOURNEY 9-6
 ELO 12-8

WFMF/Baton Rouge, LA
 Randy Rice
 SILVER CONDOR
 QUINCY JONES
 RICK SPRINGFIELD
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 8-5
 SHEENA EASTON 16-11
 EDDIE RABBITT 19-14
 ROLLING STONES 27-16

WGH/Norfolk, VA
 Bob Canada
 HALL & OATES
 FRANKLIN & BENSON
 CAROLE B. SAGER
 BILLY & THE BEATE
 Hottest:
 ROSS/RICHIE 3-1
 BEACH BOYS 10-6
 PABLO CRUISE 14-8
 CHRIS CROSS 21-10
 KIM CARNES 22-15

WHBQ/Memphis, TN
 Mike Scelzi
 FOUR TOPS
 QUINCY JONES
 KIM CARNES
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 4-2
 COMMODORES 8-6
 AFTERNOON DELIGHT 12-7
 SHEENA EASTON 15-10

PARALLEL TWO

WJDK/Jackson, MS
 Bill Crews
 FOUR TOPS
 STEVIE NICKS
 REO SPEEDWAGON
 Hottest:
 ROSS/RICHIE 1-1
 POINTER SISTERS 2-2
 BENEICE WILLIAMS 12-5
 AFTERNOON DELIGHT 10-10

WRJZ/Knoxville, TN
 Tim Edwards
 Hottest:
 RONNIE MILSAP 1-1
 COMMODORES 2-2
 JUICE NEWTON 3-3
 JOEY SCARBURY 4-4
 ROSS/RICHIE 5-5

W5GN/Birmingham, AL
 Sandra Newby
 BALANCE
 LRB
 ROLLING STONES
 ALLMAN BROS. BAN
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 10-5
 STEVIE NICKS 14-7
 ELO 16-10
 SHEENA EASTON 22-17

WTIX/New Orleans, LA
 Gary Franklin
 CHRIS CROSS
 GIBB & PRINCIPAL
 AFTERNOON DELIGHT
 EVELYN KING
 FRANKLIN & BENSON
 Hottest:
 ROSS/RICHIE 4-1
 RAYDIO 14-8
 STEVIE NICKS 19-9
 JOURNEY 28-10
 FOREIGNER 20-11

Y103/Jacksonville, FL
 Dave Scott
 BOC
 GIBB & PRINCIPAL
 CHRIS CROSS
 ROLLING STONES
 LRB
 DEBBIE HARRY
 ALLMAN BROS. BAN
 Hottest:
 COMMODORES 1-1
 JOURNEY 9-3
 SHEENA EASTON 17-9
 STEVIE NICKS 20-13
 MOODY BLUES 30-19

WRVQ/Richmond, VA
 Bill Thomas
 LRB
 DAN FOGELBERG
 CHRIS CROSS
 Hottest:
 PAT BENATAR 1-1
 STEVIE NICKS 6-2
 JIM STEINMAN 11-4
 PABLO CRUISE 25-12
 ROSS/RICHIE 23-14

FM100/Memphis, TN
 Gary Guthrie
 SHEENA EASTON
 HALL & OATES
 Hottest:
 RONNIE MILSAP 3-1
 FOREIGNER 12-6
 ELO 16-11
 ALLMAN BROS. BAN 19-15
 EDDIE RABBITT 21-18

WNOX/Knoxville, TN
 Bill Evans
 JOHN DENVER
 HERB ALPERT
 FOUR TOPS
 Hottest:
 ALABAMA 3-1
 RAYDIO 17-11
 ELTON JOHN 19-14
 GIMMIE VANDERLII 29-24
 JAMES TAYLOR 30-26

WSKZ/Chattanooga, TN
 David Carroll
 LRB
 BALANCE
 ELTON JOHN
 HALL & OATES
 DONNIE CRASH (dp)
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 7-3
 FOREIGNER 8-4
 LULU 23-18
 SHEENA EASTON 24-15

KINT/El Paso, TX
 Jim Zippo
 RICK SPRINGFIELD
 HALL & OATES
 AFTERNOON DELIGHT
 ROLLING STONES
 QUINCY JONES
 ROBBIE DUPREE
 TEMPTATIONS
 RONNIE LAWS
 DOLLY PARTON
 POINT BLANK
 Hottest:
 FOREIGNER 1-1
 PAT BENATAR 6-4
 STACY LATTISAW 32-10
 MOODY BLUES 20-12
 DEBBIE HARRY 33-16

WERC/Birmingham, AL
 Al Carr
 LRB
 HALL & OATES
 DAN FOGELBERG
 BALANCE
 Hottest:
 ROSS/RICHIE 1-1
 COMMODORES 2-2
 ALABAMA 3-3
 BEACH BOYS 14-6
 CHRIS CROSS 27-22

PARALLEL THREE

KILE/Galveston, TX
 Scott Taylor
 ROLLING STONES
 DAN FOGELBERG
 ELTON JOHN
 Hottest:
 ROSS/RICHIE 7-1
 PABLO CRUISE 10-6
 SILVER CONDOR 19-10
 GARY WRIGHT 16-11
 ELO 21-13

KSEL/Lubbock, TX
 Stan Castles
 LRB
 QUINCY JONES
 DAN FOGELBERG
 RICK SPRINGFIELD
 ELTON JOHN
 Hottest:
 ROSS/RICHIE 1-1
 STEVIE NICKS 11-5
 JOURNEY 13-7
 PAT BENATAR 17-10
 MOODY BLUES 29-21

WCQQ/Columbus, GA
 Joe McClure
 STACY LATTISAW
 QUINCY JONES
 RICK SPRINGFIELD
 HALL & OATES
 DAN FOGELBERG
 Hottest:
 ROSS/RICHIE 5-1
 FOREIGNER 7-5
 GARY WRIGHT 9-6
 JOURNEY 14-8
 ELTON JOHN 21-14

WFLB/Fayetteville, NC
 Larry Cannon
 ALLMAN BROS. BAN
 CAROLE B. SAGER
 RICK SPRINGFIELD
 FOUR TOPS
 QUINCY JONES
 DAN FOGELBERG
 ARS
 Hottest:
 ROSS/RICHIE 2-1
 SHEENA EASTON 14-7
 BEACH BOYS 17-10
 MOODY BLUES 26-20
 AFTERNOON DELIGHT 25-21

WHNY/Montgomery, AL
 Phil Horton
 JOHN DENVER
 RICK SPRINGFIELD
 DEBBIE HARRY
 FOUR TOPS
 Hottest:
 ROSS/RICHIE 1-1
 RONNIE MILSAP 3-3
 ALABAMA 9-6
 FOREIGNER 10-7
 BEACH BOYS 21-12

WISE/Asheville, NC
 John Stevens
 STACY LATTISAW
 OAN FOGELBERG
 REO SPEEDWAGON
 HALL & OATES
 ARS
 FOUR TOPS
 Hottest:
 FOREIGNER 1-1
 ROSS/RICHIE 10-6
 STEVIE NICKS 19-7
 ELO 15-10
 MOODY BLUES 23-16

WFOX/Gainesville, GA
 Hank Doie
 DAN FOGELBERG
 HALL & OATES
 BALANCE
 Hottest:
 ROSS/RICHIE 1-1
 FOREIGNER 7-4
 PAT BENATAR 10-5
 BEACH BOYS 24-20
 ROLLING STONES D-23

FMS9/Tallahassee, FL
 Lisa Smith
 DAN FOGELBERG
 FOUR TOPS
 LRB
 FRANKLIN & BENSON
 Hottest:
 JUICE NEWTON 1-1
 EDDIE RABBITT 22-16
 AL JARREAU 26-21
 DENICE WILLIAMS 27-23
 BEACH BOYS 32-30

WKXY/Sarasota, FL
 Tony Williams
 MOODY BLUES
 MIKE POST
 ALABAMA
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 11-5
 ELO 13-8
 RONNIE MILSAP 15-10
 KIM CARNES 23-20

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- KVIL/Dallas
- WKOK/Milwaukee
- WTIC-FM/Hartford
- WHYN/Springfield
- KELP/El Paso
- WQRK/Norfolk
- KZ93/Peoria
- 92X/Columbus
- WIGY/Beth
- 13FEA/Manchester
- WROV/Roanoke

RAY PARKER JR. & RAYDIO That Old Song (Arista) LP: A Woman Needs Love 168/8 70%

POINTER SISTERS Slow Hand (Planet) LP: Black & White 106/0 87%

KENNY ROGERS I Don't Need You (Liberty) LP: Share Your Love 148/0 88%

EDDIE RABBITT Step By Step (Elektra) LP: Step By Step 184/6 88%

JOEY SCARBURY Greatest American Hero (Believe It Or Not) (Elektra) LP: Believe It Or Not 142/0 86%

ROBBIE PATTON Don't Give It Up (Liberty) LP: Distant Shores 132/1 82%

ROLLING STONES Start Me Up (Rolling Stones) LP: Tattoo You 138/29 84%

REO SPEEDWAGON In Your Letter (Epic) LP: Hi Infidelity 142/31 88%

SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 100/5 47%

DIANA ROSS & LIONEL RICHIE Endless Love (Motown) LP: Soundtrack Endless Love 200/0 83%

RAYDIO That Old Song (Arista) LP: A Woman Needs Love 168/8 70%

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(Continued On Next Column)

ARETHA FRANKLIN

GEORGE BENSON



“LOVE ALL THE HURT AWAY” The Musical Union That’s Already Making Magic Happen.

AS 0624

It's the musical royal wedding of 1981 on the smash hit single that's already an R&B home run and is rapidly breaking on pop and adult contemporary radio. From the awesome new Aretha Franklin album, Love All The Hurt Away.

AL 9552

Highest debuting record on the Billboard, Cashbox, Record World R&B Charts.

CHR action immediate! Y100, WFIL, WXKS-FM, WBBQ, WTIK, KRLY,
WCSC, WGH, KYNO, WYSL, FM99, WYNO, KVOL, KSET, WVIC.

ARISTATM

Produced by Arif Mardin

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THE PICTURE PAGE

Portrait Keeps Balance



Portrait celebrated the recent signing of Balance to the label with a reception. Pictured (l-r) are Leber-Krebs's Louis Levin, Portrait VP/GM Lennie Petze, Epic's Frank Dileo, group's Bob Kulick and Peppy Castro, CBS Records Group President Walter Yetnikoff, Steve Leber of Leber-Krebs, group's Doug Katsaros, CBS Records Group Deputy President Dick Asher, and E/P/A Sr. VP/GM Don Dempsey.

Arista Pools Promotion Input



A whole raft of Arista promotion talent gathered informally to float new strategy ideas at the company's recent sales/promotion convention in Puerto Rico. Pictured in the swim of things are (l-r, front) Jaff Cook and Randy Hock; (l-r, rear) Rick Gallani, VP Mike Bone, Robin Kravitz, and Dave Loncaio.

E/A WEA Showcase



Elektra/Asylum highlighted its presentation at the recent WEA convention in Chicago with performances by Greg Kihn, Debra Laws, Lee Ritenour, Joay Scarbury, and Hank Williams Jr. Pictured (l-r) are E/A's Mel Fuhrman, Sr. VP Jack Reinstain, Exec. VP Vic Fareci, Scarbury, E/A Sr. VP Bruce Lundvall, Ritenour, Sr. VP Jerry Sharell, WEA's Al Abrams, and Kihn.

Mercury Boosts Blow Up



Mercury/Polygram's Kurtis Blow rapped up a show at New York's Peppermint Lounge recently, and was visited backstage by friends, associates, and label executives. Pictured (l-r) are co-producer J.B. Moora, Polygram's Tommy Young, Blow, and co-producer Robert Ford.

Triumphant RCA Listening Session



RCA recently staged a listening party to hear Triumph's forthcoming album "Allied Forces." Pictured with the artwork for the LP cover are (l-r) RCA VP John Botancourt, label President Bob Summer, group's Rik Emmett and Mika Levine, ICM's Wally Meyrowitz, and RCA VP Jack Craig.

Backstage Transfer



Following the Manhattan Transfer's recent Greek Theatre performance, Atlantic Exec. VP/GM Dava Glaw congratulated the group backstage. Pictured (l-r) are group's Alan Paul, Glaw, and group's Janis Siegel, Cheryl Bentyna, and Tim Hauser.

Spirit Of America



Capitol's America recently played the Greek Theatre in Los Angeles, and were visited after the show by Capitol and EMI International executives. Pictured (l-r) are EMI Australia's Alex Coronous, Capitol Group VP Helmut Fest, EMI South Africa's Doug Hill, Capitol U.S.'s Bruce Garfield, America's Gerry Beckley and Dewey Bunnell, and EMI Electrola/Germany's Walter Puetz.

Half A Gold Better Than None



Takoma's Swamp Dogg was presented with half a gold record for his forthcoming label debut "I'm Not Selling Out, I'm Just Buying In." The artist was assured he'd receive the other half after the LP is certified gold. Pictured (l-r) are Takoma GM Jon Monday, label co-owner Bill Coban, Swamp Dogg (aka Jerry Williams Jr.), Takoma President Danny Bruce, and Chrysalis VP Stan Layton.



Jeff Gelb

AOR



WKLS GETS 10.7

The South Rises Again!

Spring ARB AOR success stories continue to roll in, and among the most impressive is that of WKLS/Atlanta, which rose from last book's 6.6 to this spring's 10.7 (the station sells in combination with its partial-simulcasted AM, which received a .6, so in total 96 ROCK had an 11.3). It's WKLS's first market-dominant book, and a great one for PD Alan Sneed.

"The old philosophy that jocks are just there to execute the music format is antiquated as hell."

—Alan Sneed



Chattanooga-born Sneed has spent his entire radio career in the South, beginning at WROL/Knoxville and segueing to a PD post at the first AM Burkhart-Abrams Superstars station, Knoxville's WGN. He moved to Nashville in 1978 as PD of WKDA (Country) and WKDF (AOR), and joined WKLS as PD in 1980.

The WKLS Competitors

WKLS is Atlanta's only AOR station, a fact which certainly figures into its overall ratings profile, though not explanatory of its spectacular jump this past book. Sneed considers as his main competitors two area CHR's: WZGC (which posted a 10.6), and WQXI-FM (8.9), along with the Black/CHR-blended WVEE (8.9).

How did Sneed turn around WKLS to best his contemporary competition? He answered, "First, I didn't feel the station was hit-oriented enough. I wasn't hearing the AOR classics by groups like Lynyrd Skynyrd or Led Zeppelin, the classic power oldies. I took the station more hit-oriented for oldies and more mainstream mass appeal for currents.

"My second biggest immediate concern upon joining WKLS was that there was very little visibility for the station in the marketplace. There were no bumper stickers, no T-shirts, no baseball caps; none of the stuff that's so important to an AOR station in terms of creating visibility. So I set

up a merchandising program that has been incredibly successful; we now sell about a dozen items at 20 Turtles record outlets."

WKLS's Music

Tackling both concerns in greater depth, Sneed explained WKLS's overall music philosophy: "It's not a loose station by any means; we play between 35-50 currents. At the same time, I don't think we're hyper-tight. Recurrents and oldies should be most carefully programmed. If a record doesn't happen as a current, I think you should move on, get something else in there.

"In terms of currents, my philosophy sets me apart from most Superstars programmers: I believe in playing a decent amount of new music and not being so safe that you never take any chances. The competitive situation helps me do that, but even in Nashville (where I was fighting a Superstars station), if I had it to do over again, I doubt my new music policies would change. We can't be too idealistic in terms of exposing new product and educating the audience, but at the same time, I started out as a freeform progressive programmer, and I guess there's still a bit of that person left in me. Plus, where do the AC/DC's come from to replace the Led Zeppelins if we don't give them airplay? It's that simple."

Does the regional stereotypical Southern boogie band go over well in Atlanta? Sneed's answer was surprising: "I think Southern boogie has run its course as a music form in the Southeast. A lot of the Southern rock bands are more popular in certain Northeastern pockets than they are down here!

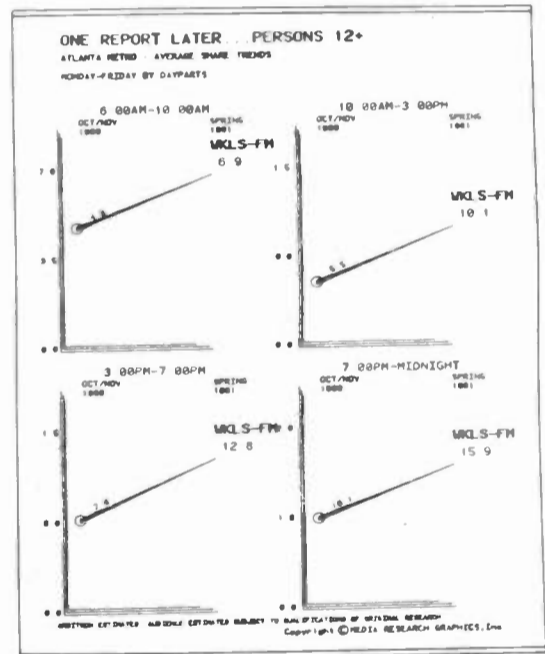
"What I find is that straight-ahead rock and roll is the most popular type of music to an AOR audience in the Southeast. You don't see a lot of 'trendy' rock down here; new wave is not much of a factor down here. Nor is country, due to a 'country backlash' on the part of our listeners because of the overall popularity of country in the South.

"We do play some new wave by groups like B-52's and the Brains, but they're local, and our listeners are very loyal to local musicians. We have to be very careful in playing new wave

That's what we're basically about. We don't want to alienate the listeners who show up at our remotes, go to concerts, and buy the records we play; they really give the station its loyal listeners and its market visibility."

Research: Tempered By Gut

Sneed uses various kinds of research to determine the preferences of his core audience. "First, we have access to Burkhart-Abrams's research. We also tabulate a massive number of requests. Those are active listeners, of course, but it gives us some hard and fast feedback in terms of their interests. We do a lot of sales research as well, which also centers on active listeners. We've found that sales and requests, coupled with the trades and our access to Superstars research, does quite nicely."



He was not as enthusiastic about callout research: "I have background in research (I did a doctoral program in educational research and development), and I don't have done a little callout research, and I won't place much faith in callouts. It has its place, but programmers who feel they have to do everything their research indicates, even when that research says black is white and

Continued on Page 30

ATLANTA METRO - SPRING, 1981 - AVERAGE 1/4 HOUR ESTIMATES
MONDAY-SUNDAY - 6:00AM-MIDNIGHT

AGE	WKLS-FM
12-17	30.7%
18-24	46.9%
25-34	19.7%
35-44	2.4%
45-54	0.4%
55+	0.0%
12+ TOTAL	25,400

because it's not representative of the interests of the mainstream AOR listener.

"We also play artists like Dan Fogelberg, Firefall, and Little River Band. But once again, we have to play it carefully because it's not appealing to our core audience.

"We can't be flat-out rockers; we have to be a little more mass appeal than that. If I were in a more competitive situation for AOR's I would have to target more specifically. Here it's not a concern unless we violate the expectations of our core audience. We're very careful about that; we're the station that plays AC/DC and Rush.



Jeff Gelb

The South Rises Again!

Continued from Page 29

you know black is black, are placing too much emphasis in the wrong areas. You have to use research just like any other form of input; it's just another programming tool, and it must be tempered with some gut feeling."

Life In A Fishbowl

I wondered whether it was tough for Sneed to program a Superstars station in the city where Burkhart-Abrams is headquartered. He responded, "When I got here I had to make certain we didn't feel like we were programming in a fishbowl just because the consultancy was in our marketplace. Burkhart-Abrams are employed by the radio station to give us the benefits of their information from all over the country. I look at them as an information brokerage firm; they are not the sole source for our information."

Merchandising

The second of Sneed's major concerns in reshaping WKLS was merchandising. He admitted, "I've always been inspired by the job Dan Garfinkel has done merchandising WMMS/Cleveland. We try to sell enough pieces to cover production costs as well as the cost of giving the item out over the air. It has worked very well for us to date. For instance, we've done 4000 dozen T-shirts and jerseys over the past 11 months. The vast majority were sold at a profit which has enabled us to give away the rest in station promotions. We have to generate enough volume not only to give us a profit but to profit the retailers as well. We have to give retailers part of the profits so they have a reason to keep handling our stuff other than just increasing store traffic.

"The items range in price from 96¢ (keychain) to our highest-priced item, a beach towel at \$8.96. The jerseys and T-shirts are the

most consistent sellers. Wallets and sunglasses have also done well; we can offer a quality product with our name imprinted for less than our listeners can buy it at a department store, since we're not looking for a 40% profit.

"The only items that don't seem to work are the strictly-female items: french-cut shirts, tote bags. We can get rid of everything we produce sooner or later, but we find, for instance, that many of the women prefer to wear the regular T-shirts."

Part of WKLS's aggressive marketing approach is the "96 Rockard." "We have 130,000 on the street, and hope to increase that to 200,000 by year's end," Sneed reported. "When the person picks one up at a store, he fills out an application which we collect and feed into a computer. Of our current registered cardholders, only 15% are under the age of 15. About 30% are 15-19, and over 55% are 20 or older.

"I've never subscribed to the concept of rock and roll 'armies' or 'air forces.' I know they can be effective, but they seem limiting in their appeal, while calling the promotion a 'Rockard' gives it a timeless, ageless appeal."

He continued, "All Rockards are numbered, and we use them for lots of on-air giveaways. We either give out the card number or the cardholder's name and ask him to call within 96 minutes to claim a prize. Plus, the cards are used for constant discounts at clubs, record and clothing stores. Sales packages are available for clients who want to use the card for specials in their stores.

"That's the key: keep the card valuable. I feel our Rockard has been one of our best merchandising tools in terms of creating additional visibility for WKLS. At the same time, it has been profitable for us financially, since we charge clients for the privilege of using our promotional vehicle."

Other Success Factors

Sneed also credited his GM and staff for their help in achieving WKLS's ratings success. He said, "GM Dick Meeder has been extremely supportive of me since I got here. We needed visibility, and Dick was very generous in terms of budgeting for promotions, merchandising and TV ad campaigns.

"The staff has been great. I encourage them to inject their personalities into the radio station. The old philosophy that jocks are just there to execute the music format is antiquated as hell. There's never a time when a jock on this station has no choice in terms of what he can play. He is always given some leeway to make the station flow properly."

As WKLS "flows" into the future, it faces some internal upheaval as the station switches ownership from SJR to Gulf United (which also owns AOR's KTXQ/Dallas and WFBQ/Indianapolis). Sneed anticipates no format modifications under new ownership (you can't do better than first place in the market), so it looks like Southern rock fans have lots to look forward to from WKLS.

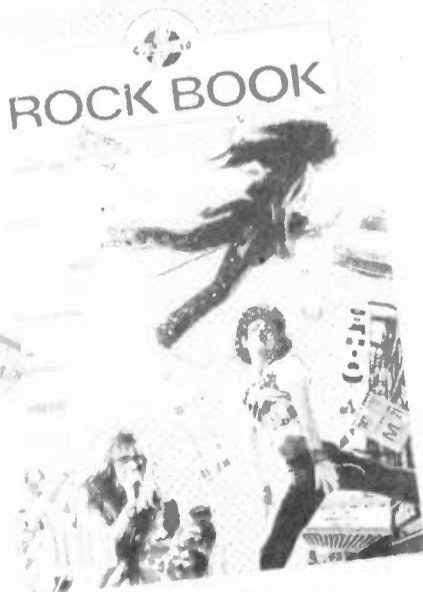
CONCERTS & CONVERSATIONS

PRESENTATIONS: WAAF/Worcester presented Wishbone Ash for \$1.07.

BROADCASTS: Cold Chisel on WOUR/Utica... Greg Kihn on WPLJ/New York.

CONVERSATIONS: Tubes on WMMR/Philadelphia... Savoy Brown on WNEW-FM/New York... Steve Nicks, Van Halen, Ozzy Osbourne, Gary O' on Q107/Toronto... Linda Blair on WFYV/Jacksonville... Wishbone Ash on GIRFM/Manchester... Ozzy Osbourne, Greg Kihn on WOUR/Utica... Holly & Italians on KROQ/Pasadena... Billy Squier on K97/Edmonton... Silver Condor on WQBK/Albany... Danny Joe Brown on WLWQ/Columbus... Toronto, Greg Kihn on WMJQ/Rochester... Peter Tosh on KLAQ/EI Paso... Bert Ligon on WBWB/Bloomington... Spencer Davis, Split Enz, David Lindley on CFOX/Vancouver... Ramones on KUPD/Phoenix.

Promotion Of The Week



WMET'S "CLASSIC ROCK BOOK": Borrowing an idea from Metromedia sister station KMET/Los Angeles, WMET/Chicago produced a 76-page, four-color concert guide listing of all area concert venues. The station even redrew seating charts of all locations for clarity.

Also included are a complete listing of Chicago area rock and music clubs, important entertainment phone numbers, and profiles of the WMET airstaff.

The guide is embellished with exclusive color photos of Chicago performances by artists like Bruce Springsteen, Fleetwood Mac, Pat Benatar, and the Rolling Stones.

75,000 books were printed at a per unit cost of around \$3; the WMET Classic Rock Book sells for \$4.95 throughout Chicago.

EVOLUTION

Providence gets a new AOR in September when 50,000 watt WHJY switches from BM; Jim Murphy will program... KZAM-AM/Seattle has switched call letters to KJZZ... Chuck Dunaway has been upped to Operations Manager from PD at KLBK/Austin, while John Logan has been upped to PD (he's still MD as well)... KZAP/Sacramento has named John Russell as MD from the airstaff. Tim Bedure has exited middays at the station... Jonathan White has exited as MD at WROQ/Charlotte, which has picked Jack Daniel as his MD successor... Morgan Evans has been picked from the KRKN/Anchorage airstaff as MD... Tom Marshall has been named MD of KFMG/Albuquerque. Lenny Bloch is new to middays at the station while Bob Davies has left KFMG... KBPI/Denver has hired three new staffers: Karen Stern for overnights from KWFM/Tucson, Tim Jeffries for weekends from KBCO/Boulder, and Shari Wood, also for weekends, from KERE/Denver... Digby Welch has exited middays at KGB-FM/San Diego... Michael Ross has left WSHE/Miami afternoons... Dave Carew has been named Production Director for WHCN/Hartford... KMGH/Bakersfield has upped T.J. Noone to Production Director, and has moved Van Johnson to afternoon drive from over-nights.

UPDATE

Several AOR jocks have been "canned" lately, including WIOQ/Philadelphia's Helen Leicht and WQDR/Raleigh's John Lisle. Actually, the jocks were taking part in MD fund-raising promotions, broadcasting from inside a palace of soft-drink six-packs that were being sold to benefit the research organization... WMMS/Cleveland world-premiered the upcoming Cleveland Int'l. Meatloaf album "Dead Ringer" over a week ago, playing tracks till the station received a cease and desist order from the record company... KLOL/Houston premiered its hometown "Talent-Texas" album simultaneously at six listener parties, featuring \$1.01 drinks and \$1.01 coupons discounting the purchase price of the LP... More great ARB numbers: KWXL/Albuquerque's 9.5; Y95/Rockford's jump of 7.8-11.5; WSYR/Syracuse's rise from 9.6-12.1; KLBK/Austin's climb from 6.6-11.2; WIMZ/Knoxville's market-dominant 8.1; and KFMQ/Lincoln's great rise from 11.8 to 16.9 (which makes them this book's 12+ figure champs to date)... Q107/Toronto "Band-Aids" is a new weekly feature that presents want ads for musicians... WRNO/New Orleans jock Chuck Kirr completed a 100-hour on-air marathon for MD that raised over \$30,000 in pledges... WROQ/Charlotte gave away a "Mean Street" Machine motorcycle in conjunction with Warner Bros. and the latest Van Halen album... WMMR/Philadelphia held a Pete Rose lookalike contest at a local club; the winner received what's left of a season's pass to the local games... WLWQ/Columbus raised over \$300 for local charities in recent promotions... WPLR/New Haven held a beach party attended by over 2000 listeners who were entertained by frisbee demonstrations and live local music... Congrats to newlyweds Scott and Julie Fisher. Scott's PD at WIZD/W. Palm Beach, but for the next two weeks he's honeymooning in London... "Hollywood Niteshift" has joined the airwaves of KLOS/Los Angeles. It's an hourlong weekly improvisational comedy show, sort of like "Saturday Night Live" without video, starring KLOS morning man Frazer Smith, actor Michael Gwynne, and Firesign Theatre member Philip Austin. The show was once heard on competing KROQ/Pasadena, and has returned as the first move in what its producers hope will result in a syndication deal.

COMING NEXT WEEK: We'll take a one-week breather from our continuing series of AOR ARB success stories. Next week, I've asked Joint Communications VP John Parikh to share some of his firm's recent research results. His comments offer an interesting look at some of AOR's greatest challenges for the eighties.



WPLJ TAKES THE SILVER



**WPLJ RADIO IS PROUD
TO ANNOUNCE
OUR 25TH BOOK IN A
ROW AS THE
MOST LISTENED TO
FM ROCK STATION
IN AMERICA.**

The largest FM rock audience in America has been tuned to WPLJ 95.5 FM for over 6 years. And, with the latest Spring 1981 Arbitron, we're also celebrating a 4.5 share — our biggest book ever, making WPLJ the most listened to FM rock station in America among persons 12+, teens, and adults 18-34.

Arbitron, Persons 12+, Cumulative Listening, Mon-Sun 6AM-12Mid, Metro Survey Area.

Spring 1981 Arbitron, Persons 12+, Teens, Adults 18-34, Average Quarter Hour Listening, Mon-Sun 6AM-12Mid, Metro Survey Area.

The audience data used herein are estimates only, not necessarily accurate to any precise mathematical degree.

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Radio & Records NATIONAL AIRPLAY/40 Chart Summary

August 21, 1981

156 REPORTERS

Album cuts are listed in order of airplay preference.

7/31	8/7	8/14	8/21	Artist	Album	Label	Single Title
1	2	1	1	FOREIGNER	4 (Atlantic)		"Urgent" "Hero" "Night" "Girl"
8	1	2	2	JOURNEY	Escape (Columbia)		"Crying" "Stone" "Don't" Title
13	11	4	3	STEVIE NICKS	Bella Donna (Modern/Atco)		"Stop" "Edge" "Lace" Title
3	3	3	4	PAT BENATAR	Precious Time (Chrysalis)		"Fire" "Dark" "Just" Title
2	4	5	5	MOODY BLUES	Long Distance... (Threshold/PG)		"Voice" "Meanwhile" "22,000"
17	8	7	6	HEAVY METAL	Various Artists (Full Moon/Asylum)		Title - "Ride" "Coal" "Mob"
5	5	6	7	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)		"Burnin'" "Joan" "Wars" "Sole"
21	9	10	8	ZZ TOP	El Loco (WB)		"Tube" "Pearl" "Party" "Hell"
6	7	9	9	BILLY SQUIER	Don't Say No (Capitol)		"Lonely" "Dark" "Lover" "Stroke"
4	6	8	10	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)		"Woman" "Night" "Thing"
7	10	11	11	BLACKFOOT	Marauder (Atco)		"Fly" "Searchin'" "Rattlesnake"
-	-	20	12	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)		"Straight" Title "Rights" "Beg"
20	17	12	13	MICHAEL STANLEY BAND	North Coast (EMI America)		"Heartland" "Hearts" "Nite"
15	12	13	14	FOGHAT	Girls To Chat... (Bearsville/WB)		"Live" "Wide" "Close"
-	-	15	15	ROLLING STONES	Start Me Up (Rolling Stones)		45
-	33	22	16	ELO	Time (Jet)		"Hold" "Twilight" "Rain" "End"
10	16	14	17	GREG KIHN BAND	Rockinroll (Beserkley)		"Breakup" "Valerie" "Hurtin'"
14	15	16	18	SQUEEZE	East Side Story (A&M)		"Tempted" "Quintessence"
19	19	17	19	ICEHOUSE	Icehouse (Chrysalis)		Title "Sister" "Get" "Walls"
9	13	15	20	TUBES	The C. B. Principle (Capitol)		"Talk" "Amnesia" "Sushi" "Dont"
-	34	23	21	DEF LEPPARD	High 'N' Dry (Polydor/PolyGram)		"Let" Title "Runnin'" "Nite"
-	-	36	22	PRETENDERS	Pretenders II (Sire)		"Adultrass" "Pack" "Roses"
33	26	24	23	DIESEL	Watts In A Tank (Regency)		"Sausalito"
29	23	21	24	POINT BLANK	American Excess (MCA)		"Nicole" "Broke"
16	18	18	25	GARY WRIGHT	The Right Place (WB)		"Really" "Heartbeat" "Rose"
11	14	19	26	VAN HALEN	Fair Warning (WB)		"Unchained" "Mean" "So" "Dirty"
-	-	39	27	RED RIDER	As Far As Siam (Capitol)		"Lunatic Fringe"
27	28	28	28	OZZY OSBOURNE	Blizzard Of Ozz (Jet)		"Train" "Know"
-	35	31	29	RICKIE LEE JONES	Pirates (WB)		"Woody" Title "Living" "Belong"
-	38	30	30	BALANCE	Balance (Portrait)		"Dream" "Breaking"
-	-	31	31	LITTLE FEAT	Hoy-Hoy! (WB)		"Gringo" "Easy" "R&R" "Skin"
32	27	27	32	POCO	Blue & Gray (MCA)		"Widowmaker" "Writing"
25	24	26	33	MICK FLEETWOOD	The Visitor (RCA)		"Rattlesnake" "Walk" "Fade"
37	-	35	34	PABLO CRUISE	Reflector (A&M)		"Cool"
12	20	25	35	JOE WALSH	There Goes The... (Asylum)		"Life" "Rivers"
-	-	36	36	DIRT BAND	Jealousy 81 (Liberty)		Title "Close" "Fire" "Crossfire"
-	-	37	37	SHOOTING STAR	Hang On For Your Life (Virgin)		"Flesh" "Hang"
-	-	38	38	LITTLE RIVER BAND	Night Owls (Capitol)		45
22	25	32	39	PHIL COLLINS	Face Value (Atlantic)		"Air" "Missed"
35	32	37	40	IRON MAIDEN	Killers (Harvest)		"Wrathchild"

There's an upper chart logjam right now, as AOR superstar albums fight tooth and nail for the top airplay positions. FOREIGNER clung to number one, just beating the competition in hot and total reports. JOURNEY held rock steady as NICKS inched into third place; the two tied for total reports but Journey beat Stevie by one hot report (station weighting by parallel also played a role in the positioning). BENATAR remained very healthy in hot. MOODY maintained as METAL moved up. ZZ gained in all upper rotations. SQUIER and BLACKFOOT held their own. ALLMAN showed great conversions. STONES single debuted with excellent add reports (146). ELO showed great gains in upper rotations. DEF jumped in mediums. PRETENDERS gained in all rotations. DIESEL continued its impressive rise. RIDER rose in mediums. OZZY held his own as RICKIE climbed and BALANCE maintained. FEAT debuted with a solid combination of reports for all rotations. PABLO inched up. DIRT, STAR and LRB (single) all debuted with strong adds. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. 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* type are also current singles.

New Entry

MOST ADDED

Artist	8/21	8/14	8/7	7/31	7/24
1 DIRT BAND	67/83	3/3	0/0	0/0	0/0
2 IAN HUNTER	61/44	30/30	9/0	0/0	0/0
3 LITTLE FEAT	65/30	43/43	0/0	0/0	0/0
4 DEBBIE HARRY	31/24	10/10	0/0	0/0	0/0
4 SNIFF 'N' THE TEARS	26/24	4/4	0/0	0/0	0/0
6 PRETENDERS	78/23	74/74	0/0	0/0	0/0
7 BOB DYLAN	24/19	2/2	0/0	0/0	0/0
8 ALLMAN BROTHERS...	114/18	108/94	0/0	0/0	0/0
8 ELO	89/18	103/91	12/11	0/0	0/0
8 DEF LEPPARD	80/18	67/17	73/68	26/25	0/0
8 RIOT	19/18	1/1	0/0	0/0	0/0
12 SHOOTING STAR	42/16	35/23	18/16	0/0	0/0
13 RED RIDER	63/14	51/17	60/52	3/3	2/2
13 SPYRO GYRA	27/14	7/8	0/0	0/0	0/0
15 BRYAN ADAMS	14/13	3/3	1/0	1/0	1/0

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 for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

MEDIUM

Artist	8/21	8/14	8/7	7/31	7/24
1 FOGHAT	97/73	100/75	113/82	104/84	109/86
2 MICHAEL STANLEY...	107/71	105/68	102/62	92/54	98/2
3 ICEHOUSE	83/61	87/65	96/73	83/72	84/66
4 BLACKFOOT	106/58	112/55	123/65	131/67	130/67
5 ALLMAN BROTHERS...	114/58	108/71	0/0	0/0	0/0
6 DIESEL	73/53	70/48	72/45	62/39	55/36
7 ZZ TOP	130/52	126/49	129/41	129/3	8/1
8 HEAVY METAL	144/50	138/44	130/50	128/7	3/0
8 DEF LEPPARD	80/50	67/39	73/14	26/0	0/0
10 SQUEEZE	86/46	82/41	97/52	98/49	98/56
11 BLUE OYSTER CULT	129/45	132/48	140/49	142/57	143/64
12 RED RIDER	63/44	51/30	60/3	3/0	2/0
12 POCO	55/44	68/48	74/49	84/41	55/32
14 MICK FLEETWOOD	51/44	68/56	75/56	80/52	78/55
15 BALANCE	54/43	58/43	58/37	47/27	42/24

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

THE HOTTEST

Artist	8/21	8/14	8/7	7/31	7/24
1 FOREIGNER	152/136	151/136	153/139	167/140	160/137
2 JOURNEY	160/136	160/133	158/129	160/33	28/7
3 STEVIE NICKS	150/134	146/125	153/28	37/7	8/0
4 PAT BENATAR	141/130	146/131	151/140	150/135	153/130
4 MOODY BLUES	136/124	143/127	149/136	158/137	156/136
6 HEAVY METAL	144/90	138/88	130/53	128/2	3/0
7 BLUE OYSTER CULT	129/84	132/83	140/81	142/85	143/75
8 BILLY SQUIER	110/80	115/87	123/100	128/106	133/108
9 ZZ TOP	130/77	126/71	128/73	129/3	6/0
10 TOM PETTY...	101/76	121/86	131/108	144/120	138/121
11 GREG KIHN BAND	77/50	51/53	84/53	89/60	86/63
12 BLACKFOOT	106/48	112/58	123/53	131/64	130/60
13 ELO	89/45	103/5	127/1	0/0	0/0
14 ALLMAN BROTHERS...	114/40	108/3	0/0	0/0	0/0
15 SQUEEZE	86/38	82/41	97/44	98/45	88/39

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



PRETENDERS II

Consensus Cuts:

I Go To Sleep • Pack It Up • The English Roses • Louie Louie

36-22 AOR National Airplay/40

PRODUCED BY CHRIS THOMAS

A REAL RECORD

On Sire Records & Tapes. Marketed by Warner Bros. Records Inc.



THE TOUR

August 23 Milwaukee WI
 August 24 Minneapolis MN
 August 28-29 San Francisco CA
 August 30 Santa Barbara CA
 August 31 Los Angeles CA
 September 1, 3-5 Los Angeles CA
 September 6 San Diego CA
 September 7 Tucson AZ
 September 9 Denver CO

September 12 Tulsa OK
 September 13 Oklahoma City OK
 September 14 Dallas TX
 September 15 Austin TX
 September 16 Houston TX
 September 19 New Orleans LA
 September 20 Memphis TN
 September 21 Kansas City MO
 September 22 St. Louis MO

September 24 Indianapolis IN
 September 25 Columbus OH
 September 26 Pittsburgh PA
 September 27 Washington DC
 September 29 Norfolk VA
 Sept 30-Oct 1 Philadelphia PA
 October 2 Bridgeport CT
 October 3 Ithaca NY
 October 5-9 New York NY

October 10 Boston MA
 October 12 Montreal
 October 13 Toronto
 October 17 Calgary
 October 18 Edmonton
 October 20 Vancouver
 October 21 Seattle WA
 October 22 Portland OR
 October 24 Honolulu HI

AOR BREAKERS

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



ROLLING STONES

"Start Me Up" (Rolling Stones)
45
83% of our reporters on it. Total 48/12-inch reports: 146. Debuted this week at number 18.



PRETENDERS

Pretenders II (Sire)
50% of our reporters on it. Total album reports: 78. A-23, M-30, H-25. Charted this week at number 22.

Significant Action

- IAN HUNTER Short Back 'N' Sides (Chrysalis)
"Central" "Love" Total: 51. A-44, M-5, H-2
- JON & VANGELIS Friends Of Mr. Cairo (Polydor/JG)
Title "School" Total: 40. A-9, M-28, H-4, P-1
- DANNY JOE BROWN Danny Joe Brown Band (Epic)
"Sundown" Total: 39. A-1, M-31, H-7
- JOE PERRY PROJECT I've Got The R 'N' Roll (Columbia)
"Coast" "Buzz" Total: 38. A-0, M-28, H-8
- ROCKETS Back Talk (Elektra)
"Satisfied" "Shanghaied" Total: 36. A-3, M-29, H-4
- SANTANA Zebop (Columbia)
"Searchin'" "Over" Total: 34. A-0, M-23, H-11
- WHITFORD/ST. HOLMES Whitford/St. Holmes (Columbia)
"Whiskey" "Sharpshooter" Total: 33. A-12, M-20, H-1
- KINKS Reduction/Better (Arista)
45 Total: 32
- DEBBIE HARRY KooKoo (Chrysalis)
"Backfired" "Chrome" Total: 31. A-24, M-4, H-3
- JEFFERSON STARSHIP Modern Times (RCA)
"Stranger" "Love" Total: 30. A-0, M-21, H-9

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

JAZZ ON AOR

- Last This Week
- 1 **SPYRO GYRA** Freetime (MCA)
Title "Telluride"
 - 3 2 **YELLOWJACKETS** Yellowjackets (WB)
"Rush Hour"
 - 8 3 **AL JARREAU** Breakin' Away (WB)
"Love" Title
 - 1 4 **P. METHENY/L MAYS** As Falls Wichita... (ECM)
"Ozark"
 - 7 5 **PASSPORT** Blue Tattoo (Atlantic)
"Ragtag" "Tattoo"
 - 2 6 **MILES DAVIS** The Man With... (Columbia)
"Shout" "Fat"
 - 4 7 **TOM SCOTT** Apple Juice (Columbia)
"White"
 - 6 8 **BRIAN AUGER** Search Party (Headfirst)
"I'm Gone"
 - 6 9 **SADAO WATANABE** My Dear Life (Inner City)
"Hunting" Title
 - 9 10 **JOHN NEPTUNE** Shogun (Inner City)
Title "Magic"

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold italics. Artists' names are in bold italics if they registered significant airplay gains this week.

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- DIRT BAND**
Jealousy (Liberty) 15/15
 - IAN HUNTER**
Short Back 'N'... (Chrysalis) 16/14
 - DEBBIE HARRY**
KooKoo (Chrysalis) 7/6
- Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who added it this week.

MEDIUM

- DEF LEPPARD**
High 'N' Dry (Polydor/PG) 21/16
 - HEAVY METAL**
Ver. Artists (Full Moon/Asylum) 36/15
 - ZZ TOP**
El Loco (WB) 30/13
 - FOGHAT**
Girls To Chat... (Bearsville/WB) 22/13
 - DIESEL**
Watts In A Tank (Regency) 20/13
 - BALANCE**
Balance (Portrait) 14/13
- 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

- FOREIGNER**
4 (Atlantic) 35/33
 - STEVIE NICKS**
Bella Donna (Modern/A&O) 35/31
 - PAT BENATAR**
Precious Time (Chrysalis) 32/29
 - JOURNEY**
Escape (Columbia) 34/28
 - MOODY BLUES**
Long... (Threshold/PG) 33/26
- Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

Q104 Albany

518-482-5555

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

98 Rock Baltimore

301-889-0098

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Buffalo

716-881-4555

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Harrisburg

717-238-1402

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WBLM Lewiston-Portland

207-783-2065

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

PIX 106 Albany

518-785-9800

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Boston

617-267-9090

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Boston

617-262-5900

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Hartford

203-247-1060

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WBAB Long Island

516-587-1023

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WZZO Allentown

215-894-0511

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

i-95fm Bridgeport

203-579-9995

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Claremont

603-542-7735

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WJZZ Hartford

203-247-1060

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
- JON & VANGELIS
- DANNY JOE BROWN
- JOE PERRY PROJECT
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- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

WBAB Long Island

516-587-1023

Albums:
- ROLLING STONES
- PRETENDERS II
- IAN HUNTER
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- JOE PERRY PROJECT
- ROCKETS
- SANTANA
- WHITFORD/ST. HOLMES
- KINKS
- DEBBIE HARRY
- JEFFERSON STARSHIP

EAST

WLIR FM 92.1 Long Island 516-485-9200. PD: DENIS McNAMARA. HD: KAT WHITE. MUSIC: IAN HUNTER (Chr...), WHITFROST (Hol...), BOB DYLAN (Colum...), ROLLING STONES (Rolling Stone), etc.

GRAM ROCK 101 Manchester 603-625-6915. PD: JOE BIERZYCH. HD: KAREN ANDERSON. MUSIC: SHOOTING STAR (Virgin), IAN HUNTER (Chr...), BOB DYLAN (Colum...), ROLLING STONES (Rolling Stone), etc.

NEW YORK 212-986-7000. PD: SCOTT HUN. HD: BERNIE EDWARDS. MUSIC: GREG MANCOWSKI (Virgin), IAN HUNTER (Chr...), BOB DYLAN (Colum...), ROLLING STONES (Rolling Stone), etc.

WPLJ 95.5 New York 212-887-7777 8070. PD: LARRY BERGER. HD: DOROTHY TANTURINI. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), ROLLING STONES (Rolling Stone), etc.

96rock Atlanta 404-325-0960. PD: ALAN SHED. HD: BOB BAILEY. MUSIC: STEVE NICKS (Modern/Arc), FOREIGNER (Atlantic), ROLLING STONES (Rolling Stone), etc.

105.5 FM WCHA North Jersey 201-328-1055. PD: ROB LINDER. HD: STEVE CHERNOFF. MUSIC: CAROL THE MARS (Mercury/Polygra), ACHEE PATTON (Liberty), etc.

WIOQ Philadelphia 215-667-8100. PD: ALEX DEBERS. MUSIC: CAMEL (Passport), CITY LIFE (Liberty), ROLLING STONES (Rolling Stone), etc.

WMMR Philadelphia 215-561-0933. PD: CHARLIE KENDALL. HD: JOE EDWARDS. MUSIC: ROLLING STONES (Rolling Stone), POINT BLANK (RCA), etc.

WVSP 94 ROCK Philadelphia 215-668-9460. PD: DICK MURKATE. ASST. PD: LISA RICHARDS. MUSIC: IAN HUNTER (Chr...), POINT BLANK (RCA), etc.

102.1 WDNV Pittsburgh 412-562-5900. PD: DAVE LANGE. MUSIC: POINT BLANK (RCA), IAN HUNTER (Chr...), ROLLING STONES (Rolling Stone), etc.

WPDZ Poughkeepsie 914-471-1500. PD: MIKE HARRIS. HD: STEVE SCHWARTZ. MUSIC: IAN HUNTER (Chr...), DEBBIE HARRY (Chr...), PAT BENATAR (Chr...), etc.

WCME LONG LIVE ROCK! Rochester 716-288-3200. PD: TRIP REED. HD: DAVE KANE. MUSIC: RICKIE LEE JONES (WB), ALLMAN BROTHERS... (Arista), etc.

52.1 WJLA Rochester 716-232-7550. PD: TON HUNTER. HD: OREST. MUSIC: POINT BLANK (RCA), ROLLING STONES (Rolling Stone), etc.

107 Scranton 717-961-1842. PD: DENIS NORTON. HD: BEN SMITH. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

107 Scranton 717-961-1842. PD: DENIS NORTON. HD: BEN SMITH. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

95.5 Syracuse 315-862-9538. PD: ED LETSIE. ASST. PD: AMY DAHLMAN. MUSIC: PAT BENATAR (Chr...), STEVE NICKS (Modern/Arc), etc.

94.9 Syracuse 315-472-9797. PD: HOWIE CASTLE. HD: TOM NAST. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

107 Toronto 416-967-3445. PD: GARY SLIGHT. HD: BOB MACHOZYCZ. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

WOUR Utica-Syracuse 315-797-0803. PD: DALE EDWARDS. HD: TOM STARR. MUSIC: SHOOTING STAR (Virgin), PAT BENATAR (Chr...), etc.

WAFM Washington, D.C. 105 703-534-0320. PD: GARY CHASE. HD: MATTI DOPPELT. MUSIC: LITTLE FEAT (WB), ROLLING STONES (Rolling Stone), etc.

DC 101 Washington, D.C. 202-828-9932. PD: DAVID SPORN. HD: MICHAEL KEAT. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

FM105 West Virginia 304-722-3308. ASST. PD: DOUG BURTON. MUSIC: PAT BENATAR (Chr...), FOREIGNER (Atlantic), etc.

WERI-FM 104 Westery 401-596-7728. PD: LESTER GALLMAN. HD: STEVE FELDMAN. MUSIC: RICKIE LEE JONES (WB), PAT BENATAR (Chr...), etc.

WAAF 107FM Worcester 617-752-5811. PD: DAVID BERNSTEIN. HD: BOB DANFETT. MUSIC: WHITFROST (Hol...), PAT BENATAR (Chr...), etc.

WAAF 107FM Worcester 617-752-5811. PD: DAVID BERNSTEIN. HD: BOB DANFETT. MUSIC: WHITFROST (Hol...), PAT BENATAR (Chr...), etc.

SOUTH MOST ADDED MEDIUM THE HOTTEST. MICHAEL STANLEY BAND North Coast (EMI America) 22/16. LITTLE FEAT Hoy/Hoy! (WB) 12/10. PAT BENATAR Precious Time (Chrysalis) 28/28. STEVE NICKS Balla Donna (Modern/Arc) 30/29. FOREIGNER 4 (Atlantic) 28/27.

SOUTH

WYLLAX

404-722-1302

PO: GARY STEWART
 ADD: GARY STEWART
 TITLE: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART

Beaumont

713-727-0229

PO: BILL BROWN
 ADD: BILL BROWN
 TITLE: BILL BROWN
 GENRE: BILL BROWN
 ALBUM: BILL BROWN
 TRACKS: BILL BROWN
 GENRE: BILL BROWN
 ALBUM: BILL BROWN
 TRACKS: BILL BROWN

Birmingham

205-870-9900

PO: DAN BROWN
 ADD: DAN BROWN
 TITLE: DAN BROWN
 GENRE: DAN BROWN
 ALBUM: DAN BROWN
 TRACKS: DAN BROWN
 GENRE: DAN BROWN
 ALBUM: DAN BROWN
 TRACKS: DAN BROWN

WROO

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

Corpus Christi

512-855-4641

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

Rock 105

Jacksonville 904-642-1055

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

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 TRACKS: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART

KTXQ

Dallas-Ft. Worth 214-528-5500

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

The Q

El Paso 915-544-8864

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

K102

Ft. Lauderdale 305-731-4800

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

96 Magic

Ft. Pierce 305-464-1401

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

Houston

713-528-4591

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

Rock 105

Jacksonville 904-642-1055

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
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 TRACKS: BOB FAY

WYLLAX

404-722-1302

PO: GARY STEWART
 ADD: GARY STEWART
 TITLE: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART
 GENRE: GARY STEWART
 ALBUM: GARY STEWART
 TRACKS: GARY STEWART

Rock 104

Knoxville 615-825-0000

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

FMA

Lubbock 806-747-1224

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

wjsh

Miami 305-581-1580

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
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WYLLAX

Charlotte 704-392-6191

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WYLLAX

Charlotte 704-392-6191

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 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

95 Rock

Montgomery 205-832-4295

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WYLLAX

Charlotte 704-392-6191

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 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
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 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

Z101

Norfolk 804-481-1194

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WDIZ

Orlando 305-845-1802

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

TKOI

Pensacola 904-438-7543

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WQDR

Raleigh 919-832-8311

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

XL 102

Richmond 804-282-9731

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

99.5 KISS

San Antonio 812-223-8211

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

93.5 FM

Shreveport 318-425-8092

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

98 ROCK

Tampa 813-224-0742

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

KNMO

Tulsa 918-664-2810

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

99.1D

West Palm Beach 305-461-0099

PO: BOB FAY
 ADD: BOB FAY
 TITLE: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY
 GENRE: BOB FAY
 ALBUM: BOB FAY
 TRACKS: BOB FAY

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

WYLLAX

Charlotte 704-392-6191

PO: JIM BALLARD
 ADD: JIM BALLARD
 TITLE: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD
 GENRE: JIM BALLARD
 ALBUM: JIM BALLARD
 TRACKS: JIM BALLARD

MIDWEST

Appleton 414-734-9226

WISN 12

PO: NICK COLE
 Added: JOURNEY (Columbia) "Shine a Light"
 MOODY BLUES (Threshold/PolyGram) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Bloomington 812-332-9292

97.1 WMB

PO: BETH SURETY
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Chicago 312-440-5270

the Loop

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Chicago 312-828-9191

95 WME

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Chicago 312-777-1700

WERT 103.1

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Cleveland 216-781-9667

Wmms

PO: JOHN COLEMAN
 Added: JOURNEY (Columbia) "Shine a Light"
 MOODY BLUES (Threshold/PolyGram) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Cleveland 216-391-1260

M/OS FM

PO: PHIL DEHARRE
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Chicago 312-440-5270

the Loop

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Chicago 312-828-9191

95 WME

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Chicago 312-777-1700

WERT 103.1

PO: NICK COLE
 Added: STEVIE NICKS (Modern/Atco) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 JOURNEY (Columbia) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

MOST ADDED

DIRT BAND
Jalousy (Liberty) 18/17

IAN HUNTER
Short Back 'N'... (Chrysalis) 11/10

DVC
DVC (A&A) 18/7

PRETENDERS
Pretenders II (Sire) 19/6

SNIF 'N THE TEARS
Love Action (MCA) 7/6

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.

DeKalb 815-756-9250

Wdck 92.5fm

PO: MARK HOLMES
 Added: JOURNEY (Columbia) "Shine a Light"
 MOODY BLUES (Threshold/PolyGram) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Detroit 313-398-1100

WALBYX

PO: CARY CURELOP
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Detroit 313-827-9505

WRIF 101

PO: FRED JACOBS
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Fargo 218-236-7900

Q98.1

PO: SWAN MARRIS
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

MEDIUM

FOGHAT
Girls To Chat... (Bearsville/WBE) 30/28

MICHAEL STANLEY BAND
North Coast (EMI America) 32/20

ZZ TOP
El Loco (WB) 37/18

BLACKFOOT
Marauder (Atco) 27/16

ICHAUSE
Icehouse (Chrysalis) 23/16

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 rotation this week.

Ft. Wayne 219-484-0580

WVBT 102.5fm

PO: RICK WEST
 Added: JOURNEY (Columbia) "Shine a Light"
 MOODY BLUES (Threshold/PolyGram) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Grand Rapids 616-456-5461

LAV-FM 97

PO: DAVE LIGAN
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Kankakee 815-939-4541

WVBT 102.5fm

PO: RICK WEST
 Added: JOURNEY (Columbia) "Shine a Light"
 MOODY BLUES (Threshold/PolyGram) "Shine a Light"
 PAT BENATAR (Capitol) "Shine a Light"
 STEVIE NICKS (Modern/Atco) "Shine a Light"
 BOB DYLAN (Columbia) "Shine a Light"
 ROLLING STONES (Atlantic) "Shine a Light"
 JAZZ: "Shine a Light"
 SINGLES: "Shine a Light"

Lafayette 317-448-1568

WXUS 93

PO: STUART MERRAT
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

THE HOTTEST

JOURNEY
Escape (Columbia) 39/37

FOREIGNER
4 (Atlantic) 40/33

PAT BENATAR
Precious Time (Chrysalis) 38/33

MOODY BLUES
Long... (Threshold/PG) 34/33

STEVIE NICKS
Bella Donna (Modern/Atco) 40/32

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 hot rotation this week.

Lincoln 402-478-8565

FM 102.5fm

PO: BRUCE WHEELER
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Madison 608-274-5450

WIBA-FM

PO: DAVE BRINN
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Madison 608-249-9277

QZFM

PO: MIRE DANIELS
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Milwaukee 414-342-1111

WLPX 97 fm

PO: TOM DANIELS
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Milwaukee 414-276-2040

93QFM

PO: MIRE DANIELS
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Cincinnati 513-871-8500

WEEN

PO: BETH SURETY
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Des Moines 515-285-8181

KGGO

PO: LARRY DAVISON
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

Flint 313-744-1570

WWCK 105 FM

PO: MARK HOLMES
 Added: ALLMAN BROTHERS... (Arista) "Eat a Peach"
 ROBERTS (Elektra) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 PAT BENATAR (Capitol) "Eat a Peach"
 JOURNEY (Columbia) "Eat a Peach"
 STEVIE NICKS (Modern/Atco) "Eat a Peach"
 BOB DYLAN (Columbia) "Eat a Peach"
 ROLLING STONES (Atlantic) "Eat a Peach"
 JAZZ: "Eat a Peach"
 SINGLES: "Eat a Peach"

MIDWEST

101 Minneapolis 812-739-4000
Albums: BILLY SQUIER (Capitol), STEVIE NICKS (Merseybeat), etc.

KFMM Muscatine 319-263-2512
Albums: STEVIE NICKS (Merseybeat), JOURNEY (Columbia), etc.

Omaha 402-592-5300
Albums: DIETSEL (Ragony), HOLEY MOLE, etc.

Peoria 309-674-2000
Albums: JON & VANCELLI, DIETSEL, etc.

Rockford 815-877-3075
Albums: FORTY EIGHT, BILLY SQUIER, etc.

Sioux Falls 605-335-8700
Albums: DIETSEL, BILLY SQUIER, etc.

St. Louis 314-842-1111
Albums: DIETSEL, BILLY SQUIER, etc.

Terre Haute 812-238-2567
Albums: JIM HOBBS, DIETSEL, etc.

Toledo 419-248-3377
Albums: DIETSEL, BILLY SQUIER, etc.

Wichita 316-722-8123
Albums: WAREZ (I&A), DIETSEL, etc.

MIDWEST

KFMG Albuquerque 505-265-8811
Albums: DIETSEL, BILLY SQUIER, etc.

94ROCK Albuquerque 505-765-5400
Albums: BILLY SQUIER, DIETSEL, etc.

KEZY Anahem 714-778-3896
Albums: JON & VANCELLI, DIETSEL, etc.

KREN Anchorage 907-277-2655
Albums: BILLY SQUIER, DIETSEL, etc.

KSPN Aspen 303-925-5776
Albums: DIETSEL, BILLY SQUIER, etc.

98FM Bakersfield 805-832-1410
Albums: DIETSEL, BILLY SQUIER, etc.

NBCO Boulder 303-444-5600
Albums: DIETSEL, BILLY SQUIER, etc.

MOST ADDED
IAN HUNTER (Liberty) 15/12, DEBBIE HARRY (Chrysalis) 14/11, etc.

Boise 208-344-6363
Albums: HEAVY METAL, DIETSEL, etc.

KFM Chico 916-343-8461
Albums: DIETSEL, BILLY SQUIER, etc.

KLOOA Colorado Springs 303-634-8896
Albums: FOGHAT, DIETSEL, etc.

MEDIUM
MICHAEL STANLEY BAND (EMI America) 30/23, ICEHOUSE (Chrysalis) 30/21, etc.

KAZY Denver 303-759-5600
Albums: DIETSEL, BILLY SQUIER, etc.

103 KPFI Denver 303-936-2313
Albums: DIETSEL, BILLY SQUIER, etc.

Eugene 503-484-4304
Albums: DIETSEL, BILLY SQUIER, etc.

THE HOTTEST
FOREIGNER 4 (A&T) 49/43, STEVIE NICKS (A&T) 45/42, etc.

K97 Edmonton 403-428-8597
Albums: DIETSEL, BILLY SQUIER, etc.

KICL Fort Collins 303-571-1232
Albums: JON & VANCELLI, DIETSEL, etc.

KRDU Fresno 209-226-5991
Albums: JOURNEY, DIETSEL, etc.

WES

KALL Gillette 307-882-5101
KALL Gillette 307-882-5101
KALL Gillette 307-882-5101

KROQ Pasaden 213-578-0830

KROQ Pasaden 213-578-0830
KROQ Pasaden 213-578-0830
KROQ Pasaden 213-578-0830

KZAZ Sacramento 916-925-3700

KZAZ Sacramento 916-925-3700
KZAZ Sacramento 916-925-3700
KZAZ Sacramento 916-925-3700

KOME San Jose 408-246-6811

KOME San Jose 408-246-6811
KOME San Jose 408-246-6811
KOME San Jose 408-246-6811

KTMS-FM Rock 97 Santa Barbara 805-963-1975

KTMS-FM Rock 97 Santa Barbara 805-963-1975
KTMS-FM Rock 97 Santa Barbara 805-963-1975
KTMS-FM Rock 97 Santa Barbara 805-963-1975

98 Rock Honolulu 808-824-7100

98 Rock Honolulu 808-824-7100
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98 Rock Honolulu 808-824-7100

KUPD Phoenix 602-838-3062

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Salt Lake City 801-972-3030

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San Rafael 415-458-1510

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Seattle 206-824-4305

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KENO Las Vegas 702-878-1460

KENO Las Vegas 702-878-1460
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KUPD Phoenix 602-838-3062

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KCAL96.7 San Bernardino 714-825-5020

KCAL96.7 San Bernardino 714-825-5020
KCAL96.7 San Bernardino 714-825-5020
KCAL96.7 San Bernardino 714-825-5020

San Diego 714-292-1360

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Seattle 206-223-3911

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KLOS 95% Los Angeles 213-663-3311

KLOS 95% Los Angeles 213-663-3311
KLOS 95% Los Angeles 213-663-3311
KLOS 95% Los Angeles 213-663-3311

link Portland 503-226-5000

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KGB-FM 101-5 San Diego 714-292-1360

KGB-FM 101-5 San Diego 714-292-1360
KGB-FM 101-5 San Diego 714-292-1360
KGB-FM 101-5 San Diego 714-292-1360

99 KXFM Santa Maria 805-922-2156

99 KXFM Santa Maria 805-922-2156
99 KXFM Santa Maria 805-922-2156
99 KXFM Santa Maria 805-922-2156

Spokane 509-448-2000

Spokane 509-448-2000
Spokane 509-448-2000
Spokane 509-448-2000

KMET 94.7 Los Angeles 213-464-5638

KMET 94.7 Los Angeles 213-464-5638
KMET 94.7 Los Angeles 213-464-5638
KMET 94.7 Los Angeles 213-464-5638

link Reno 702-329-9261

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FM 106 San Diego 714-565-6008

FM 106 San Diego 714-565-6008
FM 106 San Diego 714-565-6008
FM 106 San Diego 714-565-6008

Santa Rosa 707-544-5873

Santa Rosa 707-544-5873
Santa Rosa 707-544-5873
Santa Rosa 707-544-5873

Tucson 602-824-5588

Tucson 602-824-5588
Tucson 602-824-5588
Tucson 602-824-5588

Los Angeles 213-469-1212

Los Angeles 213-469-1212
Los Angeles 213-469-1212
Los Angeles 213-469-1212

KIO8 Sacramento 916-446-4965

KIO8 Sacramento 916-446-4965
KIO8 Sacramento 916-446-4965
KIO8 Sacramento 916-446-4965

9IX FM San Diego 714-236-9872

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9IX FM San Diego 714-236-9872

Santa Barbara 805-963-1801

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Tucson 802-822-8711

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Tucson 802-822-8711

Missoula 406-728-5000

Missoula 406-728-5000
Missoula 406-728-5000
Missoula 406-728-5000

KROY Sacramento 916-446-7548

KROY Sacramento 916-446-7548
KROY Sacramento 916-446-7548
KROY Sacramento 916-446-7548

San Jose 408-288-5400

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Santa Barbara 805-963-1801

Santa Barbara 805-963-1801
Santa Barbara 805-963-1801
Santa Barbara 805-963-1801

Vancouver 604-684-7221

Vancouver 604-684-7221
Vancouver 604-684-7221
Vancouver 604-684-7221



**Jim
Duncan**

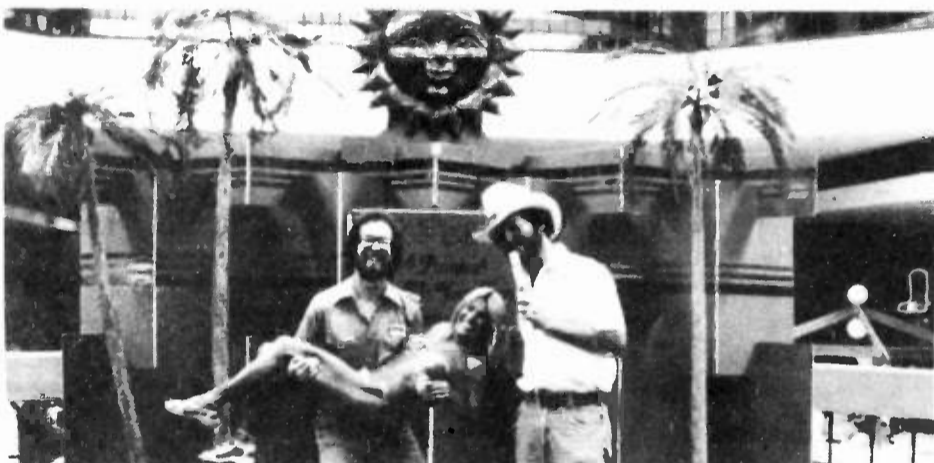
Country

Picture This...

Editor's note: As I mentioned last week, I am taking a week off. I find my mind cluttered with the many details of preparing for a vacation; get suntan lotion, don't forget the snorkel and mask, bring my rubber duckie, and so on. Accordingly, this week's column gave me a chance to show off a few faces that have been waiting in my picture files. Our regularly scheduled column will return, same time, same page, next week. Cheers to you!



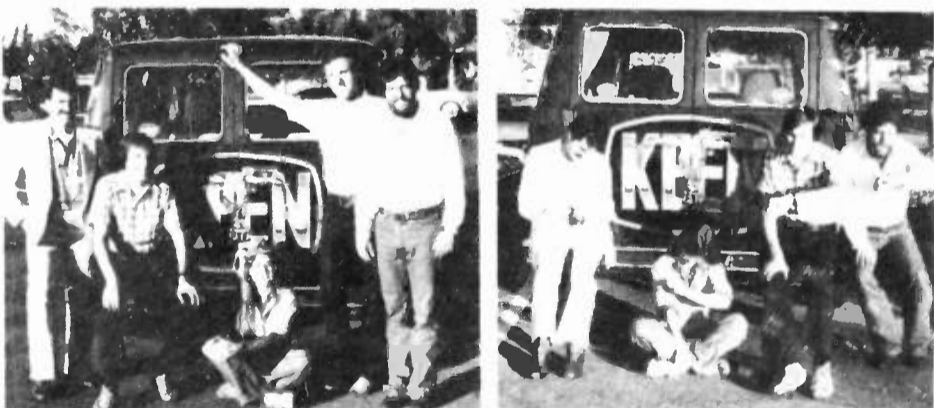
BATTER UP — Seen here are the official WHK/Cleveland "All Stars" softball team. Among those pictured are afternoon personality Jay Stevens, newsmen Jim Huit and Jim Belles, afternooner "Wild Bill" Wilkins, all-nighter Doc Lemon, and newsmen Marv Boone.



TANFASTIC — KFDI/Wichita recently held its second annual "Show Us Your Tan" contest. Seen with the winner are KFDI's PD John Speer and Dick Houser during the live broadcast. Looks like a real uplifting experience to us.



SAN FRANCISCO SIGN-UP — KSAN/San Francisco held a promotion with the hometown Giants and gave away tickets to one of the baseball games. The lucky winners were treated to having their names on the scoreboard, as you can see.



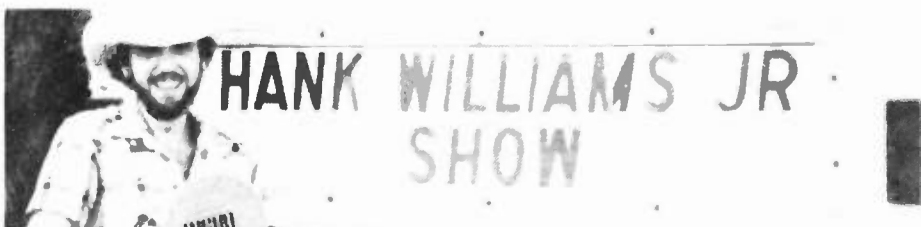
TIME OUT — KEEN/San Jose sent along these photos of staffers waiting for RCA's Carson Schreiber and recording artist Leon Everette, during the recent "Hurricane" tour. Looks like Schreiber blew it again. Seen here are KEEN's Joe Daniels, Jay Albright, Kris McKay, Don Scott and Chandler Warden.



BRANDING BOARD — Z-107/Hershey, PA shows off its latest billboard campaign featuring a Z-107 branding iron. Hot stuff!



ONE'S BETTER THAN NONE — Statler Brother Harold Reid is shown during an interview for WVAM/Altoona, PA. He's pictured with Stan Davis, WVAM's MD (left), and PD Tom Riley (right).



WILLIAMS WELCOME — WSUN/St. Petersburg personality Kevin Murphy is seen with the Hank Williams, Jr. tour bus. Hank and Johnny Paycheck did a recent concert and WSUN gave away frisbees (also seen with Hank's bus), T-shirts, and beach towels.



HILLS HAPPENING — The 1981 edition of Jamboree In The Hills was once again a huge success. More than 50,000 persons attended the event, sponsored by WWVA/Wheeling and Jamboree USA. The two-day festival was videotaped by Don Kirshner Productions for airing via cable television in September. Among the performers were Merle Haggard, Conway Twitty, T.G. Sheppard, Ray Stevens, Alabama, Emmylou Harris, and Bill Monroe. This was the fifth year for the annual function.

TWO HITS!... ANOTHER ON THE WAY



DOLLY "HOUSE OF THE RISING SUN"

PB 12282

BB 65* CB 53* RW 53*



TENNESSEE EXPRESS

"BIG LIKE A RIVER"

BB 52** CB 63*
RW 57*

PB 12277



SYLVIA "HEART ON THE MEND"

PB 12302

JUST RELEASED



Billy Joe Shaver sure knows how to entertain.

Leave it to Billy Joe Shaver
to come up with a classic song
that everyone can relate to.

"When The Word Was Thunderbird" 18-02460

is about a time not-so-long-ago that's gone for good.

It's a moving song.
And it's moving up the charts.



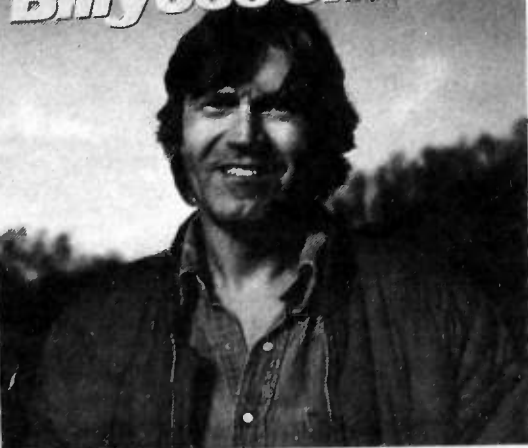
Produced by **Eddie Kilroy**


Management: **American Jade, Inc.**
29563 Northwestern Highway #206A
Southfield, Michigan 48034
313/354-2313

Booking: **Buddy Lee Attractions**
38 Music Square East
Nashville, Tennessee 37203
615/244-4336

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I'M JUST AN OLD CHUNK OF COAL... BUT I'M GONNA BE A DIAMOND SOMEDAY
Billy Joe Shaver



Billy Joe Shaver
**"When The Word Was
Thunderbird"** From the album
***I'm Just An Old Chunk of Coal,
But I'm Gonna Be a Diamond
Someday*** FC 37078
On  **Columbia Records
And Tapes**





BREAKERS

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

GLEN CAMPBELL
I Love My Truck (Mirage)

On 64% of reporting stations. National Summary: Up 29, Same 10, Down 0, Debuts 19, Adds 12. R&R Chart: 45-40.

GAIL DAVIES
Grandma's Song (WB)

On 62% of reporting stations. National Summary: Up 6, Same 25, Down 0, Debuts 15, Adds 22. R&R Chart: Debut 45.

Most Added:

- ROSANNE CASH**
My Baby Thinks He's A Train (Columbia)
- DOLLY PARTON**
The House Of The Rising Sun (RCA)
- FRED KNOBLOCK**
Memphis (Scotti Bros.)
- JOHN CONLEE**
Miss Emily's Picture (MCA)
- TAMMY WYNETTE**
Crying In The Rain (Epic)

Hottest:

- RONNIE MILSAP**
(There's) No Gettin' Over Me (RCA)
- CONWAY TWITTY**
Tight-Fittin' Jeans (MCA)
- RONNIE McDOWELL**
Older Women (Epic)
- EDDIE RABBITT**
Step By Step (Elektra)
- MICKEY GILLEY**
You Don't Know Me (Epic)

MOST ACTIVE

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

- CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 60/23**
National Summary: Up 4, Same 21, Down 0, Debuts 12, Adds 23 including KVET, WYDE, WGTO, WMC-AM, WSM, WUBE-FM, WCXI, WDAF, KUZU, WWVA, WKSJ-FM 44-39, WTSO 43-31, KCKC 31-24, WMZQ-FM 4-33. R&R Chart: Debut 60.
- FRED KNOBLOCK "Memphis" (Scotti Bros.) 55/28**
National Summary: Up 6, Same 12, Down 0, Debuts 9, Adds 28 including WPOR, WMZQ-FM, WSOC-FM, WQIK-FM, WQAM, WSM, WSLR, KLZ, KLAC, KGA, WOKK 4-34, WIRK-FM 4-38, KCKC 17-13.
- ROSANNE CASH "My Baby Thinks He's A Train" (Columbia) 54/39**
National Summary: Up 0, Same 11, Down 0, Debuts 5, Adds 39 including KMAK, KWJJ, KCUB, WGNA-FM, WCAW, WNYR, WCOS-FM, WGTO, WESC-AM-FM, KLRA, KKYX, WSM, WNR, WNR, WCXI, WGEE, WDG, KEBC-FM.
- BOBBY BARE "Take Me As I Am (Or Let Me Go)" (Columbia) 54/11**
National Summary: Up 17, Same 15, Down 0, Debuts 12, Adds 11, KIXZ, WWOD, WOKK, WBAM, KBMR, WHBF, WKCO-FM, KMAK, KVEG, KCKC, KVET 40-36, KIKK-FM 38-34, KRMD-AM-FM 42-37, WAXX 4-39, KVOO 38-30, KEED 40-32, WSEN 38-30.
- JOHNNY RODRIGUEZ "Trying Not To Love You" (Epic) 52/11**
National Summary: Up 20, Same 13, Down 0, Debuts 8, Adds 11, WQIK-FM, WBAM, KWKH, WSLR, WKMF, KBUF, WXCL, KFEQ, KEED, KCKC, WYII, KHEY 39-33, WKSJ-FM 41-38, KKYX 4-36, KFGO 37-32, KWJJ 48-41.
- BURRITO BROTHERS "She Belongs To Everyone But Me" (Curb) 52/10**
National Summary: Up 20, Same 11, Down 0, Debuts 11, Adds 10, WMZQ-FM, WYII, WMC-AM, WLWI-FM, WQYK-FM, KICD-FM, WIL-AM-FM, KLZ, KRSY, KSON-AM-FM, KRMD-AM-FM 37-29, WSLR 39-32, WSAI 4-37, WCXI 40-36, KSSS 41-36, KWJJ 49-42, KMPS-AM-FM 4-25.
- KENDALLS "Teach Me To Cheat" (Mercury/PolyGram) 51/17**
National Summary: Up 5, Same 17, Down 0, Debuts 12, Adds 17 including WESC-AM-FM, WMC-AM, WQYK-FM, WFMS-FM, WIL-AM-FM, KRZY, KEED, KSON-AM-FM, WWVA, WYDE 37-30, KHEY 49-43, WMNI 4-38, KEBC-FM 48-32, KTOM 4-36.
- ZELLA LEHR "Feedin' The Fire" (Columbia) 51/17**
National Summary: Up 6, Same 22, Down 0, Debuts 8, Adds 17 including KUZU, KVOC, KCUB, WKXA, WWVA, WGTO, WOKK, WSM, WMNI, WGEE, KFEQ, KCKC 34-26, KRMD-AM-FM 46-39, KBUF 37-29, KVOO 48-38.
- RANDY PARTON "Shot Full Of Love" (RCA) 49/7**
National Summary: Up 17, Same 18, Down 0, Debuts 9, Adds 7, WPOR, WMZQ-FM, WYII, WKCO-FM, KUZU, KLZ, KLAC, WWOD 50-44, KRMD-AM-FM 30-23, WNR 34-29, WSAI 38-31, KFEQ 49-41, KEED 38-30, KWJJ 50-43.
- DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 43/8**
National Summary: Up 11, Same 14, Down 0, Debuts 10, Adds 8, WKXA, WNYR, WWVA, WSOC-FM, WUBE-FM, WGEE, KLZ, KTRB, WLWI-FM 38-30, WIRK-FM 4-38, WSAI 37-32, WAXX 37-30, WTSO 36-30, WXCL 45-40, KSSS 38-33.
- DIANA "He's The Fire" (Sunbird) 42/10**
National Summary: Up 10, Same 10, Down 0, Debuts 12, Adds 10, KVET, WYDE, WSOC-FM, WSLR, WUBE-FM, WKMF, KICD-FM, KFEQ, WTHI, KWJJ, WESC-AM-FM 4-39, WBAM 38-32, WSAI 4-39, WFMS-FM 31-28.
- SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 41/7**
National Summary: Up 9, Same 17, Down 0, Debuts 8, Adds 7, WSLR, WAXX, KBUF, WFMS-FM, KFH, WYII, WESC-AM-FM, WUBE-FM 4-39, KEED 42-33, WVAM 43-34, WWVA 4-38, KRMD-AM-FM 34-25.
- MAC DAVIS "Secrets" (Casablanca/PolyGram) 41/3**
National Summary: Up 23, Same 11, Down 0, Debuts 4, Adds 3, KFH, KRZY, KIDN, WMUS-AM-FM 31-28, WKCO-FM 28-22.

Others Getting Significant Action

- KIN VASSY "Sneakin' Around" (EMI/Liberty) 30/6**
National Summary: Up 2, Same 18, Down 0, Debuts 4, Adds 6, WWCS-FM, WGTO, KHEY, WSM, WSAI, WKMF, WYDE 38-32, KUZU 4-43. On: WNYR, KIKK-FM, KLAC, KMPS-AM-FM.
- JOHN CONLEE "Miss Emily's Picture" (MCA) 28/27**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 27 including WMZQ-FM, WWVA, KVET, KLRA, WIRK-FM, WCXI, WAXX, WDG, KEBC-FM, KMAK, KCKC, KMPS-AM, KCUB.
- TAMMY WYNETTE "Crying In The Rain" (Epic) 27/26**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 26 including WNYR, KVET, KIKK-FM, WQAM, WSM, WSAI, WHK, KFGO, WIRE, KWJJ, KMPS-AM-FM, KCUB.
- CORBIN-HANNER BAND "Livin' The Good Life" (A&A) 28/8**
National Summary: Up 6, Same 10, Down 0, Debuts 4, Adds 6, WOKK, KHEY, WHK, WMNI, KEED, KTRB, WEEP 36-30, KFGO 40-36.
- DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 24/15**
National Summary: Up 0, Same 5, Down 0, Debuts 4, Adds 15 including WWVA, WESC-AM-FM, KLRA, WLWI-FM, KRMD-AM-FM, WIL-AM-FM, KVOO, KEED, KGA, WGNA-FM 4-40, KFGO 4-37.
- BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 23/6**
National Summary: Up 3, Same 9, Down 0, Debuts 5, Adds 6, WWCS-FM, KIKK-FM, WLWI-FM, WSAI, KVOC, KSSS, WYDE 4-36, WSLR 4-39, WXCL 48-39, KUZU 49-42.
- SLIM WHITMAN "Can't Help Falling In Love With You" (Epic/Cleveland International) 21/4**
National Summary: Up 3, Same 10, Down 0, Debuts 4, Adds 4, WEEP, WQIK-FM, KLRA, WHK, WXCL 39-38, KCKC 18-14.
- TERRY GREGORY "Cinderella" (Hancock) 18/13**
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 13, WGNA-FM, WBGW-FM, WIXL-FM, WWVA, KLRA, WWOD,

- KBMR, KKAL, KUZU, KSSS, KRDR, KRSY, KMPS-AM-FM.**
- JACK GRAYSON "My Beginning With You" (Koala) 18/4**
National Summary: Up 3, Same 8, Down 0, Debuts 5, Adds 4, WBAM, WHBF, KICD-FM, KRDR, KVOO 4-26, KSSS 50-42, KGA 40-38.
- JOHN ANDERSON "Chicken Truck" (WB) 18/2**
National Summary: Up 10, Same 3, Down 0, Debuts 3, Adds 2, WDG, KWJJ, WGTO 30-24, WCXI 36-31, WBCS-FM 29-24, KFH 39-33, KLAC 49-45.
- TRICIA JOHNS "Cathy's Clown" (Elektra) 17/5**
National Summary: Up 2, Same 9, Down 0, Debuts 1, Adds 5, KVET, WGTO, KHEY, KWKH, KTRB. On: WWVA, WSAI, KLAC, KWJJ.
- BRENDA LEE "Enough For You" (MCA) 17/3**
National Summary: Up 8, Same 8, Down 0, Debuts 2, Adds 3, WWVA, WHBF, KRDR, WIXL-FM 28-21, KVET 49-44, WGTO 41-38, WIRK-FM 40-34, KVOO 46-40.
- CON HUNLEY "She's Steppin' Out" (WB) 18/15**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 15, WSEN, KVET, WYDE, WWOD, WSM, KKYX, KRMD-AM-FM, KBMR, WUBE-FM, WIRE, WTSO, KEBC-FM, KFEQ, KMPS-AM-FM, KGA.
- MEL TILLIS "One-Night Fever" (Elektra) 11/10**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WBGW-FM, WCAW, WIXL-FM, WNYR, WMZQ-FM, WWVA, KVET, KFGO, KUZU, KTOM, KCUB.
- KEITH STEGALL "Won't You Be My Baby" (Capitol) 11/10**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WVAM, WIXY, KHEY, WBAM, WLWI-FM, KRMD-AM-FM, KBMR, WAXX, KFEQ, KVOO.

Radio & Records NATIONAL AIRPLAY/50

August 21, 1981

THREE TWO LAST WEEKS WEEKS WEEK

6	3	2	1	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
1	1	1	2	KENNY ROGERS/I Don't Need You (EMI/Liberty)
11	8	5	3	DON WILLIAMS/Miracles (MCA)
18	9	6	4	MICKEY GILLEY/You Don't Know Me (Epic)
20	11	7	5	RONNIE McDOWELL/Older Woman (Epic)
7	4	3	6	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
24	15	9	7	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
30	19	12	8	T.G. SHEPPARD/Party Time (WB/Curb)
19	13	10	9	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
23	17	14	10	KIERAN KANE/You're The Best (Elektra)
16	10	11	11	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
4	2	4	12	MERLE HAGGARD/Rainbow Stew (MCA)
29	23	15	13	BILLY "CRASH" CRADDOCK/I Just Need You For... (Capitol)
27	22	16	14	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
39	34	20	15	EDDIE RABBITT/Step By Step (Elektra)
28	20	19	16	JOHN DENVER/Some Days Are Diamonds... (RCA)
5	7	8	17	CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)
15	14	13	18	JUICE NEWTON/Queen Of Hearts (Capitol)
38	35	21	19	LACY J. DALTON/Takin' It Easy (Columbia)
36	31	22	20	DOTTIE WEST/(I'm Gonna) Put You Back On The... (EMI/Liberty)
36	32	23	21	RAZZY BAILEY/Midnight Hauler (RCA)
40	39	28	22	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
44	37	27	23	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
43	40	30	24	LEON EVERETTE/Hurricane (RCA)
49	42	36	25	ED BRUCE/Everything's A Waltz (MCA)
42	41	33	26	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
45	38	34	27	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
3	5	17	28	CRYSTAL GAYLE/Too Many Lovers (Columbia)
50	44	37	29	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)
2	6	18	30	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
34	30	31	31	WILLIE NELSON/Good Times (RCA)
26	25	24	32	GENE WATSON/Maybe I Should Have Been... (MCA)
-	43	38	33	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
-	47	42	34	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
-	48	41	35	BILLY SWAN/I'm Into Lovin' You (Epic)
8	12	25	36	VERN GOSDIN/Dream Of Me (Ovation)
-	49	44	37	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
-	45	40	38	JOHN ANDERSON/I Love You A Thousand Ways (WB)
-	-	43	39	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
-	-	45	40	GLEN CAMPBELL/I Love My Truck (Mirage)
9	16	26	41	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
13	18	29	42	WAYLON & JESSI/Wild Side Of Life (RCA)
17	24	35	43	EDDY RAVEN/I Should've Called (Elektra)
-	-	48	44	TOM JONES/What In The World's... (Mercury/PolyGram)
-	-	49	45	GAIL DAVIES/Grandma's Song (WB)
-	-	47	46	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
-	50	49	47	DOTTSY/Somebody's Darling, Somebody's Wife (Tanglewood)
14	26	39	48	ALABAMA/Feels So Right (RCA)
10	21	32	49	GEORGE STRAIT/Unwound (MCA)
-	-	49	50	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

- KRSY 40-33, KCKC 26-21, WMZQ-FM 39-36, WKSJ-FM 22-18, KNOE 33-28, KYXX 11-6.
- DOUG KERSHAW "Hello Woman" (Scotti Bros.) 40/2**
National Summary: Up 24, Same 7, Down 3, Debuts 4, Adds 2, KLZ, WYII, KLAC 50-44, KSON-AM-FM 30-27, WSOC-FM 37-32, WQIK-FM 38-31, KLRA 25-20, KWKH 36-30, WQYK-FM 4-28, KEBC-FM 13-11, WTHI 37-32.
- DOLLY PARTON "The House Of The Rising Sun" (RCA) 36/34**
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 34 including WHN, WMZQ-FM, WWVA, WQIK-FM, WKSJ-FM, WLWI-FM, WSM, WSLR, WHK, WCXI, WFMS-FM, KBMY, KVEG, KTOM, KSON-AM-FM, KCUB.
- GUY CLARK "The Partner Nobody Chose" (WB) 36/3**
National Summary: Up 14, Same 12, Down 0, Debuts 7, Adds 3, KLAC, WMZQ-FM, KKYX, KGA 33-29, WWCS-FM 4-30, WESC-AM-FM 36-30, WHK 38-28, WCXI 4-38, WIL-AM-FM 4-27, KVOO 38-32.
- TENNESSEE EXPRESS "Big Like A River" (RCA) 33/14**
National Summary: Up 5, Same 10, Down 0, Debuts 5, Adds 14 including WCXI, WFMS-FM, WIL-AM-FM, KFH, KSSS, WPOR, KHEY, WESC-AM-FM, WAXX 4-36, KFGO 39-34, WGTO 46-40.
- SONNY CURTIS "Married Women" (Elektra) 33/12**
National Summary: Up 6, Same 11, Down 0, Debuts 4, Adds 12, WUBE-FM, WCXI, WKMF, WTSO, KKAL, KMPS-AM-FM, WWVA, KHEY, KNOE, KYXX, KWKH, WQYK-FM, KCKC 25-18, KIKK-FM 16-13.



BREAKERS.

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

GLEN CAMPBELL

I Love My Truck (Mirage)

On 64% of reporting stations. National Summary: Up 29, Same 10, Down 0, Debuts 19, Adds 12. R&R Chart: 45-40.

GAIL DAVIES

Grandma's Song (WB)

On 62% of reporting stations. National Summary: Up 8, Same 25, Down 0, Debuts 15, Adds 22. R&R Chart: Debut 45.

Most Added:

- ROSANNE CASH**
My Baby Thinks He's A Train (Columbia)
- DOLLY PARTON**
The House Of The Rising Sun (RCA)
- FRED KNOBLOCK**
Memphis (Scotti Bros.)
- JOHN CONLEE**
Miss Emily's Picture (MCA)
- TAMMY WYNETTE**
Crying In The Rain (Epic)

Hottest:

- RONNIE MILSAP**
(There's) No Gettin' Over Me (RCA)
- CONWAY TWITTY**
Tight-Fittin' Jeans (MCA)
- RONNIE McDOWELL**
Older Women (Epic)
- EDDIE RABBITT**
Step By Step (Elektra)
- MICKEY GILLEY**
You Don't Know Me (Epic)

MOST ACTIVE

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

- ✓ **CHARLY McCLAIN** "Sleepin' With The Radio On" (Epic) 60/23
National Summary: Up 4, Same 21, Down 0, Debuts 12, Adds 23 including KVET, WYDE, WGTO, WMC-AM, WSM, WUBE-FM, WCXI, WDAF, KUZU, WWSA, WKBJ-FM 44-39, WTSO 43-31, KCKC 31-24, WMZQ-FM d-33. R&R Chart: Debut 50.
- ✓ **FRED KNOBLOCK** "Memphis" (Scotti Bros.) 55/28
National Summary: Up 8, Same 12, Down 0, Debuts 9, Adds 28 including WPOP, WMZQ-FM, WSOC-FM, WQIK-FM, WQAM, WSUN, WSLR, KLZ, KLAC, KGA, WOKK d-34, WIRK-FM d-38, KCKC 17-13.
- ✓ **ROSANNE CASH** "My Baby Thinks He's A Train" (Columbia) 54/39
National Summary: Up 0, Same 11, Down 0, Debuts 5, Adds 39 including KMAK, KWJ, KCUB, WQNA-FM, WCAW, WNYR, WCOS-FM, WGTO, WESC-AM-FM, KLRA, KKYX, WSUN, WNR, WCXI, WQEE, WQY, KEBC-FM.
- ✓ **BOBBY BARE** "Take Me As I Am (Or Let Me Go)" (Columbia) 54/11
National Summary: Up 17, Same 15, Down 0, Debuts 12, Adds 11, KIXZ, WWOD, WOKK, WBAM, KBMR, WHBF, WKCO-FM, KMAK, KVEG, KCKC, KVET 40-35, KIKK-FM 38-34, KRMD-AM-FM 42-37, WAXX d-39, KVOO 38-30, KEED 40-32, WSEN 38-30.
- ✓ **JOHNNY RODRIGUEZ** "Trying Not To Love You" (Epic) 52/11
National Summary: Up 20, Same 13, Down 0, Debuts 8, Adds 11, WQIK-FM, WBAM, KWKH, WSLR, WKMF, KBUF, WXCL, KFEQ, KEED, KCKC, WYII, KHEY 39-33, WKSJ-FM 41-38, KKYX d-35, KFGO 37-32, KWJ 48-41.
- ✓ **BURRITO BROTHERS** "She Belongs To Everyone But Me" (Curb) 52/10
National Summary: Up 20, Same 11, Down 0, Debuts 11, Adds 10, WMZQ-FM, WYII, WMC-AM, WLWI-FM, WQYK-FM, KICD-FM, WIL-AM-FM, KLZ, KRBY, KSON-AM-FM, KRMD-AM-FM 37-29, WSLR 39-32, WSAI d-37, WCXI 40-35, KSSS 41-35, KWJ 49-42, KMPS-AM-FM d-25.
- ✓ **KENDALLS** "Teach Me To Cheat" (Mercury/PolyGram) 51/17
National Summary: Up 5, Same 17, Down 0, Debuts 12, Adds 17 including WESC-AM-FM, WMC-AM, WQYK-FM, WFMS-FM, WIL-AM-FM, KRZY, KEED, KSON-AM-FM, WWSA, WYDE 37-30, KHEY 49-43, WMNI d-38, KEBC-FM 46-32, KTOM d-35.
- ✓ **ZELLA LEHR** "Feedin' The Fire" (Columbia) 51/17
National Summary: Up 8, Same 22, Down 0, Debuts 6, Adds 17 including KUZU, KVOO, KCUB, WKXA, WWSA, WGTO, WOKK, WSM, WMNI, WQEE, KFEQ, KCKC 34-25, KRMD-AM-FM 46-39, KBUF 37-29, KVOO 48-39.
- ✓ **RANDY PARTON** "Shot Full Of Love" (RCA) 49/7
National Summary: Up 17, Same 16, Down 0, Debuts 9, Adds 7, WPOP, WMZQ-FM, WYII, WKCO-FM, KUZU, KLZ, KLAC, WWOD 50-44, KRMD-AM-FM 30-23, WNR 34-29, WSAI 38-31, KFEQ 49-41, KEED 38-30, KWJ 50-43.
- ✓ **DEBORAH ALLEN** "You (Make Me Wonder Why)" (Capitol) 43/8
National Summary: Up 11, Same 14, Down 0, Debuts 10, Adds 8, WKXA, WNYR, WWSA, WSOC-FM, WUBE-FM, WQEE, KLZ, KTRB, WLWI-FM 38-30, WIRK-FM d-38, WSAI 37-32, WAXX 37-30, WTSO 36-30, WXCL 46-40, KSSS 38-33.
- ✓ **DIANA** "He's The Fire" (Sunbird) 42/10
National Summary: Up 10, Same 10, Down 0, Debuts 12, Adds 10, KVET, WYDE, WSOC-FM, WSLR, WUBE-FM, WKMF, KICD-FM, KFEQ, WTHI, KWJ, WESC-AM-FM d-39, WBAM 38-32, WSAI d-39, WFMS-FM 31-28.
- ✓ **SAMMI SMITH** "Sometimes I Cry When I'm Alone" (Sound Factory) 41/7
National Summary: Up 9, Same 10, Down 0, Debuts 8, Adds 7, WSLR, WAXX, KBUF, WFMS-FM, KFH, WYII, WESC-AM-FM, WUBE-FM d-39, KEED 42-33, WVAM 43-34, WWSA d-38, KRMD-AM-FM 34-25.
- ✓ **MAC DAVID** "Secrets" (Casablanca/PolyGram) 41/3
National Summary: Up 23, Same 11, Down 0, Debuts 4, Adds 3, KFH, KRZY, KIDN, WMUS-AM-FM 31-26, WKCO-FM 28-22.

Radio & Records NATIONAL AIRPLAY/50

August 21, 1981

THREE TWO LAST WEEKS WEEKS WEEK

6	3	2	1	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
1	1	1	2	KENNY ROGERS/I Don't Need You (EMI/Liberty)
11	8	5	3	DON WILLIAMS/Miracles (MCA)
18	9	6	4	MICKEY GILLEY/You Don't Know Me (Epic)
20	11	7	5	RONNIE McDOWELL/Older Women (Epic)
7	4	3	6	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
24	15	9	7	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
30	19	12	8	T.G. SHEPPARD/Party Time (WB/Curb)
19	13	10	9	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
23	17	14	10	KIERAN KANE/You're The Best (Elektra)
16	10	11	11	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
4	2	4	12	MERLE HAGGARD/Rainbow Stew (MCA)
29	23	15	13	BILLY "CRASH" CRADDOCK/I Just Need You For... (Capitol)
27	22	16	14	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
39	34	20	15	EDDIE RABBITT/Step By Step (Elektra)
28	20	19	16	JOHN DENVER/Some Days Are Diamonds... (RCA)
5	7	8	17	CONWAY TWITTY & LORETTA LYNN/ Still Believe In... (MCA)
15	14	13	18	JUICE NEWTON/Queen Of Hearts (Capitol)
38	35	21	19	LACY J. DALTON/Takin' It Easy (Columbia)
36	31	22	20	DOTTIE WEST/I'm Gonna Put You Back On The... (EMI/Liberty)
36	32	23	21	RAZZY BAILEY/Midnight Hauler (RCA)
40	39	28	22	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
44	37	27	23	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
43	40	30	24	LEON EVERETTE/Hurricane (RCA)
49	42	36	25	ED BRUCE/Everything's A Waltz (MCA)
42	41	33	26	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
45	38	34	27	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
3	5	17	28	CRYSTAL GAYLE/Too Many Lovers (Columbia)
60	44	37	29	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)
2	6	18	30	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
34	30	31	31	WILLIE NELSON/Good Times (RCA)
26	25	24	32	GENE WATSON/Maybe I Should Have Been... (MCA)
—	43	38	33	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
—	47	42	34	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
—	48	41	35	BILLY SWAN/I'm Into Lovin' You (Epic)
8	12	25	36	VERN GOSDIN/Dream Of Me (Ovation)
—	49	44	37	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
—	45	40	38	JOHN ANDERSON/I Love You A Thousand Ways (WB)
—	—	43	39	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
—	—	45	40	GLEN CAMPBELL/I Love My Truck (Mirage)
9	16	28	41	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
13	18	29	42	WAYLON & JESSI/Wild Side Of Life (RCA)
17	24	35	43	EDDY RAVEN/I Should've Called (Elektra)
—	—	48	44	TOM JONES/What In The World's... (Mercury/PolyGram)
—	—	45	45	GAIL DAVIES/Grandma's Song (WB) New Entry
—	—	47	46	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
—	50	49	47	DOTTSY/Somebody's Darling, Somebody's Wife (Tanglewood)
14	26	39	48	ALABAMA/Feels So Right (RCA)
10	21	32	49	GEORGE STRAIT/Unwound (MCA)
—	—	50	50	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

- KRSY 40-33, KCKC 28-21, WMZQ-FM 38-36, WKSJ-FM 22-19, KNOE 33-28, KYXX 11-8.
- ✓ **DOUG KERSHAW** "Hello Woman" (Scotti Bros.) 40/2
National Summary: Up 24, Same 7, Down 3, Debuts 4, Adds 2, KLZ, WYII, KLAC 50-44, KSON-AM-FM 30-27, WSOC-FM 37-32, WQIK-FM 38-31, KLRA 25-20, KWKH 35-30, WQYK-FM d-28, KEBC-FM 13-11, WTHI 37-32.
- ✓ **DOLLY PARTON** "The House Of The Rising Sun" (RCA) 36/34
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 34 including WHN, WMZQ-FM, WWSA, WQIK-FM, WKSJ-FM, WLWI-FM, WSM, WSLR, WHK, WCXI, WFMS-FM, KBMY, KVEG, KTOM, KSON-AM-FM, KCUB.
- ✓ **GUY CLARK** "The Partner Nobody Chose" (WB) 36/3
National Summary: Up 14, Same 12, Down 0, Debuts 7, Adds 3, KLAC, WMZQ-FM, KKYX, KGA 33-29, WWSA-FM d-30, WESC-AM-FM 36-30, WHK 36-28, WCXI d-38, WIL-AM-FM d-27, KVOO 38-32.
- ✓ **TENNESSEE EXPRESS** "Big Like A River" (RCA) 33/14
National Summary: Up 5, Same 10, Down 0, Debuts 5, Adds 14 including WCXI, WFMS-FM, WIL-AM-FM, KFH, KSSS, WPOP, KHEY, WESC-AM-FM, WAXX d-35, KFGO 39-34, WGTO 48-40.
- ✓ **SONNY CURTIS** "Married Women" (Elektra) 33/12
National Summary: Up 8, Same 11, Down 0, Debuts 4, Adds 12, WUBE-FM, WCXI, WKMF, WTSO, KKAL, KMPS-AM-FM, WWSA, KHEY, KNOE, KYXX, KWKH, WQYK-FM, KCKC 25-18, KIKK-FM 18-13.

Others Getting Significant Action

- ✓ **KIN VASSY** "Sneakin' Around" (EMI/Liberty) 30/6
National Summary: Up 2, Same 19, Down 0, Debuts 4, Adds 6, WWSA-FM, WGTO, KHEY, WSM, WSAI, WKMF, WYDE 38-32, KUZU d-43. Or: WNYR, KIKK-FM, KLAC, KMPS-AM-FM.
- ✓ **JOHN CONLEE** "Miss Emily's Picture" (MCA) 28/27
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 27 including WMZQ-FM, WWSA, KVET, KLRA, WIRK-FM, WCXI, WAXX, WQY, KEBC-FM, KMAK, KCKC, KMPS-AM, KCUB.
- ✓ **TAMMY WYNETTE** "Crying In The Rain" (Epic) 27/28
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 28 including WNYR, KVET, KIKK-FM, WQAM, WSM, WSAI, WHK, KFGO, WIRE, KWJ, KMPS-AM-FM, KCUB.
- ✓ **CORBIN-HANNER BAND** "Livin' The Good Life" (A&A) 28/6
National Summary: Up 8, Same 10, Down 0, Debuts 4, Adds 6, WOKK, KHEY, WHK, WMNI, KEED, KTRB, WEEP 35-30, KFGO 40-36.
- ✓ **DAVE ROWLAND & SUGAR** "The Pleasure's All Mine" (Elektra) 24/15
National Summary: Up 0, Same 5, Down 0, Debuts 4, Adds 15 including WWSA, WESC-AM-FM, KLRA, WLWI-FM, KRMD-AM-FM, WIL-AM-FM, KVOO, KEED, KGA, WQNA-FM d-40, KFGO d-37.
- ✓ **BOBBY SMITH** "Just Enough Love (For One Woman)" (EMI/Liberty) 23/6
National Summary: Up 3, Same 9, Down 0, Debuts 5, Adds 6, WWSA-FM, KIKK-FM, WLWI-FM, WSAI, KVOO, KSSS, WYDE d-38, WSLR d-39, WXCL 48-39, KUZU 48-42.
- ✓ **SLIM WHITMAN** "Can't Help Falling In Love With You" (Epic/Cleveland International) 21/4
National Summary: Up 3, Same 0, Down 0, Debuts 4, Adds 4, WEEP, WQIK-FM, KLRA, WHK, WXCL 39-38, KCKC 18-14.
- ✓ **TERRY GREGORY** "Cinderella" (Handshake) 18/13
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 13, WQNA-FM, WBGW-FM, WIXL-FM, WWSA, KLRA, WWOD, KBMR, KKAL, KUZU, KSSS, KRDR, KRSY, KMPS-AM-FM.
- ✓ **JACK GRAYSON** "My Beginning With You" (Koala) 18/4
National Summary: Up 3, Same 8, Down 0, Debuts 5, Adds 4, WBAM, WHBF, KICD-FM, KRDR, KVOO d-25, KSSS 50-42, KGA 40-38.
- ✓ **JOHN ANDERSON** "Chicken Truck" (WB) 18/2
National Summary: Up 10, Same 3, Down 0, Debuts 3, Adds 2, WQY, KWJ, WGTO 30-24, WCXI 38-31, WBSA-FM 29-24, KFH 39-33, KLAC 49-45.
- ✓ **TRICIA JOHNS** "Cathy's Clown" (Elektra) 17/5
National Summary: Up 2, Same 9, Down 0, Debuts 1, Adds 5, KVET, WGTO, KHEY, KWKH, KTRB. Or: WWSA, WSAI, KLAC, KWJ.
- ✓ **BRENDA LEE** "Enough For You" (MCA) 17/3
National Summary: Up 8, Same 6, Down 0, Debuts 2, Adds 3, WWSA, WHBF, KRDR, WIXL-FM 28-21, KVET 49-44, WGTO 41-36, WIRK-FM 40-34, KVOO 46-40.
- ✓ **CON HUNLEY** "She's Steppin' Out" (WB) 18/15
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 15, WSEN, KVET, WYDE, WWOD, WSM, KKYX, KRMD-AM-FM, KBMR, WUBE-FM, WIRE, WTSO, KEBC-FM, KFEQ, KMPS-AM-FM, KGA.
- ✓ **MEL TILLIS** "One-Night Fever" (Elektra) 11/10
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WBGW-FM, WCAW, WIXL-FM, WNYR, WMZQ-FM, WWSA, KVET, KFGO, KUZU, KTOM, KCUB.
- ✓ **KEITH STEGALL** "Won't You Be My Baby" (Capitol) 11/10
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WVAM, WIXY, KHEY, WBAM, WLWI-FM, KRMD-AM-FM, KBMR, WAXX, KFEQ, KVOO.

Billy Joe Shaver sure knows how to entertain.

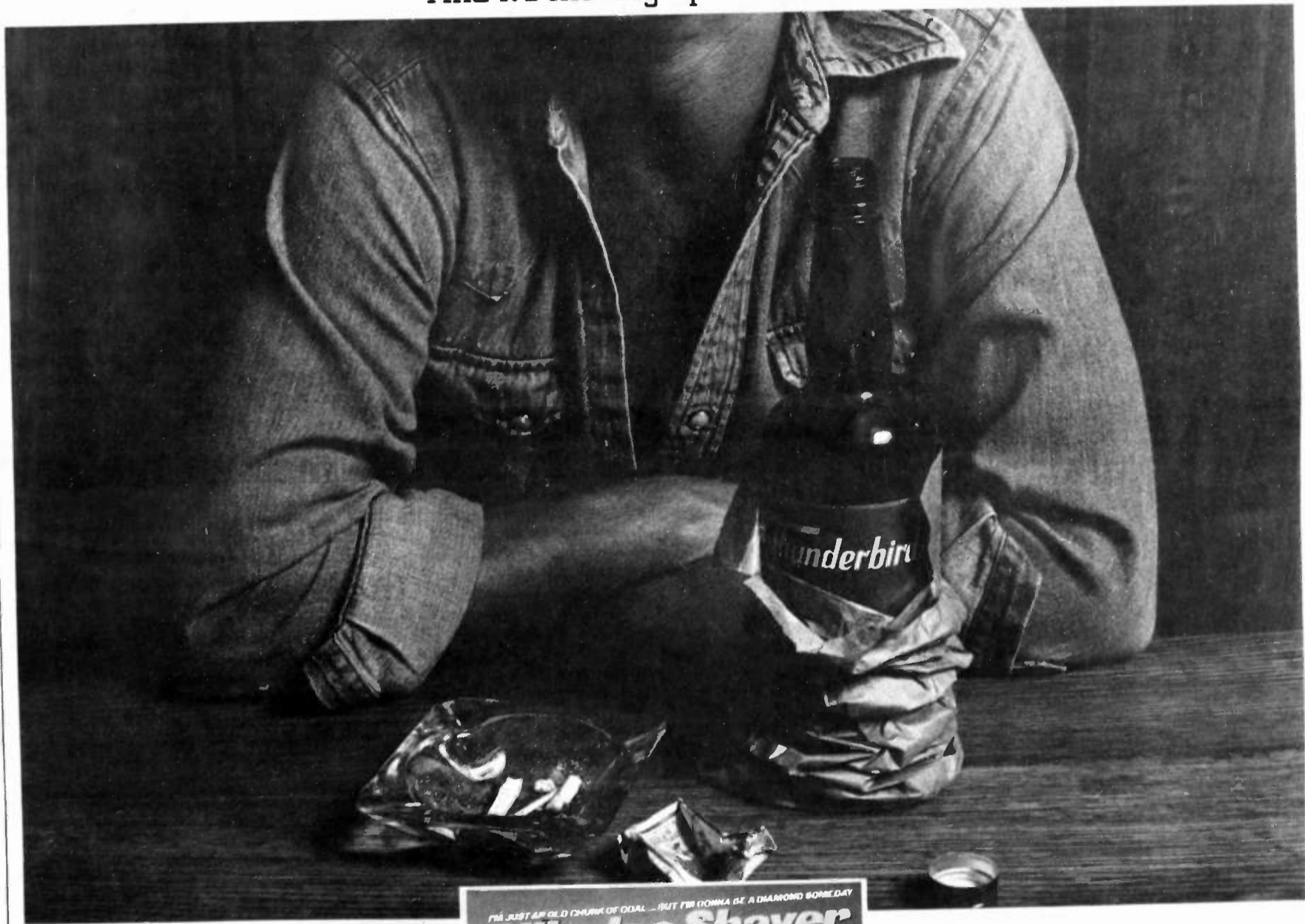
Leave it to Billy Joe Shaver
to come up with a classic song
that everyone can relate to.

"When The Word Was Thunderbird" 18-02460

is about a time not-so-long-ago that's gone for good.

It's a moving song.

And it's moving up the charts.



Produced by Eddie Kilroy

Management: American Jade, Inc.
29563 Northwestern Highway #206A
Southfield, Michigan 48034
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Booking: Buddy Lee Attractions
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IT'S JUST AN OLD CHUNK OF COAL... BUT I'M GONNA BE A DIAMOND SOMEDAY
Billy Joe Shaver



Billy Joe Shaver


"When The Word Was

Thunderbird" From the album

I'm Just An Old Chunk of Coal,

But I'm Gonna Be a Diamond

Someday FC 37078

On  Columbia Records
And Tapes



Country Pictures



Biff Collie

Inside Nashville

D'JA HEAR THE ONE ABOUT: Waylon Jennings and Willie Nelson making the studio scene together again (album-hunting?). Waylon makes it in *Penthouse* magazine shortly (September issue) with his feelings on the Moral Majority, new wave music, and "Outlaws" . . . Willie, scheduled as feature performer at the NAB Convention in Chicago, is currently in a Maui hospital recuperating from a collapsed lung. The

Oak Ridge Boys or Johnny Cash talked about as possible replacement for the ailing "outlaw." . . . Loretta Lynn's first TV special tapes this fall. We'll see it November 16. Sorry to hear of the death of Mooney Lynn's dad, O.V. "Red" Lynn, after a long illness. . . Ernest Tubb's walk-on at Loretta's Las Vegas opening netted three standing ovations (for Tubb?? In Las Vegas?? That's right!!) . . . Janine & Eddie Rabbitt's new baby bunny Demelza Anne weighed in at 7 lbs. 6 oz. . . The Gatlins hosting a country segment of a "pre-show" program prior to Jerry Lewis's Labor Day M.D. telethon, which will feature Charley Pride, B.J. Thomas, and Janie Fricke, along with Larry, Steve, and Rudy, in Dallas. . . CMA's Debra Towsley moving to L.A.? She's a gem! . . . Conway Twitty appearing on the "Dukes Of Hazzard" this fall. . . Johnny Cash taping his 1981 Christmas TV special in London. Cash, I understand, is writing a novel . . . about Saul of Tarsus. . . Dinah Shore working a sitcom series for TV with a number of country stars as regulars?

set for the Colorado State Fair in Pueblo Thursday (Aug. 27) . . . Helen Cornelius signed with Jimmy Bowen at Elektra Records. . . "From Life To Legend" (the story of Hank Williams) was written by Jerry Rivers, Hank's fiddler, and published first in 1967 by Thurston Moore at Heather Publications in Denver. In eight years (it went out of print in 1974) the book sold over 200,000 copies. Because of continual demand from fans for the book and since Jerry and the Original Drifting Cowboys (Don Helms, Hillus Buttrum, Jerry and Bob McNatt) have been touring together since 1975, Rivers has now published an expanded second edition of the book. The original contents are unchanged, but he's added over 50 rare pictures, many taken by the writer, of Hank and friends, to make it a special treasure. . . KLAC's Larry Scott is L.A. & Southern California's midnight mayor through the week; on weekends he commutes to Dallas/Ft. Worth airport to MC Johnny High's "Country Music Revue" Saturday night at the Will Rogers Coliseum in Ft. Worth (every week!!) . . . Is it true that T.G. Sheppard had a hard time convincing Billy Shepard of Denver they're not related? I understand Billy showed the country hitmaker pictures of Billy & T.G. when they were little; only it was a different T.G. Sheppard, because "T.G." the star has a made-up name!

FLASHBACK — 1954: Jim Reeves's first #1 record "Mexican Joe" was hitting the top spot on the hit parade; the song's writer, Mitch Torok, was receiving his Bachelor of Science Degree in Fine Arts and Portrait Painting at Stephen F. Austin University, Nacogdoches, TX. Torok went on to write and record hits of his own such as "Caribbean," "Pledge of Love," "Redneck," and more — enough to be a full-time songwriter and part-time painter. 27 years later, Torok's five-panel oil mural titled "History Of The Grand Ole Opry" was moved to the Ryman Auditorium in Nashville to be placed on permanent display as an added tourist attraction in the famous shrine of country music. Torok's 75-ft. Elvis Presley mural is one of the major tourist attractions on Music Row.

OF CABBAGES & KINGS: The amazing resemblance of Hank Williams, Jr. and his "Hank Jr. lookalike contest" winner Van G.



Cope of Paintsville, KY shown here (Hank's on the left) knocked me out. . . Dottie West

AIRLINES: Steve Wariner and his mentor Chet Atkins doing magic tricks between numbers on their concerts together? . . . Sylvia's parked car on Music Row was hit by a lawn mower! Her insurance company doesn't cover cars hit by power lawn mowers. . . Faron Young was responsible for Willie Nelson's first top ten hit songs "Hello Walls" and "Congratulations," but his genius for spotting star talent has flaws. He hired Kris Kristofferson and Billy Swan to hang paneling in his office building, but he wouldn't listen to their songs! . . . Mickey Gilley's 1980 Christmas gift to himself? That Cessna 340 plane you see him flying around in. . . Hank Williams, Jr.'s sporting a brand-new pressurized twin-engine Beechcraft Baron to make long trips short (that's the way to get "high") . . . 250-pound Hoyt Axton started taking ballet lessons when he was 3! . . . Chet Atkins's now-legendary line about labeling songs: "A good song doesn't care who sings it!" . . . Willie Nelson sold his song "Family Bible" for \$50. He sold his song "Night Life" for \$150! . . . Remember "Biff, The Friendly Purple Bear" hit that was Dick Feller's first top ten record? (He wrote it first for Johnny Cash.) . . . It's a Country Fact: Bobby Bare's first job in "show business" was working as a "Good Humor Man," driving an ice cream truck!

NAMEDROPPERS: They announced a \$10 million Burn Center fund-raising campaign in Memphis last week, to be named after Elvis Presley.



GETTING TIGHT WITH TWITTY — MCA recording artist Conway Twitty is seen with staff members of WCUZ/Grand Rapids, MI prior to his performance at the 1981 Wyoming Rodeo. Conway was presented with an official WCUZ T-shirt. Pictured (l-r) are WCUZ's George Arthur, Andy Rent and Cathy Daniels, Conway, and WCUZ air personalities Joe Davine, Bruce Parrott and John Howard.



EASY PICKENS — Part-time Central Texas resident Slim Pickens recently did a guest DJ appearance on KOKE-AM & FM/Austin, where he announced he would become a regular on the popular television series "Hee-Haw." Seen here (l-r) are KOKE's morning personality Bob Cole, Slim, and KOKE's Tim Williams.



RADIO & RODEO — KTOM/Salinas, CA was recently involved in broadcasting the California Rodeo. Pictured (l-r) are Bally team roping champs Brett Beach and Clay O'Brien flanking Blair Pro-rodeo announcer Bobby Tallman, KTOM's PD Marc Hahn, and morning man Johnny Morgan. Kneeling is KTOM's sports announcer Bob Squires.



ON THE ROAD AGAIN — WKLO/Danville, KY co-owner/GM Johnny Randolph shows off his winning trophy and the checkered flag following a victory at the local raceway. Other less fortunate race entrants are (l-r) WKLO's News Director Hershel McKinley, air personality Rob Duncan, and Sales Manager Ed Singleton.



Coors Country News

This week's special guests:
Waylon Jennings & Charlie Daniels.

Call Pete Howard (213) 399-4949
131 Ocean Park Blvd. Santa Monica, CA. 90405



Jeff
Green

Adult/Contemporary

Secondary Market Promotion Salute

Thanks to your support and participation, this week's focus is on several successful secondary market promotions underway or recently completed around the country.

Look forward to more coverage of promotional activities on this page on a regular basis!

KDBQ/Aberdeen, SD stole the show during the Centennial city celebration parade with its own "KDBQ Bump 'n' Tilt Coca-Cola Centennial All-Transistor Marching Band." One hundred listeners were selected as band members. The station produced special programming, distributed T-shirts and included various clients with tie-ins and ad schedules. Over 40,000 watched the parade

saluting Aberdeen (population 30,000) in one of the biggest events in the history of the city.

KLO/Ogden, UT Program Director Barbara Richardson put together a paper airplane contest/remote recently, involving the nearby Hill Air Force Base. 450 people participated, with the camera-winning entry cruising 90 feet.

WKAP-AM/Allentown, PA tuned into a popular weekend ritual and scheduled the "Great WKAP Garage Sale," attracting thousands into a local hall. For a small fee, listeners were given 10' x 10' spaces to sell anything they wanted.

KWOS/Jefferson City, MO is sponsoring resort vacation giveaways in a link with the 50th anniversary of the dam-created Lake of the Ozarks, now one of the world's largest lakes. Drawing winners also received

water skis, canoes and more related prizes.

15-KRSS/Sioux Falls, SD recently concluded what it claims is the biggest radio promotion in state history, when it awarded \$15,000 to a local woman as the grand prize winner in its "Golden Envelope Contest." 15,000 envelopes contained sponsor coupons, instant-winner certificates and a serial number for the big drawing. Program Director Tom Evans reported that entry box locations became overcrowded, creating traffic tie-ups and other pandemonium.

The ever-popular "License To Win" promotion is a very big success for **KFRE/Fresno**, complete with license-plate bumper stickers. Listeners spotted by the air talents cruising about town get 30 minutes to call in and collect cash, jewelry, sporting goods, and other prizes.

OUTCUE

That's Some Kinda Atmosphere

In conjunction with its premiere showing of "Cannonball Run" and 7-11 stores, **KFMB/San Diego** held a drawing to award a grand prize winner dinner and show. The lucky listener received limousine service from his home to a 7-11 store and dinner in the store's parking lot with PD/Operations Manager Mark Larson and several area store managers. Dinner selections were chosen from everything available on the 7-11 menu!

Following the vast repast, limo service was provided to the screening and home afterwards. Oh yes - the winner also received an all-expenses paid trip for two to Hawaii.



Shown here toasting chablis blanc from the 7-11 cellars are the winners with Mark "Parking Lot Party" Larson.



LUCKY BUNCH OF GUYS - **KYXY-FM/KICKSY/San Diego** braved all odds by staging its second annual Family Night at Sea World on a Friday the 13th (July). The event featured fireworks, a picnic and water show choreographed to **KICKSY** music. Shown here avoiding black cats are staff members Sam Bass, Kitti Johnson, Donovan Rogers (kneeling), Ken Richards, Billy Paul, Clark Race, and Andrew Makarushka.

Progress

Congratulations to the following for their award-winning efforts: **WCBM/Baltimore** won a Clio Award for its "Life Is A Rock" radio promotion. The 60-second promo was awarded first prize in the Media Promotion Category. **WFYR/Chicago** received its second gold award for best TV commercial by a large market station (other than news or public affairs) in the Broadcast Promotion Association's annual competition. At the annual Chesapeake Associated Press Broadcast Association Awards, **WCBM** received six top awards, **WMAL/Washington** won top honors in four categories, and **WASH-FM/Washington** captured two first-place trophies. **Joe McCaffrey, WMAL's** 26-year Capitol Hill Correspondent, received two awards recently: one for his "Today In Congress" program, which began in 1957, and another by Roll Call, the Capitol Hill newspaper. **Cal Stout** has been appointed Program Director at **WJON/St. Cloud, MN**. He is the former PD at **KHAK/Cedar Rapids, IA**. **WCRV/Washington, NJ** has changed formats from Country to A/C. **Jack Callaghan** has been promoted from air personality to News Director at **WWWE/Cleveland**. **Michael Bennett** has been promoted from air personality to Music Director at **KOLO/Reno**. The Dalton Group has purchased **WXTR-AM & FM/Alexandria, VA** for \$2 million and has switched to an A/C format. President/GM **Bill Dalton** was the founding VP/GM at **WASH-FM/Washington**. Program Director **Paul Robinson** is the former PD at **WJMD-FM/Washington**. Local TV personality **Danuta** has joined **KBZT/San Diego** for afternoon drive. **Vance Dillard** has left **WDAE/Tampa** for air-shifts at **WWBA & WWLF/Tampa-St. Petersburg**. **Mike Ring** is the new midday personality at **WHOK/Lancaster, OH**. He comes from college. Congratulations to **WLW/Cincinnati MD Greg Picciano** and his wife on the birth of their son **Andrew William** July 16, the day of the lunar eclipse! **Gary Burbank** is the new 6-10am personality on **WLW**. Current lineup at

KISN/Salt Lake City: Scott Gentry 6-9am; Doug Wildforester 9-2pm; Shawn Phillips 2-7pm; Ron O'Brien 7-midnight; Jeri Cartwright all-nights. Jack Knight joins **WTOB/Winston-Salem** as morning personality, formerly of **WSOC/Charlotte**. Vic Johnson has been promoted from part-time status to the 7-midnight shift at **WHEN/Syracuse**. Brian Cozadd is the new midday talent on **WOAI-FM/San Antonio**, moving from **WCVS/Springfield, IL**. Former **WOAI-FM PD Kevin Fennessy**, who programmed **FM97/Pittsburgh**, is available and ready, (512) 691-0057. David Gilton has been named News Director for **WREC/Memphis**. Prior to **WREC**, David served as reporter for **WRVR** and **WMC/Memphis**, as well as experience at **WBCN** and **WEEI/Boston**. New lineup at **WKTK/Baltimore:** 6-10am Rick Marron & Ron McGuire; 10-3pm Jim Bosch; 3-7pm J.J. McKay; 7-midnight Steve Knight; midnight-6am Howard Jones. A new A/C FM station, **Z103-FM/Joplin, MO** joined the airwaves this past weekend. **KOKQ/Monterey** has been purchased by Johnston Broadcasting, which has brought back the familiar call letters of **KMBY**. When **KRML/Carmel** is acquired by Johnston later this summer, it will change to **KMBY-AM**. The old **KMBY** (now **KESE-AM**) and **KDON-AM/Salinas** used to compete in vigorous CHR radio wars several years ago. Previous **KMBY** alumni include Robert W. Morgan and Bobby Ocean. The AM was formerly programmed by Don Hoffmann, who has returned to become General Manager/Program Director and is now working with his old call letters again. Mike Diem has resigned as program Director of **WJON/St. Cloud, MN** to become the General Manager for the Monticello, MN station that hits the air this fall. The call letters for this station are **KMOM**. The promotion possibilities should be endless!



FEMININE FIREWORKS - **WABB/Mobile** sponsored the second annual Eastern shore July 4 celebration with more than 40,000 in attendance. The event included fireworks, a battle of the bands and a Miss Fairest Beauty Pageant. Pictured are the "Beauties On The Bay" winners, and standing wisely behind is **WABB PD Jerry King**.

A/C Research Now Current

With the help of new computer capabilities, we are pleased to report that all research appearing this week and from here on is current and reflects information gathered earlier this week from our reporters.

In the very near future, we will be introducing new and additional research and information to assist your programming decisions. Full details to follow.

Rita Coolidge

THE CLOSER YOU GET TO RITA, THE MORE LIKELY IT IS
SHE'LL BREAK YOUR HEART.

HEARTBREAK RADIO

A NEW ALBUM
PRODUCED BY ANDREW GOLD
WITH A NEW SINGLE
"THE CLOSER YOU GET"^{AM 2361}

HEARTBREAK RADIO^{SP 3727}
IS WHAT IT'S ALL ABOUT

Produced by Andrew Gold
Management: Bert Block/Ron Rainey
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RADIO
RITA'S OUT TO
BREAK YOUR HEART
RITA COOLIDGE
HEARTBREAK RADIO
ON A&M RECORDS
& TAPES





**Walt
Love**

Black Radio

Black Music Promotion Printout

Many programmers and others have asked me how to get in touch with various record companies. That has prompted me to gather up the names, addresses, and phone numbers of the major participants in the making of black music. While we have fewer record companies these

days, we still have some of the same names heading the promotional teams at various companies. The following is a list of contacts if you need product service or you just want to get to know the person on the other end.

Alfa
Kevin Keogh
1015 N. Fairfax
Los Angeles, CA 90046
(213) 654-1100

A&M
Jheryl Busby
1416 N. La Brea
Hollywood, CA 90028
(213) 469-2411

Arista/GRP/Buddah/Sutra
Richard Smith
6 West 57th St.
New York, NY 10019
(212) 489-7400

**Atlantic/Atco/Cotillion/Mirage/
Rolling Stones/Modern/RFC/
Emerald City/Swan Song/Radio/
Real World**

Everett Smith
75 Rockefeller Plaza
New York, NY 10019
(212) 484-8154

BC Records
Chuck Rusb
207 Dahill
Brooklyn, NY 11218
(212) 851-8338

Becket
Matt Parson
1790 Broadway
New York, NY 10019
(212) 757-9880

Boardwalk
Rubin Rodriguez
200 W. 58th St., #5-E
New York, NY 10019
(212) 765-5103

Brunswick
Rane Boone
1995 Broadway
New York, NY 10023
(212) 496-0700

Capitol (Goldcoast)
Don Mac
1750 N. Vine St.
Hollywood, CA 90028
(213) 462-6252

Chi-Sound
Gus Redmond
8 E. Chestnut St.
Chicago, IL
(312) 943-0307

Chrysalis
Rachelle Fields
9255 Sunset Blvd.
Los Angeles, CA 90069
(213) 550-0171

Columbia (East)
Paris Eley
51 West 52nd St.
New York, NY 10019
(212) 975-6848

Columbia (West)
Doug Wilkins
1901 Century Park West
Los Angeles, CA 90067
(213) 556-4934

**Elektra/Asylum/Planet/Solar/
Curb/Beserkley**
Bill Staton
962 N. LaCienega Blvd.
Los Angeles, CA 90069
(213) 655-8280

EMI America/Liberty/Curb
Vernell Johnson
1750 N. Vine St.
Hollywood, CA 90028
(213) 462-6252

**Epic/Portrait/Associated Labels (including
Jet/Philadelphia Int'l./Caribou/
Lorimar/T-Neck/Tabu/Unlimited
Gold/Bang/Pavillion/Curb, etc.)**

Maurice Warfield
1901 Century Park West
Los Angeles, CA 90067
(213) 556-4700

Fantasy/Honey/Milestone/Prestige/Stax
Quincy McCoy
2600 10th & Parker
Berkeley, CA 94710
(415) 469-2411

MCA
Jerry Boulding
70 Universal Plaza
Universal City, CA 91609
(213) 508-4012

Motown
Don Carter
6255 Sunset Blvd.
Hollywood, CA 90028
(213) 468-3610

Philadelphia International
Harry Coombes
309 S. Broad St.
Philadelphia, PA 19107
(215) 985-0900

Polygram (East)
Tommy Young
810 7th Ave.
New York, NY 10019
(212) 399-7033

Polygram (West)
Ernie Singleton
1930 Century Park West
Los Angeles, CA 90067
(213) 277-1367

Posse
Bill Spitalsky
161 W. 54th St., #23
New York, NY 10019
(212) 581-5398

Prelude
Mike Gomes
200 W. 57th St.
New York, NY 10019
(212) 974-0360

Prism
Earl Sellers
636 11th Ave.
New York, NY 10036
(212) 586-3375

**RCA (East) (including
Millennium/
20th Century-Fox/Salsoul)**
Patrick Spencer
1133 Ave. Of The Americas
New York, NY 10036
(212) 930-4309

RCA (West)
Lygia Brown
6363 Sunset Blvd, Suite #601
Los Angeles, CA 90028
(213) 468-4058

RFC
Bert Coleman
101 W. 55th St., Suite 8-D
New York, NY 10019
(212) 246-4352

Salsoul
Billy Smith
240 Madison Ave.
New York, NY 10016
(212) 889-0444

Sam Records
Theresa Rossi
45-50 38th St.
New York, NY 10019

Solar
Edna Collison
9044 Melrose Ave., Suite #200
Los Angeles, CA 90069
(213) 859-1717

Sugarhill
Diane Moore
96 West St.
Englewood, NJ 07631
(201) 569-5170

Vanguard
Amanda Schuster
71 West 23rd St.
New York, NY 10010
(212) 255-7732

Venture
Al Edmondson Jr.
6430 Sunset Blvd., #816
Los Angeles, CA 90028
(213) 462-3162

**Warner Brothers (including
Island/Sire/Geffen/ Bearsville/
Dark Horse/Qwest/Curb, etc.)**

Cortez Thompson
3300 Warner Blvd.
Burbank, CA 91501
(213) 846-8090

West End
Manny Bella
250 West 57th St.
New York, NY 10107
(212) 757-0695

WMOT
Reggie Barnes
1228 Spruce St.
Philadelphia, PA 19107
(800) 523-2718

Action

• Back in March, 1 1/2 million tickets were delivered to over 200 locations in Detroit, Ann Arbor, and Ypsilanti for free distribution to the public by WJLB. A "Hot Ticket" holder could win up to \$1000 instantly by uncovering three matching squares in the "Scratch & Match" portion. Since all tickets were numbered, a second method of winning was also possible: any ticket-holder whose lucky ID number matched the one broadcast on the air could also win up to \$1000 in a building jackpot. Finally, by mailing back all non-winning tickets to the radio station, ticketholders were eligible for a third chance to win a 1981 Grand Prix in the "Hot Ticket Loser Sweepstakes." Approximately 3500 people shared in over \$55,000 in cash and prizes. Mrs. Betty Booth of Detroit became the lucky winner of the beautiful new automobile along with 100 free gallons of gasoline



courtesy of WJLB. Pictured with 56,000 "Hot Tickets" is WJLB's Rita Wise.

• Curtis Foxx is no longer with WWWS-FM/Saginaw, MI. The new Program Director is Kermit Crockett, who has held the same position with the station in the past.

• Here's something for all of you older persons in the radio business. KJOP/Lemoore, CA wants us to let you know that it has the youngest radio staff in America, as far as the station knows. The ages are as follow:

Paul Santiago — PD/Mornings, 22
Jamal Wells — Sales Manager, 23
Sir "T" — Afternoons, 19
Double "S" — Evenings, 19
Darlene Galloway — Evenings, 19
Al Vincent — All-nights, 27
Genie Santiago — Exec. Secretary, 19

John Pembroke — Owner, 60
KJOP is located in California's lovely San Joaquin Valley, between Los Angeles and San Francisco.

• Each year since 1953 the University of Connecticut's UConn Club holds an awards banquet to honor current and past athletes. This year's recipient of the "Red O'Neil Award" for combining character, leadership, athletic ability, and a successful career is Motown's Eastern Director of Marketing Worthy Patterson. Patterson won All-New England and All-Yankee Conference honors and was a three-year basketball standout before graduating from the University in 1954. Worthy was drafted to the Boston Celtics, then served two years in the Army, resuming his professional basketball career with the St. Louis Hawks. His wife of twenty-five years, Queen, is a professor at New Jersey's Bergen Community College. Congratulations!



Worthy Patterson

• KDIA/Oakland has announced the addition of Barry Pope as new morning personality. Pope has done mornings at KSLQ/St. Louis and also WAOK/Atlanta.

• Philadelphia has a new Black-formatted radio station just across the bridge, in Camden, NJ to be exact. WSSJ is on 1310 AM; its address is 6th & Market St., Camden, NJ 08101; and the Program Director's name is Gary Shepherd. The format started June 1 of this year. The phone number at the station is (609) 365-5600.

• Congratulations to Anthony Wilson of WYLD-FM/ New Orleans and his new bride Cassandra Fowlkes, who is also a vocalist with a local act in the "Bayou City."



WJLS/LYNCHBURG SENDS CARD TO ATLANTA — Pictured with the giant-sized sympathy card are (l-r) WJLS air personality Chris Barry, Program Director Lad Goin, Operations Manager Tony Bonvini, and weekend personality Al Crennel.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

- CARL CARLTON**
"She's A Bad Mama Jama" (20th)
- EVELYN KING**
"I'm In Love" (RCA)
- DIANA ROSS & LIONEL RICHIE**
"Endless Love" (Motown)
- TEENA MARIE**
"Square Biz" (Gordy)
- LARRY GRAHAM**
"Just Be My Lady" (WB)
- RENE & ANGELA**
"I Love You More" (Capitol)
- PHYLLIS HYMAN & MICHAEL HENDERSON**
"Can't We Fall In Love Again" (Arista)
- AL JARREAU**
"We're In This Love Together" (WB)
- COMMODORES**
"Lady (You Bring Me Up)" (Motown)
- RICK JAMES**
"Super Freak" (Gordy)
- MANHATTANS**
"Just One Moment Away" (Columbia)
- BRICK**
"Sweat ('Til You Get Wet)" (Bang)
- POINTER SISTERS**
"Slow Hand" (Planet)
- STACY LATTISAW**
"Love On A Two Way Street" (Cotillion)
- FOUR TOPS**
"When She Was My Girl" (Casablanca/PolyGram)

CLIMBERS

Following are listed in order of their airplay activity.

- B.B. & Q. BAND** "On The Beat" (Capitol) 62% (+4) reporting. Added at WYLD-FM. Medium at WXYV, WILD, WAOK, WAIL, WCIN, WDMT, WVON, WGCI, KSOL, KDKO, WPDQ, WVOL, WOWI, WKXI, WJMI, KOKY, WBLX, WKWM, WWWS, KAEZ, KDIA. Hot at WAMO, WWIN, WHRK, WEDR, WJLB, KXAM, WKND, WGIV, WLOU, WDAO, WTLC.
- DENROY MORGAN** "I'll Do Anything For You" (Becket) 57% (+2) reporting. Added at WAMO, KXAM, WWWS, KLIP. Hot at WDAS, WWIN, WILD, WVEE, WHRK, WEDR, WVON, WBMX, WGCI, KDKO, WPDQ, WGIV, WOWI, KJLH. Medium at WJMO, WDMT, WJLB, KDAY, KXAM, WVOL, WEEN, WOIC, WLOU, WTOY, WTLC, WKWM.
- CHERYL LYNN** "Shake It Up Tonight" (Columbia) 57% reporting. Medium at WAMO, KMJQ, WDIA, WYLD-FM, WJMO, WVON, WBMX, WGCI, KDAY, WPDQ, WANT, WOWI, WKXI, WBLX, WKWM, KAEZ, KJLH, KLIP. Hot at WDAS, WVEE, WHRK, WDMT, WJLB, KSOL, KXAM, KDKO, WKND, WATV, KOKY, KACE.
- ARETHA FRANKLIN & GEORGE BENSON** "Love All The Hurt Away" (Arista) 55% (+23) reporting. Added at WAOK, WVEE, WCIN, WBMX, WGCI, KDKO, WVOL, WATV, KOKY, WLOU, WBLX, WDAO, WKWM, KAEZ, KJLH. Medium at WDAS, WXYV, WWIN, WHRK, WYLD-FM, WTOY, WDMT, WVON, KSOL, WKND, WWRL, WGIV, WOIC.
- DENICE WILLIAMS** "Silly" (ARC/Columbia) 53% (+4) reporting. Added at WDAO. Medium at WWIN, WILD, WHUR, KMJQ, WAOK, WDIA, WHRK, WAIL, WDMT, WJLB, KMJM, KDAY, WTMP, WJJS, WOIC, WBLX, WTLC, KAEZ, KJLH, KACE. Hot at WVOL, WENN, WKXI, WJMI, WWWS, WXYV, WVEE.
- RAY PARKER JR. & RAYDIO** "That Old Song" (Arista) 53% reporting. Added at WTOY. Medium at WKND, WPDQ, WTMP, WGIV, WENN, WOIC, KOKY, WDAO, WKWM, KACE, KLIP, KDKO, KXAM, KDAY, WJLB, WJMO, WCIN, WHRK, WVEE, WAOK, KMJQ, WDAS. Hot at WWRL, WXYV, WDIA, WDMT, KSOL.
- RAFAEL CAMERON** "Funtown U.S.A." (Salsoul) 51% reporting. Medium at WAMO, WDAS, WXYV, KMJQ, WVEE, WHRK, WCIN, WJMO, WDMT, KDAY, KSOL, KXAM, WTMP, WANT, WBLX, WTOY, WWWS, KAEZ, KACE, KLIP. Hot at WILD, WDIA, WKND, WOWI, WOIC, WLOU, WKWM.
- DYNASTY** "Here I Am" (Solar) 51% reporting. Medium at WWRL, WPDQ, WTMP, WJJS, WOWI, WOIC, KOKY, WLOU, WTOY, WWWS, KDIA, WAMO, WDAS, WXYV, WILD, WAOK, WDIA, WYLD-FM, WCIN, WDMT, WGCI, KDAY, KSOL, KXAM. Hot at WDAO, WKND, WBMX.
- LUTHER VANDROSS** "Never Too Much" (Epic) 49% (+7) reporting. Added at KOKY, WYLD-FM, WDAO, KACE. Medium at WOIC, WJMI, WKXI, WGIV, WTMP, WPDQ,

WWRL, WDAS, WILD, WAOK, WVEE, WEDR, WCIN, WDMT, WVON, WBMX, WGCI, KSOL. Hot at WXYV, WWIN, WHUR, KJLH.

BROTHERS JOHNSON "The Real Thing" (A&M) 49% reporting. Medium at KDKO, KXAM, KDAY, WBMX, WJLB, WJMO, WCIN, WEDR, WYLD-FM, WILD, WAMO, WTMP, WGIV, WJJS, WANT, WOWI, WATV, WKXI, KJLH, KACE, KLIP. Hot at WPDQ, KAEZ, WHUR, WAOK, WAIL.

NATALIE COLE "You Were Right Girl" (Capitol) 47% reporting. Added at WTOY. Medium at KDKO, WJLB, WCIN, WHRK, KMJQ, WILD, WWIN, WXYV, WDAS, WAMO, WKND, WWRL, WPDQ, WTMP, WVOL, WKXI, WJMI, WOIC, KOKY, WLOU, WTLC, WKWM, WWWS, KAEZ.

EVASIONS "Wikka Wrap" (SAM) 45% (+5) reporting. Added at WBLX, WBMX. Medium at WAMO, WXYV, WAOK, WVEE, WDIA, WEDR, WCIN, WDMT, WJLB, KSOL, KDKO, WKWM, WOIC, WKXI, WATV, WANT. Hot at WGIV, WJMI, WTLC, WWWS, KDIA, WILD.

RICHARD "Dimples" FIELDS "She's Got Papers On Me" (Boardwalk) 45% reporting. Medium at WAMO, WWIN, WILD, WHUR, WHRK, WCIN, WGCI, WOWI, KOKY, WBLX, WTLC, KDIA. Hot at WPDQ, WANT, WKXI, WWWS, KAEZ, KACE, KDKO, KMJM, WVON, WDMT, WJMO, WAIL.

S.O.S. BAND "Do It Now" (Tabu) 45% reporting. Added at WDIA, WWRL, KACE. Medium at KDKO, KXAM, KSOL, WGCI, WBMX, WVON, WJLB, WDMT, WHRK, WVEE, WAOK, WXYV, WKND, WVOL, WJJS, WOIC, WDAO, WKWM, KDIA. Hot at WTLC, KDAY.

EMOTIONS "Turn It Out" (Columbia) 42% (+4) reporting. Added at WJMO. Medium at WKND, WWRL, WJJS, WOWI, WATV, WKXI, WOIC, KOKY, WLOU, WBLX, WTOY, WDAO, WTLC, KSOL, KDAY, WDMT, WCIN, WYLD-FM, WWIN, WAMO. Hot at WJMI.

SISTER SLEDGE "He's Just A Runaway" (Cotillion) 42% (+2) reporting. Added at WDMT. Medium at KLIP, WTLC, KOKY, WOIC, WENN, WJJS, WTMP, WPDQ, WKND, WAMO, WDAS, WXYV, WDIA, WHRK, WYLD-FM, WCIN, KSOL, KDKO. Hot at WHUR, WGIV, KJLH.

CHANGE "Hold Tight" (RFC/Atlantic) 42% reporting. Medium at KAEZ, WTOY, WLOU, KOKY, WTMP, WPDQ, WAMO, WDAS, WXYV, WILD, WYLD-FM, WCIN, WJMO, WDMT, WJLB, WVON, WBMX, WGCI, KSOL, KDKO. Hot at WAOK, KDIA.

LaTOYA JACKSON "Stay The Night" (Polydor/PolyGram) 40% reporting. Added at WGIV, WTOY, WDMT. Medium at WWRL, WTMP, WVOL, WKXI, KOKY, WLOU, WTLC, KSOL, WJLB, WJMO, WAIL, WYLD-FM, WHRK, WVEE, WXYV, WAMO. Hot at KDAY, WJMI.

TEMPTATIONS "Aiming At Your Heart" (Gordy) 38% (+10) reporting. Added at WJJS, WKXI, WEDR, WCIN, WVON. Medium at WDAS, WXYV, WWIN, WILD, WAOK, WAIL, KSOL, KDKO, KLIP, KJLH, KAEZ, WTLC, WTOY, WGIV. Hot at WHUR.

AFTERBACH "It's You" (ARC/Columbia) 38% (+6) reporting. Added at WKND, WHRK, KDAY. Medium at WTMP, WVOL, WJJS, WATV, WENN, KOKY, WTOY, WDAO, KSOL, WBMX, WJMO, WCIN, WEDR, WDIA, WXYV, WDAS, WAMO.

TAVARES "Turn Out The Nightlight" (Capitol) 38% reporting. Added at WDMT, WAOK. Medium at WXYV, WWIN, WILD, WHRK, WJMO, WJLB, KDAY, KSOL, WKND, WWRL, WGIV, WANT, WOIC, KOKY, WLOU, WBLX, WTOY, WTLC.

TEDDY PENDERGRASS "I Can't Live Without Your Love" (Phil. Int'l) 38% reporting. Debuts this week. Added at KSOL, WCIN, WEDR, WYLD-FM, WHRK, WVEE, WAOK, WILD, WWIN, WXYV, WDAS, WGIV, WATV, WKXI, KOKY, WTLC, WKWM, WWWS, KAEZ. Medium at WVON.

HERB ALPERT "Magic Man" (A&M) 36% reporting. Added at WAMO, WCIN. Medium at KJLH, KAEZ, WWWS, KOKY, WKXI, WGIV, WKND, WWIN, WAOK, WDIA, WHRK, WYLD-FM, WAIL, WDMT, WJLB, WBMX. Hot at WWRL.

AFTERNOON DELIGHTS "General Hospitale" (MCA) 34% (+4) reporting. Added at WVEE, WDIA, WHRK. Medium at KXAM, KMJM, WBMX, WVON, WDMT, WAIL, WAOK, WWIN, WTMP, WATV, WENN, KOKY, KDIA. Hot at WVOL, WGIV, WGCI.

NICK STRAKER BAND "A Little Bit of Jazz" (Prelude) 34% reporting. Debuts this week. Added at KDAY. Medium at KDIA, WDAO, WTOY, WXYV, WYLD-FM, WAOK, WVEE, WAIL, WCIN, WJMO, WDMT, WBMX, WGCI, WWRL. Hot at KJLH, WWIN, WHUR.

GRAINGERS "Shine Your Light" (BC) 34% reporting. Added at WJLB. Medium at WAMO, WDAS, WXYV, WYLD-FM, WEDR, WCIN, WJMO, WDMT, WBMX, WGIV, WVOL, WATV, WLOU, WTOY, WWWS, KAEZ. Hot at WKWM.

WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 34% reporting. Debuts this week. Added at WKND, WGIV, WTOY, WJMO, WAOK. Medium at WPDQ, WLOU, WBLX, WDAO, WTLC, WDAS, WILD, WVEE, WAIL, KDKO. Hot at WVOL, WANT, WWIN.

NEW & ACTIVE

- PEACHES & HERB** "Freeway" (Polydor/PolyGram) 32% reporting. Added at KXAM, WAOK. Medium at WXYV, WAIL, WEDR, WCIN, WBMX, KDAY, KDKO, WKND, WTMP, WGIV, KOKY, WLOU, WDAO, WTLC. Hot at WHUR.
- DONALD BYRD & 125TH STREET, N.Y.C.** "Love Has Come Around" (Elektra) 32% reporting. Debuts this week. Added at WAMO, WCIN, KACE. Medium at WWRL, WGIV, WOIC, WTOY, WDAO, WTLC, WDAS, WWIN, WILD, WYLD-FM, WBMX, KDKO. Hot at WHUR.
- RONNIE LAWS** "Stay Awake" (Liberty) 32% reporting. Added at WKXI, WCIN, WDMT, WBMX, KDKO. Medium at WKND, WGIV, WJJS, KOKY, WBLX, KDAY, WGCI, WHRK, WAOK, WWIN, WAMO. Hot at KJLH.
- BILL SUMMERS & SUMMERS HEAT** "Summer Fun" (MCA) 32% reporting. Debuts this week. Added at WGIV, WVOL, WKXI, WAOK, WJLB. Medium at KSOL, WJMO, WCIN, WEDR, WWIN, WAMO, WKND, WWRL, WTMP, WATV, WJMI, WOIC.
- GLADYS KNIGHT & THE PIPS** "If That'll Make You Happy" (Columbia) 30% reporting. Debuts this week. Added at WILD, WTOY. Medium at WDAS, WAOK, WVEE, WHRK, WYLD-FM, KDKO, WKND, WWRL, WGIV, WVOL, WOIC, KOKY, WDAO. Hot at WHUR.
- ROGER** "I Heard It Through The Grapevine" (WB) 30% reporting. Debuts this week. Added at WCIN, WJLB, WBMX, WDAO, WPDQ. Medium at WGIV, WOIC, WTLC, WWWS, WHRK, WAIL, WEDR, WDMT, WVON, WGCI, KSOL.
- PATTI AUSTIN** "Do You Love Me?" (Qwest/WB) 30% reporting. Added at WDAO, WTLC, WWWS. Medium at WDAS, WAOK, WDIA, WHRK, WCIN, WWRL, WTMP, WGIV, WJJS, KOKY, WKWM, KDIA. Hot at WWIN.

Black Radio

Hottest

August 21, 1981

EAST	SOUTH	MIDWEST	WEST
Rosa/Richie Carl Carlton Evelyn King Denroy Morgan	Carl Carlton Rosa/Richie Larry Graham Evelyn King	Teena Marie Rene & Angela Evelyn King	Evelyn King Carl Carlton Teena Marie Rosa/Richie

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Denroy Morgan
Donald Byrd
Franklin/Benson
Maze "Before"
Herb Alpert
TTF

HOTTEST
Larry Graham
Rene & Angela
Carl Carlton
Roberta Flack
Evelyn King
Al Jarreau
Rosa/Richie
Commodores
Atlantic Starr
Pointer Sisters

WXIV
Baltimore, MD
Tim Watts

ADDED
Patti LaBelle
TTF
Fatback Band "Kool"
B.B. & Q. Band
Teddy Pendergrass
Clarke/Duke "Just"

HOTTEST
Hymen/Henderson
Quincy Jones "Just"
Raydio
Denroy Morgan
Deniece Williams "Silly"
Al Jarreau
First Class
Roberta Flack
Luther Vandross
Pointer Sisters

SOUTH

WOC
Columbia, SC
Ron Folks

ADDED
None

HOTTEST
Rosa/Richie
Carl Carlton
Evelyn King
Teena Marie
Larry Graham
Rick James "Super Freak"
Commodores
Rafael Cameron
Pointer Sisters
Gap Band

WOWI
Norfolk, VA
Chester Benton

ADDED
Barbara Mason "Papers"
Jean Knight
Al Jarreau

HOTTEST
Hymen/Henderson
Denroy Morgan
Stacy Lattisaw
Commodores
Atlantic Starr
Carl Carlton
Evelyn King
Larry Graham
Rafael Cameron
Rosa/Richie

WENN
Birmingham, AL
Gene Wee

ADDED
Fatback Band "Kool"
Cameo "Like"
Four Tops
Kurtis Blow "Hot"
Leon Bryant
Smokey Robinson "Who's"
Truth
Imagination
Klique "Middle"

HOTTEST
Rick James "Fire"
Carl Carlton
Teena Marie
Stacy Lattisaw
Cameo "Freaky"
True Image
Deniece Williams "Silly"
Teena Marie
Billy Ocean "Stay"

NOKY
Little Rock, AR
Ronda Curtis

ADDED
Clarke/Duke "Just"
Teddy Pendergrass
Smokey Robinson "Who's"
Luther Vandross
Franklin/Benson

HOTTEST
Commodores
Larry Graham
Rosa/Richie
Cheryl Lynn
Carl Carlton
Hymen/Henderson
Al Jarreau
Teena Marie
Rick James "Super Freak"
Shalamar

WHUR
Washington, DC
Oscar Fields

ADDED
None

HOTTEST
B.B. & Q. Band
Rosa/Richie
Suzi Q
Luther Vandross
Nick Straker Band
West Street Mob
Patti Austin
Trouble Funk
Four Tops

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Teddy Pendergrass
Curtis Mayfield
Chuck Jackson
Linda Jones
Esther Williams
Quip
Spargue

HOTTEST
Teena Marie
Evelyn King
Rosa/Richie
Larry Graham
Commodores
Cheryl Lynn
B.B. & Q. Band
Denroy Morgan
Carl Carlton
Hymen/Henderson

HOTTEST
Stephanie Mills "Night"
Afterback
West Street Mob

HOTTEST
Teena Marie
Carl Carlton
Rosa/Richie
Evelyn King
Rene & Angela
Hymen/Henderson
Dynasty
B.B. & Q. Band
Rafael Cameron

WBLX
Mobile, AL
Carmen Brown

ADDED
Franklin/Benson
One Way "Pull"
Stylitics
Evasions

HOTTEST
Stacy Lattisaw
Carl Carlton
Teena Marie
Cameo "Freaky"
Rick James "Super Freak"
Quincy Jones "Razz"
Gap Band
Evelyn King
Grace Jones "Bumper"
Debra Laws

WDIA
Memphis, TN
Carl Connors

ADDED
Pointer Sisters
Maze "Before"
Afternoon Delights
S.D.S. Band
Time

HOTTEST
Teena Marie
Rafael Cameron
Rick James "Super Freak"
Rosa/Richie
Raydio
Larry Graham
Commodores
Shalamar
Carl Carlton
Manhattans

WHRK
Memphis, TN
Sharon Smith

ADDED
Cameo
Afterback
Teddy Pendergrass
Afternoon Delights
Quincy Jones "Just"

HOTTEST
Pointer Sisters
Carl Carlton
B.B. & Q. Band
Evelyn King
Brothers Johnson
Cheryl Lynn
Larry Graham
Commodores
Frankie Smith
Carl Carlton
Billy Ocean

WJXX
Jackson, MS
Tommy Marshall

ADDED
Temptations
Gwen McRae
Barbara Mason "Papers"
Jean Knight
Roger "Rough"
Johnny & Michael Hill "Party"
Strikers "Inch"

HOTTEST
Deniece Williams "Silly"
Brick
Carl Carlton
Pointer Sisters
Rosa/Richie
Richard "Dimples" Fields
Rick James "Super Freak"
Atlantic Starr
Teena Marie
Evelyn King

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Stephanie Mills "Night"
Dream Machine
Warburton
Teddy Pendergrass
Vicki Sue Robinson
Rockie Robbin
Kidd
Klique "Middle"
Imagination

HOTTEST
B.B. & Q. Band
Rosa/Richie
Suzi Q
Luther Vandross
Nick Straker Band
West Street Mob
Patti Austin
Trouble Funk
Four Tops

WKND
Hartford, CT
Eddie Jordan

ADDED
Stephanie Mills "Night"
Afterback
West Street Mob

HOTTEST
Teena Marie
Carl Carlton
Rosa/Richie
Evelyn King
Rene & Angela
Hymen/Henderson
Dynasty
B.B. & Q. Band
Rafael Cameron

HOTTEST
Jean Carn
Randy Crawford
Manhattans
Herb Alpert
Rosa/Richie
Raydio
Al Jarreau
Commodores
Clarke/Duke "Just"
Hot Cuisine

WILD
Boston, MA
Steve Crumbley

ADDED
Teddy Pendergrass
Herbie Hancock
Pieces Of A Dream
Cameo "Like"
Wild Sugar
Gledye Knight

HOTTEST
Denroy Morgan
Rosa/Richie
Evelyn King
Larry Graham
Teena Marie
Carl Carlton
Evasions
Stacy Lattisaw
Rafael Cameron
Rene & Angela

WWRL
New York, NY
Wanda Ramos

ADDED
Four Tops
S.O.S. Band
Harvey Mason "Spell"
Pure Energy
Arthur Adams
Tierra
Herbie Hancock

HOTTEST
Jean Carn
Randy Crawford
Manhattans
Herb Alpert
Rosa/Richie
Raydio
Al Jarreau
Commodores
Clarke/Duke "Just"
Hot Cuisine

MIDWEST

WBMX
Chicago, IL
Pam Wells

ADDED
Franklin/Benson
Linda Jones
Maze "Before"
Elation
Roger
Stanley Turrentine
Clarke/Duke "Just"
Winans
Ralph McDonald
Jimmy Ross
Evasions

HOTTEST
Commodores
Evelyn King
Teena Marie
Denroy Morgan
Debra Laws
Rene & Angela
Pointer Sisters
Sylvestre
Dynasty

KNJM
St. Louis, MO
Dick Edwards

ADDED
Shalamar
Rick James "Super Freak"

HOTTEST
Rosa/Richie
Frankie Smith
Carl Carlton
Commodores
Richard "Dimples" Fields
Kenny Rogers
Larry Graham
Teena Marie
Kim Carnes
Rick James "Give"

ADDED
Stanley Turrentine
Franklin/Benson
Barbara Mason "Papers"
Time

HOTTEST
Carl Carlton
Evelyn King
Afternoon Delights
Teena Marie
Aurea
Debra Laws
Donna Washington "Excuse"
Rene & Angela
Rick James "Super Freak"
Denroy Morgan

WJMO
Cleveland, OH
Erik Stone

ADDED
West Street Mob
Tierra
Emotions
Barbara Mason "Papers"
Jean Knight

HOTTEST
Stacy Lattisaw
Debra Laws
Richard "Dimples" Fields
Rene & Angela
Evelyn King
Hymen/Henderson
L.V. Johnson
Billy Ocean
Barnerd Wright
Shalamar

WGCI
Chicago, IL
Steve Harris

ADDED
Stanley Turrentine
Franklin/Benson
Barbara Mason "Papers"
Time

HOTTEST
Carl Carlton
Evelyn King
Afternoon Delights
Teena Marie
Aurea
Debra Laws
Donna Washington "Excuse"
Rene & Angela
Rick James "Super Freak"
Denroy Morgan

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

WJMI
Jackson, MS
Carl Haynes

ADDED
Cameo
Quincy Jones "Just"

HOTTEST
Evasions
Emotions
Rosa/Richie
Deniece Williams "Silly"
Woods Empire
Rick James "Super Freak"
Carl Carlton
Pointer Sisters
Brick
LaToya Jackson

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Sisters "Inch"
Franklin/Benson
Lulu
Teddy Pendergrass
Kim Carnes "Drew"
Afternoon Delights
Lee Ritenour "Mr."
Time
Hot Cuisine
Billy Ocean "Another"

HOTTEST
Rosa/Richie
Deniece Williams "Silly"
Carl Carlton
Evelyn King
Stacy Lattisaw
Atlantic Starr
Larry Graham
Brick
Cheryl Lynn
Denroy Morgan

WVOL
Nashville, TN
Fred Harvey

ADDED
Bill Summers
Barbara Mason "Papers"
Franklin/Benson

HOTTEST
Deniece Williams "Silly"
Rosa/Richie
Carl Carlton
Ebonye Webb
Sugarhill Gang
Commodores
Afternoon Delights
West Street Mob
Debra Laws

WEDR
Miami, FL
George Jones

ADDED
Temptations
Gwen McRae
Hot Cuisine
Jean Knight
Bobby Womack
Rockie Robbin
Teddy Pendergrass
Kurtis Blow "Hot"
Imagination

HOTTEST
Carl Carlton
Denroy Morgan
Atlantic Starr
Dayton
B.B. & Q. Band
Eddie Kendricks
Evelyn King
Stacy Lattisaw
Vin Zee
Klique "Love"

WJLB
Detroit, MI
J. Michael McKay

ADDED
Graingers
Ronnie Laws
Bill Summers
Carl Weathers
Roger
Wracking Crew
Smokey Robinson "Who's"

HOTTEST
Cheryl Lynn
Evelyn King
Teena Marie
Shalamar
Rene & Angela
Commodores
Larry Graham
Rosa/Richie
Hymen/Henderson
B.B. & Q. Band

WCIN
Cincinnati, OH
Everett Cork

ADDED
Donald Byrd
Herb Alpert
Roger
Maze "Before"
Franklin/Benson
Temptations
Ronnie Laws
Teddy Pendergrass
Dazz Band
Four Tops
Omni

HOTTEST
Carl Carlton
Brick
Teena Marie
Rene & Angela
Larry Graham
Shalamar
Evelyn King
Midnight Star
Hymen/Henderson
Pointer Sisters

WDMT
Cleveland, OH
Freddie James

ADDED
Ronnie Laws
Sister Sledge
LaToya Jackson
Tavares

HOTTEST
Teena Marie
Pointer Sisters
Commodores
Larry Graham
Rosa/Richie
Richard "Dimples" Fields
Carl Carlton
Hymen/Henderson
Cheryl Lynn
Raydio

WYON
Chicago, IL
Ron King

ADDED
Stephanie Mills "Night"
Robert Winters "She Believe"
Randy Crawford
Ebonye Webb "Something"
Herbie Hancock
Temptations
Z.Z. Hill
Curtis Mayfield
Bobby Bland
Time
Suzi Q
Wee (Not Was)

HOTTEST
Richard "Dimples" Fields
Carl Carlton
Aurea
Teena Marie
Denroy Morgan
Evelyn King
Rene & Angela
Rick James "Super Freak"
Rosa/Richie

ADDED
Stephanie Mills "Night"
Franklin/Benson
Deniece Williams "Silly"
Cameo "Like"
Rick James "Super Freak"
Carl Carlton
Ebonye Webb
Sugarhill Gang
Commodores
Afternoon Delights
West Street Mob
Debra Laws

WDAO
Dayton, OH
Turk Logan

ADDED
Temptations
Gwen McRae
Hot Cuisine
Jean Knight
Bobby Womack
Rockie Robbin
Teddy Pendergrass
Kurtis Blow "Hot"
Imagination

HOTTEST
Teena Marie
Evelyn King
Rene & Angela
Pointer Sisters
Teena Marie
Larry Graham
Stacy Lattisaw
Carl Carlton
Rosa/Richie
Raydio

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Franklin/Benson
Teddy Pendergrass
Maze "Before"
Shock
Stephanie Mills "Night"
R.J.'s Latest Arrival

HOTTEST
Carl Carlton
Teena Marie
Evelyn King
Debra Laws
Teena Gardner
Rafael Cameron
B.B. & Q. Band
Hymen/Henderson
Grangers

WWWS
Saginaw, MI
Kermit Crockett

ADDED
One Way "Pull"
Teddy Pendergrass
Jean Knight
Patti Austin
Denroy Morgan
B.B. & Q. Band

HOTTEST
Teena Marie
Evelyn King
Deniece Williams "Silly"
Teena Gardner
Carl Carlton
Richard "Dimples" Fields
Cameo "Never Know"
Evasions
Frankie Smith
Alicia Myers

ADDED
Franklin/Benson
Rockie Robbin
Teddy Pendergrass
Brandy Wells
Fatback "Kool"
Jean Knight

HOTTEST
Brothers Johnson
Commodores
Rene & Angela
Evelyn King
Teena Marie
Stacy Lattisaw
Shalamar
Cameo
Richard "Dimples" Fields

ADDED
Rick James "Super Freak"
LaToya Jackson
Hymen/Henderson
Larry Graham
Commodores
Carl Carlton

ADDED
None

HOTTEST
Rosa/Richie
Larry Graham
Billy Ocean
Stacy Lattisaw
Teena Marie
Richard "Dimples" Fields
West Street Mob
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

WTLC
Indianapolis, IN
Roger Holloway

ADDED
Barbara Mason "Papers"
Jean Knight
Teddy Pendergrass
Four Tops
One Way "Pull"
Maze "Before"
High Inergy
Clarke/Duke "Just"
Patti Austin

HOTTEST
Brick
Luther Vandross
Dazz Band
Ebonye Webb
Evasions
S.O.S. Band
Rosa/Richie
Hymen/Henderson
B.B. & Q. Band
B.B. & Q. Band

ADDED
None

HOTTEST
Teena Marie
Evelyn King
Deniece Williams "Silly"
Teena Gardner
Carl Carlton
Richard "Dimples" Fields
Cameo "Never Know"
Evasions
Frankie Smith
Alicia Myers

HOTTEST
Rick James "Super Freak"
LaToya Jackson
Hymen/Henderson
Larry Graham
Commodores
Carl Carlton

ADDED
None

HOTTEST
Rosa/Richie
Larry Graham
Billy Ocean
Stacy Lattisaw
Teena Marie
Richard "Dimples" Fields
West Street Mob
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

ADDED
Rafael Cameron
Ebonye Webb
Rosa/Richie
Larry Graham
Evelyn King
Carl Carlton
Shalamar
Clarke/Duke "Sweet"

Opportunities

Openings

EAST

\$25,000 a year + super benefits for the right morning/evening combo. T&R: Ron Hill, WCIR, 305 Reservoir Rd., Beckley, WV 26801. EOE M/F (8-21)

WTBN-AM needs a nighttime personality for our CHR station. Great benefits! T&R: Jim Sebastian, WTSN Radio, Box 400, Dover, NH 03820. (8-21)

New owners, new ball game! Inevitable morning talent and other depts. Good bucks & benefits. WZIX, 2 West Market, York, PA 17401. (8-21)

WMGQ seeks talented and imaginative copywriter/producer. Air experience a plus. Writing samples plus T&R to Bob Dunphy, WMGQ, Box 100, New Brunswick, NJ 08903. EOE M/F (8-21)

14Q/Worcester looking for part-time air talent for weekend overnights to start immediately. T&R to Cliff Blake, WFTQ, 34 Mechanic St., Worcester, MA 01608. (8-21)

WTTM/Trenton has opening for future air talent full & part time. T&R: Dave Shaw, 333 West State St., Trenton, NJ 08618. No beginners! (609) 696-8518. EOE M/F (8-21)

A Rare Plum!

Northeast decades-long market leader, modern MOR. Personality pro who's good with people; genuine; communicates in a natural way; works occasional phones; can handle a show containing a high mix of legit info. Great support, great facilities, dynamic organization. Send full description of capabilities, background, & salary requirements to Radio & Records, 1930 Century Park West, #257, Los Angeles, CA 90067. EOE

74NR needs people-oriented afternoon-drive jock who's looking for a place to call home. T&R to Bob Masters, 74NR, Box 709, Martinsburg, WV 25401. EOE M/F (8-14)

WCAO/Baltimore looking for morning entertainer. Big bucks, and great benefits. T&R immediately to Ron Riley, WCAO, Baltimore, MD 21208. No calls please. EOE M/F (8-14)

WRCO/Johnstown near Pittsburgh looking for News Director. Small news operation at CHR station. T&R: Mike Farrow, 605 Main St., Johnstown, PA 15901. (8-14)

Morning drive Country air talent WIXY/Springfield, MA wants you! T&R to Marc Sinclair, Box 3110, Springfield, MA 01101. (8-14)

Conversational newswriter/anchor needed for afternoon news position at 74NR. T&R to Ann Reynolds, 74NR, Box 709, Martinsburg, WV 25401. EOE M/F (8-14)

WBNE/Providence looking for part-time/weekend talent. Possible future full-time or production. T&R to Peter Mokover, WSNE, 111 Dorrance St., Providence, RI 02903. EOE M/F (8-14)

Central New York's 50,000 watt stereo rocker has immediate opening. Call Art Levy, WRCK, (WTLB-FM), Utica, (315) 797-1330. EOE M/F (8-14)

Very professional, fun-loving small market A/C AM/FM needs night personality now. T&R to Chip Morgan, Box 667, Lewistown, PA 17044. EOE M/F (8-14)

NEWS DIRECTOR

Immediate opening at WNLK/Q96-FM/Norwalk, CT. We're looking for an individual with broad interests, strong organizational abilities, solid writing and reporting skills, excellent on-air sound. T&R, salary requirements to Mike Hanson, WNLK/Q96-FM, P.O. Box 1350, Norwalk, CT. 06852. EOE

Need a pro with an act. 3 years experience for future openings. T&R to Bill Anthony, WKAP, Box 246, Whitehall, PA 18052. EOE M/F (8-14)

WAGM-TV looking for announcer with good pipes/strong production. TV production department. Production sample & resume: Scott Noyes, WAGM-TV, Box 1149, Presque Isle, ME 04769. EOE M/F (8-14)

SOUTH

14KPUR has opening for hard-working, energetic jock. Send T&R to Dan Wilson, KPUR, Box 30,000, Amarillo, TX 79120. EOE M/F (8-21)

Immediate opening for top rated morning drive. Apply only if superior. T&R to T. Lee, Box 3828, West Palm Beach, FL 33402. EOE M/F (8-21)

Openings

2 Immediate openings for newpeople fully qualified. News Director & anchor reporter. T&R to Manager, WSAC/MWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (8-21)

KJ100/Louisville looking for air talent for possible future openings. T&R to Bobby Hatfield, 307 W. Muhammed Ali Blvd., Louisville, KY 40202. EOE M/F (8-21)

News anchor/morning communicator heavy on A/C experience. T&R: Brad Harris, WTMA, Box 31088, Charleston, SC 29407. EOE M/F (8-21)

WGLF/Tallahassee, #1 station needs morning man. T&R to Ned Smith, Box 1815, Tallahassee, FL 32302. EOE M/F (8-21)

Needed yesterday! Evening assignment editor with feature experience. T&R: Brad Harris, WTMA, Box 31088, Charleston, SC 29407. (8-21)

Two immediate openings. Experienced A/C morning & afternoon drive jocks. Qualified production pros. T&R to Manager, WSAC/MWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (8-21)

Stereo 101, Greenville's #1 station needs CHR talent, possible MO. T&R: Nikki Taylor, WOMS, Box 1438, Greenville, MS 38701. EOE M/F (8-21)

1260 Country WGVM needs PM-drive/MO immediately. T&R: Todd Martin, Box 1438, Greenville, MS 38701 or call (601) 334-4559. EOE M/F (8-21)

Qualified Sales Manager with track record. Kentucky's fourth market. Guaranteed salary, commission, bonus. Resume to Manager, WSAC/MWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (8-21)

Wanted: News announcer/talk person. Major Memphis station. Send T&R to Dave Gilton, 1385 Lamar Ave., Memphis, TN 38104. No calls. EOE M/F (8-21)

WOXY-AM/Sumter, SC is seeking a CHR morning personality now. Very competitive medium market. T&R to Chuck Beck, Box 1269, Sumter, SC 29150 or (803) 775-2321. EOE M/F (8-21)

FM98/Tallahassee, FL seeking high energy nighttime personality. 2 years minimum. Send T&R to Lisa Smith, Box 31088, Charleston, SC 29407. EOE M/F (8-21)

99FM/Montgomery, AL has opening for midday and afternoon drive. T&R to Joe Cook, Box 11411, Montgomery, AL 36198. EOE M/F (8-21)

WAAY radio looking for announcer for 2-6am slot. 1 year experience preferred. Send to Jerry Dean, Box 2041, Huntsville, AL 35804. EOE M/F (8-21)

Florida seashore resort station needs a midday announcer/production manager. New studios and equipment. Contemporary religious music format. Experienced only. Phone WMFJ, (904) 255-9600. EOE M/F (8-21)

WLCS/Baton Rouge is looking for smooth, versatile jock with production skills. T&R to Gene Nelson, 1 American Place, Suite 2420, Baton Rouge, LA 70825. EOE M/F (8-14)

Need News Director AM/FM in medium college city. T&R to Manager, KRUS, Box 430, Ruston, LA 71270. EOE M/F (8-14)

WHMD/New Orleans/Baton Rouge area seeks AOR airstaff. New facilities, great company. T&R to Cat Stone, 200 E. Thomas, Hammond, LA 70404. (8-14)

Brownsville CHR moving to new facilities. Need a personality. Minimum 1 year experience. T&R to Gordon Marcy, KBOR, Box 3407, Brownsville, TX 78520. EOE M/F (8-14)

WJYO-FM/Oriando needs MOR announcer - all night. Good salary and benefits. T&R: David Sousa, 2001 Mercy Drive, Oriando, FL 32808, or call (305) 298-5510. EOE M/F (8-14)

KHOO (FM100)/Waco, TX is now accepting applications for PM drive position. T&R to Mike Wright, Box 7912, Waco, TX 76710. EOE M/F (8-14)

Magic-102 FM has immediate openings for announcers. Send T&R to Bill Travis, Magic-102 FM, Box 22900, Houston, TX 77027. (8-14)

Looking for announcer - heavy production. Send T&R to Scott Owens, PD, WJAD-FM, Box 708, Bainbridge, GA 31717. No calls. EOE M/F (8-14)

WGH/Norfolk has immediate opening for air personality with production talent. T&R, personality air check to Bob Canade, 2302 W. Mercury Blvd., Hampton, VA 23666. (8-14)

News block host. Cross between newsmen and jock at all News/Talk station. Rick McGee, KARN, Box 4189, Little Rock, AR 72214. EOE M/F (8-14)

KTBA/KTFM needs morning newswoman. T&R to Anne Schiller, Box 18128, San Antonio, TX 78218. EOE M/F (8-14)

We're expanding. If you can gather and write news, write us! Tommy Oliver, Box WDX1, Jackson, TN 38301. No calls please. EOE M/F (8-14)

WRFS-AM/FM looking for PO/AM drive for CHR format. JW Whately, P.O. Box 72, Alexander City, AL 35010, or call (205) 234-2568. (8-14)

Openings

Radio news anchor/reporter wanted. 3 years experience mandatory. Strong writing/reporting ability. T&R and writing samples to News Director, Box 6877, Jacksonville, FL 32236. EOE M/F (8-14)

We want a hard-working, creative Production Director for growing A/C station in Southeast, TX. Includes airshift. Call Dave Graichen and Gary Teaney at (713) 769-2475. (8-14)

Assembling an AOR staff in Buffalo. Rush tapes ASAP. Formatted experience a must. Ed Levine, WZIR, 2692 Staley Road, Grand Island, NY 14072. EOE M/F (8-7)

MIDWEST

Needed immediately: News Director for top flight news operation. Contact KSAL, Box 180, Selma, KS 67401, or call Tom Mulligan (913) 823-3701. Equal Opportunity Employer M/F (8-21)

KLSS, CHR FM has opening in news. Send T&R to Tom Huber, Box 1446, Mason City, IA 50401 or call (515) 423-8634. EOE M/F (8-21)

KQWB

TALENT WANTED

Top Upper Midwest station still needs to find right person for middays with exceptional production ability. \$20,000 range for mature, creative, and responsible individual. All new state-of-the-art offices and equipment. Send tape and resume to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108

Experienced continuity person needed to produce/write radio commercials for A/C AM station and Country FM. T&R to SM, WAXJ-WAYY, Box 47, Eau Claire, WI 54702. EOE (8-21)

WMBH has opening for jock, strong on production. Country format, heavy personality. T&R to Tom Jordan, WMBH, Box 1867, Joplin, MO 64801 or call (417) 623-1450. (8-21)

Two openings. One now, one in two months. Send T&R to Chuck Sears, WITL-FM, Lansing, MI 48910. No calls please. EOE M/F (8-21)

KLJK/KJFF needs news pro. Looking for a balance between show biz and broadcast journalism. Both stations, regional approach to news. Dave Marslett, (314) 634-2850. (8-21)

Male 108-FM, Urban Contemporary winner, searching for experienced professional entertainers. T&R & photo to KMJM, Programming, Box 4860, St. Louis, MO 63108. EOE (8-21)

Consultant looking for on-air PO for Country station. T&R to Ron White, Box 1425, Grand Rapids, MI 49501. (8-21)

Midwest Radio Station Looking

for adult communicators. 8-10 years experience minimum. All shifts open. Also looking for experienced newsmen. Minorities and women encouraged to apply. Tapes only to Radio & Records, 1930 Century Park West, #258, Los Angeles, CA 90067. EOE

Wanna move up from small market production? Join the production staff at WMEE/WQHK. T&R to Steve Brelsford, Box 6000, Ft. Wayne, IN 46896. (8-21)

Major market morning anchor needed for nationally recognized news team. Country style stability and major metro pay without big city hassles. T&R to Jay Joiner, KFGO, Box 2966, Fargo, ND 58108. EOE (9-4)

WTRX/Flint, MI has immediate opening. Evening talk show host. Area's top rated A/C-Information station has rare opportunity with up-scale pay. Bob Meadows, (313) 743-1150. (8-14)

KWLO looking for future air talent. T&R to Drew Bentley, Box 1330, Waterloo, IA 50704. EOE M/F (8-14)

"Music Of Your Life" in Sunbelt offers good opportunity for top flight production pro. Editing, copy and desire to make bucks essential. Call Dick McKee, KOCY/Oklahoma City, (405) 528-5543. (8-14)

WSAM/Saginaw, MI has future part-time openings. Some experience necessary. T&R to Bob Berry, WSAM, Box 1778, Saginaw, MI 48605. EOE M/F (8-14)

Screamer needed for high energy CHR. (Terre Haute market.) Send T&R to Richard Kaufman, WBDJ, Box 400, Brazil, IN 47834, or call (812) 446-2317. EOE M/F (8-14)

Friendly, skilled, informative personality wanted for our mornings. T&R to Mike Case, WHUT, Box 151, Anderson, IN 46015, or call (317) 844-1255. EOE M/F (8-14)

Looking for air personality. Adult communicator. T&R to Mike Metzger, Box 1240, Wichita, KS 67201. EOE M/F (8-14)

Openings

WIBW-FM/Topeka has PM drive opening. 3 years experience, automation experience helpful. T&R to Doug Gillen, Box 119, Topeka, KS 66601. EOE M/F (8-14)

Jocks and newpeople: Accepting T&R for top-rated AM Country-FM Adult. Immediate openings. No calls. Jay Allan, PD, WTHI, 918 Ohio, Terre Haute, IN 47808. EOE M/F (8-14)

News Director

Upper Midwest medium market searching for highly motivated News Director to lead four person staff. State-of-the-art equipment, including mobile. Must understand style and content of contemporary news. Excellent salary, \$24,000 plus. Send tape and resume to Radio & Records, 1930 Century Park West, #259, Los Angeles, CA 90067. EOE

Midwest group looking for 1-2 personalities with heavy production experience for Country station. Good bucks and benefits. T&R to Sid Wood, WMAV, Box 460, Springfield, IL 26705. EOE (8-14)

T-98/Wichita. Superstars AOR needs dynamic, self-starting jock for 7-midnight shift. T&R to Bob Lawrence, 14700 W. Kellogg, Wichita, KS 67235. EOE M/F (8-14)

WXCL/Peoria looking for night entertainer. Strong production, minimum 3 years experience. T&R to Paul Jackson, 3641 Meadowbrook Rd., Peoria, IL 61604. (309) 685-6975. EOE M/F (8-14)

Immediate opening for morning drive A/C air personality with sense of humor and good production. T&R to WYAN, Box 334, Upper Sandusky, OH 43351. (8-14)

Fort Wayne area Beautiful Music station needs mature-sounding male voice. Experience necessary. Call Bill Runbold, (219) 248-2555. (8-14)

Morning Drive/Program Director

for adult music/talk format. Midwest market 1,000 watt 24-hour AM station. Current events awareness/community involvement along with strong knowledge of adult music. Reply with tape, salary history and resume showing minimum 2 years experience to Radio & Records, 1930 Century Park West, #254, Los Angeles, CA 90067

Now accepting tapes. Great situation to learn. T&R to Bill Richards, 293, 1704 S. Cleveland, Sioux Falls, SD 57103. (8-14)

WEST

Looking for mature, warm, friendly morning personality. Communication is the key. T&R to Terrell Matherly, KUUY, Box 926, Cheyenne, WY 82001. EOE M/F (8-21)

KKBC/Carson City needs experienced handyman. Emphasis on production/automation. Copywriting & news experience a plus. T&R: Stacey Giomi, 1937 N. Carson, Carson City, NV 89701. EOE M/F (8-21)

KOBO/Yuba City has immediate opening for PM drive air personality/strong production. Excellent small market. T&R to Box 1056, Yuba City, CA 95991. (916) 673-7677. EOE M/F (8-21)

Rock in the Rockies. CHR KIIQ needs future talent. T&R to John Larson, Box 431, Manitou Springs, CO 80829. EOE M/F (8-21)

KOWL/South Lake Tahoe needs News Director. Strong personality, heavy emphasis on local, some public affairs. T&R: Mark Lennertz, Box 4100, S. Lake Tahoe, CA 95729. (702) 588-6681. EOE M/F (8-21)

KUPD/Phoenix's kickin' AOR rocker, is on the lookout for 7-midnight announcer. Cassettes & resumes only to Tony Evans, KUPD, 2021 E. Thomas, Phoenix, AZ 85018. EOE M/F (8-21)

Leading Sunbelt A/C Station

seeking strong personality. Must relate to adult audience 25-49. Minimum 8-10 years experience. Station already has strong numbers. Send tape and resume to Radio & Records, 1930 Century Park West, #256, Los Angeles, CA 90067. EOE M/F

Morning drive opportunity. Strong, personable, experienced announcer for rapidly growing San Diego Big Bend/Oldies station. T&R: Mick Ryan, KMLD, Box 1000, Vista, CA 92083. EOE M/F (8-14)

Chief Engineer needed, some automation experience AM & FM. Salary open. Contact: Robert N. Ordonez, KCBN/KRNO, Box 10630, Reno, NV 89510, or call (702) 828-1355. (8-14)

AOR News/PA Director. Northern California live rocker, one person operation. Females encouraged. T&R to Jeff Anderson, KFMF, Box 266, Chico, CA 95927. (8-14)

KBOS/Tulare-Fresno needs evening drive AOR personality. Contact Joe Collins, KBOS, Box 1101, Tulare, CA 93275. (8-14)

Opportunities

Openings

New 26-49 ARB #1 has opening for adult entertainer/communicator. T&R to Robin Mitchell, KB101, 2040 S.W. First, Portland, OR 97201. No calls. EOE M/F (8-14)

KO93 (KOSO-FM) accepting T&R for future opening. CHR format. Send to Greg Aueham, 2121 Lancy, Suite #1, Modesto, CA 95355. EOE M/F (8-14)

Quick 95-FM/Vacaville-Fairfield, A/C is looking for PD. Airshift & production involved. T&R to Bob Breck, 419 Mason St. #203, Vacaville, CA 95688. (8-14)

Full-Time Communicator

Rock personalities for the L.A. market. Send tape and resume to Radio & Records, 1930 Century Park West, #255, Los Angeles, CA 90067

KGEM accepting applications for News Director. Journalistic & administrative abilities important. Good benefits. T&R: Ron Dennington, KGEM, Box 5278, Boise, ID 83705. EOE M/F (8-14)

KTRB/Modesto, CA, 10K Country, now taking T&R's for AM drive personality. Send to Tim St. Martin, Box 3839, Modesto, CA 95352. Calls O.K. on your nickel, (209) 526-8600. EOE (8-28) *

Positions Sought

Conversational jock seeks medium/major AOR/CHR in Southeast. Good production and references. JEFF, (404) 469-0502. (8-21)

Announcer/sportscaster 5 years board, 2 years P-B-P. Know Rock and Country. Southern Rockies, West Coast preferred. (303) 346-8918. (8-21)

CHIP COOK, 7 years on-air CHR, A/C, PD and MD experience. Young & enthusiastic. Prefers Southern CA. Available immediately. Call (213) 462-3751. (8-21)

Too good to be true. Trained black broadcaster with polished skills and constructive attitude. Call KARL, (212) 325-8360. (8-21)

Another Frazer Smith in the making. Looking West of Rockies. Good pipes and production, experienced. Call KIRK, (209) 582-4025. (8-21)

RON FOLKS is looking for a PD, MD or production spot. 6 years experience. Prefer CHR or Black station. Currently Assistant PD. (803) 799-5584. (8-21)

Need big sounding voice? After 12 years in same market, I need bigger dollars. Call STEVE COOK, (807) 722-3437 between 10am and 4pm, EST. (8-21)

Effective one-to-one communicator with 5 years experience seeks opportunity to advance. Call (505) 722-4471, ask for BILL LEE. (8-21)

Positions Sought

Licensed radio announcer looking for full-time or part-time air position. Ready to work and willing to relocate. Call DONALD, (213) 582-8737. (8-21)

Female from top 10 market air shift and programming assistant looking for same position. Will relocate. Call NIKKI, (713) 978-7328 or (713) 789-5282. (8-21)

CAROLYN LOZANO, female minority, 4 years experience in San Jose. KEEN/KLIZ, Burkhardt/Abrams trained. AOR. Looking in San Francisco bay area. (408) 293-8030. (8-21)

BRAD HOFFMAN, 5 years AOR MD experience including Y95, KZOK. Seeks PD medium market, or major market MD. (206) 771-5181. (8-21)

STRAWBERRY JAN, 3 years on-air KEZY/Anaheim; 5 years AOR experience. Seeks West Coast on-air shift or voice work. (714) 531-8870. (8-21)

Need an experienced, dedicated sportscaster? You've found her. Baseball/basketball, P-B-P, reporting. Former Sports Director. Prefer West. Call LIZ, (415) 941-2299. (8-21)

JONATHAN WHITE is leaving WROQ as #1 midday man. I'm seeking AOR position or large market. 6 years experience. Call (704) 536-1932. (8-21)

A/C personality seeking conscientious community involved operation. Clever, experienced and a great guy. Excellent references. Call (315) 478-5329. (8-21)

4 years experience AOR, CHR and A/C. Good production looking to grow with professional operation. Call BRIAN, (314) 481-8001. (8-21)

Former Sports Director in major market seeks P-B-P college football end/or basketball. Can help sell. Prefer West. Call FRANK, (213) 436-7502. (8-21)

EDDIE WAZOO (Michaelson), 4 years MD at WPLR/New Haven, interested in management, record or video promotion. (203) 562-8147. (8-21)

Currently at WRVQ/Richmond. Female air talent, 8 years radio. Production/promotions. Seeking medium market nights. JOY VANDERLEK, (813) 864-2344 or (804) 649-9151. (8-21)

RON WALKER currently working but looking for better opportunity. Experience in A/C, Country and CHR. Call anytime, (215) 481-1072. (8-21)

Pro communicator with 9 years experience. Looking for PD, MD, on-air or production in Carolinas or Georgia. JIM LANE, (803) 278-0623. (8-21)

DJ/Production Director with L.A. experience, seeks announcing or production position in medium or small market. Willing to relocate. Call JOAN MANNERS, (213) 962-8350. (8-21)

Entertaining, experienced, issue-oriented talk show host sincere, effective communicator who can take direction and be part of your station's team. Call JOE, (502) 964-4111. (8-21)

Top-notch pro. Excellent background references. 12 years experience including major markets. Looking for programming or PM drive with music responsibilities. MAX HEYWOOD, (216) 456-2592. (8-21)

Dependable Top 40 professional, 20 years experience, outstanding voice. Good delivery, also production. Greater Cincinnati area. Available now. WILLIAM McCALL, Box 44292, Cincinnati, OH 45244. (8-21)

Strong sound, lots of personality and loves to work. Have done rock, oldies, Country, and P-B-P. Loved each one. Call GREGG, (812) 544-2482. (8-21)

Terrible announcer. Don't know anything about sports and production. Lazy, boring, overpaid, ugly, girl voice. Don't call DAVE at (313) 728-6299. Let's don't talk. (8-21)

L.J. DELUCA at West Texas best KCRS, #1, 6 years, 2 months experience. On-air position, how about MD? Call (216) 478-1206. Quickly. (8-21)

New Orleans's hottest Top 40 club DJ ready to take it on the road! High energy delivery, production whiz. DAN McKAY, (504) 895-6112. (8-21)

Dedicated jock, close 2 years pro. Multi-voice, good bite, good listener response. Lively, personable, and quick! Currently with personality cornerstone KMED. JON FOX, (503) 664-8060, (503) 855-7716. (8-21)

STEVE O'NEIL, 11 years experience, currently at KLIV, wants to get back to live radio, CHR or A/C. (408) 293-8030, (408) 446-2901. (8-21)

The "Me" era is over! Team player, plays to win! Experienced PD/MD, copywriter, with first. Good pipes, contemporary formats. BARNEY, (516) 432-5258. (8-21)

DJ with news and production experience wants move into programming. Northeast or Midwest. Format open. Reliable. Call MICHAEL WARD in Buffalo. (716) 876-5509. (8-21)

1st phone combo men tired of being the gofer. Good production skills, looking East. A/C, CHR, AOR and all that Jazz. Contact MARTY, (303) 241-4688. (8-21)

Experienced traffic pilot, 9 years radio background. MIKE NOLAN, formerly KSJO, KXRX/San Jose, available now. (408) 268-7480 or (408) 258-7480. (8-14)

Positions Sought

Country music PD/MD/air talent available today. PD KIKX/Tucson, 3 1/2 years at same. Formerly KCUB, KJJJ. BOB JONES, (602) 889-6296. (8-14)

1st year air talent looking for Country or CHR in Western U.S. Call STEVE DUBEAU, (213) 888-1707, 3519 Arbor Rd., Lakewood, CA 90712. (8-14)

Pennsylvania-Maryland ladykiller with 7 years experience seeks position with MOR or A/C. Smooth production. BOB MORGAN, (717) 264-9692. (8-14)

AM drive. Intelligent/community involved communicator. Incorporating. Basics. Phones and humor geared to your market. Major market experience. Currently employed and succeeding. Call (609) 397-8318. (8-14)

10 year AOR/CHR large market, morning/afternoon pro. Miami-Phoenix, Ft. Lauderdale. Production is my natural cup of tea. Call (305) 842-7628. (8-14)

AOR morning team seeks new challenge. Currently winning big in top market. Bizarre, controversial and sometimes funny. Majora only. Call the "RADIO GUYS", (213) 482-1353. (8-14)

HABEAUS PHOBOS LOVECRAFT, genius maximus chameleon. 10 years experience, all areas. Automation to ziptronic. Award-winner, 2nd phone. References. (901) 789-5199. (8-14)

DICK O'DAY formerly with WRBR-FM is ready for an airshift on your station. 6 years of CHR and A/C experience plus production. (219) 282-1032. (8-14)

Announcer, 15 years experience, 1st ticket. Experience includes C&W plus other formats. Prefer Florida or another state in Southeast, Georgia or Alabama. BILL SMITHSON, (305) 448-1260. (8-14)

Appleton newsmaker for hire. AOR, Jazz, Contemporary, Talk, Country experience. Production writing too. (414) 233-8371. SAINT, 2020 Mt. Vernon, Oshkosh, WI 54901. (8-14)

Announcer with 2 years experience desires work in Rocky Mountain upper Midwest regions. Call DON, (216) 833-2266, after 2pm. (8-14)

Craving excitement as MD/PD on floundering medium market rocker. 12 years experience, 2nd phone. Currently production/jock on Memphis rocker. BRETT, (901) 789-5199. (8-14)

GRANT MARTIN, 6 year veteran/award-winning journalist seeking News Director/news reporter position. Major/medium market. Good pipes. Willing to relocate. T&R upon request. (209) 252-4943. (8-14)

#1 WCOZ, former MD ROB LIPSHUTZ seeks PD/MD/research/air work at AOR/rock-pop station. Talented, hard-working, knowledgeable music programmer. (617) 739-1901. (8-14)

Why waste words? I'm currently major market weekends, former Production Director, MD, promotions and TV work. The talent's here. Can you shape it? (904) 249-3639. (8-14)

Major market News Director experienced in all formats. All offers considered. Will bring home a winner. (703) 241-7507. (8-14)

7 year pro seeking medium market air position in AOR or CHR. Great delivery, super production and programming experience. CHRIS, (501) 862-5089. (8-14)

CRAIG McILVEEN, KNAC/Long Beach Intern looking for small market. Prefer AOR. Call for T&R. (714) 521-3631. (8-14)

JONATHAN KEYES, presently PD at WKGN/Knoxville, former PD of K102/Ft. Lauderdale looking to program CHR or AOR. Call (615) 691-2801 or (615) 521-6220. (8-14)

Attention Superstars in West and Southwest. LEE ROBERTS of 98Rock Superstars Tucson, looking to join winning Superstars AOR team. (602) 748-0166. (8-14)

Announcer with 2 years New York area experience, seeks to relocate in PA, New Jersey area. Available immediately. Call JEFF, (717) 242-2186. (8-14)

TOM RIVERS, formerly PD at WSKS/Cincinnati is looking for a station in need of a professional programmer. Call (513) 874-4362. (8-14)

Seasoned performer, interesting style, experienced for P-B-P, former nightclub MC. Recently trained for news and DJ staff position. Call JORDAN, (212) 371-2356. (8-14)

DAVE LYONS recently PD at WHVL is looking for programming position with medium market CHR operation. 6 years experience. (704) 684-6310. (8-14)

Air personality 3 1/2 years experience, looking for medium market Midwest. Call DAVE, (507) 354-4424. (8-14)

If you're a small/medium market station west of the Mississippi looking for an experienced OM/MD/personality, call BILL REED, (316) 227-7151 or (316) 225-4343. (8-14)

6 year black pro dedicated hard worker seeking position in medium or large market. NYC trained. Call LANCE at (212) 993-0276 or (212) 733-2583. (8-14)

Seasoned AOR veteran with 8 years #1 ratings, West Coast major market, seeks new challenge as PD/MD in medium to small market. (408) 866-8570. (8-14)

Positions Sought

JAMES MAURICE black overnight jock, 5 years WNOX/Knoxville, looking for larger market. (615) 837-9900. (8-14)

Major market pro with programming experience seeks stable position as Program Director or major market personality. Call DOUG, (207) 883-5086. Available now! (8-14)

All Richmond-Berkeley Athletic League (RBAL) and ex-KDON/Salinas, all night jock feeling fine and rain' to go! Call FRANK BUTERA, (415) 223-1534. (8-14)

Part-timer at Seattle's #1 station, KISW needs full-time work to support my wife's expensive habit of eating. 10 year vet. Formerly KZOK. RICK EVANS, (206) 367-5205. (8-14)

J.J. McKAY, experienced PD/MD looking for major market airshift or medium market PD. Former Operations Director of WKTK/Baltimore. Call (301) 488-7921. (8-14)

Wanted beautiful women, will settle for announcing job. Have background in all phases of radio. 2 years experience. 1st class license. Call WALLY, (515) 834-2483. (8-14)

Experienced jock returning to first love - radio. CHR or A/C. JOE BARTOSCH, 4701 N. Ozanam, Chicago, IL 60656, (312) 456-4219. (8-14)

Excellent news, sports writer, announcer, solid interviewing, production skills, various work experiences. Small stations, San Francisco. Matura, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (8-7)

Announcer 15 years experience, first ticket. Have worked C&W and other formats. Prefer FL or would consider employment in another state in Southwest. GA or AL. BILL SMITHSON, (305) 448-1260. (8-7)

RADIO

Tom Jordan has been promoted to Operations Manager of WMBH/Joplin, MO.

Jeff Couch appointed PD at WMBH/Joplin, MO formerly with KKEG-FM/Fayetteville, AR.

Fred Anderson now does mornings at WMBH/Joplin, MO.

Rich Nichols named Sales Manager at WMBH/Joplin, MO, from KPAS/EI Paso, TX.

Lori Shelton joins the WMBH/Joplin, MO sales staff from KSYN-FM.

Linda Bilke named Sales Manager of WMBH/Joplin, MO.

Allen Balch, former Press Secretary to U.S. Senator John G. Tower, Texas, has been named Washington producer for O'Connor Creative Services.

Brien Miller named PD & MD for KLIK-KJFF/Jefferson City, MO.

Dennis Feely named Director of Technical Operations, ABC Radio Enterprises.

Carol Hebb named Staff Correspondent for ABC-FM Network.

Susan Smith, formerly Account Executive at WKSJ-FM/Mobile, AL, moves to WUNI-AM/Mobile, AL as Account Executive.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon, (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Radio & Records

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ONE YEAR — \$170
Mailed First Class

Please enclose payment with order

Overseas subscribers new subscription
\$300 per year renewal
U.S. funds please payment enclosed

Initial here _____

TELEPHONE: (213) 553-4330

CITY _____
 ADDRESS _____
 COMPANY _____
 STATE _____
 ZIP CODE _____

Mr./Mrs./Ms _____
 (please print)

CHANGE OF ADDRESS AND RENEWAL:
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

Opportunities

Changes

Janie Dority moves to WUNI-AM/Mobile, AL, as Account Executive, from WKSJ-FM/Mobile, AL.

Tom Dixon, air personality at WKSJ-FM/Mobile, AL moves to WUNI-AM/Mobile, AL as afternoon drive personality.

Marie Stevens has been promoted to MD at KBLF/Red Bluff, CA.

Changes

Pamela Ann Hunter appointed Manager, Coverage & Marketing Research, CBS Radio.

Jerald Wegner named Director National Accounts & Associated Labels Sales, RCA Records.

Janice Mitchell joins Total Experience promotion staff.

Changes

John Grandoni has been appointed VP in charge of record and tape purchasing and advertising for Buffalo Enterprises, Inc.

Karen Grinthal has been named Sales Representative for RKO Radio Sales.

Miscellaneous

Wanted: Radio/TV bumperstickers for a station display. Send to Randy Rundle, WZOE-AM/FM, Princeton, IL 61356. (8-14)

KSET-AM/El Paso, TX is in need of Oldies. All labels. Send to KSET-AM, 4180 N. Mesa, El Paso, TX 79912. (8-14)

KWPC needs Country music service from all labels. Send all service to: Tim Scott, KWPC, Box 116, Muscatine, IA 52761. (8-14)

WANTED: Airchecks of CHR, AOR, A/C, and P/A stations in Top 50 markets. Will trade for airchecks of Chicago radio. Send to "Windy City" Airchecks, P.O. Box 125, Lansing, IL 60438. (8-21) •

RECORDS

Barbara Shelley named Director of National Publicity for Arista Records.

Brenda Johnson has been named West Coast Regional Promotion Manager of Black Product for MCA Records.

INDUSTRY

Antoon Smits has been promoted to President at Intersong International, having previously held the Exec. VP post of the music publishing firm.

Mike Kavanaugh joins the RKO Radio Networks as News Correspondent/Anchor.

David Clarke and Bruce Hagen have joined the RKO Radio Networks as Newswriters/Editors.

Miscellaneous

We need religious programs compatible with Country format. Call Jim DeFontes, WKIX/Releigh, NC, (919) 851-2711. (8-21)

KAYO/Seattle needs record service from all labels for Country format. Send to Chuck Urban, KAYO, 2939 4th Ave. South, Seattle, WA 98134. (8-21)

Mahoney in the morning, wishes to refresh his daily insanity by swapping drop-ins, sound effects, etc. with other jock. WHAR, Box 2423, Clarkeburg, WV 26301. (8-21)

Marketplace

pro 't' call—TALENT

The book is out and stations are making changes! We have the jobs and we'll help you get them. We need news, Country/Western, and CHR talent today! Call today! (504) 392-3665

Pro't call Invest in your career.
3700 Rue Delphine
New Orleans, LA 70114



**GREAT JINGLES
STATION ID'S**

Call or write for a free demo

CONTINENTAL RECORDINGS
210 SOUTH STREET, BOSTON, MA 02111 617-426-3131



Aircheck Factory

This month on AROUND THE DIAL visit WABC's ROSS & WILSON, Detroit's TOM SHANNON, W4's "Countryside" — and more. ATD #54 \$4.75 + \$1.00 shipping.

In the South it was the end of an era as the Big APE showed ITS "Countryside," and THE AIR-CHECK FACTORY was there to bring it to you. Narrated profile on cassette \$4.75 + \$1.00 shipping. Ask for a complete list of all past AROUND THE DIALs and profiles and a complimentary copy of the "Aircheck Factory Monthly."

TOM KONARD'S
Aircheck Factory
"Aircheck Acres"
Wild Rose, WI 54984

Contemporary COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to:
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead: Box 20093R, Long Beach, CA 90801 (213) 595-9588

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Decals, Bumper Stickers, Posters, PR Kits, Media Kits, Promo Items

We do it all, by the piece or by the kit, complete and ON TIME. From your art & copy, or we'll develop it all for you. FREE DETAILS — call or write now!

Action Decal, 320 E. 21st St., Chicago, IL 60616 (312) 842-4280



pro 't' call MANAGERS & PD'S

The book is out! Are you planning to make some changes? Pro't call has the talent you need to make you #1. All formats, news and sports. Inquiries are CONFIDENTIAL and our service is FREE to you. Call (504) 392-3665

Pro't call, 3700 Rue Delphine, New Orleans, LA 70114



You Need Promotions That Work!

Now, get them fresh every month in Promotions That Work, the Broadcasters' Promotion Digest. For free sample issue, send request on station letterhead to:

Promotions That Work
625-B E. Terrace Ave. or call
Fresno, CA 93704 (209) 226-5400



"Phantastic Phunnies"

Highly Respected! Hilarious! Original!

Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

ELECTRIC WEENIE.

RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

Dr. Don Rose, KFRC. "I depend on it more than any other." Gary Owens, KMPC.

"Aids the creative, helps the beginner"

FOR FREE SAMPLES WRITE

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



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Award-winning animated television commercial "Space Dancer" now available most markets. Quality animation customized for your station and budget. Free demo available on videotape.

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Want to relocate in a larger market? We have the JOBS. We have listings in all phases of radio operation. Don't be out of work again. Listing (1 time) \$5, (4 times) \$15.

Make check or money order payable to:
RADIO JOB FINDER, 8499 Sunset Blvd., Hollywood, CA 90069

KWST CHANGEOVER & More CLASSIC AIRCHECKS!

Classic issue /C-10 features the 1974 KWST BM to AOR changeover, KWST over the 10-year, and the 1981 KWST AOR to CHR change with a composite of the new staff. Also, KFVB/Elliott Field-1960, KFRC/Dr. Don Rose-1978, K100/Robert W. Morgan-1974, and 100Q/Machine Gun Kelly-1978. Cassettes \$10

CALIFORNIA AIRCHECK
P.O. Box 4408, San Diego, CA 92104

RADIO JOB OPENINGS

From Vegas comes the American Network to the Openings. By missing you probably missed over 3,000 additional job openings last year. 100 to 200 weekly. Disc Jockeys, Engineers, News Production, Programming, and Sales. Receive this computed list \$6.00 for one week SPECIAL — receive 4 consecutive weeks for \$12.50; you save \$11.50!!

American Radio Job Market
6215 Don Gaspar, Las Vegas, Nevada 89103

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

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Additional \$10.00 per week charge for Blind Box ads


Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!

For sample, write on station letterhead to: **O'Liners**
1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502



Current California AIRCHECKS!

Current issue #17 features KWST/Bobby Ocean, KYUU/Big Tom Parker, KFRC/Rick Shaw, KCBQ/Charlie & Harrigan, KFI/Dave Diamond, and new wave KNAC.

Cassettes \$5.00 Back issues still available!

CALIFORNIA AIRCHECK
P.O. Box 4408, San Diego, CA 92104


Tote Bags T-shirts

CANVAS INDUSTRIES, INC.
136 West 21st Street, N.Y., N.Y. 10011
Telephone 212-691-0001

lola's lunch

The most talked about Comedy Service in the industry. Complimentary snack: "LOLA'S LUNCH"

Call (313) 434-6142
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197



THE BACK PAGE

BREAKERS

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

LITTLE RIVER BAND

The Night Owls (Capitol)

64% of our reporters on it. Moves: Up 10, Debuts 34, Same 43, Down 0, Adds 51 including WFIL, 96KX, F105, CFTR, KRBE, 941, CKLW, KS95-FM, WGCL, KEARTH, 13K, KJR, KIMN, KXX106, WNCI. See Parallels, charts at number 29.

ELTON JOHN

Chloe (Geffen)

57% of our reporters on it. Moves: Up 58, Debuts 11, Same 27, Down 1, Adds 24 including WCAO, WPGC, KEZR, KJR, 92FLY, KBFM, WMAK-FM, WAYS, WL0L-FM, WNAF, WMEE, WDJX, FM102, WANS-FM, KILE, KKRC. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record Up on their charts, the number of new chart Debuts, how many stations held it the Same (on to on, add to on, 31-31), moved it Down on their charts or Added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. Indicates one of this week's "most added" new songs.

BALANCE "Breaking Away" (Portrait) 117/20

Moves: Up 50, Debuts 13, Same 34, Down 0, Adds 20 including Z93, Y100, Q106, 13K, KJR, KC101, WSGN, WSEZ, KSTT, WHOT, KKXX, WFOX, KPUR, KFJR, KYA.

ALABAMA "Feels So Right" (RCA) 116/10

Moves: Up 66, Debuts 10, Same 25, Down 5, Adds 10, JB105, KXOK, WBLL, Q106, WAKX, WNAF, WOHQ, KNBQ, WKXY, KYA, WCAO 17-12, Z93 23-18, 94Q 6-4, WNOX 3-1, WNAM 28-6.

STACY LATTISAW "Love On A Two-Way Street" (Cotillion)

102/4. Moves: Up 54, Debuts 3, Same 25, Down 18, Adds 4, KOFM, WNAF, WCGQ, WISE, WABC 5-5, Y100 8-7, KIQQ 13-10, WBLL 9-6, Y103 12-10, KX104 8-5, KGGI 6-4, 95XIL 8-5, 96SGF 10-6, WEAQ 2-1, KDZA 9-4.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 100/5

Moves: Up 49, Debuts 9, Same 36, Down 1, Adds 5, Q107, Q103, KC101, KEEL, WFMF, WBEN-FM 29-25, KRBE 6-5, KOPA on, WKEE 30-27, KEGL 13-8, KLAZ 23-19, WISM 29-24, FM103 22-21, KZZP 11-7, WACZ 30-23, KYA 30-25.

DEBBIE HARRY "Backfired" (Chrysalis) 89/15

Moves: Up 32, Debuts 14, Same 28, Down 0, Adds 15, WBEN-FM, WGCL, KRLA, KFI, WAQY, KEEL, Y103, WBBQ, WVIC, KSTT, KIDD, WGUY, WHHY, Z102, WSPT.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 87/14

Moves: Up 33, Debuts 17, Same 23, Down 0, Adds 14, Q107, K104, KBFM, WSGN, Y103, WAKX, KERN, KNBQ, K96, KRQ, 95XIL, WFLB, KDZA, KFSD, 94Q 28-25.

DARYL HALL & JOHN OATES "Private Eyes" (RCA) 85/84

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 84 including WABC, WBEN-FM, WFIL, CFTR, KRBE, Z93, 94Q, Q106, CKLW, KFI, KIIS-FM, KIQQ, KYXX, KPLZ, B97.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 79/23

Moves: Up 10, Debuts 12, Same 34, Down 0, Adds 23 including WBEN-FM, Y100, WFBF, WAEB, KINT, WAXY, WCSC, KIOA, KOFM, WISM, WJBQ, WCGQ, KKXL, KATI, KBOZ.

DAN FOGELBERG "Hard To Say" (Full Moon/Epic) 72/72

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 72 including WFIL, 94Q, Q106, CKLW, KXOK, KEZR, KYXX, Q103, KOPA, WKRZ-FM, CK101, Z104, KNBQ, WTSN, 96SGF, KYA.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 71/0

Moves: Up 29, Debuts 7, Same 27, Down 8, Adds 0, Y100 29-25, WGCL 17-14, WHFM on, WERC 26-23, WAXY 16-10, Y103 25-22, WTWR 25-22, KOFM 29-24, WOHQ 24-21, KERN 34-31, WHHY 20-19, WFLB 10-9, FM99 18-11, KCBN 10-9, KOOK 19-15.

RICK SPRINGFIELD "I've Done Everything For You" (RCA) 65/33

Moves: Up 3, Debuts 9, Same 20, Down 0, Adds 33 including WFI, Y100, CKLW, Q102, KIIS-FM, WTRY, WKEE, KHFI, WMAK-FM, WNCI, KERN, WHHY, KWLO, KCBN.

FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 65/30

Moves: Up 7, Debuts 9, Same 19, Down 0, Adds 30 including WFI, KEARTH, K104, WKEE, WJDX, WNOX, WCSC, WISM, WNCI, KJRB, 96XIL, WHHY, WISE, KFJR, KCBN.

AFTERNOON DELIGHTS "General Hospital" (MCA) 65/10

Moves: Up 26, Debuts 8, Same 21, Down 2, Adds 10, WGCL, KFRC, KINT, KBFM, WTX, KQ94, Z104, WKS, KCPX, WFBG, WFI 14-8, Q106 9-3, KIQQ 20-12, WTRY 17-3, WJDX 18-10.

Radio & Records

NATIONAL AIRPLAY/30

August 21, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
5	2	1	①	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
17	9	3	②	JOURNEY/Who's Crying Now (Columbia)
1	1	2	3	POINTER SISTERS/Slow Hand (Planet)
9	6	4	④	COMMODORES/Lady (You Bring Me Up) (Motown)
15	11	9	⑤	PABLO CRUISE/Cool Love (A&M)
10	8	8	⑥	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
7	5	6	7	JUICE NEWTON/Queen Of Hearts (Capitol)
22	16	11	⑧	S. NICKS w/TOM PETTY/Stop Draggin'... (Modern/Atco)
16	12	10	⑨	FOREIGNER/Urgent (Atlantic)
3	4	7	10	KENNY ROGERS/I Don't Need You (Liberty)
20	17	12	⑪	GARY WRIGHT/Really Wanna Know You (WB)
26	22	16	⑫	ELO/Hold On Tight (Jet)
28	24	18	⑬	EDDIE RABBITT/Step By Step (Elektra)
21	19	14	⑭	PAT BENATAR/Fire And Ice (Chrysalis)
2	3	5	15	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
29	25	20	⑮	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
-	30	23	⑯	SHEENA EASTON/For Your Eyes Only (Liberty)
-	28	24	⑰	MOODY BLUES/The Voice (Threshold/PolyGram)
30	27	26	⑱	BEACH BOYS/The Beach Boys Medley (Capitol)
4	7	13	20	AIR SUPPLY/The One That You Love (Arista)
25	23	22	⑲	ROBBIE PATTON/Don't Give It Up (Liberty)
19	18	21	22	GREG KIHN BAND/Breakup Song (They...) (Beserkley)
-	29	27	23	LULU/I Could Never Miss You (More Than I Do) (Alfa)
-	-	28	24	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
27	26	25	25	FRANKE & THE KNOCKOUTS/You're My Girl (Millennium)
-	-	29	26	KIM CARNES/Draw Of The Cards (EMI America)
-	-	30	27	REO SPEEDWAGON/In Your Letter (Epic)
-	-	→	28	ROLLING STONES/Start Me Up (Rolling Stones)
-	-	→	29	LITTLE RIVER BAND/The Night Owls (Capitol)
-	-	→	30	ELTON JOHN/Chloe (Geffen)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

- HALL & OATES "Private Eyes" (RCA)
- DAN FOGELBERG "Hard To Say" (Full Moon/Epic)
- LITTLE RIVER BAND "The Night Owls" (Capitol)
- CHRISTOPHER CROSS "Arthur's Theme" (WB)
- RICK SPRINGFIELD "I've Done..." (RCA)

Complete Regionalized Listings on Pages 22 and 23

HOTTEST

- ROSS & RICHIE "Endless Love" (Motown)
- JOURNEY "Who's Crying Now" (Columbia)
- S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)
- COMMODORES "Lady (You Bring...)" (Motown)
- FOREIGNER "Urgent" (Atlantic)

Parallel Listings Begin on Page 24

DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 63/3
 Moves: Up 27, Debuts 6, Same 26, Down 1, Adds 3, WHFM, 95XIL, KDVV, WBEN-FM 34-26, KRBE on, KBEQ 12-8, WAQY, 27-23, KEGL 25-22, WDJX 26-18, KNBQ 29-19, K96 30-22, WGUY 27-20, WSPT 25-19.

SQUEEZE "Tempted" (A&M) 62/2

Moves: Up 30, Debuts 4, Same 25, Down 1, Adds 2, K104, 95SGF, WFI 24-20, WCAO 7-7, Q107 16-9, WPGC 20-16, 94Q 30-24, KBEQ 8-6, WPST 16-11, WAQY 22-18, KEGL 28-23, KINT 29-24, KJ100 29-26, KCPX 31-28, KKLS 28-21.

AL JARREAU "We're In This Love Together" (WB) 57/13

Moves: Up 19, Debuts 7, Same 18, Down 0, Adds 13, Z93, KIQQ, KYXX, WFBF, KC101, WKEE, G100, WAAY, BJ105, WAYS, WIKS, WCIR, KENI, Y100 30-22, CKLW d-22.

JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 57/7

Moves: Up 19, Debuts 6, Same 24, Down 1, Adds 7, WPGC, CKLW, WNOX, WHEB, WHHY, KWLO, KENI, WHB 16-13, KPLZ 24-21, WFBF 22-19, KINT 26-15, WVLK 28-23, KSPZ 25-21.

NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 52/10

Moves: Up 6, Debuts 7, Same 29, Down 0, Adds 10, WFI, WSGN, WVLK, KERN, 14WK, KKXL, KSLY, KDZA, KATI, KOOK, KEZR on, WICC on, KINT 36-28, WFLB 28-24, WTRU 30-26.

Others Getting Significant Action

MICHAEL STANLEY BAND "Falling In Love" (EMI America) 44/3

Moves: Up 11, Debuts 6, Same 24, Down 0, Adds 3, KEEL, WOKI, WJBQ, WFI on, 96KX 24-17, 94Q on, KBEQ 20-16, KSFJ on, WAQY 31-27, WAAY on, WAKY 23-20, WDJX 30-20, KKLS 31-28.

SANTANA "The Sensitive Kind" (Columbia) 43/5

Moves: Up 9, Debuts 1, Same 27, Down 1, Adds 5, WPGC, KQ94, FM102, KJRB, KNBQ, WXKS-FM on, KRLA on, WAQY 16-13, WKEE 40-38, KINT 27-22, KJ100 24-22, WVIC 39-32, U93 d-27, WJBQ 28-24, KVOL on.

RICK JAMES "Super Freak" (Gordy) 41/6

Moves: Up 21, Debuts 4, Same 10, Down 0, Adds 6, WPGC, WCKX, KBFM, KEEL, KNBQ, KDZA, WXKS-FM 11-8, Q105 19-13, KEARTH 4-3, KIQQ 14-9, B97 14-7, KX104 27-12, KGGI 6-3, Z102 27-21.

ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 35/5

Moves: Up 4, Debuts 3, Same 23, Down 0, Adds 5, KPLZ, WTX, Y103, 95SGF, KATI, WFI on, KFI on, WBBF on, WKEE on, KNUS on, KINT 31-25, WVLK on, KCPX 34-30, WACZ on, KFJR on.

BLUE OYSTER CULT "Burnin' For You" (Columbia) 34/9

Moves: Up 8, Debuts 1, Same 15, Down 1, Adds 9, WDRQ, KHFI, Y103, KKXX, KNBQ, KLUC, WJBQ, WGUY, KRCL, WLS-FM 39-33, KBEQ 18-14, K104 21-16, WAQY 23-19, KJ100 13-11, FM103 17-14.

MICKEY GILLEY "You Don't Know Me" (Epic) 24/6

Moves: Up 9, Debuts 4, Same 5, Down 0, Adds 6, WZUU, KPLZ, WAYS, WIKS, KERN, KNBQ, WFIL 29-26, KIQQ d-38, KNUS 36-33, KEEL 19-17, BJ105 34-31, KOFM 25-19, WFBG 14-13, KVOL 26-25, KBOZ d-29.

EVELYN KING "I'm In Love" (RCA) 24/4

Moves: Up 10, Debuts 4, Same 5, Down 1, Adds 4, KIQQ, WTX, WBBQ, KX104, WFI d-26, WXKS-FM 7-5, Y100 on, CKLW 12-11, KEARTH d-30, KRLA 22-17, KIIS-FM 24-17, KFRC 23-15, KGGI 27-22, KVOL 28-26.