ISSUE NUMBER 398

THE INDUSTRY'S NEWSPAPER

SEPTEMBER 4, 1981

WFIL Converts From

CHR To Country

INSIDE R&R:

United Stations Signs American Satellite:

The new country network started by three former Mutual executives plus Dick Clark reserves two channels on Westar 2

Three Promotions At WUBE-AM&FM AS AM Changes Format: Cincinnati Country outlet converts to Music Of Your Life

Radio Reporter's **Protection Of** Source May Land Him Jail Term:

David Tragethon, working at two Grand Junction, CO stations owned by ex-President Ford. refuses to tell judge source of leak in murder trial gag order 4

Arbitron Hedges On Differential Survey

Treatment: Decides to continue current practices in ethnic retrieval just in case; other new developments also discussed

NBC in Satellite Deal With Scientific Atlanta:

Following ABC's order for dishes, NBC enters into a large-scale agreement for the receivers . . . 3

Station Drops "Number One Country" Slogan After Rival's Threat To Involve FCC: WQIO/Canton abandons slogan; Commission stresses factuality in quantitative claims

U.S. News & World Report Enters Broadcasting:

Newsmagazine buys program supplier Parkway Productions . . 19

Marketing Your Cumes Effectively: Radio stations can battle newspapers by deploying their cume data properly

Vince Faraci Elevated To Atlantic Sr. VP/Promotion:

VP receives additional recognition

AOR PD's Tell Their Own Success Stories:

WDVE, KLAQ, and KDUK enjoyed great ratings, and their PD's relate how it happened in their own words

CENTURY PLANNING LEGAL ACTION

St. Louis Book Reissued

A revised Spring '81 Arbitron report for St. Louis has been mailed to the market, but a controversy between the Doubleday and Century Broadcasting companies still lingers. The reissue involved Arbitron correcting 72 diaries in which credit was inadvertently given to Doubleday's AM KWK rather than to its FM, WWWK. The new book gives WWWK a total week 12+ share of 7.9, just one-tenth of a share ahead of AOR competitor KSHE, owned by Century. Lynn Christian, VP of Century, told R&R that as a result of the situation his company is contemplating 'legal action against both Arbitron and Doubleday.'

Identifier Confusion

Part of the reason for the attitude at Century, and for the possible diarykeeper confusion, is Doubleday's former use of the onair identifier "KWK Stereo" for its AM station. Century went to the FCC asking for action requiring Doubleday to stop using this identifier, and according to Doubleday Broadcasting President Gary Stevens, "We immediately stopped after we received word from the FCC." However, the Doubleday stations continued to submit the slogan to Arbitron for diary crediting, an action which Century feels "involves complicity on the part of Arbitron."

Because of the possible diarykeeper confusion, Arbitron implemented a special edit procedure several sweeps ago. Entries that involved the AM calls but mentioned the "FM" suffix or the FM dial position were given entirely to WWWK's estimates. Christian responded, "As Arbitron clients we should have been informed of special edit procedures that could hurt us financially." The special edit was not followed fully in 72 diaries this ST. LOUIS/See Page 19

HEADQUARTERS MOVED TO ATLANTA

Davidson Becomes VP/GM For Gannett Broadcasting Group

Jeff Davidson has been elevated to Vice President/General Manager for the Gannett Broadcasting Group, coming from his previous post as President/General Manager with Gannett's WXIA-TV/Atlanta, a position he had held since 1976.

Concurrent with Davidson's promotion, Gannett announced that it would shift the headquarters of its broadcasting group from Denver to Atlanta.

Commenting on the promotion and relocation, Gannett Broadcasting Group President Al Flanagan said, "Jeff has a proven track record as an aggressive and

effective manager during his 19 years in television. Now he will have an opportunity to use that expertise to assist me and help our local managers further improve their stations."

ENDS 15-YEAR ERA

CHR format of the past 15 years in

favor of Country, effective Friday

(9-4). WFIL President/GM Jim

De Caro, who made the announce-

ment, attributed the change "to

the fractionalization from other

stations with the same (CHR) for-

WUSL, switched to Country in Ju-

ly," De Caro continued, "and has

"WFIL's sister FM station,

Joining Flanagan and Davidson in the new Atlanta headquarters will be Gannett Sr. VP/Finance GANNETT/See Page 19

had good response to the move from listeners. This town is ripe WFIL/Philadelphia dropped its for a well-programmed country sound on AM too. Country music is the format of the '80's, favored by 14 percent of today's listening audience."

Dean Tyler, WFIL Program Director, told R&R he would stay on as PD, noting that he had never programmed Country before, but had done country shows.

"It is a very interesting and exciting change for WFIL," said Tyler, adding that WFIL "will be more personality-oriented than WUSL, with more of a news commitment and a broader playlist, but with quicker rotation. The move really makes a whole lot of sense to me. I'm looking forward to the change and the challenge."

Staff Shakeup

In the wake of the announcement, several WFIL staffers have exited, notably morning man Don Cannon (a five-year station vet), WFIL/See Page 19

STEDMAN NEW WLW PROGRAMMER

Cooper Exits WLW For KULF PD Post

George Cooper has resigned as PD of WLW/Cincinnati to accept the program director's job at KULF/Houston. KULF General Manager Dick French told R&R, "I'm pleased to announce that George Cooper will arrive officially on September 8. George brings to KULF the talent, the skills, and the track record of one of the finest programming men in con-temporary radio today. We're privileged to have his expertise to lead us down the road from here. If you put WLW and KULF sideby-side . . . there are a lot of parallels between the two stations. The differences, which can be easily pointed out, are the ratings. Geroge will be the decision-maker on the final product that goes over the air and the personnel involved in doing it. Incidentally, George is from Texas.

In the past he programmed WOAI and KONO in San Antonio."

Filling the vacancy created by Cooper's departure from WLW is former WKQX/Chicago programmer Bill Stedman. Stedman commented to R&R, "WLW is the nation's station - one of the most COOPER/See Page 19

Peters Named

PD At WEEI-FM

Boardwalk Promotes Biegel, Kranzberg



Irv Biegel

Boardwalk Executive VP Irv Biegel has been promoted to the position of President/Chief Operating Officer, and Promotion VP Scott Kranzberg has been pro-moted to Senior Vice President.

Commenting on the restructuring, Boardwalk founder and Chief Executive Neil Bogart said, "Knowing that Boardwalk's daily operation is in such capable hands has freed me to pursue the development of other projects for the company. The day-to-day decisions at Boardwalk will be shared by the leadership team we've developed. My five-year association with Irv Biegel and my year's experience with Scott Kranzberg



Scott Kranzberg have convinced me that their contributions will continue to

BOARDWALK/See Page 19

FOUR OTHER KEY EXECUTIVE POSTS FILLED

New CBS Network Names Kipperman VP/GM

Robert Kipperman has been appointed Vice President/General Manager of CBS Radio's new Radioradio network. Kipperman comes to the net from the CBS Television Network, where he had been VP/Eastern Sales since November 1979. He joined CBS in 1968 as an account executive for

the radio network, moving to CBS-TV two years later.

Kipperman told R&R, "I'm both excited and challenged by my return to CBS Radio at the helm of its new network, Radioradio. This new venture into younger adultoriented programming is an im-CBS/See Page 19

Rick Peters, Program Director at Love 94(WWWL)/Miami for the past 34 years, has been named PD at WEEI-FM/Boston. Commenting on his shift from one "soft AOR" station to another, Peters told R&R, "The radio stations are incredibly similar so far as their positioning is concerned. A lot of the strategies and marketing concepts done in PETERS/See Page 19

Get "Lucky" This Week

"A LUCKY GUY"
New From
RICKIE LEE JONES

Produced by Russ Titelman and Lenny Waronker



On Warner Bros. Records



Duke Hamilton

Three WUBE-AM&FM/Cincinnati staffers have been promoted to new positions at the stations. Current WUBE-AM & FM Program Director Paul O'Brien has been elevated to the newly created position of Operations Director for both stations. O'Brien joined WUBE in 1972, becoming PD in 1979.

Duke Hamilton, who has been Music Director for the stations, will become Program Director for WUBE-FM. In the third

Mike McCoy

appointment, WUBE-AM personality Mike McCoy was named Program Director of WUBE-AM.

WUBE/See Page 19

NBC Signs Deal With Scientific-Atlanta

A letter of intent between NBC Radio and Scientific-Atlanta to supply digital earth stations upon demand to NBC affiliates was agreed upon early this week. Negotiating for NBC was Executive VP/Network Development Chuck Renwick. Following ABC's similar announcement two weeks ago, NBC's potential demand for 350 earth stations for its regular net and 175 for the Source bring Scientific-NBC/See Page 19

Advisory Council Meeting Revives HDBA, Freezes Monthly Data

The Arbitron Radio Advisory Council met with Arbitron executives in Seattle last week, focusing on the future of Differential Survey Treatment and the controversy over monthly ratings data.

Arbitron agreed not to eliminate the High Density Black Areas around the country until 1982. Differential Survey Treatment will still begin in 1982, but the removal of HDBA will be postponed. Arbitron's Mike Membrado told R&R, "We feel this will give us a chance to test the impact of DST before we eliminate the HDBA's.

The Council put on record its opposition to the release of monthly data from Quarterly Measure-ment surveys, and suggested that such data not be released until after the end of the survey, if at all. Ar-ARBITRON/See Page 19

WBCS Adds Art Roberts For Afternoon Drive

Art Roberts joined Country'-formatted WBCS/Milwaukee in afternoon drive Monday (8-31).

Roberts, a longtime Chicago personality at WLS and WKQX, commented on his move to WBCS, "WBCS is personally my favorite radio station in Milwaukee. When the opportunity presented itself, I snapped it up. I want to become a friend to my listeners. I want my show to be a part of Milwaukee. I plan to do a different show every afternoon and minimize repetition."



Art Roberts ROBERTS/See Page 19



A Prisoner Of Pepsi

That's what WQDR/Raleigh air personailty John Lisle became in an effort to raise money for muscular dystrophy. John barricaded himself inside a glant house constructed of over 48,000 cans of soda at a Raleigh shopping mall. He broadcast his show live from inside the "house of Pepsi," stumbling out 41/2 days later having sold all the cans and exhausted his supply of video games and old TV movies on cassette. M.D. gratefully accepted a check for over \$3000 from WQDR's unusual

ADAMS HEADS KFDI OPERATIONS

Pirwitz Named Group PD For Great Empire

Don Paul Pirwitz has been promoted to Group Program Director for Great Empire Broadcasting Inc., the Wichitabased operator of Country stations KFDI-AM & FM/Wichita, KTTS-AM & FM/Springfield, MO; KYNN-AM & FM/Omaha; KWKH & KROK-FM/Shreveport; and KRBQ/Denver. Pirwitz most recently served as PD for KTTS, a position he had held for PIRWITZ/See Page 19



Don Paul Pirwitz

Faraci Elevated To Sr. VP/ **Promotion For Atlantic**

Vince Faraci has been promoted to Senior Vice President/National Promotion for Atlantic Records.

A 12-year veteran of the label. Faraci most recently served as Atlantic's VP/Promotion.

Commenting upon the announcement, Atlantic Exec. VP/GM Dave Glew said, "Since last year, Atlantic has been enjoying one of the hottest streaks in the company's history. This promotion serves to recognize Vince's close involvement in our successes. His dedication and



professionalism have helped make Atlantic Records the power that it is in the industry today.

Pantonini New Creative Services **Director For ABC Enterprises**

Pat Pantonini has been named Creative Services Director for ABC Radio Enterprises, moving from a similar position at WABC/New York. Rick Sklar, ABC's VP/Programming, in making the announce ment, said, "We are proud to have an individual with Pat Pantonini's experience and award-winning background in advertising and promotion join the ABC Radio Enterprises team. His tenure with WABC PANTONINI/See Page 19

R&R To Observe Labor Day Holiday

The Los Angeles and Washington offices of Radio & Records will be closed Monday, September 7 in observance of the Labor Day holiday. R&R will resume normal business hours on Tuesday, September 8.



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this week...

IS POOR LOCAL PROGRAMMING PUTTING **RADIO IN DANGER?**

Washington communications attorney Victor Ferrall believes radio is not supplying a strong local alternative to impending national audio/visual information services.

VICTORY FOR V103 IN ATLANTA

PD Scotty Andrews competes with pop stations as well as Black outlets, with considerable success.

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GOOD NEWS REPORTERS ARE WORTH KEEPING

When a station finds a reporter who gives that extra effort, it should make extra efforts to keep that reporter happy.

Page 20

WROW-AM&FM COVERS EASY LISTENING SPECTRUM

The Albany stations have 20 years of Beautiful Music history and a newly-evolved Easy Listening format on the AM.

Page 21

WWWW WINS FIRST TIME OUT

PD Dene Hallam explains how the former Detroit AOR changed format and took the Country lead.

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THE ADVANTAGES OF STABILITY IN RADIO

KOY/Phoenix's Dan Armstrong provides the perspective of 13 years at one station.

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KSTT DOMINATES DAVENPORT

The longtime CHR AM bosses the Quad Cities with a full-service approach.

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Washington Report

D.C. Current

In All Fairness... "Unfavorable references to a person's intelligence, education or ability are not personal attacks, no matter how insulting they may sound," the FCC advised Milwaukee Mayor Henry Maier last week as it dismissed his complaint that WTMJ-AM & TV and WKTI-FM/Milwaukee aired falsehoods, one-sided coverage, and personal attacks on him in editorials about a city labor dispute. Editorial opinion is protected free speech and the mayor didn't prove his charges, the FCC ruled Also last week, the FCC upheld a prior ruling that KBFL/Buffalo, MO did not violate the Fairness Doctrine by choosing not to cover a local bond issue referendum. Except in rare cases, the Commission said. "The selection of issues for airtime is left to a station's discretion" . the Commission also upheld a decision clearing KVIP/Redding, CA of a religious group's charge that it was attacked in a sermon on humanism. According to the FCC, the group failed to prove humanism is a controversial local issue or that "an identifiable person or group" had been attacked.

Hold On Deregulation?

. . The chances of any radio deregulation bill clearing the House this fall have been all but ruled out by an aide on Tim Wirth's Telecommunications Subcommittee. "What I'm saying now is that it's dubious," Roberta Weiner told R&R, explaining, "We are going to have our hands absolutely full with common carrier legislation and with foreign corrupt practices. I think they'll start to think about broadcast and cable when they come back (in January)." However, one NAB official noted that there were "assurances" of progress this fall when deregulation was dropped from the budget bill. (The action on this bill doesn't affect FCC's deregulation, now in effect.)

NTIA Keeps Low Profile . . . Relatively little has been heard from the National Telecommunications and Information Administration (NTIA), which, under Henry Geller, advocated such things as new classes of FM's and 9 kHz. Bernie Wunder, new administrator, has stopped peppering the FCC with filings, reportedly because he wants to keep a low profile. Also, seven of the 10 lawyers who write the filings in the NTIA's General Counsel's office have quit recently and have not been replaced.

How Does Group W Spell Relief?...Westinghouse wants the FCC to grant a tax certificate, redeemable for a big capital gains tax break, on its sale of WMJX/Boston (formerly WBZ-FM) to Greater Boston Radio. The sale is eligible, Group W claims, because it breaks up a grandfathered AM-FM-TV combination, furthering FCC diversity of ownership goals.

A Place Out Of The Sun... Extended service for daytimers was the topic Tuesday at a meeting of the top level officials of the FCC, NTIA, NAB, and the Daytime Broadcasters Association. Pleased with the session, NAB Executive VP/GM John Summers told R&R, "There's a commitment to daytimers at the FCC that hasn't existed previously." He expects the FCC to undertake some studies and eventually propose real relief. Given scant attention at the meeting was the NTIA's petition, filed last week, to give daytimers an extra 30 minutes of airtime in both AM and

RAB's Business Backgrounders . . . The RAB this released "Instant Background," a volume containing two-page descriptions of 75 types of business designed to help radio salespeople get a quick working knowledge of clients and build rapport. First-time businesses covered include video stores, computers, daycare centers and the fireplacewoodstove industry, with data ranging from characteristics and best customers to when business occurs and cash vs. credit sales,

Cleaning Up "The" Act... A wish list of legislative changes is being drafted by the FCC in hopes of bringing the Communications Act up to date. "There's a lot of stuff that's been in there since 1934 that's pretty passe," according to Jackson Lee, new head of the FCC Legislative Unit. Most of the proposed changes will be technical. Lee said. The list will soon be forwarded to Capitol Hill, after each Commissioner has had a look at it.

SHOULD THE FCC CARE?

"Number One Country" Slogan **Dropped After Rival Complains**

A dispute between Canton, OH's two AM Country making "deceptive claims." rivals ended last week when WNYN withdrew its demand for FCC sanctions against WQIO for using the slogan "Number One Country" without hard evidence to back

WQIO said it was unaware of any rule violation and dropped the slogan when WNYN asked the

Commission to order the phrase off the air or start proceedings to revoke the station's license for

Radio Reporter Protects Source, Faces Jail Term

David Tragethon, a 24-year-old reporter at KIUP & KRSJ-FM/Durango, CO, faces a \$500 fine and an indefinite jail term for refusing to tell a judge how he learned that two suspects in a shooting murder had confessed. The stations are owned by former President Gerald Ford and Leonard Firestone, who served as Ford's Ambassador to Belgium.

Judge Al Haas wants to know whether any court or law enforcement personnel violated his gag order prohibiting release of details on the case by furnishing information to Tragethon and a reporter for the Durango Herald.

Colorado, where no reporter has been jailed for protecting a source since 1961, has no shield law, so Tragethon and his print colleague are claiming protection under the First Amendment. Penalties against the two have been postponed pending court action this week (9-3) on their request for a new hearing on their contempt cita-



David Tragethon

KIUP & KRSJ VP/GM Karen Maas told R&R the decision to protect the source is Tragethon's own, but she is backing him up, as are President Ford and Leonard Firestone, who are being kept abreast of developments by Maas.

Commenting on the case, President Ford told a recent press conference in Durango, "I think there ought to be some resonable legislation on the state and federal level that would give confidentiality a very, very high priority.

Arbitron, FCC View Slogan **Disputes Differently**

Arbitron is only concerned with slogans that are identical, or close enough to cause confusion in the minds of listeners. The firm does not mediate disputes, but expects stations to resolve conflicts among

The FCC, on the other hand, is not interested in confusion, but wants to make sure that quantitative claims are based on fact and do not involve any misrepresentation of survey results. Acting Complaints and Compliance Division Chief Steve Sewell told R&R, "If you say something to indicate ratings such as 'number one station in the area' (a quantitative claim), and in fact you're not, or you're number one among midgets listening from 2:45 to 3:00am, then you'd better qualify it. If you say 'the best country 'n' western station in the whole damned country' (a qualitative claim), nobody's going to question that.'

Sewell added, "In a deregulatory era, a basic question is should we care about misue of survey results? That's one of those areas I hope the Commission will look at very closely."

(Editor's note: The Canton case involved an alleged lack of documentation, rather than any misrepresentation or misuse of

R&R TALKS WITH VIC FERRALL

"The Wire" Localism Is Radio's Weapon Against Death By

Washington Communications Attorney Believes Radio's Local Service Is Poor; New Deregulation Bill Will Die In The House; Abolishing Form 324 Would Be "Tragic Mistake"; Tough Sledding For Multiple Ownership Changes

Senator Bob Packwood (R-OR) often talks about "the wire" that will someday bring an almost unlimited stream of audio and visual services into every home in America. That wire may strangle broadcasting, unless radio and television start doing a better job of providing unique services to local communities, according to communications attorney Victor Ferrall of the Washington firm Crowell & Moring.

Ferrall's views are backed up by 18 years in communications law, preceeded by service in both Justice Department's antitrust division and the late Senator Estes Kefauver's antitrust subcommittee.

Will The Wire **Make Radio Irrelevant?**

Ferrall poses the question, "Once the wire is in, what reason is there for preserving the integrity of local outlets if all they are is funnels for non-local programming? It becomes just a silly way to distribute stuff. Radio has a special capability and that is to be local, and it needs to do that if it wants the support of Congress.'

Poor local programming diminishes the industry's credibility with Congress, Ferrall believes, and Congress is the body he says will decide the ultimate fate of broadcasting. "Broadcasters have always known that politicians need them. But sometimes

they've been less than clear that they need politicians."

For instance, he asserts that the lowest-unit rate for candidates was the direct result of broadcasters refusing to sell politicans anything but "triple gold-plated time. " He also points to a 1980 court decision by federal judge Abner Mikva, who dealt with stations extensively during his years as an Illinois congressman. "He

"Radio has a special capability and that is to be local, and it needs to do that if it wants the support of Congress.'

was still sore," says Ferrall. "You could see it in his decision.

Ferrall also faults broadcasters for paying little attention to S. 298, the common carrier bill currently in the Senate that would open up competition to AT&T. If that bills brings "the wire" closer to reality, Ferrall warns broadcasters,

"then the telephone bill is your bill and you'd damned well better be concerned about it. This neat cleavage between broadcasting and common carrier may have been real 40 years ago, but today the difference is insignificant.'

Fall Deregulation, **Multiple Ownership** Changes Unlikely

On other topics, Ferrall predicted: Any new radio deregulation

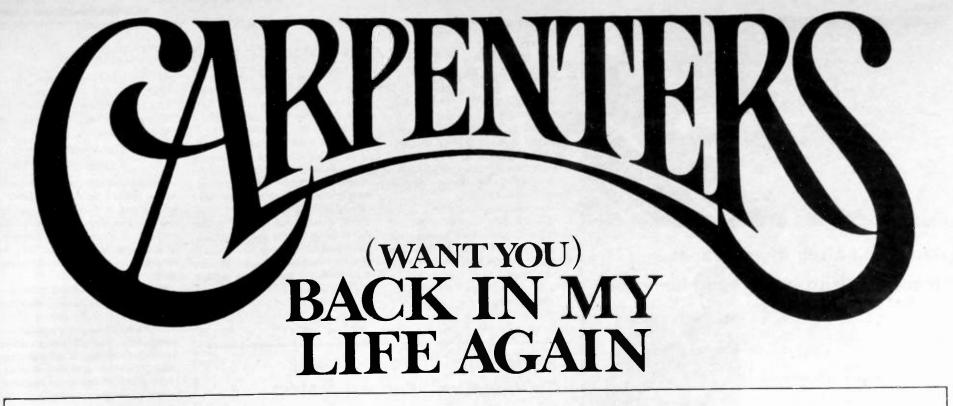
bill will die in the House this fall.

· Chairman Fowler will have trouble changing the 7-7-7 ownership rule because some limit has "broad general appeal."

• The demand for radio stations, even daytimers, will continue to be high despite 20% interest rates and sagging profits.

• Pressure for new stations will slacken now that the Ferris "more of anything is better" philosophy is gone.

· More major corporations will buy up expensive broadcast properties as a defense against foreign or hostile takeover bids.



The message is clear, radio listeners all over America want the Carpenters back in their lives again. On the heels of the multi-format hit single "Touch Me When We're Dancing" comes the definitive new single from Richard and Karen Carpenter, "(Want You) Back In My Life Again."

The New Single "(Want You) Back In My Life Again."

CARPENTERS
...BACK IN
RADIO'S LIFE
AGAIN WITH
MUSIC...



MADE IN
AMERICA
ON A&M
RECORDS
& TAPES



PRODUCED BY RICHARD CARPENTER Management: Management Three

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WCAO KINT
WFBR KHFI
WHYN WVLK
KNUS KIOA

KIOY WJBQ WFLB WXLK

FM99 WMGK WBEN WCCO-AM WIP WLTA WSB WGN WLW KMBZ KEX WDEF WFTL WDBO WRVA WACI WDIF

Bang & Olufsen Intros Tape Recorder With Improved Headroom



Bang & Olufsen's "Beocord 8002" is a tape recorder designed for use with the firm's "Beosystem 8000" computer-directed stereo component system. The "Beocord 8002" incorporates redesigned "Dolby" HX circuitry providing a dynamic bias control that operates independently from any special noise reduction circuitry

This feature allows the "Beocord 8002" to offer up to 7dB increased headroom at 10kHz, meaning that ferric tapes recorded with the "Beosystem 8002" give essentially the same performance as normally recorded metal tapes. The system treats right and left channels separately. Because it operates independently of any noise reduction system, this circuitry is applicable for commercial recording purposes as well as for home recording.

in addition to this exclusive feature, the "Beocord 8002" contains a micro-computer to provide a real time measurement and reference system. Furthermore, the unit can be programmed to turn itself on for either recording or playback at a given time

Instant Tape Access

An illuminated display panel enables you to locate at a glance a particular segment on a tape being played or recorded. Access to any location on the tape can be achieved electronically as well. Here's how it works:

By simply touching keys (1-0-0-8, for example) on the unit's control panel; the tape automatically winds up to the segment that is 10 minutes and eight seconds into the tape.

The "Beocord 8002" also contains a four-second automatic pause feature as well as a single combination "Sendust" (Iron, aluminum, and silicon) tape head to avoid alignment problems. The unit can be used with metal tapes as well. For further information, contact Bang & Olufsen of America Inc. at 515 Bucse Road, Elk Grove Village, IL 60007

Ten Tips To Combat Jet Lag

That bane of the 20th century, that peculiar travel fatigue known as "jet lag," is a common problem among those whose business demands they spend a fair share of their time airborne, relentlessly criss-crossing time zones

However, jet lag can be overcome, or at least its effects significantly reduced, claims Dr. Anthony Turner, Senior Overseas medical Officer for British Airways, who offers these ten tips for weary travelers:

1) If possible, get a day flight that will see you arriving at your destination close to your normal bedtime

2) Try to relax during the 24 hours prior to a long flight.

Communication Graphics inc

3) Cut down on smoking before and during your flight.

4) Avoid excessive alcoholic consumption while on the flight

5) Do consume plenty of liquids while on the flight, however

6) Stay away from fried or fatty foods just before and during the flight. 7) Wear loose-fitting, comfortable

clothing and shoes. 8) Remember to take lightweight but warm clothing with you.

9) Insist on 24 hours rest after any flight that involves more than five hours of time change.

10) If your flight crosses more than one time zone, carry a mild laxative and even a mild sleeping drug.

"Brand Personality" — More Than Just A Buzzword

A couple of years ago, it was "positioning," last year it was "psychographics," and this year tioning." Madison Avenue's favorite buzzword is "brand personality." According to a recent article appearing in the Well Street Journal, many advertising experts claim that a brand's 'personality" is equally as important as the product Itself.

Obviously, a radio station is a product, each with its own brand personality. Consider the following statement from Young & Rubicam Creative Director Frazier Purdy and how it relates to your radio station: "In today's marketplace," Purdy says, "product categories are packed with competitive entries that seem, for all practical purposes, to be very much

alike." Because there's often little difference between ads for competing products, Purdy points out that "the most distinctive thing about a brand may well be its personality.

But what is brand personality? Simply stated, it's how people feel about a brand (Instead of what the brand does). Put another way, brand personality exists when a consumer says "that's my kind of product," rather than "I need that product." Grey Advertising asserts that a properly developed brand personality not only results in purchase motivation, but also in "a friendship between the product and the consumer.

Who has brand personality? Among lighters, "Bic" does (and "Cricket" doesn't). "Marlboro" cigarettes do,

Hot-Tub Clubs Bubbling

Under U.S. Mainstream

Hot Tub Club," and "Hot Tub Fever,"

California, with "Hot Tub Fever,"

private room with hot tub, sauna,

stereo system for its \$10-an-hour fee.

establishment called "The Soak" just

opened in Santa Fe, NM) with en-

trepreneurs reportedly setting up

clubs in most major metros. So far, the

hot-tub clubs' biggest obstacle for

growth lies in their Image problem,

which is viewed as similar to massage

parlors - a trend which peaked a few

The trend is spilling eastward (an

and "Pall Mall" cigarettes don't "Charmin" toilet tissue does, but "ScotTissue" doesn't. Neither do "Wyler's" powdered beverages, but 'Kool-Aid" has it.

The Product Personified

Brand personality can also be seen as the product personified. "Jell-O," for example, is described by one ad exec as "that very nice lady who lives next door. She's not too old-fashioned. loves children and dogs, and has a littie streak of creativity, but isn't avant-

Because the concept of brand personality is relatively vague, consumers often have difficulty putting these brand personalities into words. To circurrent this, Young & Rubicam asked interview subjects to pretend they were "Chee-Tos" and "Fritos" snack chips, and to discuss certain situations where they might be served. Another study asked consumers to associate headache remedies with famous people - "Excedrin" was most often linked to Richard Nixon.

Once personality has been defined, it can then be used to determine such features as the tone, spokesperson, and locale for advertising. A word of caution here - stepping out of a brand's character can lead to disastrous sales slides. The mark of an effective brand personality is if the brand name were removed from the commercial, the consumers could still tell you the name of the product. Can they say that for your station's ads?

Sharp's Double Cassette Deck

The "GF-77," manufactured by Sharp Electronics, is a portable AM/FM stereo radio/cassette player that sports a double cassette



mechanism which allows you to record from one cassette to another

Additional features include softtouch operation, noise reduction, metal tape capability, automatic dubbing with mike mixing, variable echo, super woofer attenuators, ALC or manual recording, timer stand-by, full input/output facilities, and separate bass, treble, and balance controls. Price: \$799.95.

Harris Adds Word Processing To "Autotron" Business System

The "Autotron," Harris's business automation system, now incorporates word processing, allowing broadcast stations complete data processing and office automation capabilities.

One of the many ways in which the "Autotron" can be used is to automatically create letters or documents using the device's already established database for names, addresses, and statistics, thus eliminating the need to maintain a separate or additional database for the word processor.

Each "Word Processor Work Station" features a typewriter-style electronic keyboard, a 12-inch diagonal non-glare screen with vertical and horizontal scrolling, and prompting messages that appear on the screen to assist the operator during data input.

The word processing system includes a "DPS" six letter quality printer which permits use of 10 or 12-pitch and multiple type fonts. The printer is also capable of handling up to 160 character lines in the 12-pitch configuration and is available with a cut-sheet feeder and forms tractor.

Basically, the word processor is designed to be used in creating form letters, contract preparation, writing recurring reports, and other common, repetitive office tasks. For further information, contact Eric Jacobsen at

The L.A.S.T. Sound Preservation Kit

The latest method to reduce distortion and projong record life is called the "L.A.S.T." (an acronym for Liquid Archival Sound Treatment). Unlike other products currently on the market, "L.A.S.T." is not a lubricant nor an anti-static treatment. instead, "L.A.S.T." bonds with the record's vinyi, creating a new surface. Reportedly, even new records sound better after an application.



"L.A.S.T." is easy to use. First you clean the disc with a solution from one of the two bottles by applying the solution to a narrow pad which is held along the record while It is in motion. Then you apply the preservative from the se-

cond bottle in the same manner. Each "L.A.S.T." Is said to treat about 70 records, each for 200 plays. Priced at about \$19.95, "L.A.S.T." available from Gamma Omega Associates Inc. at P.O. Box 41, Livermore, CA 94550.

YEARS AGO TODAY

Radio&Records



years back.

JOHN LUND NAMED PD AT WISN/MILWAU-



LES ACREE BECOMES PD AT WKDA/NASH-



NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" - Elton John & Kiki Dee (Rocket)



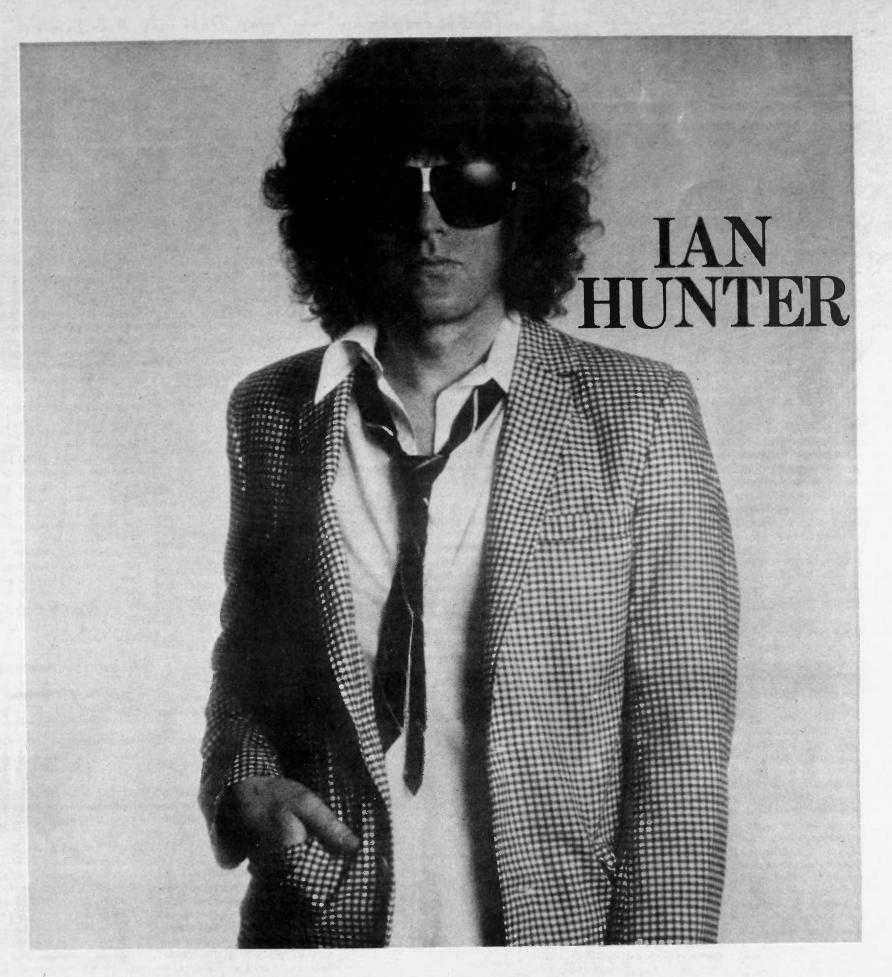
NUMBER ONE COUNTRY: "(I'm A) Stand By My Woman Man" — Ronnie Milsap (RCA) NUMBER ONE LP: "Spitfire" - Jefferson



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better at such a terrific price!





"I Need Your Love"

the first single from the album Short back n'sides

Watch for Ian Hunter on tour.

Chrysalis Records and lopes

The single CHS 2542 The album CHR 1326

Produced by Mick Ronson & Mick Jones

Munugement: The Cleveland Entertainment Company

Networks/Program Suppliers





KING'S SIX TO RKO 2 — Pictured penning the pact that affiliated six King Broadcasting stations with the recently-created RKO 2 radio network are (left) RKO Radio Networks President Tom Burchill and (right) King Broadcasting VP/Radio Jim Kime. The six King properties included in the agreement are KING/Seattle, KYA and KLHT-FM/San Francisco, KGW/Portland, OR; and KREM-AM&FM/Spokane.

Among the other 50 charter affiliates announced by RKO 2 are: WOR/New York, KHJ/Los Angeles, WSNI-FM/Philadelphia, WRKO/Boston, WOMC-FM/Detroit, WGMS-AM&FM/Bethesda, MD; WKSW-FM/Cleveland, WCAO/Baltimore, and KMBZ/Kansas City.

Along with the 56 charter affiliates, RKO 2 reported that the following advertisers had signed on with the net: Champion spark plugs, Sears, Dow Jones, Pocket Books, Ford, General Motors, Craig stereo, Whitman chocolates, K-Mart, Borden Inc., Goodyear Tire & Rubber, General Mills, Lincoln-Mercury, the Kinney Shoe Corp., and several other firms.



Mighty Minute Programs

"Stick It In Yer Ear," a one-hour weekly newsmagazine designed for AOR radio, is currently available from the San Francisco-based Mighty Minute firm. Briefly, "Stick It In Yer Ear" consists of interviews with recording artists, a weekly wrap-up of rock news, a "Whatever Happened To..." section devoted to rock bands of the past, a segment spotlighting new artists, and a "Concert Line" listener comment feature. For further information, contact Mighty Minute at (415) 788-1233.

The Creative factor INC

Geno Cioe, Philip Fond, Richard Crockett, Ray Broedei, and Chet Miller have joined the firm's Video Marketing Division as salespeople. All five are currently on the road pitching the Creative Factor's recently-formed in-hotel room video network to local advertisers.

century21

The Dallas-based Century 21 programming supplier has purchased Sacred Sounds Inc., a Riverside, CA-based producer of radio programming. Currently, there are 26 stations broadcasting Sacred Sounds' three religious formats. Most of the stations are automated, using musical styles ranging from Beautiful Music to Country/Gospel to Easy Listening to contemporary Christian music.

This is the third purchase of a syndicator by Century 21 this year, and brings Century 21's list of clients to 230 stations. For further information, contact Century 21 at (214) 934-2121.



KWG/Stockton, CA and KTRQ/ Ephrata, WA have signed on as affiliates.

United Stations

United Stations, the recentlyformed partnership between three former Mutual Broadcasting executives and Dick Clark, will deliver a 24-hour Country music format via satellite (as forecast in last week's R&R "Street Talk" column) that will be quite different from the Satellite Music Network which debuted this week. In an exclusive interview with US's new President, Nick Verbitsky (former Mutual Sr. VP), R&R learned that United Stations, which signed this week with the American Satellite Co. for two 15 kHz channels on Westar 2/Transponder 3, would:

- · Not be a turn-key operation.
- Stress localism with 20 windows per hour triggered by satellitedelivered cue tones.
- Help keep AM alive by emphasizing the new Country format, capitalizing on qualitative research to overcome the "disappearing negative country mvth."
- Has a target start date of January, 1982.
- · Will not be for small markets.
- Will not ask programming executives to do airshifts.
- Will take two cume-minutes per hour plus a monthly subscription fee.
- Will include Ed Salamon's (ex-WHN/New York PD and new US VP/Programming) "guest DJ" appearances.
- Will use Dick Clark only in marketing efforts, for philosophical discussions, and to produce TV and promotional aids.

US's emphasis will be on building ratings and gross revenue and not doing away with personnel, Verbitsky stressed

WESTWOOD ONE

The premiere of the firm's "Off The Record Special," which featured host Mary Turner interviewing Rolling Stones' guitarist Keith Richards, was, listened to by more than 25 million Americans, according to a survey conducted by R.H. Bruskin Associates.

In addition, the firm's "Live From Gilley's" syndicated show, airing the weekend of June 5-7, reached an estimated cume audience of more than 20 million, with a 12.8 share for adults 18-plus (and a 17.1 cume for adults 18-24)



Beginning September 6 and running through the last regular season game (December 20, 1981), the net will broadcast hourly NFL update scoreboards. These 90-second reports will include partial scores and details of scoring as the games progress, airing at :55 after each hour from 1:55pm through 7:55 pm each Sunday.





ROCKIMNROLL RADIO — Seen on the scene celebrating the conclusion of the 90-minute live-in-stereo satellite special broadcast of the Greg Kihn Band from the Ritz in New York are (I-r, first row) group's Larry Lynch, Starfleet Blair's Sam Kopper and Greg Kihn; (I-r, standing) Starfleet Blair's Harriet Bellush and Joseph Mirabella, group's tour manager Victor Rocke, group's Gary Phillips, WPLJ/New York's Pat St. John and Carol Miller, Elektra/Asylum's Ralph Ebler, MTV's Mark Goodman, and E/A's Rick Alden. The special was broadcast live over 75 AOR stations across the country, with radio production handled by Starfleet Blair's mobile unit.



Mutual

A new three-month \$250,000 sports package began airing during morning and afternoon drive time Monday (8-28). The three-minute "Gatorade Football Reports" debuted with regional broadcasts for the Atlantic Coast, Southeast, and Southwest Conferences, according to VP/Sports Jack Clements. Clements and regional announcers Steve Holman, Frank Fallon, and Jim Forest have a host of stringers at the three conferences' 26 universities.



ABC Information

WOWO/Ft. Wayne, IN has joined the net. This is the first time the 50,000 watt Group W-owned station has been affiliated with any network.

CBS RAD MINO

The net will present exclusive national radio coverage of National Collegiate Athletic Association (NCAA) basketball games for the next two seasons under a recently-signed pact with Jim Host & Associates Inc., a Lexington, KY-based firm, which owns the national radio rights for NCAA basketball.

The upcoming 1981-82 schedule calls for CBS Radio to air four games in February, a conference playoff in March, and 15 NCAA national championship tournament games in March, including the March 29 title contest at the New Orleans Superdome.

GLOGAL SATELLITE NETLLOPK

Molly Hatchet and Nils Lofgren will be the featured guests on the firm's "Rockline" show, airing September 7.

Reps



MAJOR MARKET RADIO SALES

The Golden West rep firm will represent England's pirate radio operation, Adult Contemporary-formatted "Radio Caroline," when it goes back on the air September 26. Major Market executives threw a reception in New York yesterday (9-3), after inviting the press to witness the signing-on of one of the new stars: Wolfman Jack, He will be heard beginning October 3 during afternoon drive on a Liberian ship. 'Imagine," which will have the capability to cover a 700-mile Western Europe radius with its new 50,000 watt AM transmitter. Broadcasts will be simulcast on short-wave radio.

Major Market has already lined up hotels, airlines, and apparel advertisers. Exact names are being withheld until the start date, as are other personalities' names. While the majority of the talk will be in English, some advertisers may use multi-languages, Major Market VP/Marketing Roy Lindau told R&R.



WEFM/Chicago and KPAC & KHYS-FM/Beaumont-Port Arthur, TX have signed on as client stations.



Joseph Armao becomes Eastern Sales Manager for the rep, coming from the Group W parent firm's KDKA/Pittsburgh, where he had been Sales Manager. Prior to joining KDKA, Armao held an account exec's position with Radio Advertising Representatives-New York, having begun his industry career as an account exec with KYW/Philadelphia in 1977.



Dave Tolbert has been promoted to Dallas Sales Manager for the rep.





Call Byron Crecelius Collect . . . 314-423-4411

1561 Fairview Ave. • St. Louis, MO 63132



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

SUNDAY, SEPTEMBER 13

- GALA OPENING RECEPTION
- EXPOSITION OPENING

. 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

Large Market Sales: Rate Card Analyses Mini-Management Course Promotion: Market Dissection Programming: 25-40 Audience Recruitment

TV Spot Producers Arena

Cable Satellite Roundtable

• 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 POWLER

Chairman, FCC

James Gabbert Leadership Award Ceremony

Honoring:

ROBERT E. LEE Former Chairman, FCC

 Superstar Concert:

RONNIE MILSAP



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

(Please type or print) NAME: STATION/FIRM: ADDRESS: STATE: WORK PHONE: (• FEES

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 registrant, must be when registering. Sorry, no billing.
CANCELLATION POLICY and long requests and by September 1 will be entitled to a full refund.
After September \$30 pointing after the problem of refunds. Refund requests must be september to NRBA to late than October 5, 1981.

ention trip to the Bahamas

me information in the (IRBN occidental) to the Bahamas
much invariant on the Forting block of post-Convention vacation package
ORM ALONG WITH YOUR CHECK OR MONEY ORDER, PAYABLE TO NRBA FOR THE
DEFOUR REGISTRATION FEE, TO:

ADIO BROADCASTERS ASSOCIATION a Street, N.W. Suite 500 Washington, 1 300 or (200

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ontainebleau Hilton > Mia			4 4	B.A.TS	9		١
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(Please type or print) NAME:

STATION/FIRM:

ADDRESS:

STATE:

WORK PHONE: ()_

NAME(S) OF PERSONS SHARING ACCOMMODATIONS

Departure Date Please use a separate form for each from requested

The state of the rate you request is not available, the nearest available rate in the life of the real pour mations directly to you.

The reserve accommodations at the Fontainebleau, NRBA reserves the right to accommodations at one of the following hotels once the Fontainebleau is filled: the Doral, the Konover. Hotel confirmations should be inspected closely upon receipt for the name of Roc, or otel booked.

Standard \$60 \$60 \$55 \$55

Please note that single and double rates are identical. However, you must add \$15 per night for a third or

Please note that single and double rates are identical. However, you must to overpain the provided and double rates are identical. However, you must to overpain the 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.
(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.



Rockers Pink Floyd, Marty Balin Set Films Rolling

Filming has begun this week on the movie version of Pink Floyd's concept aibum, "The Wall." Scripted by the group's Roger Waters, who also wrote the LP, the film will be directed by Alan Parker, whose credits include "Midnight Express," "Fame," "Bugsy Malone." British artist Gerald Scarfe will oversee animation on the U.K. production, which will have a 12-week shooting schedule.

Also making the recording studio to film transition is former Jefferson Airplane founder Marty Balin, currently flying high as a solo artist. Balin is set to make his film debut in "Christopher Space," scheduled to begin production next spring. Balin, who will star as Christopher Space, has already written the music for the \$12-\$15 million movie, which will be directed by Joe Dante, best known for the "Howling" horror flick.

Fluorescent Light Myth Shattered

From our Department of Iconoclasm & Debunkery comes this tantalizing tidbit of information: switching fluorescent lights on and off does not reduce bulb life.

Although that used to be the case, because older bulbs were damaged by an electricity surge each time they were turned on, Improvements in today's fluorescent lights make it more efficient to turn them off when not in use

Museum Of Rock Art Mirrors Music's Metamorphosis

The Museum. Of Rock Art houses over 760 original posters, LP cover paintings, and other artifacts from the last 25 years of rock 'n' roll. Included in the 2500 square feet of gallery space are works by noted 60's psychedelic stylists Wes Wilson, Stanley Mouse, and Rick Griffin along with posters advertising the Woodstock Music Festival and the Monterey Pop Festival. A video gallery is also available for showings of classic rock footage

Not only does the art represented parallel the development of rock's myriad musical styles, the works also reflect the accompanying changes in society during the time in which they were created. For example, as the adjacent reproduction will attest, once upon a time you could see Captain Beefheart and his Magic Band, the Chocolate Watch Band, and the Great Pumpkin (I) at the Fillmore Auditorium in San Francisco for a mere \$2.50. The times they have a-changed

For further information regarding the Museum Of Rock Art, contact Paul Caruso, Director, at 6467 Sunset Blvd., Hollywood, CA 90028, (213) 463-8979



Videogames Three Times Bigger Than Movies

Some of America's biggest entertainment moneymakers last year were 'Space Invaders," "Pac-Man, "Galaxian," and "Asteroids." Although none will ever be nominated for an Oscar or a Grammy, each game (along with their many imitations) propelled Americans to shell out \$9 billion playing the coin-operated video/electronic games during 1980, according to the Landenburg, Thaimann & Co. investment firm

In comparison, the firm notes that

Americans only plunked down \$3 you look at it, \$9 billion is a lot of billion at the film box-office. Anyway

Transactions

KNAC-FM/Long Beach, CA has been sold by the Harden Broadcasting Company to the Wright Communications Group. Purchase price for the property, which operates at 105.5 mHz, was not disclosed. Chapman Associates

KNOW/Austin and KCSW/San Marcos-Austin have been sold by Pioneer Broadcasting Inc. to Hicks Communications Inc. for \$3 million, subject to FCC approval. KNOW, founded in 1922, operates at 1000 watts at 1490 kHz, while KCSW is a 100,000-watt facility located at 103.7 mHz.

Grossman Becomes **VP/Sales** For W.M.O.T.

Bernie Grossman has been named Vice

President/Sales for W.M.O.T. Records. Most recently Grossman held a VP position at Alfa Records, having previously served as Director/National Accounts for A&M Records. He will be based at the **CBS**-distributed label's Los Angeles offices.



Bernie Grossman

Ronnie Lippin has announced the formation of the Ronnie Lippin Public Relations

Lippin Forms P.R. Firm

firm, to be located in Los Angeles. A 12-year veteran of the entertainment industry, Lippin most recently served as Director/National Publicity for RSO Records.

Altbach, Cervantes & Plant Join Destiny

Ron Altbach has been named Vice President/Artist Development, A.J. Cervantes has been appointed Vice President/International and Pamela Plant has become Director/A&R Administration & Production at Destiny

Pro:Motions

Altbach is a principal with Altbach-Price Management, while Cervantes, formerly with Butterfly Records, is a principal with Multi-Media Communications. Plant, previously associated with ABC and MCA Records, was most recently with the entertainment law firm of Pollock, Bloom & Deckom

Silver Upped To Sales Manager At KMJQ

Jeff Silver has been elevated to Sales Manager for KMJQ/Houston, coming from his previous post as an account exec and regional sales coordinator with the station. Prior to joining KMJQ two years ago, Silver was a national sales executive with McGavren Guild Radio in New York.

Fox Upped To VP/ **Operations & Finance** At CBS Records Group

William Fox has been promoted to the newly-created post of VP/Operations & Finance on the staff of the Deputy President for the CBS/Records Group. A 13-year veteran of the CBS organization, Fox most recently served as VP/Finance on the staff of the Deputy Group President.

> Reese Elevated To Sales Manager For WMAL

Dennis Reese has been promoted to Sales

Manager for WMAL/Washington, DC, coming from his previous post as an account executive with the station.

Konjoyan Named Nat'l Secondary Promo Dir. At A&M

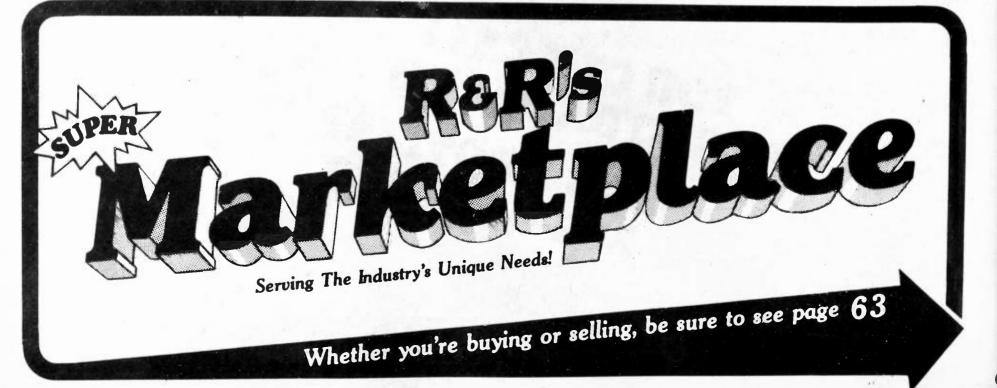
Jon Konjoyan has been appointed to the

newly-created post of National Secondary Promotion Director for A&M Records. Konjoyan most recently served in a similar capacity with **RSO Records**.

in his new position, Konjoyan will be responsible for promoting the label's CHR pro-



duct to small and medium markets.





Introducing the second single, VISMILE AGAIN 77

from THE MANHATTAN TRANSFER'S album "MECCA FOR MODERNS." 18036

Produced by Jay Graydon





"The advantage of radio's cume — vs. newspaper circulation — is that it does indicate that people did listen to your station."

Overcoming The Cume Sales Challenge

At the recent NAB Radio Programming Conference — at which I saw many of you (thanks for the nice comments about R&R and this column) — one of the questions I was asked most often was "How can I sell cume?" For example, Jerry Rogers of WSGA/Savannah was lamenting the challenge of battling the newspaper for ad dollars and he was wondering if there was a way to use cume to do that. As an old street salesman, let me suggest a few ways to make some dollars using the cume concept.

Three Techniques

I'd suggest that there are three approaches a station might take. Keep in mind that the tack you take may differ depending on whether or not you're calling on an agency, or a direct advertiser like most retailers. With that in mind, you might use any of the following . . .

Cume Ratings (shown in the local Arbitron report)
"Cume Share" (which can be derived without using the book)

Cume Radio Circulation vs. Newspaper Circulation Let's examine each of these ideas and see which best fits the situations you have to cope with.

Cume Ratings

One of the most useful pages in most ratings books is page 55 (page 35 or 105 in smaller and larger reports) which shows the cume data for the total broadcast week, Monday-Sunday 6ammidnight. I've included a sample from a most recent report, showing the cume ratings section in particular . . .

Cume Listening Estimates

			CUN	IE HA	ATING	S-ME	TRO	SURV	EY A	REA		
STATION	TOT			MEN				٧	VOME	N		TNS
CALL LETTERS	PERS 12 - %	18: 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25 34 %	35- 44 %	45- 54 %	55 64 %	12-
NAAA	51 8	19 7	43 3	65 4	62 6	69 3	25 5	42 5	62 4	57 7	70 3	24 2
12	~~	_	•									

The key figure, to my way of thinking, is the percentage figure under the total persons 12+ heading. If you are dealing with an agency or advertiser sophisticated enough to read and understand an Arbitron page, you might show them this section. What the 12+ data is telling a station (and its potential advertisers) is what percent of the metro cume listened to each station at least one five minute period during the sweep.

Look at the WAAA figure for example. What the 12+ figure is telling you is that 51% of those who listened to radio during their survey weeks — and who returned usable diaries — tuned at least once to WAAA. WBBB is next in attracting the public, with just over 20% sampling the station for at least one stretch weekly. If you want to daz-

zle the media buyer further, look at the specific cells and see how much of each demo's cume tuned to each station during the sweep. WBBB garnered more than 36% of the male 18-24 cume tune-in, while WAAA pulled in just under 20% of that demographic group.

I like the concept of cume very much because if people are not even sampling a station they can't be influenced by a commercial placed thereon. A station with a high cume rating in certain demos, such as 18-34, may even be able to sell the idea that an advertiser or agency should place more spots on the station, in order to reach the vast numbers that tune in and out. If you are priced accordingly this can be an attractive way to sell against stations/formats with relatively low audience turnover - and possibly less cume - such as Country or Beautiful Music. The only major caution I'd note here is that if you try to use the cume rating spiel with advertisers unaccustomed to dealing with an Arbitron data page, you may lose them and lose their business as well.

"Cume Share"

With less sophisticated advertisers or those who don't want to have to worry about poring over a stack of Arbitron figures, I came up with the "cume share" idea. It's similar to what Arbitron calls Cume Ratings, but easier to understand for most folks.

The way to compute your cume share is easy — just take the cume rating figure 12+ total week for your station and multiply it by the total metro in-tab figure on page three of your book. Using WAAA as an example the numbers would break out this way . . .

$51\% \times 1706$ (metro in-tab) = 870

What this shows is that WAAA's share of the 1706 usable diaries was 870 (51%). If a station salesperson can mention to an advertiser that your station reaches more than half of the 12+ people surveyed in your market, you can bet the average retailer will begin to hear cash registers ring.

Using the cume share concept allows you to avoid having to wave Arbitron data in front of a perplexed retailer, yet allows you to use the Arbitron findings in a profitable way. The cume share approach also allows you to make up a terrific one-sheet for retailer consumption, raving about how large your station's share of the target population is. This bite-size portion of ratings data is often effective. Be sure to trend your cume shares from survey to survey to build a multi-book sales story.

Circulation: Radio vs. Newspaper

Especially at the local retailer level the newspaper is the enemy. I know it's frustrating to hear from an advertiser "but the newspaper has a circulation of XXX" which usually belittles your average quarter-hour audience shares. Fight back

Week In Review

Lowry, Fohr To Head New Research Firms

Communications Research, Ltd., which involved Bruce Fohr and Ken Dennis as key executives, has been dissolved and two new firms have been created. Bob Lowry, former Magid researcher and most recently Director of Research and Program Development for Bonneville, has been named President of Surrey Communications Research (602-327-9431) while Fohr has created FMR Associates, Inc., (602-299-5279). Both firms are based in Tucson.

According to Lowry, "Surrey will be a full-service radio research and consulting firm" and is a subsidiary of Surrey Broadcasting, which owns properties in Tucson and is acquiring others. Ken Dennis has moved to the station management side of the Surrey operations. Fohr positioned FMR as having its "primary focus on radio but will be involved in other media also." He sees his firm as competitive with Surrey as both will be doing perceptual market research.

Coleman Forms Station Research Systems

John Coleman, President of Audience Analysts, a perceptual research company based in Dallas, has informed R&R that his firm has a new division, Station Research Systems. SRS, which will name a president in the near future, will "offer computer software and consultation on music research and general market research," according to Coleman. KEGL/Dallas has been using the SRS system since February. Interested parties may contact Station Research Systems at (214) 239-5331.

by using your cume estimates and explaining to advertisers that cume is how radio measures circulation.

What is circulation? The newspaper data means that the paper was delivered to XXX many homes. Newspaper circulation does not indicate how many people read the paper — if anyone did — nor does it give you any data on the demos of those that did read.

The advantage of radio's cume — vs. newspaper circulation — is that it does indicate that people did listen to your station and thus could have been influenced by an advertising message. Demo breakouts are also readily available. Finally, while a successful station may have a 12+ average persons share of 10% it probably has an in-tab cume share (or cume rating if you are looking in the book) of more like 30%. Sounds much more impressive to a potential customer and gives you a more realistic weapon to combat the newspaper circulation data quoted to an unwary advertiser.

The bottom line on all this is that radio should be proud of cume and use it. We have tools to fight off the newspaper's old circulation ploy. Use those tools to help build a better sales story for your station.

Again, thanks to those of you who said hello in Chicago. If you're planning to be at the NRBA, I'll be on the research panel Tuesday afternoon — hope to see you there.

Jhan Hiber

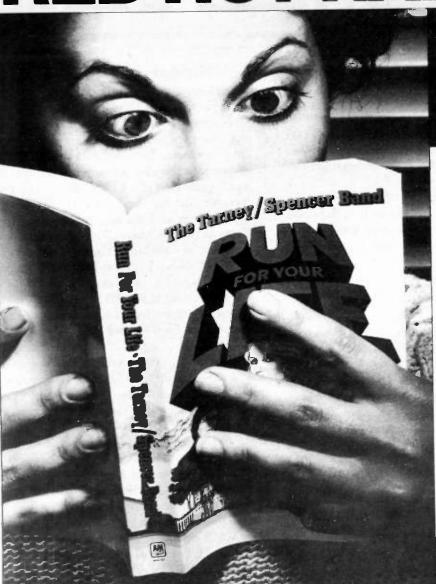


Q&A

A general manager from Norfolk recently called to ask, "If my station's in-tab number of diaries went up 35%, why didn't my overall numbers look healthier?"

Review your diary returns in light of what happened in the market as a whole. As it turns out, in-tab in the Tidewater area went up more than 70% this time, so a station would have to see its diary count jump that much just to keep up with the rest of the metro. The station in question didn't jump 70%, thus a comparatively lackluster book.

RED HOT RADIO ROMANCE.



An unbelievable story...
Radio Station plays a 2½ year old song...
Audience response is amazing...
Company re-releases record and stations all over start making it a smash hit...

"NO TIME TO LOSE" AM 2366 ITS TIME IS NOW.

FROM THE TARNEY/SPENCER BAND.

THE ALBUM IS
RUN FOR YOUR LIFE SP 4757

THE SINGLE IS A HIT.
ON A&M RECORDS & TAPES

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PRODUCED BY DAVID KERSHENBAUM Management: Jerry Weintraub/Sal Bonafede, Management III



A special thanks to John Sebastian for taking the time to make "NO TIME TO LOSE" a hit...what a story!

GO·GO'S





It began in Los Angeles...
AND NOW IT'S SPREADING ACROSS THE COUNTRY!

GO-GO's "Our Lips Are Sealed." Both single and album (Beauty and the Beat SP70022) are top ten sales in Los Angeles!

KRTH (5-4) "A pop SMASH. Top ten requests from both male and female

Guy Zapoleon, M.D.
KIIS-FM (6-6) "Our fastest breaking record.
Homerun!"

Danny Lemos, M.D. KRLA (9-5) "Legitimate top 5 smash in LA." Rick Stancato, M.D.

Going to the GO-GO's?

9/5 Atlanta 9/6 Memphis 9/8 New Orleans 9/9 Houston 9/10 Austin 9/12 Dallas 9/13 Oklahoma City*

Produced by Richard Gottehrer and Rob Freeman.
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MAJOR ACTIVITY NOW REPORTED IN BOSTON, PHOENIX, MIAMI, TAMPA, SAN DIEGO, AND MORE!

WJBQ deb-40 WXKS-FM 11-7 WCSC on WGUY on WVIC on Q105 add-28 WXLK add WDJX on KFI add KKXX 17-10 KVOL on 13K deb-22 KENI on WHFM on KIDD add KGGI 29-28 KSLY on WPST 25-22 KCBN add KLUC add KQ94 add KZZP 24-19 KRLC on WAXY deb-30 KRQ add BJ105 on

KHYT add

WBBQ add



For All These Stations Arlo Has The Winning "TOUCH"

WLTA	KLO	WACI
WCCO-AM	WEIM	KLMS
KOY	WHAG	WDIF
WNAB	WLNH	KMRJ
WDEF	WGIR	WHIZ
WRVA	WCHV	KMED
WHBC	WORG	KBAI



ARLO GUTHRIE

"If I Could Only Touch Your Life"

Produced by John Pilla Rt. 183 Productions, Inc.

Engineered by Mark Linett



ON WARNER BROS. RECORDS



STREET TALK.

CBS Records has released about 20 employees in an "economic cutback" which affected the New York and L.A. offices along with some field locations. The primary impact seemed to be in the marketing department, with West Coast marketers Frank Mooney and Del Costello leaving. Rich Kudolia took over West Coast marketing for CBS amid rumors that more "realignments" were coming.

Ratings rumblings are being heard from a major Eastern market. It seems that Arbitron has tried to inject another survey into a metro that is currently measured twice annually. The local broadcasters are so upset that they are reportedly ready to cancel Arbitron en masse if the ratings firm persists in its sales efforts.

No Sale

RCA Records President Bob Summer opened the label's first national convention in five years saying, "RCA Records is not for sale in whole or in part. That's my statement to you, and it's authorized by the executive leadership of the RCA Corporation." Needless to say, the more than 400 label staffers at the Chicago meeting cheered their approval.

The financially troubled Enterprise Radio Network has reportedly received a substantial cash infusion from a nonbroadcasting source, which will allow the sports net to continue in business. Rumors were circulating earlier this summer that Enterprise was on its last financial legs and would not be able to finish the year without new capitalization.

Motor City Moves

It looks as though the battle for Detroit will be heating up this fall, as a certain AM station is about to announce some very impressive talent acquisitions. We hear that some personalities are coming from across town and others from across the country, with the end result being an all-out war for those desirable 25+ demographics.

KVIL/Dallas personality Cat Simon will join former Fairbanks programmer George Johns at KOGO/San Diego as a member of that station's personality lineup.

Two more Arbitrons have been reissued: Louisville and Seattle. In Louisville WCII & WKJJ were incorrectly listed as simulcasting, which the two stations no longer do. The "total lines" have been eliminated in the new report. Up in Seattle, 22 diaries in which respondents recorded listening to KEZX-FM were incorrectly credited to KEX/Portland! KEX showed up in the Seattle book with a 0.5 12+ share. The reissue will give the proper credit to KEZX.

Who'll Play The Lead?

Yoko Ono is working on a book about John Lennon. Apparently several books on the late Lennon's life are being written from varying perspectives, but Yoko wants hers to be the definitive work. Plans for her book to become a movie are supposedly being discussed already.

Mike Manocchio, formerly VP/Promotion at Ariola Records, has joined Knoll Records to coordinate all of that label's activities.

Microphone Flag Wars

During recent coverage of a local news event in Oklahoma City, a KTOK reporter approached an official on the scene at the same time his video counterpart moved in for a comment. Incensed that the KTOK microphone, bearing the station's emblem, was in plain view of his TV camera, the TV reporter put his hand over the KTOK mouthpiece and an argument ensued. Eventually, the Channel 9 reporter covered the event in a slightly different location.

KTOK News Director Jackson Kane, who has been known to say, "It's a jungle out there," notes that Oklahoma City remains one of the very few markets where microphone flags are still taboo.

The rumor running around this week that one of the current Harte-Hanks programmers would be named as the new H-H national PD is not true. Look for the programming post last held by George Williams to remain vacant as the H-H properties concentrate on their local markets.

A new joint venture between Burns Media Consultants and Joe Somerset will offer the Country format Somerset developed for KSCS-FM/Dallas-Ft. Worth for national syndication. Since KSCS's success, the format has been placed on KILT-FM/Houston, KZLA/Los Angeles, and WUSL/Philadelphia. Jim West of FairWest Studios in Dallas will handle the sales rights for the new syndication project.

Kevin Fennessy, formerly PD at WOAI-FM/San Antonio, has moved across the street to program KTUF-FM/San Antonio, replacing Tom Poe, who recently left KTUF.

Art Athens has left WCBS/New York to join WABC/New York in the position of News Director. The announcement of the move was made this week even though Athens will not be joining WABC until January 1, 1982.

The former WDJX/Dayton management/programming team has reunited at WPTH/Ft. Wayne, with GM Geoff Vargo hiring PD Mark Elliott. The AOR outlet will begin a transition to CHR very shortly.

Sonny Melendrez has been tapped to fill the vacated Tim & Ev Kelly (R&R 8-28) slot at KFI/Los Angeles. Sonny moves up from the 6-10pm slot on the station. Joining the KFI airstaff is former 96KX/Pittsburgh & WNBC/New York personality Jay Stone.

Jay Scott is the new PD at WRIE/Erie...Former KNUS/Dallas PD Larry James is now doing PM-drive for KMGC/Dallas...Andy Barber has left KMJK/Portland for a move into Los Angeles and freelance voice work.

KIIS-FM/Los Angeles's evening experiment with a bilingual personality is apparently over, as 7pm-12 midnight jock Val Valentine exited the station this week. Programmer Don Benson is now looking for a new talent to fill the evening slot.

OUR PHILOSOPHY regarding program consultation ... "Give someone a fish, feed them for a night; **TEACH** someone to fish, feed them for a lifetime." Call Toll Free (800) 528-6082



Todd Wallace

ANNOUNCING A SOUND MOVE BY CBS.

RADIORADIO is a new differentiate your station.

network service designed to fit the tone of your sound and to amplify and Listen in on this conversation and you'll hear about some of the things we're doing.

HEY, what's that great new sound? Have you got a n tuned in?"

"No, it was one of my regulars...but now it's my only one. What's is all the new things this station has to offer. It's something called RADIORADIO."

"RADIORADIO? What in the world is RADIORADIO?"

"It's all the things I've been missing. Now I don't have to keep twisting the dial to get 'em. I can tune in and listen here all day."

"Really? Things like what?"

"Like their news service. It's news from CBS, and that's the best. It gives me just enough of what's happening all over the world. And I get it all in two minutes. It's in a style I like too. You know, easy on the ears."

RADIORADIO DELIVERS ITS NEWS SERVICE AT TWENTY MINUTES AFTER THE HOUR, AROUND THE CLOCK. THIS SERVICE PRESENTS TWO MINUTES OF WORLD NEWS IN AN UP-BEAT AND CONTEMPORARY FORMAT. OUR NEWS IS DESIGNED TO APPEAL TO YOUNG ADULTS. IT FITS THE TEXTURE AND TONE OF YOUR **CURRENT PROGRAMMING FLOW.**

"Definitely my kind of news. So what else does this RADIORADIO do for my ears?"

"Oh, now they've got fantastic music specials that nobody else has. Like concerts. I mean, they've got some of the hottest names around."

RADIORADIO'S CONCERTS ARE EXCLUSIVE PERFORMANCES, AND THEY WILL BE AIRED THROUGHOUT THE YEAR. THESE ARE MAJOR MUSICAL EVENTS WITH GREAT LISTENER AND



ADVERTISER APPEAL, AND THE FORMAT IS DESIGNED TO PROVIDE MANY LOCAL SELLING OPPORTUNITIES.

'Alright! Love those concerts, love to know what's happening."

'There are other music specials too, like programs that tell me more about my favorite recording artists. And RADIORADIO has other super features, too. They fill you in on all sorts of things and they do it all in a minute and a half.'

RADIORADIO'S LIFESTYLE FEATURES ADDRESS THE SPECIFIC INTERESTS OF YOUNG ADULTS. PROGRAMS ARE 90 SECONDS LONG AND ARE CAREFULLY DESIGNED TO SUIT YOUR STATION'S SOUND. THEY ARE ALSO CONCISE AND TO THE POINT. ONE MORE REASON WHY YOUR AUDIENCE WILL WANT TO TUNE-IN AND KEEP LISTENING.

"Fantastic! No wonder the station sounds better."

"Mm-hmm. That RADIORADIO really does make a difference. It's great music and a lot more. And that's my favorite kind of radio."

RADIORADIO IS A NEW CBS RADIO SERVICE. STATIONS CARRYING RADIORADIO CAN COUNT ON THE EXPERTISE, THE QUALITY, AND THE CREDIBILITY OF CBS ITSELF. AND RADIORADIO'S NEWS SERVICE IS PREPARED BY CBS NEWS, THE MOST RESPECTED BROADCAST JOURNALISM ORGANIZATION IN THE WORLD. RADIORADIO CAN GIVE YOUR STATION THE ADDED DIMENSIONS IT NEEDS.

RADIORADIO IS A NEW NETWORK SERVICE DESIGNED TO DIFFERENTIATE RADIO STATIONS. IT IS A REAL OPPORTUNITY TO POSITION YOUR STATION IN TODAY'S COMPETITIVE RADIO MARKETPLACE. IT CAN MAKE ALL THE DIFFERENCE FOR YOU."

THE FUTURE IS IN DIESEL.

AND THEIR NEW ALBUM,

"WATTS IN A TANK!"

___Featuring the single,

SAUSALITO SUMMERNIGHT."

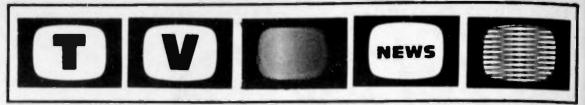
RY 7339



Produced by Pim Koopman

On
Regency
Records and Tapes

Distributed by Atco Records



Close Call For CBS's 15th Win

Following an easy victory in the **Nielsen** race for the week ending August 23, **CBS** was nearly overtaken by **ABC** in the week ending August 30, but hung on to take its 15th straight victory by the sllm margin of two-tenths of a point. CBS scored a 14.8 average rating, ABC 14.6, and **NBC** 13.1. The previous week's results, which were unavilable at press time for the August 28 issue, were CBS 15.4, ABC 13.0, and NBC 12.8. With seven shows in the top 20 to CBS's eight, ABC gave the leading network a considerable scare. The August 30 standing follow; last week's numbers are for top ten shows only.

- 5 1 M*A*S*H (CBS)
- 7 2 Diff'rent Strokes (NBC)
- 9 3 Hart To Hart (ABC)
- 1 4 The Jeffersons (CBS)
- 5 Three's Company (ABC)
- 10 6 Too Close For Comfort (ABC)
- 7 Facts Of Life (NBC)
- 6 8 House Calls (CBS)
- 8 9 Dukes Of Hazzard (CBS)
- 10 Quincy (NBC)

- 4 11 Alice (CBS)
- 2 12 Trapper John MD (CBS)
- 13 Real People (NBC)
- 14 60 Minutes (CBS)
 - 15 CHIPs (NBC)
- 16 Laverne & Shirley (ABC)
- 17 20/20 (ABC)
- 18 Magnum PI (CBS)
- 19 When She Was Bad (ABC Monday Movie)
- 20 Bosom Buddies (ABC)



BANDSTAND VILLAGE — RCA's Village People were featured in their 1981 costumery recently on "American Bandstand." Pictured (I-r) are group's Ray Simpson, David Hodo, Jeff Olson, "Bandstand" host Dick Clark, and group's Alex Briley, Felipe Rose, and Glenn Hughes.

Music On TV

Cliff Richard is the guest host for "Solid Gold" the week of September 4, with Alabama, Badfinger, Natalie Cole, Gladys Knight & The Pips, Ray Parker Jr. & Raydio, and Mel Tillis guesting... The Sugar Hill Gang and Tom Johnston are the guests for "American Bandstand" September 5... Lee Ritenour will appear on the Jerry Lewis Muscular Dystrophy Telethon September 6... The Oak Ridge Boys are on the "Tonight Show" September 8... Billy Squier is on "America's Top 10" September 5... Juice Newton guests on the "Tomorrow Show" September 8.

VIDEOSCOPE:

VCR OWNER SURVEY POINTS TO BOOMING MARKET POSSIBILITIES: A recent Simmons Market Research Bureau survey, conducted last June for Video magazine, underlined the enormous potential growth in the home video field. Not surprisingly, 77.5 percent of the 1138 respondents to the survey (subscribers or purchasers of the magazine) already own VCRs, with an amazing 28 percent of those owners boasting two or more players per household. An additional 34.4 percent say they plan to buy a second VCR within the next year. As for what has been described as the ultimate adult toy — an earth station — 2.4 percent of the respondents currently own one. Another 9.3 percent are planning to purchase theirs soon. In what should come as good news to cable entrepreneurs, 44 percent of the current VCR owners indicated that cable was a definite factor in their decision to buy tape equipment, with 77 percent of the respondents claiming to subscribe to basic cable. Another booming product category, videogames, showed a similar profit potential, as 46 percent of the survey's respondents reported owning a videogame to play at home, while another 9.3 percent expect to purchase a home videogame within the next year. As to what people are using their VCRs for, 88.3 percent claim to be taping shows they would otherwise have missed, using the machines' time-shift capability. However, 80 percent also said they were using the VCRs to watch videocassettes they had either bought or rented. The average VCR owner, according to the survey, owns 8.2 tapes as well. In order, these were most likely to be new "G" or "R" rated films, "X" rated films, pre-1975 films, live footage of musical groups, sports, and cartoons. The videocassette rental market also looks strong with 53.8 percent of the VCR households claiming to have leased a tape within the past 12 months.

U.S. News & World Report Buys Into **Broadcast Business**

The U.S. News & World Report weekly news magazine has entered the broadcasting industry with the acquisition of the Parkway Productions firm. The purchase price for the Bethesda, MD-based producer of radio fine arts programming was not disclosed.

Current Parkway President Neil Currie, who will continue in his position as head of the newly-titled Parkway Communications Corp., noted that the infusion of capital will enable Parkway to expand its programming offerings, which presently consist of material generated by the British Broadcasting Corp. and WQXR-FM/New York.

Parkway also plans to provide satellite transmission of programming to the more than 300 radio stations it currently serves.

Pirwitz

Continued from Page 3

In addition to Pirwitz's appointment, Jerry Adams has been named Operations Director for KFDI-AM & FM, coming from his previous post as PD for the AM side. Replacing Pirwitz as PD for KTTS-AM&FM will be Bob Rose, formerly with KLIN/Lincoln, NB.

KFDI VP/GM Mike Oatman, in making the announcements, said that he hoped the "new redivision of responsibilities will further enhance Great Empire Broadcasting's community service. Don Pirwitz has been with our organization nine years now and brings a thorough and working knowledge of our programming practices to the Wichita area. This move will allow Jerry Adams to enlarge the scope of our service to the

Adams, in turn, told R&R, "I will be handling the promotion and music of the stations, plus continue doing my airshift. Don will take over as PD for the AM as well as serving as Group PD for all our stations. We're very excited here and feel this is a step in the right direction."

Roberts

Continued from Page 3

WBCS Program Director Pat Martin told R&R, "To have a personality with the experience of Art Roberts join WBCS is very exciting. He truly is a legend throughout the Midwest and I know his contribution to WBCS will be very significant."

Pantonini

Continued from Page 3

radio and additional station experience are an important asset to our efforts in building the finest satellitedelivered total programming service."

Pantonini, who will assume his new position on September 28, had been WABC's Director of Creative Services since August, 1973. Before joining WABC, Pantonini had been Manager of Information Services for Group W's "Mike Douglas Show." Prior to that he was Advertising and Promotion Director for Group W's KDKA/Pittsburgh.

Arbitron

Continued from Page 3

bitron subsequently decided to put a halt to selling monthly reports, keeping the monthly data restricted to the five markets currently receiving the numbers. After a further study on the issue, Arbitron will present its thoughts regarding the future of the monthlies at the next Council meeting in Cancun, Mexico in December. Membrado commented to R&R, Broadcasters in several markets are interested in the monthly reports, yet the Council is against them. We want to see which side represents the majority

Other key items addressed at the meeting, chaired by KABC/Los Angeles VP/GM George Green, involved five-year contracts, spring survey response rates and delivery times, and the pricing of Arbitron contracts. The Council suggested that while it was pleased with the five-year contract idea, it would be helpful if there was a provision for a prorated cancellation option. The Council lauded Arbitron for the faster delivery of the spring books, but expressed concern at the drop in response rates, However, no clearcut agreement emerged on how to price Arbitron contracts without using the published Highest Open Minute Rate. Arbitron agreed to study the contract, pricing, and response rate questions and have reports ready for the Council at the Cancun

WUBE

Continued from Page 3

AM To "Music Of Your Life"

Simultaneous with the staff promotions, VP/GM Bob English announced that WUBE-AM & FM will cease simulcasting on September 5 when the AM will change formats from Country to Al Ham's syndicated "Music Of Your Life" format.

English told R&R, "The key air personalities on the AM will be moving to the FM side to continue with the Country programming. We felt that after three years of a downward trend on the AM it was time for a change. Our Country FM numbers have been great, so we don't want to make any changes there. Not only from a sales point, but from a promotional angle, it didn't seem wise to keep both stations on the same format. We are handling the change in a very positive way. Even though the new format on AM doesn't go into effect until September 5, the early market response to the change has been very favorable."

NBC

Continued from Page 3 Atlanta's recent total to over 2200 potential new customers. The impetus for the orders is a 75% reduction in the cost of S/A's satellite-receiving dishes over last year, according to ABC satellite experts. The current cost per dish is estimated to be approximately \$10,000.

NBC plans to be on-line by next year and, "assuming successful completion" of installation, its new satellite distribution system should be in place during 1983, according to Renwick.

Boardwalk -

Continued from Page 1 strengthen Boardwalk tremendously.

The relationship of Bogart and Biegel began in 1977 at Casablanca, and the two have remained associates ever since, with Biegel serving in VP posts at both Casablanca and Boardwalk.

As Senior VP, Kranzberg will continue to direct Boardwalk's promotion staff and will oversee the label's marketing and advertising. "Scott has brought to the promotion arena a high degree of professionalism and creativity," Bogart said. "I know that he will continue to play a key role in Boardwalk's growth.

"In less than one year we've developed a select roster of a dozen artists covering many types of music. We've reached the

threshold of a new level of activity. I intend to take Boardwalk to its goal of becoming a multimedia company, developing projects not only for the stage, but for

film and television as well. With the support of Irv, Scott and the incredibly dedicated staff at Boardwalk, the systems are in place to make that plan a reality.

Peters

Continued from Page 1 Miami are already being done in Boston and that makes me feel much more comfortable about stepping into a market I have little experience with. I don't anticipate there will be any changes at WEEI-FM at the start. The station is a class act. They're perceived as the sophisticated station in the market . . . I just couldn't pass it

WEEI-FM General Manager Jack Baker told R&R, "Of all the candidates for the job, I found him to be the one who would fit best with the staff at WEEI-FM and with CBS. He's a very bright, personable programmer. He has a track record of success in Miami with a very similar format. He understands the reasons why we have been successful and I feel he knows how to make us even more successful."

Peters, who will begin programming WEEI-FM on September 14, replaces Clark Smidt, who joined the Boston-based Wallace & Washburn marketing and research firm as VP/Broadcast Operations

WFIL

Continued from Page 1

morning news anchor Allen Stone (a 35-year veteran of WFIL), midday personality Dennis John Caand afternoon drive personality Joe Simone. Other WFIL veterans now available are newsmen Glen Barton (13 years) and Gene Dillard (10 years).

Staff replacements include longtime WFIL air personality Barbara Summers upped to morning drive with Assistant PD Dick Fennesey taking the midday post, and Steve Nikazy named News Director/morning drive anchor. Meanwhile, Dan Mallory has been elevated from swing to afternoon drive and Mike Crossan from allnights to the 6pm-midnight shift.

Continued from Page 1 portant step for CBS Radio. We have already got a great management team in place - all of whom share my enthusiasm. All of us are looking forward to helping make Radioradio a rousing success for listeners and advertisers."

Other key executives named at the new network are Lawrence Storch, Director of Sales; David West, Director of Affiliate Relations; Leslie Corn, Director of Programming; and Larry Cooper, News Director.

Storch comes to Radioradio from his position as Director/National Sales of the CBS Radio Network. West has been Manager/ Central Region of the CBS Affiliate Relations Department, while Corn had been Director of Programming for CBS since joining the network from ABC Radio in April (R&R 4-24). Cooper joins the new venture from KCBS/San Francisco, where he had been the station's News Director.

The new young-adult-oriented Radioradio is scheduled for a Spring 1982 launch. Commenting on the Radioradio name, CBS Radio President Robert Hosking said, "It best exemplifies the fastpaced lifestyle of today's young adults and conveys the feeling of movement and excitement its programming will present to the youthful listeners.

St. Louis

Continued from Page 1 spring, causing the reissue, which transfers numbers from the KWK to WWWK, but keeps their total

Legal Action Next

combined shares the same.

Lynn Christian told R&R, "We will be conferring this week to plan our next step," but that both Doubleday and Arbitron will be targets of legal activity. Arbitron Radio VP/GM Mike Membrado had no comment on any contemplated legal action. However, Gary Stevens said, "Century is the biggest amateur show in the radio business. I'm tired of their complaining when the solution to programming problems is on the air, not in the courts. We do not feel we have engaged in any deceptive practices."

Cooper

Continued from Page 1

amazing outlets in the country. I'm pleased to be able to go and do the things I believe in for fullservice radio. WLW has a good group of smart people on the air and a forward-thinking management team. The signal and facility have real clout. It's the number one, hands-down winner in the market and they want to win some more. I think what WLW needs is only to be positioned right for the '80's. Their long-standing reputation speaks for itself."

Gannett

Continued from Page 1

James Moore, coming from Phoenix; VP/Engineering Herb Schubarth, from Denver; and VP/News James Sieger, also from Denver. Gannett Radio President Joe Dorton will remain based in St. Louis.

Doug McCorkindale, President of Gannett's Diversified Media Division, noted that the larger Atlanta headquarters for the firm's broadcast group will aid in Gannett's planned expansion of its entertainment and news programming for both conventional and cable TV use.





WBCY FINDS CHARLOTTE'S BEST ROCK — WBCY/Charlotte recently completed a talent search in conjunction with the Carowinds Amusement Park, auditioning over 70 local rock groups. 20 finalists competed at the park for the top prize. Pictured with the winning group, Moon Pie, is WBCY PD Bob Kaghan (standing, second from left).



DRIVE HOME A WINNER — WFYR/Chicago gave away a new Oldsmobile Cutless Suprema in its "Spring Spectacular" contest to a suburban Chicago listener who heard his lucky number read on the air. Pictured at the awarding ceremony are (I-r) WFYR VP/GM Jim Barker, the winner, and WFYR account executive Jeff Jacobs.



TALKIN' PRO FOOTBALL — WMAL/Washington's afternoon-drive team of Bill Trumbull (derk glasses) and Chris Core (clear glasses) went to training camp with the Redskins, interviewing players, coaches and fans at the Skins' Carlisle Park, PA training center, Pictured is Washington's General Manager Bobby Beathard doing a live interview with Trumbull & Core.

Sherwood, Hennes L'Associates, Inc.

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439~1230

BRAD MESSER



The Thrill Of Ruined Shoes

An airplane had gone down not far from town in a truly inaccessible tangle of dense undergrowth and mosquito-infested marshland. There was reason to believe one or more of those aboard might have survived the crash, but it was also likely that if medical help didn't arrive quickly . . .well, you know.

Our street reporter went in on foot, through the bushes and trees knee-deep in swamp water and gooshy mud, holding his two-way radio up as the water got deeper, up to his waist. It took a little more than a half-hour to find the crashed plane, and only a minute to determine that no one aboard had survived. His reports helped official would-be rescuers avoid trying to get doctors through the swamp, and the reports were quite dramatic radio. When he returned to the station several hours later his clothes and shoes were ruined, but he was justifiably proud of being the first and only reporter to overcome so many obstacles to get the story out. The station never paid for his shoes and clothes. He never asked. The thought never occurred. He was a radio reporter doing what he had to do to get the news, and that was all there was to it.

At another great radio station we had a street reporter who was so hot for fires that he bought his own regulation helmet, fireman's runner coat, and high boots. A petroleum storage tank exploded and threatened to touch off a string of nearby storage tanks at a refinery known for its open hatred of the various news media, and only fire trucks were being allowed through the gates while all reporters were being stopped and kept at a distance. Our man backed off to a public place and watched the huge column of flames and smoke, wondering what might be stored in the adjacent tanks and whether a real public safety danger existed because of the possibility of the fire jumping to the other tanks. Then he opened his car trunk, put on his fire clothes and walked to the road leading into the forbidden refinery, just in time to flag down another arriving fire truck... which stopped for him. He hopped on the back and rode through the gate with his two-way hidden under the big yellow rubber coat, and within minutes he was going on the air from the fire scene, able to report not only what was burning but what was stored next to the inferno. His reports were live, and the refinery people heard them on the radio and the oil company security force was told to find that man and get him out immediately. They never spotted him. His reports continued several hours until the threat had abated, and then he brazenly rode back out on a fire truck... the only reporter who got in. He was pretty proud of himself. We were extremely proud of him. The station never offered to pay him overtime for what he had done, even though he was off-duty when the major blaze erupted. He may have though he had overtime coming, but if so, he never mentioned it, and the station certainly never offered it.

Those two men were great reporters. They loved their work and they did their jobs above and beyond what was expected or required. They also were both out of radio within three years after the two events because they developed feelings they were giving more than they were getting in return. If your station is fortunate enough to have a reporter who gives and gives, please consider doing some giving in return, because our profession needs to keep good people. Those two are gone to public relations and their replacements are not outstanding. They are out standing, and little more.

CALENDAR

Labor Day 1981

MONDAY, SEPTEMBER 7: The man who originated Labor Day knew about labor, because his parents sent him out to work full time when he was eleven. Peter J. McGuire helped organize the first big Labor Day parade 99 years ago last Saturday in New York City, and his efforts resulted in establishment of a national holiday a dozen years later in 1894.

The Nazis began the London Blitz today in 1940. Every night for $2\frac{1}{2}$ months the bombs fell, killing about 40,000 people.

Space pioneer James VanAllen is 67. Actor Peter Lawford is 58. Early rocker Buddy Holly would have been 45 to-day.

The Great Hurricane

TUESDAY, SEPTEMBER 8: The great hurricane of 1900 that hit Galveston Island, TX, produced 120mph winds and then blew away the instrument. It inundated the city with tides that rose to second-story windows. No one even knew the hurricane was coming, and about 6000 people died. After the storm every remaining house and building on the island was jacked up, braced with stilts, and the entire island was land-filled to a higher elevation so it would withstand future storms.

Abraham Lincoln made a speech 123 years ago today in 1858 that produced the homily "You can fool all of the people some of the time; some of the people all of the time; but not all of the people all of the time."

Beach party movie actor of the sixties Frankie Avalon is 41.

The First Hot Dog

WEDNESDAY, SEPTEMBER 9: In 1883 German immigrant Anton Feutchwanger opened a stall in St. Louis to sell frankfurters, with a giveaway gimmick: with each hot dog people got a free white cloth glove so the juice wouldn't make a mess. His later improvement was an oblong bun, cheaper and certainly tastier.

Happy 55th anniversary to the National Broadcasting Company, formed as a subsidiary of RCA on this date in 1926. Five years ago Mao Tse T'ung died. Ten years ago the Attica Prison uprising began. Otis Redding, killed in a 1967 plane crash, would have been 40 today.

Do Scapegoats Eat Goat Food? Yes.

THURSDAY, SEPTEMBER 10: This is the ancient Day of Atonement on which Jews sacrificed two goats: one was killed outright, the other took part in a ceremony in which the sins of the community were transferred to it, and then it was allowed to escape. The escaped goat carried away sins. That's the origin of our word scapegoat . . . someone who takes the blame for the mistakes or crimes of another.

Cairo, IL reported a fish rain on this date in 1890, with four-inch live fish falling in several parts of town during a rainstorm.

Charles Kuralt is 47, and so is former homerum champ Roger Maris. Golfer Arnold Palmer is 52.

First Policewoman Hired

FRIDAY, SEPTEMBER 11: Tomorrow is the anniversary of the first policewoman in America being sworn in as a Los Angeles cop, 71 years ago in 1910. Alice Wells had trouble convincing people she was really a peace officer, until she was issued "Policewoman's Badge No. 1." Within a half-dozen years 17 other American cities followed Los Angeles's lead and hired female officers.



EASY LISTENING RADIO

Fred Seiden

WROW: Then And Now

One of my first radio jobs was as a summer vacation relief announcer at WROW, in my hometown of Albany, New York. Some years later I worked there again full-time during its transition from a block-programmed MOR format to Beautiful Music programming, which has been WROW's stock in the trade for the past 21 years. News commentator Lowell Thomas, one of the original stockholders in Capital Cities, was instrumental in bringing the CBS Radio Network to WROW in the mid-50's; then he was able to originate some of his network broadcasts from the radio studios when he was in the Albany area. Through the years before the switch to Beautiful Music, WROW employed an interesting mix of prominent names, including Ted Knight, Bruce Bradley (WBZ, WHN, and now WYNY), and Samuel Stratton. I remember when Stratton was a vacation relief announcer at WROW Radio; and later moved on to sister station WROW-TV as "Sagebrush Sam," hosting western films for the kids in the afternoon, and then reporting the latest news (without his horse) in the evening. This was the colorful period in WROW's history when it was located in a rural community, with studios housed in a reconverted convent with a number of stained glass windows still intact as a daily reminder of the structure's more pious origin: Today, by the way, Samuel Stratton is a New York State Congressman, which shows you that a western star in humble surroundings can make it in the tough world of politics.



Bill Patrick, Jlm Gagliardi

Now, Cap Cities operates just the radio stations with WROW (AM) programming a traditional MOR sound, while WROW-FM carries Schulke Radio Productions' Beautiful Music syndication service. To get an update on the stations where I was introduced to Beautiful Music, I talked with Bill Patrick and Jim Gagliardi. Patrick has been with WROW for two years as Program Director, and Gagliardi has handled the Music Director's job the last four of his 12 years with the stations.

Changes Over The Years

R&R: As you know, gentlemen, I worked at WROW in 1960. I'm curious to hear how things have changed since I was last there 21 years ago.

BP: I think the major change is that some years ago WROW was considered a Beautiful Music station on the AM dial. Since then, WROW has evolved to what would probably be considered

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



an Easy Listening station, one that provides the very best mix of the music of today, back to the old chestnuts or standards. We play the current artists — Kenny Rogers, Anne Murray, the Carpenters — right down the line.

R&R: How do you explain the success of WROW's two stations over such a long period of time?

JG: I Believe it's because most of our older listeners from 35 + know the format, and they know when they tune in WROW there'll be music that's easy on the ears, that has a melody and a discernible beat. There are a lot of "closet" easy listening people who are in their late 20's or early 30's, and we get some phone calls from them, so we know they're out there.

"We've taken the nighttime, which for many Easy Listening stations is lacking in definition, and turned it into an alternative form of programming — sports."

— Bill Patrick

R&R: Because you operate two radio stations with the call letters WROW, and since both your stations do well in the Albany, Schenectady & Troy market, do you consider the AM and FM direct competitors?

BP: That might have been true some years ago, but today the distinction between the two formats is significant enough that our listeners know exactly what they want, and where they can hear it.

Finding Fresh Music

R&R: Since your AM is locally programmed, how do you find enough material to keep the music fresh and current?

JG: We've set up contacts with Rare Records in England to give us material by Frank Chacksfield, Ronnie Aldrich, Stanley Black, Les Reed, Manuel, and Norman Candler. Through Polygram in Canada, we have contacts with James Last, who has something like 158 gold records. We're constantly searching for good cover versions of tunes to play, since we are primarily instrumental, but we don't ignore the good vocal sounds of today from a Kenny Rogers, Diana Ross or Lionel Richie. It's a big melting pot mix, and getting the right flow is quite challenging.

R&R: In the Tri-Cities, with many FM stations doing so well in a variety of formats, what accounts for the consistently good showing of your AM playing the music usually associated with FM radio these days?

BP: I think the biggest thing that we have is credibility. WROW has remained a class, credible station all these years, playing the very finest music along with news and informational programming that fits the needs of our listeners in this market. Also, we've taken the nighttime, which for many Easy Listening stations is lacking in definition, and turned it into an alternative form of

"I think the biggest thing we have is credibility, playing the very finest music along with news and informational programming." — Bill Patrick

programming — sports. What we do, in effect, is take our evening hours and broadcast sports, with such things as Yankees baseball and Red Wings hockey, and move our listeners who don't like sports over to the FM station where the music is still going strong.

R&R: Then you must cross-promote your stations?

BP: We promote our FM on the AM side only, when we're featuring sports.

R&R: Is there much personality allowed on the AM station? Are your announcing titles and artists?

BP: The greatest amount of personality is on our morning show. This is the trigger for the whole day, with Bill Shallcross handling morning drive. After nine o'clock we go back to the Easy Listening/Beautiful Music announcing approach.

JG: Yes, we do back-announce on the AM station. That's done in groups of three, four, or five depending on the number of tunes we play in the quarter-hour, and we give both titles and ar-

- WROW/Albany has enjoyed Beautiful Music success for two decades.
- With an Easy Listening AM and a Beautiful Music FM, some unique cross-plugging goes on.
- Mixing Easy Listening with sports works for the AM at night.

Promotional Activity

R&R: What about special promotions or contests?

BP: We promote very heavily, and now I'm talking about the AM, of course. A couple of months ago, we finished our contest called "59 Ways WROW Loves You," which involved 59 different prizes given away over 59 days. Everything from 59 silver dollars to a trip to Disneyland, and we received over 20,000 entries. It was a very successful promotion for WROW, which helped reinforce our AM dial position - 590.

JG: Concerning music promotion on the AM, if it's our type of music or artist, then we'll promote it. Back in February, for instance, we promoted the Glen Miller Orchestra, which drew 3000 people at the RPI Field House, and turned out to be a very successful promotion. On St. Patrick's Day we tied in with the Clancy Brothers. Just a few weeks ago we went down to the Empire State Plaza; that's the beautiful new mall that Nelson Rockefeller had built in Albany. For that event the Skip Parson Riverboat Jazz Band entertained a couple of thousand people who came to the mall.

Ratings Rundown

R&R: Shifting to low gear for a moment, I recognize that the Arbitron spring ratings are not the great story you had hoped for after all your hard work. I noticed that both stations lost about two share points in the book. Why do you think this happened?

BP: We were very concerned when we first saw the results because we felt we'd done everything right. In talking with almost every major researcher, and doing our own research, going to Beltsville, checking out diaries, and all the rest, what we've discovered is the spring rating book was not at all favorable to either Easy Listening or Beautiful Music stations around the coun-

"If it's our type of music or artist, then we'll promote it."

-Jim Gagliardi

try. We would have been extremely concerned if either one of our stations stayed constant or picked up, and the other had gone down. In fact, they both went down about the same amount of points, and an AOR soared to the top. There was a heavy response in the 25-34 demos, and we just happened to take it on the chin. We have confidence that when the next Arbitron comes out we're going to see a great improvement here.

R&R: If you were going to make one change in your format on the AM station, what would it be?

BP: I'm sure Jim will agree with me that we could probably become a little bit more updated in our music, dropping off some of the older selections and increasing the class contemporary artists on the other end. Bring us a little more up to date with our music.

R&R: Thanks for your comments, and please give my regards to Albany.



59 HAPPY FACES — Winners in the WROW contest that ran from March to June giving away 59 different prizes as the station's way of saying "thank you for listening."



Joel Denver



PD JIM O'HARA PROFILES HIS "FAMILY RADIO STATION"

KSTT: A Full Service AM CHR That Wins

All too often the "ink and hype" goes exclusively to major market stations, and those below the top 25 feel ignored. For this column, I took a look at KSTT/Davenport, (called the Quad Cities Market), ranked #96 with a metro population of 313,900.

Set in blue-collar rural middle-America, where the important industries are John Deere, International Harvester, and Alcoa among others, KSTT is stronger now in the ratings than it was two years before. KSTT holds down the number two position in the marketplace behind Country-formatted WHBF, with a 12+ share moving from 12.2 to 15.5 in the latest ARB.

To give you an idea of what the audience composition is like, take a look at this demographic chart.

AGE KSTT:

12-17 12.3%

18-24 28.8%

25-34 34.2%

35-44 13.7%

45-54 5.5%

55+ 5.5%

12+ TOTAL 7,300

Setting market size aside, I don't know of too many CHR stations that can boast of a demographic spread like this. For some insight as to how these figures became a reality, I talked to PD Jim O'Hara about KSTT's success.

Personality & Involvement In The Market

"KSTT has been playing contemporary music since the late 1950's, and when I became PD three and a half years ago, I simply followed the heritage of those before me," said Jim. "Most PD's come in and change things a lot, but I've just built on the base handed to me. A lot of hot people like Ken Draper and Bobby Rich have programmed this station before.

"The whole idea behind getting more adult numbers for KSTT wasn't to stop playing rock 'n' roll, and play nothing but A/C music, but to look at the 25-34's who were once our 18-24 audience and understand them. It's simply a matter of looking at their past needs, and serving their present needs in whatever manner is necessary."

Davenport is a market with 11 of its own signals, plus four signals from Chicago (WBBM, WGN, WLS, and WMAQ) and WMT/Cedar Rapids, showing in the ARB. "KSTT also has CHR competition from K11K, a 100,000 watt FM station, AOR competition from our

"The whole idea behind getting more adult numbers for KSTT wasn't to stop playing rock 'n' roll, and play nothing but A/C music, but to look at the 25-34's who were once our 18-24 audience and understand them."

sister FM, WXLP, and A/C competition from WQUA," Jim added. "We share audience with all of those stations, and we are only 1000 watts with a directional antenna system. Until April, we didn't even have parity with the others until some new equipment arrived.

"The personality and the involvement in the city keeps us on top, I think. Everyone points out that they take care of business in this area, but we really do. I'm involved with the American Cancer Society, by being on their Board of Directors, and some of the other air personalities are personally involved with local charities.

"Look at any market in the country, and if a station is a market leader, it's because they are involved. Being involved and being a personality station go hand in hand," Jim feels. "It just happens that we play Pat Benatar, the Rolling Stones, Kenny Rogers, and the Commodores, although we daypart very heavily to fit the lifestyle and needs of the people in each time period.

"I emphasize the personality sounding good within the format, not letting the format carry the station's sound. When I work with my staff on their shows, not only do we examine how they sound individually, but how well they are fitting with the direction of the others."

Smooth Morning Transition

What Jim is describing may sound like a "Mom, Dad & apple pie" situation where everyone likes everyone else, and loves the city and will never leave, "but it really all adds up to KSTT being a real working part of the community...a full-service radio station. While everyone likes to work here, we recently lost our morning man to another market."

Jim explained, "Spike 'At The Mike' O'Dell had been doing AM drive for years and was incredibly involved with the people. He had the opportunity to become a personality as do all of my air staff, and sooner or later I knew he would leave. He is now doing mornings at WBT/Charlotte. It was really a bummer at first, but since we had advance warning on this, we had time to locate a great replacement.

"We hired Dave Shropshire, who came to us from WKTM/Charleston, where he was known as Chris Stevens, but he likes being able to use his real name

"I emphasize the personality sounding good within the format, not letting the format carry the station's sound."

now. We threw a party for Spike and invited listeners to come out to a local mall and celebrate his going away and to introduce Dave to them. At the same time, we charged 50¢, which went to a charity.

"Response was excellent. We knew that whoever replaced Spike had to have his seal of approval, so we put Dave on with Spike for the last two weeks he was with KSTT. Reaction was overwhelmingly positive. The change went smoothly and the town has quickly embraced Dave and his cast of voices and characters. This is a market that is slow to change, and their two styles of humor are very different. Spike was very extemporaneous, while Dave is very prepared with recorded bits."

Somewhere, Over The Rainbow...

As Jim has described, he makes use of his talent outside. "All of the air staff get out there. I don't have to twist any arms at all. They know it's good for them and good for KSTT," said Jim.

"On the air KSTT uses the theme 'Someplace Special,' but it's modified to connote that KSTT is someplace special, more than the area. We like to think we are special, and apparently the audience agrees. I do an air shift from 10am to noon; Barbara Michaels from noon to 3pm; Greg Roberts from 3 to 7pm; Denis Prior, recently acquired from KBEQ/Kansas City, does nights; and our overnights are handled by MD Bill



Young. Weekends are staffed by Gary Pelletier and Kelly Wallace, who are given the same chances to get out and be a personality as the next one.

"Promotions are very grass-roots in nature. Right now we are working with a local pizza chain that has a hot air balloon. We make two or three appearances a week with the balloon, hand out pizza and prizes. KSTT

"I've worked with and talked to a lot of frustrated air talent that have taken trips to the big cities to hear radio and were very disgusted with the lack of imagination demonstrated. I don't want anyone to ever be able to say that about KSTT."

is very careful to make sure to get into each of the major cities of the metro, which include Davenport and Bettendorf in Iowa, and Rock Island and Moline in Illinois. People are very proud of their particular town, so we have to be careful to hit all of them both on and off the air.

"During the Spring, we ran the KSTT Rainbow Windowsticker promotion, which is still being used to some extent, but will be cranked back up towards the fall. No one had done any type bumper sticker campaign in years, and I wanted the visibility for KSTT. The market is not great for outdoor billboard advertising."

There are several ways to win with the Rainbow Windowsticker, which was tied in with Kentucky Fried Chicken. "Each sticker was given a serial number which was to be saved, and if heard announced on the air, was worth prizes. Also the sticker was good if spot-

Continued on Page 24



KSTT AIRSTAFF — Back row (I-r) Dave Shropshire, Denis Prior, and Greg Roberts. Front row (I-r) PD Jim O'Hare, Barbera Michaels, and Bill Young.

Two weeks old, and already on its way to the top.



MAEAT LOAF "I'm Gonna Love Her For Both Of Us"

WIFI WGCL 92FLY WICC WPST WKRZ-FM K104 WKEE BJ105 WBCY KERN WFOX WHFM WXLK KENI KOOK KRLC WKTI KSTN KYLT WAGQ

WJAD WKNX WGLF KOBO WDST KMKF WPAX KSKG

From The Hot New Album "DEAD RINGER"

Produced by Meat Loaf and Stephen Galfas. Management: David A. Sonenberg & Al Delientash for Amundo Enterprises, Inc.



KSTT: A Full Service AM CHR That Wins

Continued from Page 22

ted, or for discounts on car washes and such. But we also utilized the rainbows for prizes that related to the colors.

"It was a basic clue contest looking for the person with the Coca-Cola Secret Key. Blue meant a swimming pool, green meant \$500, red was for a ladies ruby ring, gold was for a men's ring. It worked very well and seemed to involve the whole family. I really think this is a family radio station, because entire families come out to our events...it's amazing.

"I'm not sure whether it's the market, the people within the market or what that has allowed us to become this type of station appealing to kids and adults. There are certainly more narrowly-targeted choices for them, but they keep coming back to us, day after day. We are not boring, we just play great music and sound exciting. FM does well here, so it's not a question of not having competition."

Before writing this article, and before talking with Jim, I listened to an aircheck of KSTT. It is a remarkably fine-sounding station, rivalling many stations in major markets. When I began my conversations with Jim, I complimented him on its sound. He replied, "I've worked with and talked to a lot of frustrated air talent that have taken trips to the big cities to hear radio and were very disgusted with the lack of imagination demonstrated. I don't want anyone to ever be able to say that about KSTT." It's this kind of philosophy and at-

titude, combined with all of the other elements that keep KSTT on top.

Bits

WAEB/Allentown just gave away a 1982 Chevy Cavalier. Nothing unusual right? Wrong! Thousands of people registered to be able to slide down a curved sliding board into a pool filled with 4000 gallons of Crazy Foam. 79 lucky people got to take the plunge to fish around for 79 keys at the bottom of the white fluffy mess. The one that came up with the key that opened and started the car was the winner.

If the above story was too fluffy, let's "slide" into a more traditional type of mess. Remember Jello Jumps? KINT/El Paso is having its fifth annual Jello Jump (8-30) and held a Miss Western Playland Contest and Battle of the Bands. All proceeds went to Jerry Lewis and MS.

It's Buddy Holly Week Sept. 7-13, and KVIL/Dallas personality Bud Buschardt will devote his oldies show (9-6) to the music of the singer, who died 22 years ago...KRBE/Houston made off with first place in the third annual Cystic Fibrosis Media Softball Tournament recently.

Z104(WZEE)/Madison is sponsoring Beserkley recording act the Greg Kihn Band in concert as part of a five-hour rock show at nearby Timber Line Ski Lodge.

Motion

Barry Michaels, MD and afternoon drive at WROV/Roanoke moves to mornings for PD Rob Sherwood at K102 (WKTM)/Charleston. Also new to the station is PM drive personality Chuck Stevens, formerly with Q105/Tampa...KYSN/Colorado Springs welcomes new MD Dan Jackson from across town at KSPZ...Yes95/Cincinnati MD Barry Michaels got married (8-28); congratulations!

KERN/Bakersfield grabs Rob Tonkin to be MD. Rob comes from KXOA/Sacramento, and Danny Cruz (Montoya) comes from KHTZ/Los Angeles to do nights... Kris Van Dyke, who does 9-noon, is promoted to Assistant PD... Bob Breck leaves KVIC/Vacaville to do mornings and production at FM102/Sacramento.

Mark Shevitz, longtime PD of KFMZ/Columbia, is leaving after nine years to explore other opportunities. Bubba Singleton will handle the music duties in Mark's absence, and until a replacement can be found...Q101 (WJDQ-FM)/Meridian welcomes Tom Kelly to afternoons from WHKW/Fayette, AL, where he did a similar shift, and handled music duties too.

WSEZ/Winston-Salem MD Bob Mahoney has been promoted to Assistant PD in addition to doing music... KXOK/St. Louis has hired David Collin as News Director... And WABC/New York has named Art Athens as News Director. Art had been with WCBS-AM/New York for eight years as a reporter.



SAYING HI AT KFI — Making the rounds at L.A. radio stations to promote his latest project, Liberty recording artist Robbie Patton stopped in at KFI. Shown (I-r) are Robbie's co-manager Debbie Fletcher, Patton, co-producer Christine McVie, KFI MD Roger Collins, EMI America/Liberty's Dale White, and National Promotion Director Jack Satter.



SUNTAN CITY IN SALT LAKE CITY — KRSP & FM103/Salt Lake City recently held its annual "Mr. & Ms. Suntan Contest" which annually draws over 7000 folks to take a look at the deepest, darkest, savage tan. Pictured (I-r) are third runner-up, station personality Jon Carter, Ms. Suntan, FM103 PD Randy Rose, Mr. Suntan, station News Director Scott Seeger, and Executive VP Alan Hague.



ROYAL WEDDING IN FLORIDA — WAXY/Ft. Lauderdale staged its own royal wedding at a local club with the winners of its Prince Charles & Lady Diana lookalike contest. 1500 listeners jammed in to celebrate the "wedding." Shown (I-r) are PD Rick Shaw, personality Randy Thomas as Queen Elizebeth, the two winners, TV weatherman Walt Cronise, station personality Greg Budell playing Prince Philip in uniform, and station's Wayne DiLucente in the dark glasses.



On," in which 97 qualifiers had the chance to see if the keys they held would unlock the Space Invader Video Game at a local amusement center, with the lucky keyholder winning the machine. Pictured (I-r) are amusement center attendant, winner's mother and winner, WSPT's Dave Hoeffel, Station Manager Tom Taylor, and personality Steve Gold.



SPLASH WITH A CRASH — KIXS-FM/Killeen-Temple, TX recently held a back-to-school splash party at a local pool with over 300 swimmers taking the plunge for prizes in various water contests. Shown (i-r) are three "cannonball" contest winners, pool operator Robert Meyer, and PD Mark Meredith.



WCOZ'S ROCKIHNROLL BIRTHDAY — Beserkley's Greg Kihn Band mada a recent swing through Boston to help WCOZ celebrate its sixth birthday. Pictured at the station are (I-r): Grace Urvaitis, WCOZ Promotion Coordinator, Tom Jodka, E/A local promotion; Greg Kihn; Andy Beaubien, WCOZ PD; Rick Alden, E/A Northeast Regional Promotion Director, and Fran Aliberte, WEA Boston Sales Manager.

ASIR/THE BACK PAGE BREAKERS.

"TRYIN" TO LIVE INY LIFE WITHOUT YOU"



PARALLEL ONE PLAYLISTS

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WABC 77

New York PD: Jay Clark

MD: Sonja Jones



WBEN-FM

Buffalo PD: Bob Wood MD: Roger Christian

Boston Kiss WXKS-FM

PD: Sonny Joe White MD: Vinnie Peruzzi

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WROR 08%FM Boston

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WKEW Buffalo PD: Nell McGinler

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

Washington, D.C.

PD: Alan Burne

- AD: Frank Holler

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FM RADIO Boston

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Atlanta ATLANTA'S RADIO STATION PD: John Young

- MD: Dale O'Brien

- 10 BILLY JOEL/Say Goodbye To Mollyn BOB SEGER/Srying To Live My 619

Tampa PD: Scott Shannon

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PD; Bill Tanner MD: Mark Shanda

- MD: Mark Shands

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MERI 43,503/Peter The Netter Resources MUSS MASCRIFF on Rose EVELTS ASSESSED IN LOWE FRANKLIN & MERISTRATION ASS THE REST

94- Atlanta

- THE MUSIC FM PD: Jim Morrison PD: Jim Morrison MD: Jeff McCartney

- RESET FORESTS SHE'S for Love on the surface of the DERIFECE + 14.61405/51119

Dallas

STEREO · 103 PD: Larry Dixon MD: Chuck Rhodes

- MD: Chuck Rhodes

 # 8 1 # 001/100 (Chair) store
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 # 8 3 # 001/100 (Chair) store
 # 8 3 # 001/100 (Chair) store
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KRIY 94 Love that musici Houston PD: Michael Jones

MD. Blake Lawrence

MIDWEST



PD: Jim Fox

MD: Tony Galluzzo

1 1 FORE LOSS PRICE permit

2 7 8055 PRICE IS TRANSPORTED AND THE PRICE PRICE



Cleveland

ADDS HALL & GATES/Private Eyes DAN FOREISTHO/Here to Say

STACY LATTISAN/LOVE ON A TWO-Way-BALANCE/OF-ending Anny
stat CASHES/DF-er Of The Cares
UND/The sign Date
H+C-AGL STANLET B/Felling in Love

Cleveland

PD: Bob Travis MD: Dave Collins

98KSLQ

St. Louis PD: John Larrabee



MD: Kim Jeffries

ACUS MENNY ADDERS/Share Four Love MODO! BLUES/The Polce

DAM FOCELAS MC/I'mr d to Say DEACH SCYS/The Bealin boys Medicy XXXII BET/MHO'S Cryling No: CIP CAMES FOR - O The COr's CHIS TO SEAT THE 'S Those these UNB/The light Data



PD: Jim Brown MD. Rick Brown

ACDS RENEY ROCERS/Share Your Love Orkis CROSS/Arthur's Thoma (Box? URLU// Could Naver Miss To

MIBATIL

Kansas City PD: Jeff Roberts

MD: Tom Land

: Tom Land

1 B055/B1CHE/Fadins Love

2 John Killer/Fadins Love

3 POINTED SISTEMATION From Part Inch Mar.

3 POINTED SISTEMATION From 19 BOTH TO LOVE

8 A 18 SMPT Y/The Dis That Too Love

10 In MATT BUT IN TO DIS THAT TOO LOVE

11 JOHN DISTRICT FROM 19 BOTH TO SISTEMATION FROM 19 BOTH TO BOTH

BERCH BOTS/The Bench Boys Medley W TERMOON DELIGHT/General Hospi-tole



PD: John Driscoll MD: Bill Shannon

ALUS 27, 20, 30 edit POST/The Thomas From Hill., AL JARDEAU/Beire in Tals Love To

QUINCY JUNES/Just Once SILVER CONDON/You Could fixe My Hos

PD: Rick Torcasso MD: Steve Summers

TREE KBEQ

Kansas City
PD: Mla Britton Asst. PD: Mike Schmidt

sst. PD: Mike Schmidt

2 1 Journal Private Corping tex

2 1 Journal Private Corping tex

3 2 000 FEDS/Pripary

3 3 000 FEDS/Private Corping text

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5 10 1000 FEDS/Private Corping

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PAT BENATAN/Just Like No FOREIGNER/Breek IT Up JOURNEY/Stone In Love

WEST

Los Ang Los Angeles PD: Paula Matthews

MD: Robert Moorhead

Paula Fracturews

Robert Moorhead

1 SOURT Phofs of pins flow
2 REC. JAMES Now of Priss
2 REC. JAMES Now of Priss
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SO AIR SUPPLEY/NOT O 1 Am
ORDS SECENT/Tyles o 1 Am
ORDS SECENT/Tyles To Live My L17
ORDS SECENT/TY SO Grad I'm Stand
BILLY SOULES / I'm So Grad I'm Stand
BILLY SOULES / I'm So Grad
ADBN ALPENT/Magic NonADBNA DER METSON/Signer, Socied & Dell

=362 KAAX

Seattle

PD: Pat O'Day MD: Elvin Ichiyama

CILLY JOEL/Bay Goodkye To Hottyw DOB SIGGE/FryIng To Live My LIF HISE POST/FRE These From HITE. BUFFOR CARDINGS/FOW laved My Soci TIM GOODMAY/New Homes

DEVOISED THE STATE OF THE COST.

RESULT FOODERS/Same & Tour Love To
AL ASSISTANCE TOUR LOVE TO
BLOCK SPRINGE TELEPY TO THE LOVE TO
BLOCK SPRINGE TELEPY TO THE EVER PRINGE
BLOCK TOUR STATES
BLOCK TOUR STATES
BLOCK TOUR STATES
AT TERMOOR OLLIGHT/Booker of Transpir-Folio

KJR 1950

Seattle

PD: Tracy Mitchell

1 1 8052/1001/(2641-55 Love

6 5 2 PARKO CAUSE/Copi Lane

6 6 4 50.0001/(2615-000)/(2615-000)

10 7 8470/(2615-000)/(2615-000)

10 7 8470/(2615-000)/(2615-000)

11 8 JOURNE / West Coping Tool

12 10 STEPPIC NICES/From Company Coping

13 10 STEPPIC NICES/From Coping Tool

13 10 STEPPIC NICES/From Coping Tool

13 11 6000/(2615-000)/(2615-000)/(2615-000)

13 12 CODIS AMORT/SFOR COPING TOOL

13 12 CODIS AMORT/SFOR COPING TOOL

14 14 AL AMORT/SFOR TOOL TOOL

15 15 16 CODIS AMORT/SFOR TOOL

15 16 CODIS CODIS/FOR TOOL

15 17 STEPPIC NICES/FOR TOOL

15 18 STEPPIC NICES/FOR TOOL

16 18 STEPPIC NICES/FOR TOOL

16 18 STEPPIC NICES/FOR TOOL

17 18 STEPPIC NICES/FOR TOOL

ADDS HOM SEGER/Trying To Elva My LIF STEWN WOODS/Steel The Right Away

DALANCE/Breaking Away
AFTERHOON DELIGHT/Semeral Mospi-tole
TABLET/SEMECE BD/ND Time To Lose

610 & KFRC

San Francisco PD: Gerry Cagle MD: Sandy Louie



PD: Jack Regan

D: Alan Sleedge

2 1 Journal of Private Strategy and Stra

STLYER CONDOR/TOU GOULD Take My Non ALLMAN 1905, BAN/Streight From The Ned DEBBTE HARRY/Docsffred RENNY DOCERS/Shire Your Love

The "1 hit station.

Los Angeles

PD: John Rook MD: Roger Collins

Roger Collins

MOSARICHI (Fredex Love

STEER SILCOLATOR D'Augul* Ne Nov.

Bigger III 33 (1974) (De Paugl* Ne Nov.

JULIO 41 (1974) (De Julio 41)

JULIO 41 (1974) (De Julio 4

P)
RECK SPRINGFIELD/II'va Done Everything
FRAMELIN & MINISTRICTOR All The Part.
CD GO'S/Dur Lips Are Seniod
AL JARREAU/Nairs in this Love To

AL AMERICANNE'S IN THIS torm to
the SOUTH SECTION OF THE STREET
COLLY PARTICULATION OF THE STREET
COLLY PARTICULATION OF THE STREET
SOUTH SEASON OF THE STREET
COLLY CONTINUES ON THE STREET
CAMP CONTINUES OF THE STREET
C

(KSFX 104)

San Francisco

PD & MD: Pat Evans

4005

DURNET/Stone in Love HICHEL STABLET D/Felling in Love PAT GENETAL/Tale IT Anyway You he BILLY SQUIEN in The Dark POINT BLAMF/RICOLE

101 FM Los Angeles PD: Bob Hamilton MD: Guy Zapoleon

AGDS RICH SPRINGFIELD/I've Cone Everything AL JARKEAU/Ne're in This Love To ALLMAN BROS. BAN/Struight from The Mae FOUR TOPS/Menen She was My Girl DAN FOCEIBERG/Mare to Say ALADAMA/Fuels to Right

KEZRock San Jose PD & MD: Bob Harlow

PD & MD: Bob Harlow

H 1 1 JOURNET/MOST OF FITO NOW

P 2 8 BOSTANION OF FITO NOW

P 3 5 STEEL RICES/STOO OF Agy In 18 Min.
4 Gate with Orlines I years of Now 19 Min.
4 Gate with Orlines I years of Now 19 Min.
5 Dear of College of Now 10 Min.
10 10 St. In 18 STOOM STANE I NOW 10 Min.
10 10 St. In 18 STOOM STANE I NOW 10 Min.
10 10 St. In 18 STOOM STANE I NOW 10 Min.
11 11 STAN COCCOMMINEN PROME

12 10 STOOM STANE OF STANE OF NOW 10 Min.
13 PHIL COLLEGE IN 18 AIV TOOL OF TOO STANE

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102.7

Los Angeles



AGDS 11GB SEGEN/Frying To Live My LIT NULLING STONES/Start No. Up BILLT JOIL/Sey Gundaye To Molifyo BICK SMRHEE (ULD/I've Done Svery

13K San Diego

PD: Jeff Luctfer MD: Rick Gillette

DAN FOCK_LOSS FOCK / New 4 To Set at least FOCK / Share a Your Love at least FOCK / Share a Your Love at least FOCK / Share a Your Love at least FOCK / Share Share (Leve 17 on The Year ALLERS AND SHARE) A Share Share (Leve 17 on The Year ALLERS AND SHARE A

KPLZ Seattle PD & MD: Jeff King

PD & MD: Jeff King

1 2 1 MOSS/RICHIE/Redies Love
3 2 COMMODIS/Love flow in Ing Ne Up
3 2 COMMODIS/Love flow in Ing Ne Up
4 2 1 MOSS/RICHIE/Redies Love
5 3 COMMODIS/Love flow in Ing Ne Up
5 COMMODIS/Love flow in Ing Ne Up
5 COMMODIS/RICHIE/Cove in Union Move flow
6 3 COMMODIS/RICHIE/Cove in Union Move flow
10 COMMODIS/RICHIE/Cove in Union Move flow
11 COMMODIS/RICHIE/COVE flow
11 COMMODIS/RICHIE/COVE flow
12 COMMODIS/RICHIE/COVE flow
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18 COMMODIS/RICHIE/RICHIE/COVE flow
18 COMMODIS/RICHIE/RICHIE/COVE flow
18 COMMODIS/RICHIE/RICHIE/COVE flow
18 COMMODIS/RICHIE



MD: Gloria Avila

H | 1 | 8055/H/DH/E/Fallers Cane
H | 1 | 8055/H/DH/E/Fallers Cane
H | 2 | Aving H/Morby or princy from
H | 2 | Aving H/Morby or princy from
H | 3 | Aving H/Morby or princy from
H | 5 | Reself H | 50/H/Three*s | 1 |
H | 6 | Reself H | 50/H/Three*s | 1 |
H | 7 | PRINC CHISA/COST | 60/H/THREE*s | 1 |
H | 8 | Aving H | 60/H/THREE*s | 1 |
H | 9 | DOI'S H | 60/H/THREE*s | 1 |
H | 1 | Aving H/Morby | 60/H/THREE*s | 1 |
H | 1 | Aving H/Morby | 60/H/THREE*s | 1 |
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ALLMAN BROS, MARUSTRAIGHT From The BILLY JOEL/Say Goodbye To Hollyw BALANCE/Bressing Army

KIN CARRES/Oras Of the Carps BDC/Burnin' for You

KRLABII Los Angeles

PD: Jack Roth

MD: Rick Stancato MD: Rick Stancato

1 1 1 0033/301815/1041ess Love
2 2 0059/301815/1041ess Love
3 2 0059/301815/1041ess Love
4 0 0059/301815/1041ess

20, 30 UEYO/Magraing to The Cool.. RICE SPRINGS (ELD/I've Done For

SHEALT FOR INSOM/NEW'S See
RIGO SHE(DEADLO) IN YOU LEVERY
RIGO SHE(DEADLO) IN YOU LEVERY
RISH CAMES AND YOU SHE CAN'S
RISH CAMES AND YOU SHE RISH
RISH CAMES AND YOU SHE RISH
RISH CAMES AND YOU SHE RISH
RISH CAMES AND YOU SHE RISH RISH
RISH CAMES AND YOU SHE RISH RISH RISH
RISH CAMES AND YOU SHE WAS RISH
RISH CAMES AND YOU SHE

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

EAST Most Added Hottest

Bob Seger Billy Joel Kenny Rogers S. Nicks w/T. Petty

Ross & Richie Journey

DDS&HO

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

SOUTH Most Added. Hottest

Bob Seger Kenny Rogers Billy Joel

Ross & Richie **Christopher Cross** Journey

KPUR/Amerillo, TX

EAST

PARALLEL TWO

14Q/Worcester, MA Gary Noten

HOODY BLUFS
RENNY ROGERS
HILLY JOFL
AL JARREAU
HOTTHE 1-1
COMMICTORYS G-4 COMICDORES 6-4
PARIO CRUIBE 9-7
RAYDIO 15-10
CHRIS CHCSS 21-15

WBBF/Rochester, NY Hally Levie

FOUR TOPS
DAN POGELBYRG
HALL & CATES
HOTLES:
ROSS/PICHIE 1-1
JOURNEY 7-2
COMMCDORES 9-4
STRVIE NICKS 10-5

WICC/Bridgeport CT Bob Mitchell

RALANCE RICK SPRINGFIELD BOB SEGTR KENNY ROGERS KENNY ROGERS
HOTTEST 1-1
COMMODORES 2-2
JOURNEY 3-3
STEVIE NICKS 2-4
ELO 11-9

WKEE/Huntington, WV Qary Miller

PRANKLIN & PENSON

BCB SEGER HOTTEST:
JOURNEY 1-1
MOODY BLUES 20-8
CHRIS CROSS 24-12
LRB 3D-19
DEBBIE MARRY 29-21

WPST/Trenton NJ Tom Taylor

DIEGEL BILLY JOEL BOB SEGER 27 TOP Hottest: JOURNEY 2-1 STEVIE NICKS 3-2 MOODY BLUES 14-6 ELO 16-10 PABLO CRUISE 15-12

WTRY/Albany, NY Bill Cahill

BCB SEGER OUINCY JONES
HOTERT:
ROSE/RICHIE 1-1
AFTERNOON DELIGHT 2-2
JOURNEY 7-4
ELO 15-9
SHEENA EASTON 22-15

WAEB/Allentown, PA Jefferson Ward

HOTCHET 1-1 ROSS/RICHIE 1-1 STEVIE NICKS 17-6 REO SPEETMAGON 16-8 HAIL 4 QATES 22-14 DAN FOGFLBERG 25-19

WHYN/Springfield, MA Mary Ferraro

DAN FOGELBERG CARCLE B. SAGER QUINCY JONES SILVER CONDOR KIM CARNES Hottest: ROSS/RICHIE 1-1 GARY WRIGHT 6-3 JOURNEY 1D-6 EDDIE RABBITT 12-7 MOODY BLUES 13-9

KC101/New Heven, C1

BILLY JOEL MARTY BALIN FOUR TOPS MANNATTAN TRANSPF HOTE-SET HOSS/RICHTE 1-1 JOURNEY 8-5 CMPIS CRCSS 15-10 AFTERMOON DELIGHT 15 DAN FCCEIBERG 2P-22

WFBR/Baltimore MD

CARPENTERS
MINE POST
BILLY JOEL
HOSTER
ROSS/PICHIE 1-1
ELO 10-6
EDDIE RABBITT 13-B
FCUR TOPS 15-11
REO SPEELWACON 10-14

WBLI/Long Island, NY Bill Terry

FCUR TOPS KENNY ROGERS HALL & CATES Hottest: HOSE PICHIE 1-1 STEVIF HICKS 14-7 PABLO CRUISE IC-8 FOREIGNER 15-12 SHEENA EASTON 19-14

WTIC-FM/Hertford, CT Rick Donahue

EDDIE RABBITT NCODY BLUES PAT URMATAR REO SPECTWAGON LRB KIM CARNES AFTERHOON DELIGHT RICK JAMES DEBBIE HARRY EVELYN KING HALL & CATES HOT SECEN HOTEST; ROSS/RICHIE 1-1 JOURNEY 7-5 FOLLING STONES 12-9 SHEENA EASTON 14-11 CHRIS CHOSS 18-15

Q106/York, PA

AL JARFEAU
PRANKLIN & PENSON
DOB SFOCER
BILLY JOEL
HOTCOCK
HOTE 1-1
JOURNEY 13-B
EDDIZ RABBITT 16-10
GARY MRIGHT 15-11
CHRIS CROSE 24-15

WHFM/Rochester, NY Almee Pect

BOB SEGER BILLY JOEL DEBBIE HARRY KENNY ROGERS MEATLOAP MEATLOAF Hottest: NOSS/RICHIE 1-1 PABLO CRUISF 4-3 JOURNEY 11-5 STEVIE NICKS 9-6 SHEENA EASTON D-10

K104/Erle, PA Bill Shennon

BOB SECER DIESEL BURTON CUMMINGS ERIC HINE MEATLOAF FOREIGNER FOREIGNER
Hottest:
ROSS/RICHIE 2-1
CLIMAX BLUES BAND D-2
MOODY BLUES 21-16
DON FELDER 29-19
SQUEEZE 4D-29

V100/Charleston, WV Jay Jarvie

STEVIZ NICKS ZLO LRB BALANCF. BALANCE.
HOTTER:
COMMCDORES 2-1
EDDIE RAPBITT 7-5
CHRIS CROSS 14-7
SHEENA EASTON 13-8
RAYDIO 11-9

Jan Jeffries

Jan Jaffries
BILLY JOEL
BOB SECER
CUINCY JONES
FOUR TOPS
HOTECAL
JOURNEY 5-1
SCUEEZE 4-2
STEVIE NICKS 3-3
MOODY BLUES 6-5
AL JARREAU 14-11

WKRZ-FM/Wilkes-Barre, PA

Jim Rising
SILVER CONDOR
DEVO
BILLY SCUIFR
KENNY ROCERS
STEVIE WOODS
HOttost:
JOURNEY 2-1
STFVIE NICKS 4-2
ELO 6-3
COMMODORES 9-4
DIESEL 29-18

92FLY/Albany, NY

Jack Layrence
KIH CARNES
BILLY JOEL
BOB SECER
ALABANA
DEVO
STEVIE NICKS 6-4
FOLLING STONES 20-15
SHEENA FASTON 27-20 Jack Layvrence

PARALLEL THREE

13FEA/Meno

BCB SECER

ARS
CUINCY JONES
BILLY IDOL
HOCLEST
ROSS/PICHTE 1-1
STEVIE NICKS 6-2
JOURNEY 8-3
HEAD SPEEDMACON 18-14
HALL & CATES D-23

BCB SECER
EXILE
MINE POST
ALLMAN BROS. BAN
JOHN DERVER
DIESEL
Hottest.
ROSS/RICHIE 1-1
BEACH BOYS 19-1D
EDDIE RABBITT 17-12
BALANCT 21-16
CHRIS CROSS 27-21

WCIR/Beckley, WV

Jam Marda

BOR BECER
TIN COCINAN
RILLY JOEL
TANNEY/SEPENCER BE
EZ TOP
HOItest:
ELO 7-1
CARY WRIGHT 5-2
EDDIE BABRITT 8-5
DENNIE HARRY 14-9
BEACH ROYS 16-11

WFBQ/Attoons, PA Tony Booth

QUINCY JONES BILLY SQUIER DENIECE WILLIAMS NCM SEGEP AL JARREAU DAVID GATYS HOLE-MI HOSS/MICHIE 1-1 JOURNEY 6-7 BEACH BOYS 14-7 ZDDIE MARDITT 15-B KFNNY POCKRS J3-23

WGUY/Bangor, ME Jim Randall

HOLLEST: ROSS/RICHIE 1-1 FOREIGNER 2-2 COMMODORES 3-3 PAT BENATAR 4-4 STEVIE NICKS 5-5

WHEB/Portsmouth, NH Rick Been

KENNY ROGERS
HOTTOS!
ROSS/RICHIE 1-1
EDDIE RABBITT 11-7
PABLO CRUISE 14-11
ALABAMA 20-14
REO SPEETWAGON D-26

WJBQ/Portland, ME Dave Cole

CAROLE B. SAGER
CRUSACERS/JOE COC
VAN STEPHENSON
BILLY JOFI
PICKIE LEF JONES
STEVIF MOODS
BILLY SOUIEP
BOB SEGGER
BALANCE
HOCCOR HOLLER I JOUNNEY 1-1 ALLMAN BROS. BAN 25-2 POINT BLANK 10-3 SURVIVOR 14-9 DIESEL 32-19

WTSN/Dover, NH Jim Sebastian

POB SECER
AL JARREAU
MICKEY GILLFY
HOTCHET
ROSS/PICHIE 1-1
JOURNEY 7-2
STEVIF NICKS 6-4
ALABAMA 7-5
EDDIE PABBITT 14-10

WIGY/Bath, ME Willia Mitchell

WHILE MITCHER

ENNY POCELBERG

BCB SECER

VAN STEPHENSON

HOTEGER:

ROSS/RICHIE 1-1

STEVIE NICKS 15-5

BALANCE 17-14

ROLLING STOWES 23-1B

CHRIS CROSS 26-2D

WLAM/Lewiston, ME Chris Layne

Chris Layne

BALANCE
FOUR TOPS
BILLY JOEL
KENNY ROGFPS
HOTTER 1-1
COMMCDORES 2-2
RONNIE MILSAP 3-3
RAYDIO 4-4
ECDIF RABBITT 6-5

95XIL/Parkersburg, WV Terry Lee Collins

CHRIS CROSS
BOB SECER
BURTON CUMMINGS
DIESEL
HOLLest
STACY LATTISAM 1-1
ROSS/RICHIE 5-3
STEVIE NICKS 14-B
MICHAEL STAMLEY B 19-13
FOUR TOPS D-33

WACZ/Bangor, ME Michael O'Hera

Hottest; ROSS/RICHIE 1-JUICE NEWTON 2-2 SHEENA EASTON 3-3 RONNIE HILSAP 4-4 COMMODORES 5-5

SOUTH

PARALLEL TWO

BJ105/Orlando, FL

KENNY HODERS BALANCE DAN PODELIPRO MARTY RALIN BOB SECTE JIM PHOTOGLO MANTANA RUBS MASON RUBB MASON Hottest: ROSS/RICHIE I-1 PCREIGNEW 6-4 STEVIE NICKB R-5 JOURNEY 17-9 ELO 19-15

KEEL/Shreveport LA Kevin Davie

DAN FOGELHERG STACY LATTIGAM BOB SEGER JOHN DENVER AL JARREAU HOTTOGET ROSE/RICHIE 1-1 EDDIE RABBITT 10-B SHEENA EASTON 24-15 CHRIS CROSS 28-18 HALL 6 OATES E-25

KTSA/Sen Antonio, TX J.J. Rodriguez

RALANCE KENNY ROOFRS HOTLOSE 2-1 JUICE NEWTON P-3 BEACH BOYS 14-10 JOURNEY 17-13 RAYDIC 2D-16

KXX106/Birmingh Chris Trans

BOB SECER BILLY SQUIER ARS BILLY JOEL MINE FOST BURTON CUMMINGS ZZ TOP ROSS/RICHIE 1-1 EDDIE RABBITT 15-9 HALL 6 OATEE 25-20 RICK JAMES 29-22 KIM CARNTS 30-24

WAKY/Louisville, KY Liz Curtle

MAPTY BALIN Hottest; 5HEEMN EASTON 7-1 LULU 3-3 CHRIS CROSS 9-4 RAYDIO 5-5 EDDIE RABBITT 6-6

WAXY/Ft Lauderdale FL Rick Shew

BILLY JOFL KENNY ROGERS ARS HOTTOSIA 1-1 JOURNEY 3-2 CHRIS CRCSS 19-1D MOODY BILLES 20-15 AL JARREAU 22-17

WAYS/Cherlotte, NC

Hottest: RCSS/PICHIE 1-1 EDDIE RABBITT 8-5 CHRIS CROSS 13-B REO SPPEDMACCN 14-IC STEVIE NICKS 29-IC

WBBQ/Augusta, QA Bruce Stevens

BOB SECER CARL CARLTON DARTS
HOTTEST:
RCSS/RICHIE 1-1
JOURNEY 4-3
ELO 6-4
RICK JAMES 9-5
ALABAMA 13-7

WFMF/Beton Rouge, LA Randy Rice

BOB SPGER KENNY ROCFRS Hottest: ROSS/RICHIE 1-1 SHEENA EASTON 8-6 ROLLING STONES 13-10 CHRIS CROSS 18-14 CUINCY JONES 24-20

WGH/Norfolk, VA Bob Canada

JIM PHOTOGLO HARTY BALIN BURTON CUMMINGS TIM GOODMAN MICK FLEETWOOD HOTCEST: BOSS/BICHIE 101 Hottest: ROSS/RICHIE 1-1 EDDIE RABBITT 5-2 CHRIS CROSS 6-3 SHEENA EASTON 13-1D FCUR TOPS 18-15

WHBQ/Memphis,TN Mike Scelzi

Hottest: ROSS/RICHIE 1-1 JOURNEY 2-2 JUICE NEWTON 3-3 COMMODORES 4-4 CHRIS CROSS 11-8

WJDXJeckson, MS

BK Crews

QUINCY JONES FEMNY HOGERS HOSE/BICHIE 1-1 DENIFCE WILLIAMS 3-2 EDDIE RABBITT 11-6 AL JARREAU 17-10 FOUR TOPS 25-18

WRJZ/Knozville, TN Edwards/Dillman

AL JAHRRAU MARTY BALIN MARTY DELL Hottest: ROSS/RICHIE 1-1 BHERNA EASTON 7-2 EDDIF RABBITT 7-4 MODDY BLUES 17-14 CHRIS CROSS 28-17

WSGN/Birming Wait Brown

Walt Brown
AIR SUPPLY
DAN FOGELIFFEE
MAPPY BALLIN
BILLY JOPL
BCB SFÖER
HOSTECT
STEVIE NICKS 2-1
SIEVER CCNEOR 10-6
SIEVER A EASTON 13-9
MOODY BILLYS 16-12
FCUR TOPS 2C-15

WTIX/New Orleans, LA Gary Franklin

RICK SPRINGFIFLE AL JARREAU NIELSEN/PEARSON CRUSADERS/JOE COC CARL CARLITON HOELEBE HOTTEST 1-1
FTEVIE NICKS 5-2
JOURNEY 8-4
CHRIS CROSS 35-23
KIM CARIES 33-27

Y103/Jacksonville, FL Robert John

ROBERT JOHN
KENNY POGERS
BOB SECER
AL JARREAU
FCUR TOPS
HOTLEST
JOURNEY 2-1
SHEENA EASTON 7-3
STEVIE NICKS 11-6
MCODY BLUER 12-9
CHRIS CROSS 23-17

WRVQ/Richmond, VA **Bill Thomas**

BHI Thomas

BCB SECER
SILVER CONDOR

HOTLEST NICKS 2-1

ROSS/RICHIE 12-10

SHEENA EASTON 14-11

CHRIS CROSS 19-12

DAN FCCELBERG 25-20

KELP/EI Paso. TX

FRANKLIN & PENSON Hottest: RICK JAMES 2-1 RICK JAMES 11-3 AFTERNOON DELIGHT 17-11 CARL CARLTON 74-15 SHEENA EASTON 28-22

FM100/Memphia, TN

BCB SEGER
DAN FCGELBERG
BILLY JOEL
RICK SPRINGFIELD (dp)
HOTEGER
ELTON JOHN 4-1
ALBANA 6-5
ELO 9-6
EDOIE RABBITT 14-11
CHRIS CROSS 18-12

WNOX/Knoxville, TN

DAN PCGELBERG
BURTON CUMMINGS
KFNNY ROCERS
KFNNY ROCERS
RONNEY CROWELL
HOCLORI
HOSS/RICHIE 3-1
GARY WPIGHT 4-4
HICKEY GILLEY 7-6
CHRIS CROSS 22-14
LULU 27-17

WSKZ/Chette

David Carrol DEVO
BOB SECER
HOTLEST
ROSS/RICHIE 1-1
SHEENA EASTON 15-7
CHRIS CROSS 16-10
ROLLING STONES 2D-15
LRB 22-19

KINT/EI Pago, TX Jim Zippo

SURTON CUMMINGS
AI JARPEAU
BILLY SOUTER
CARPENTERS
JOHN DENVER
KENNY ROCEPS
BOR SECTE
BOR SECTION
BOR SECTE
BOR SECTION
BOR SECTE
BOR SECTION
BOR SE

WERC/Birmingham, AL

BOB SECP MARTY RALIN AIR BUPPLY Hottest; KORK/PSICHIW 1-1 CCMMODOMER 2-2 HEACH BOYS 3-3 CHRIS CHORE 16-11 FOUR TOPS 23-15

KX104/Nashville, TN Jon Anthony

BILLY JOEL NOB SECEN HOLLEST: FICK JAMFS 5-1 CHRIS CROSS 17-9 ROLLING STONES 21-1D LNB 27-16 HALL & GATES D-19

KJ100/Louisville, KY Tom Gilligan

BOM BECER
BANTANA
REBNY BOGERS
DEVO
DON PELCER
HOTE-BEST
JOURNEY -1
BOC 6-3
STEVILE NICKS 10-5
PAT BERNATAR 15-9
MODDY BLUES 18-12

KHFI/Austin, TX Ed Volkman

FOREIGNER

POREIGNER

BOB SFOER

DIESEL

MARTY BALIN

TARMEY/SPENCER BD

CARPENTER

HOCLOSE 10-1

CHRIB CROSE 12-4

RAYDIO 10-7

MCODY BLUES 14-8

LRB 17-1D

KFMK/Houston TX

Jerry Steele Jery Steele
HALL & CATES
PRANKLIN & BENSON
KENNY ROCERS
HOTELE
ROSS/PICHIE 1-1
JOURNEY 25-10
SHEENA EASTON 13-11
PABLO CRUISE 20-15
CHRIS CROSS 30-21

KO94/Little Rock AR Michael York

MICHAEL YORK
BOB SEGER
SANTANA
CO CO'S
EEVO
MICKEY GILLEY
FRANKLIN & BENSON
HOTTEST 1-1
JOURNEY 11-B
SHEENA EASTON 17-13
CHRIS CROSS 24-16
REO SPEETWAGON 25-20

G100/Mobile, AL Scott Griffith SILVER CONDOR FOUR TOPS KENNY ROGERS BOB SEGER HOTTEST 2-1 FOREIGNER 2-1 JOURNEY 4-2 STEVIE NICKS 5-3 ELO 8-5 HALL 4 OATES 28-21

WAAY/Huntsville, AL Jim Kendricks

JIM KENDRICKS
BOB SECER
BURTON CUMMINGS
DENIECE WILLIAMS
STEVIE MOODS
MARRY BALIN
HOTCES:
COMMODORES 2-1
JOURNEY 4-3
STEVIE NICKS 6-4
EDDIE RABBITT 12-6
OUINCY JONES 28-19

CK101/Cocos Beach, FL Steve Ocean

RICK SPRINGFIELD
BOB EECER
FOREIGNER
HOttest:
FOREIGNER 3-1
SHEENA EASTON 24-15
ROLLING STONES 26-21
LRB 30-24
DEVO 33-25

WSEZ/Wineton-S Bob Mahoney

OUINCY JONES
KENNY ROCERS
PODMEY CROWELL
HOTEOMIC
ROSS/RICHIE 1-1
EDDIE RABBITT 12-7
KIM CAPMES 15-10
RICK JAMFS 17-11
CHRIS CROSS 31-23

KSET-FIM/EI Paso, TX Blake/Ven Dyke

DAN FOGELBERG KENNY ROGERS TENEY BAKER CURTIS MAYPIELD ROLLING STONES (dp) Hottest: RICK JAMES 3-1 CARL CAPLTON 7-3 GREG KIHN 8-5 SHEENA EASTON 16-9 OUINCY JONES 17-14

B97/New Orleans, LA Shomby/Volpe

AL JARKEAU
MICK SPRINGFIELD
SON SECEN
HOTESCI
RICK JAMES 3-1
ROLLING STOMES 13-6
ELO 11-9
ENERNA FASTON 16-10
CHRIS CROSS 19-12

WOKI/Knozville, TN Gary Adkins

Larry Cannon BOB BEGER BALANCE
PRANKLIN & HENBON
NOB SECEN
HURTON CUMMINGS
BILLY JOEL
ANNE HURRAY
HOTLOST
BOSE/PICHIE 1-1
JOUNNEY 15-8
HIKE POST 74-21
DENIECE WILLIAMS 27DAN FOGELBENG 33-29 DOB BECEN
DEVO
DENDIF HARRY
MARTY BALIN
ROUNEY CHOWFLL
BILLY SCUIER
RUBS MABON
HOTLEAL!
JOURNEY 2-1
STEVIE NICHS 10-8
ALABAMA 13-10
HOODY BLUES 14-11
HALL & CATES 33-19

WCSC/Charleston, SC

Chris Belley

MARTY HALIN
BOB SECER
BURTON CUMMINGS
DIEMEL
MICKEY GILLEY
TEMPTATIONS
HOTCOST
JOURNEY 3-1
STEVIE NICKS 5-3
EDDIE RARBITT 8-6
MOODY BURES 9-8
CHRIS CROSS 13-9 KENNY ROGERS
HALL & CATES
DAN POGELBERG
HOTUBEL,
KOSE/FICHIE 1-1
JOURNEY 7-2
COMMOTORES 11-3
ALABAMA 4-4
RONNIE MILSAP 2-5 WISE/Asheville, NC

WVLK/Lexington, KY Dave Murray CARPENTERS CARPENTERS
HOSE/RICHIE 1-1
RAYDIO 6-4
SHEYNA EASTON 7-5
JOURNEY 10-7
PABLO CRUISF 11-8

KEGL/Fort Worth, TX

HALTSTEVENS
BOB SECER
BILLY JOEL
FORRIGNER
DIESEL
HOCLESL
JOURNEY 1-1
STEVIE NICKS 3-2
GREG KIHN 5-4
ELO 9-7
ROLLING STONES 26-20

WBCY/Cherlotte, NC

BOB SECER
FOREIGHER
BILLY JOEL
MARTY BALIN
DIESEL
HIKP POST
HOTELSEL
ROSS/PICHIE 8-1
DON FELDER 12-9
DEVO 14-11
CHRIS CROSS 18-12
EDDIE RABBITT 24-16 ARS BILLY JOEL CARPENTERS CARPENTERS
HOTLOGE:
SHEENA EASTON 4-1
EDDIE RABBITT 14-7
ELO 21-16
LULU 23-17
CHRIS CROSE 2B-23 WKXY/Sernsots, FL

KSTAR/Houston, TX

Rick Lambert BILLY JOEL HALL & CATES LRB SANTANA SANTANA
BILLY SQUIER
FOLLING STONES
BOC
Hottest:
FOREIGNER 1-1
ELO 22-14
KIM CARNES 17-15
CHRIS CROSS 20-17
GREG KIHN 26-16

WMAK-FM/Nashville, TN Scooter Davis HIKE POST
HIKE POST
HECC
KENNY POGERS
FRANKLIN & BENSON
ARS (dp)
BURTON CUMHINGS (4p)
CARL CARLTON (dp)
HOTE-est:
ROSS/RICHIE 1-1
FOREICHER 4-2
STEVIE NICKS 10-5
DENIECE WILLIAMS 16-11
CHRIS CROSS 19-15

PARALLEL THREE

KILE/Galveston, TX Scott Taylor ARS DIESEL Hottest: ROSS/RICHIE 1-1 PAT BFNATAR 3-2 PABLO CRUISE 4-3 JOURNEY 9-4 STEVIE NICKS 15-7

KSEL/Lubbock, TX Stan Castles

BOB SECER DIESEL
POCO
AL JARREAU
HOCTEST
STEVIE NICKS 2-1
JOURNEY 5-4
ELO 13-9
MOODY BLUES 16-11
ROLLING STONES 2D-14

WCGQ/Columbus, GA

WHHY/Montgomery, AL

BOB SEGRY
CARL CARLTON
RODNEY CROWELL
BILLY 6 THE BFATE
HOTTOST
ALABAMA 2-1

ELO 10-5 JOURNEY 14-9 HAYDIO 19-10 CHRIS CROSS 37-20

WFOX/Gainesville GA

FM99/Tallahasses FL

Tony Williams

Hank Dole

Whontwillens
BOD SECER
EVENTY FOODERS
CUINCY JONES
FOO REPETIVACION
HOLLEST JOURNEY 7-1
FONNIT MILBAP J-7
EDDIE BARBITT 7-5
ALANAMP 6-6
ETEVIE NICKS 11-9 SILVER CUNDOS TPDDY NAKER DIESEL BOB BEGER BOR BEGER HOTTOST HOSE/HICHIE 1-1 FORFIGNER 3-2 ETEVIE NICKS 11-6 SHEENN FABTON 14-10 CHRIS CHOSE 12-13

WFLB/Feyetteville, NC WANS-FM/Anderson, SC

Sam Church PICK JAMPS
NOB SLOES
KENNY ROGERS
Hottest:
ROSS/RICHIE 1-1
BACH BOYS 15-12
KAYDIO 20-14
SHEENA EASTON 22-17
MODDY BLUES 26-12

WSQA/Sevenneh, QA

BOR SEQUE DENIECT WILLIAMS MICKEY OILLEY HOCKEST: ROSS/PICHIE 1-Y ELO 13-7 JOURNEY 16-12 CHBIS CROSS 23-14 ROLLING STONES 24-19

958GF/Sevenneh, GA J.P. Hunter

J.P. Hunter

BOB SECER
CARL CARLTON
DENIECE WILLIAME
CLARKE/DUKE
MANHATTANS
HOTE-621
ROSS/AICHTE 1-1
CHRIS CROSS 22-13
ELTON JOHN 21-14
KIM CARRES 24-2D
SHFEMA EASTON 25-21

2102/Sevennah, GA Ray Williams

BILLY JOPL
POB SECEP
FOUR TOPS
HOTTER
ROSS/FICHE 1-1
JOURNEY 14-B
RICK JAMPS 16-9
CHRIS CROSS 19-10
ROLLING STONES 25-15

POB SECER PCREIGNER BILLY JOEL AIR SUPPLY HOTE-BELL ROSS/RICHIE 1-1 ROCLING STONES 19-15 LRE 23-19 DAN PCGELBERG 24-21 KQIZ-FM/Amerillo, TX

RICK SPRINGPIELD KENNY ROGERS DEBBIE HARRY QUINCY JONES ARS AR6
Hottest:
JOURNEY 1-1
POINTER SISTERS 5-2
ELO 7-5
COMMODORES 11-7
MOODY BLUES 20-16

KVOL/Lafeyette, LA

hilip Ranki BOB SEGER BILLY SOUTER BURTON CUMMINCS DEVO CARL CARLTON TIM GOODMAN TIM GOOTMAN Hottret: STEVIE NICKE 1-1 QUINCY JONES 18-12 LRB 24-15 KIM CARNES 26-19 HALL & CATES 26-20

WXLK/Rosnoks, VA

RUBB GROWN
STEVIE WOODS
HARTY BALIN
CAPPENTERS
GO CO'S
KENNY ROCERS
HOTE-CALL
ROSS/FICHIE 3-1
CHRIS CROSS 13-6
MCODY BLUES 70-14
ETEVIE NICKS 25-15
HALL & OATES 28-19

MIDWEST Most Added Hottest

Kenny Rogers Bob Sege Dan Fogelberg S. Nicks w/T. Petty

Ross & Richie Journey

DDS & HO

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

WEST Most Added. Hottest

Bob Seger BINy Joel Kenny Rogers

Ross & Richie Journey S. Nicks w/T. Petty

MIDWEST

PARALLEL TWO

9200 Columbus, OH Teri Nutter

HALL & CATES BCB SEGER BILLY JOEL BILLY JOEL
HOCKEST:
ROSS/RICHIE 1-1
FCREIGNEP 2-2
STEVIE NICKS P-4
SHEENA EASTON 25-19
ROLLING STGNFE 26-22

KIOA/Des Moines, IA A.W. Pantoja

HALL & CATES APT CAPFUNKEL CAPPENTERS CAPPENTERS
ROTEST:
ROSS/PICHIE 1-1
FORFICHER 4-3
GREG KIHN 5-4
STEVIE NICKS 12-10
CHRIS CROSS 25-21

KOFM/Oklahoma City, OK Chuck Morgan

KENNY ROCERS Hottest: ROSS/RICHIE 1-I RONNIE HILSAP 5-3 ALABAMP 11-8 SMITH/SWEET 19-13 CHRIS CRCSS 71-14

KRAV/Tulsa, OK **Gary Reynolds**

PILLY JOEL
Hottest:
ROSS/RICHIE 1-1
SHERNA FASTON 2-2
CCHMODORFS 6-3
CHRIS CROSS 10-5
MCODY BLUES 12-9

KZ93/Peoria, IL Keith Edwards

TARNEY/SPENCER BE TARNEY/SPENCER BE DIESEL BILLY JOEL Hotteat: JOURNEY 1-1 STEVIE NICKS 3-2 MOODY BLUES 9-4 ROLLING STONES 16-9 LRB 19-12

WHOT/Youngstown, OH Dick Thompson

DAN FOGELBERG
RICK SPRINGFIELD
HOTCEST:
JOURNEY 1-1
ROSS/PICHIE 2-2
CHRIS CROSS 22-17
ROLLING STONES 28-20
REO SPEEDMAGON 27-22

ä

WMEE/Fort Wayne, IN John Curry

KENNY ROGERS BOB SEGER HOST PROPERTY OF THE PROPERTY

Ched Hunt

HOODY BLUES SHEENA EASTON REO SPEEDWAGON KIM CARNES BALANCE BALANCF Hottest: COMMCDORES 1-1 RAYDIO 16-10 POINT BLANK 19-14 EDDIE RABBITT 23-16 LRB 29-24

WNCI/Columbus, OH

HAIL & CATES DAN FOGELBERG ARS KENNY POGERS MENNI
HOtteet:
ROBS/FICHIE 1-1
STEVIE NICKS 5-2
FLO 8-5
EDDIE RARBITT 12-8
MOCDY BLUES 15-9

WOHO/Toledo, OH Beeu Elliot

MENNY ROGERS GUINCY JOHES B/PICHIE 1-1 EDDIE RARRITT 6-4 CHRIS CRCSE 9-6 RAYDIO 15-9 LULU 17-10

WOW/Omeha, NB J.C. Corcoran

J.C. Corcoran
PICK SPRINGFIELE (dp)
JUICE NEWTOK (dp)
HALL 6 CATES
LRB
Hottest:
ROSS/FICHIE 1-1
JOURNEY 5-3
STEVIE NICKS 16-7
MOOTY BLUES 12-6
ELO 13-10

WVIC/East Lansing, MI Jim St John

DAVID GATES BCB SEGER BURTON CUMPINGS RONNIE LAWS HELEN PECCY JIM PHOTOGLO JIM PROTOGLO
Hottest:
ROSS/FICHIE 1-1
SHEENA EASTON 11-4
EDDIE RABBITT 17-6
RAYDIO 16-10
MOODY BLUES 70-14

KSTT/Davenport, IA

KSTT/Davenport IA
Bill Young
ALLMAN BROS. BAN
RICK SPRINGFIELD
CUINCY JONES
FOUR TOPS
BEACH BCYS
ROBBIE DUPPRE
HOTTER
RCSS/FICHIE 1-1
JOURNEY 2-2 JOURNEY 2-2 FDDIE RABBITT 3-3 COMMODORES 4-5 ELO 9-6

Barb Starr

AL JAPREAU Hottest: JOURNEY 1-1 MCODY BLUES 10-5 ALABAMA 16-10 LRB 24-17 DAN FCGELBERG 30-18

KEYN FM/Wichita, KN Terri Springs

SHEENA EASTON KENNY ROGERS RICK SPRINGFIELD (dp) NICK SPRINGFILLS
HOttest:
ROSS/RICHIE 1-1
JOURNEY 5-3
EDDIE RABBITT 7-5
STEVIE NICKS 12-8
CCMMCDORES 16-11

WYFM/Youngstown, OH

Hottest: ROSS/RICHIE 1-1 FOREIGNER 7-3 STEVIE NICKS 9-7 JOURNEY 13-8 ELO 1C-14

WTWR/Datroit MI

GARY WRIGHT GARY WRIGHT
LRB
BCB SEGER
HOTTEST
HOTSE, PICHIE 1-1
JUICE NEWTON 3-3
STEVIE NICKS 5-5
GREG KIHN 7-7
FOREICNER 9-9

WAKX/Duluth, MN Jon Armetrong

Hottest: ROSS/RICHIE 1-1 JOURNEY 9-2 JOURNEY 9-2 EDDIE RABBITT 12-5 BEACH BOYS 13-6 ELO 17-11

WNAM Appleton-Oshkosh, WI Jey Tyler

BCB SECER BCB SFGER
BILLY JOEL
PICK SPRINGFIELD
FCUR TOPS
TIM GOODMAN
Hottent:
ROSS/RICHIE 1-1 ELO 15-6 SHEENA EASTON 16-7 MOODY BLUES 17-10 CHRIS CROSS 26-15

WGRE/Eveneville, IN

KENNY ROGERS HALL 6 CATES ALLMAN RPOS. HAN ALLMAR RPOS. SAN HOTTEST: POSS/PICHIE 1-1 JOURNEY 5-2 PARLO CRUISE 6-4 EDDIE PABBITT 8-6 STEVIE NICKS 12-9

WRBR/South Bend, IN

ELTON JOHN
DAN FCGELBERG
Hottest:
JUICE NEWTON 3-1
COMMODORFS 12-6
STEVIE NICKS 16-12
BEACH BOYS 20-17
SHEENA EASTON 23-20

WZOK/Rockford, IL Mr. Ed

EDDIE RABBITT HALL & OATES RICK SPRINGFIELD DIESEL DIESEL
Hottest:
JOURNEY 7-1
MOODY BLUES 11-8
ROLLING STONES 13-10
CHRIS CROSS 18-13
DAN FOCELBERG 19-14

2104/Medleon, WI

BOB SEGER
BILLY JOEL
EXILE
TIM WEISBERG
HOTTONE
ROSS/RICHIE 1-1
FOREIGNER 2-2
JOURNEY 4-4
MOODY BUJES 7-6
ROLLING STONES 15-10

WIK S/Indianapolis, IN

BOB SEGER
DEBBIE HARRY
SILVER CONDO
ARS
FGREIGNER BOC Hottest: COMMODORES 1-1 COMMODORES 1-1 JOURNEY 9-4 GARY WRIGHT 15-9 PAT BENATAR 17-11 ROLLING STONES 32-25

U93/South Bend, IN J.K. Dearing

GARY WRIGHT CARY WRIGHT
ELO
CHRIS CROSS
HOTLEST:
ROSS/RICHIE 1-1
STEVIE NICKS 13-11
EDDIE RABBITT C-12
CARPENTERS 23-17
PAT BENATAR 25-18

WDJX/Dayton, OH Butcher/Dawson

LRB
Hottest:
ROSS/RICHIE 1-1
RONNIE MILSAP 2-5
ELO 9-7
ROBRIE PATTON 15-10
LULU 21-16

WLOL-FM/St Paul, MN

BEACH BOYS LRB ELO DAN FOGELBERG DILLMAN BAND Hottest: ROSS/RICHIE 1-1 JUICE NEWTON 2-2 EDDIE RABBITT 8-5 LULU 19-13 SHEENA EASTON 20-15

PARALLEL THREE

KFYR/Bismarck, ND Dan Brannan

DAN FOGELBERG BOB SEGER Hottest: ROSS/RICHIE 1-1 GREC KIHN 2-2 STEVIE NICKS 9-3 BEACH BOYS 10-6 JOHN DENVER 12-9

KKLS/Rapid City, SD Mick Kjar

Hottest: CARY WRIGHT 2-1 ALABAMP 7-4 ELO 13-10 KIM CARNES 23-17 QUINCY JONES 24-19

KKRC/Sloux Falls, SD Dan Kieley

BILLY JOEL DEVO
BALANCE
KENNY ROGERS
HOTTEST
HOTTEST
HOSS/RICHIE 3-1
GARY WRIGHT 2-2
FOREIGNER 4-3
COMMODORES 8-5
JOURNEY 13-9

KKXLIGrand Forks, ND Jeff Parker

DAN FOGELBERG Hottest: ROSS/PICHIE 1-1 JOURNEY 7-2 PABLO CRUISE 4-3 EDDIE RABBITT 5-4 COMMODORES 7-5

WEAQ/Eau Claire, WI Rick Roberts

ART GARFUNKEL
DAVID CATES
KENNY ROGERS
HOTLEST
1JUICE NEWTON 4-1
BEACH BCYS 5-2
SHEINA EASTON 10-7
JOURNEY 70-13
PABLO CRUISE 26-20

WSPT/Stevens Point, WI Brad Fuhr

BILLY & THE BEATE TARNEY/SPENCER BD BOB SEGER (dp) FOREIGNER (dp) FOREIGNER (GD) Hottest: ROSS/RICHIE 1-1 ELO 11-8 ROLLING STONES 14-9 EDDIE RABBITT 20-14 BALANCE 22-18

WTRU/Muskegon, MI Mike Stevens

KENNY ROGERS SILVER CONDOR ARS BOB SEGER HOTTEST:
ROSS/RICHIE 1-1
JOURNEY 2-2
PABLO CRUISE 4-3
STEVIE NICKS 7-4
GARY WRIGHT 10-6

THE FOLLOWING STATIONS

DID NOT REPORT THIS WEEK:

CHUM/Toronto

WL8/Chicago

WL8-FM/Chicago

CKLW/Detroit

KXOK/St Louis

KRFM/McAllen-Brownsville

KLAZ/Little Rock

WQRK/Norfolk

WGRD/Grand Rapids

Yee-96/Cincinnet

Y94/Freeno WROV/Roenoke WRKR/Recine KWLO/Waterloo KBOZ/Bozemen

WEST

PARALLEL TWO

KCPX/Selt Lake City, UT Gary Waldron

AL JARPEAU BOB SEGER POBBIE CUPRFF RONNIE LAWS BILLY SCUIER BCBBY GOLDSBORD BURTON CUMMINGS ANNE MURRAY HOTCEST: Hottest: ROSS/RICHIE 1-1 STEVIE NICKS 8-4 SHEENA EASTON 9-7 CHRIS CROSS 17-9 POINTER SISTERS D-10

KERN/Bakersfield, CA

KON TONKIN

KENNY ROGERS
DAN FCGELBERG
BOB SEGER
MARTY BALIN
SANTANA
HOttest:
JOURNEY 11-1
ALABAMA 76-12
RAYDIO 23-14
KENNY RCCERS A-28
DAN FOGELBERG A-35

KGW/Portland, OR Janis Wojniak

Hottest: ROSS/RICHIE 1-1 JOURNEY 6-6
EDDIE RABBITT 2-8
GARY WRIGHT 11-11
SHEENA EASTON 15-15

K IRB/Spokane, WA Brian Gregory

ROSS/RICHIE ROSS/RICHIE
BOB SEGER
CARL CAPLTON
HOTCEST:
ROSS/PICHIE 1-1
STEVIE NICKS 6-3
CHRIS CROSS 11-10
FORFIGNER 72-13
FOUR TOPS 74-21

KRQ/Tucson, AZ Dave Van Stone

BILLY JOEL SEGER Hottest: ROSS/RICHIE 1-1 JOURNEY 4-3 STEVIE NICKS 10-9 MOODY BLUES 12-10 KIM CARNES 19-17

KTAC/Tacoma, WA

ANNE MURRAY JOHN DENVER ARS KENNY ROGERS Hottest: ROSS/RICHIE 1-1 COMMODORES 3-2 STACY LATTISAW 9-6 RONNIE MILSAP 10-7 JOURNFY 11-8

KTKT/Tucson AZ Bobby Rivers

KENNY ROCERS BCB SFGER AIR SUPPLY Hottest: ROSS/RICHIE 1-1 JOURNEY 7-6
GARY WRIGHT 14-9
SHFENA EASTON 17-14
CHRIS CROSS 22-15

KLUC/Les Vegas, NV

DAN POGELBERG DAN PCGELBERG
BILLY JOFL
BOB SECER
GO GO'S
Hottest:
JOURNEY 1-1
STEVIE NICKS 5-2
ELO 6-3
GARY WRIGHT 20-15
CHRIS CROSS 22-16

KIOY/Freeno, CA

CARPENTERS HARTY BALIN CHARLIE DORE
HOTTER
1 POSS/RICHIE 2-1
JOURNEY 4-2
LULU 16-14
LRB 18-15
CHRIE CPOSS 26-22

KYNO-FM/Freeno, CA Jeff Davis

ROLLING STONES ROLLING STONES SANTANA EXILE Hottest: RDSS/PICHIE 1-1 JOURNEY 4-3 PABLO CRUISE 7-7 AFTERMOON DELIGHT 15-9 CARL CARLTON D-17

KZZX/Albuquerque, NM Bruce Deniele

HALL & CATES ELTON JOHN Hottest: ROFS/RICHIE 1-1 JOURNEY 3-7 EDDIE RABBITT 5-3 SHEENA EASTON 21-13 CHPIS CROSS 25-16

FM102/Secramento, CA Billy Manders

QUINCY JONES KENNY ROCERS AFTERNOON DELIGHT APTERNOON DELIGHT Hottest: ROSS/FICHIE 1-1 SHEENA FASTON 6-3 STEVIE NICKS 9-4 CHRIS CROSS 18-9 RICK JAMES 22-12

KSPZ/Colorado Springs, CO Mike Daniels

DAN FOGELBERG BILLY JOEL BILLY JOEL
Hottest:
JUICE NEWTON 1-1
PABLO CRUISF 2-2
COMMCDORES 4-3
JOURNEY 5-4
EDDIE RABBITT 8-5

KYSN/Colorado Springs, CO Dan Jackson

BOB SECER BILLY JOEL BOC HOTTEST: ROSS/RICHIE 1-1 STEVIE NICKS 6-3 PABLO CRUISF 8-5 MCODY BLUES 13-10 ROLLING STONES 22-17

KZZP/Phoenix, AZ Dave Anthony

DIESEL MARTY BALIN BGB SEGER BILLY JOEL Hottest: ROSS/PICHIE 1-1 JOURNEY 9-2 EDDIE RABBITT 5-3 SHEFNA FASTON 10-6 STEVIE NICKS 12-7

KHYT/Tucson, AZ Rich Brother Robbi

HERB ALPERT CURTIS MAYFIELD DEVO SILVER CONDOR DON FELDER GO GO'S RONNIE LAWE EVASIONS EVASIONS
HALL & OATES
DAN FOCELBERC
FRANKLIN & BENSCN
Hottest:
ROSS/RICHIE 1-1 CARL CARLTON 9-5 CHRIS CROSS 14-10 BRICK 36-24 AURRA 40-25

KIDD/Monterey, CA Brown/Ryen

RICK SPRINGFIELD DAN FOCELBERG FOUR TOPS GO GO'S Hottest: ROSS/BICHIE 1-1 FOREICHER 2-2 JOURNEY 5-3

KGGI/Riverside-Sen Bernardino, CA

QUINCY JOHEE HALL & CATES KENNY ROGERS DERBIE HARRY RICK SPRINGFIELD LRB AL JARREAU (RA) SHEENA EASTON SHEENA EASTON Hottest: FICK JAMES 2-1 EVELYN KING 9-7 JOURNEY 12-8 STEVIE NICKS 19-10 CHRIS CRDSS 21-13

KKXX/Bekersfield, CA Squires/DeRoo

BCB SEGER KENNY POCEPS DEVO MOTECHIE 7-1 GO GC'S 17-10 CHRIS CPCSS 19-13 RCLLING ETONFE 27-14 DEBBIE HARRY 27-15

KNBO/Tacome WA Gary Bryan

EXILE BOB SPCER BOB SFCER BURTON CUMMINGS HIKE POST HOTCEST: HOSS/RICHIE 1-1 STEVIE NICKS 2-2 JOURNEY 5-5 GARY WRICHT 7-7 EDDIE RARBITT 10-1C

K96/Provo, UT Jim Sumpter

FCREIGNER Hottest: ROSS/PICHIE 1-1 JOURNEY 3-7 PARLO CPUISE 4-3 GARY WRIGHT 10-7 SHEENA EASTGN 13-8

FM103/Selt Lake City, UT Lorraine Winneger

BOB SECER
BILLY SCUIER
HOTTER
HOTTER
1 JOURNEY 1-1
ELO 2-2
MOCCY BLUES 5-4
ROLLING STGNES 17-1C
DON FELDER 15-12

PARALLEL THREE

KCBN/Reno, NV Larry Irons

DE VO GO GO'S MAPTY BALIN BCB SFGER BILLY JOEL HOSTER HOSS / RICHIE 1-1 STEVIE NICKS 4-3 MOODY BLUES 10-17 CHRIS CROSS 25-17 ROLLING STONES 28-20

KDZA/Pueblo, CO Rip Avina

ELTON JOHN HALL & OATES KENNY ROGERS DEVO BOB SEGER HOTTEST: ROSS/RICHIE 1-1 GARY WRIGHT 11-5 STEVIF NICKS 12-8 SHEENA EASTON 20-12 ELO 23-17

KFXD/Boise, ID Charlle FOXX

OUINCY JONES HALL & CATES FOUR TOPS POUR TOPS ARC BOB SECER Hottent: RCSS/RICHIE 1-1 FOREIGNER 2-2 JOURNEY 4-4 COMMCDORFS 11-6 ELO 17-15

KOOK/Billings, MT Dennis Nichols

BILLY SCUIER BOB SECER STEVIE WOODS DIESEL BILLY JOFL BILLY JOFL
Mottest:
JOURNEY 6-1
FOREICHER 4-3
SHEENA EASTON 17-0
ELC 14-10
BEACH BCYS 19-13

KODI/Great Falls, MT

MAPTY BALIN ALABAMA
DAVID GATES
AI JARBRAU
BILLY SCUIEP
BOB SECEP
HOTEVENT
HOSS/PICHIE 1-1
FDREIGNEP 2-2
JOURNEY 4-3
GREG KIN 6-4
STEVIE NICKS 11-10

KRLC/Lewiston, ID Steven Alen MacKelvie

BURTON CUMMINGS BURTON CUMMINGS
BILLY JOFE
MINE POST
PIESFL
HOTCOM
HOSS/PICHIE 2-1
STEVIE NICKS P-2
DON FFLICH 12-6
SHEENA EASTON 13-0
DEVO 27-10

KSLY/Sen Luis Obispo, CA Don Potter

POC BILLY IDOI TILLY JOFL Hottest: ROSS/FICHIE 1-1 SHEFNA EASTON 10-7 CHRIS CROSS 19-12 ROLLING STONES 27-15 LRB 23-20

KENI/Anchorage, AK Randy Robbins

EXILE
STEVIE WOODS
PICK SPRINGFIELD
MARTY PALIN
BOB SECER
RITA COOLIGE
EVELYN KING
MEATLOFF
ROBBIE DUPREF
HOTCHET
FLO 1-1 HOTTER: ELO 1-1 JOURNEY 5-2 STEVIE NICKS 9-3 ROSS/RICHIE 10-6 CHRIS CROSS 20-11

KYYA/Billings, MT Jack Bell

BILLY JOEL
MIKE POST
QUINCY JONES
BOB SEGER
EXILE
HOTTEST
HOTEST
CHRIS CROSS 77-13
ROLLING STONES 74-15
MOODY BUJUS 23-16
DAN FOGELBERC D-20

KATI/Casper, WY Donna Foxx

KENNY ROGERS ARS
TIM COOFMAN
DEVO
FXILE
QUINCY JONES
Hottest:
PAT BENATAR B-1 PAI BENAIAF 6-1 BEACH BCYS 18-12 DEBBIE HARRY 24-14 ROLLING STONES 28-16 AFTERNOON CELIGHT 34-27

\$100 F-7
week# [5-6
wish 30-9
wish 7 32-10
whit 8-10
wish 8-2
wish 8-2
wish 8-2
wish 8-2
wish 8-6
kills 5-6

83378 S=4 8330 57-11

0

DAN FOGELBERG

Hard To ... (Full Moon/Epic)

2

BITCO 0-8 WTSD 10-6 WEST 10-11 WEST 10-12 WEST 10-14 WEST 10-14 WEST 10-17 WEST 10-10 WEST 11-10 QUOD 0-7 WEST 11-10 QUOD 0-7 # 10-17 # 10-17 # 10-17 # 10-17 # 10-17 # 10-17 # 10-17 # 10-17 # 10-17

NEMI 1-1 NEAT 22-61 NEAT 22-61 NEME 20-14 NEME 21-17 NATI 11-6 NEME 12-6 NEME 12-18 NEME 12-18 PRIC 17-18

Bedienel Summery LIP 69 LIEBUTS SC SAME 21 DONG 6 AEE-0 JP

874 d-30 8LUC * 8249 31-18 90C 30-35 8MYY * 8797 d-20 8LEE on

rallel I: Selected stations in major markets that are format dominaand/or exert a significant national influence

Parallel It: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel one stations that do not qualify for parallel one statios.

one status.

Paratlel III; Selected stations in smaller markets that are format dominunt induor exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

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



DENOTES FIRST WEEK IN PARALLELS. 207 REPORTS

"P	dit Se	DOE ong" (A	nylab	el)	
	P: Hit gional	Song		Noth	
	Reach	100/25	44%	Sumn	51
E	33%			Debuti	20
М	21%			Same	24
S	50%			Down	0
					- 1

EXAMPLE

100/25 — 100 CHR reporting stations or It this week including 25 new adds.

ndds.

Percentage of this weeks reporters playing it
all Reach — Percentage of reporters playing the
song within each
region. National Summary

Up 31 — Number of static on the charts

on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting
no movement this week. (On
to On, Add to On, 31-31,
etc.)



	RNOON I	Tale (MCA)
	70/4	34%
Per inne		Wations
Brach	11	burerer
F 40.0		UP 3
6 334	BA DA	&A SAME 2
H 134	-	DOWN
	-	ADEII

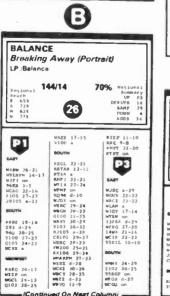
120	P2	W881
P1		RYNOPH 15-1
		#IDD on
TRAS	RAST	PH102 a
		RGC1 on
WSTU a-22	MDDF 17-17	NNBC 30-30
W191 7-3	ALBA 5-5	95 PE 14-20
F105 19-15	MT1CFH23	RCPR 27-17
N 12 6291 12 - 8	WICC OR	SHYT 6-1J
PRO-PH 6-3	MAEH 4-26	
Jh105 11-10 WPGC 29-25	MY24 9-8	10.0
ENGH 1-10	MERE 35-34	P3

BOUTH	80L/YH	BAUT
VACC 7-9	PSTTFH on	MOUY E-6
0105 1-7	UELP 17-13	MACE 10-10
WCFH 4-6	#1NY 16-14 WTIX 37-35	1/LAN 30-29
	AEEL on	MICA 33-16
REPORTED T	FO 94 OR	WHEB 16-24
	EEE106 9-7	MPRC 31-24
with on	MAGN ON	148h 12-77
WGCL 22-19	T103 30-23	BOUTH
WEST	83105 17-14	000111
	CHIO1 19-18	WPLB 17-15
RREA 25-22	MBBQ on	MANSEN OF
#100 0-5	MARTH 11-16	MICKA 9-10
AFRC 30-15	WBJZ 19-19 MAYN 10-15	
IUB on	MCSC 4-29	MANDWERT
RUAR OU	mc ac 0 - 5 A	MTHU ON
PPLE on	MICHAELE?	MIND ON
	WV1C 32-31	WEST
	2104 20-21	
	MNAP d-20	HDEA 19-63
	MINT 0-10	ROUR OR
		no OKTS

	Right (RCAI	
LP: Feels	So Riight		
Argional 1	14/2	55% Mat 10	
Brach		UP	34
5 4.73	-	DEBUTS	
B 508	N.S.	THAS	3
H 451			3.0
H 421		803 s	

P1	HTSA 24-21	KY BY 0-24
	Hill on	# #ZE# 17-15
	WT12 10-9	
BANT	REEL 2-2	P3
	1094 20-16	
bens 27-19	MJDR 14-12	
MCAD 7-7	KJULIO6 6-13	EAUT
F105 14-10	WERC U-B	
WBOR 7-3	10°37 28-27	M18C 30-35
PBO -FM 15-12	V103 24-30	MONA ou
JB105 29-24	BJ105 26-24	MACE 37-37
WPGC 20-17	WBBC 13-7	MI'VH 10-10
mroc 70-17	FH100 8-5	MICY OF
BOLTH	WHIRE on	WTS10 7-5
0000111	NR104 11-0	MHE p 20-14
EVIL 13-7	MPLARFIT 6-8	13FEA 19-10
293 11-5	WEEK 5-8	MPBC 24-26
94Q 4-3	MONT 13-10	
140 4-9	MRJT 11-15	BOLTH
MICHIGAN	MMO 9 1 - 7	
	MATE 19-19	MYSET 4-4
MPB 17-17	WARE 10-14	I102 24-20
WGCL on	MCBC 11-15	WBGA 14-9
MILUU 74-23	IHCH 14-14	936GP 27-25
WORY 20-15	MARY 14-14	WC00 19-15
mon 1 10-12	IU100 14-18	W18F 2-1
WEST	WVLE BULL	W/LB on
		MAKEPH 3~6
NEAPTH OR	Manager 1977	PR-99 24-19
HF1P 25-22		MACEA 4-5A
ATTH 27-25	WVIC 21-17	#1LE 18-17
FEMB 11-0	BiA KII cin	AGISPH OR
BDFA 27-34	RATT 20-21	XPUB 6-6
- Jr-34	810A d-29	
D2	KOPH [1-8	MICHIGAN
	ERAV 5-10	
	RE1117H 27-75	ICHTET 30-10
BART	M1EH 14-10	FFYB 7-7
	WMAP 23-21	ARLO 0-4
V770 5-9	MGBF 37-27	KRIBC 27-21
MAN 21-23	MMC1 17-12	EBLS 7-4
DIFFLY .	W000 21-14	WTSU on
Wall on	WHOT 25-23	
EC 101 d-29		WEST .
0106 00		

LLELS.		ST WEEK			арпол
	Alabama contini	wed)	Regional	28/2	1296 Bettiend Burmer UP
MARKE 234 d-29 MARK 26-25 140 17-13 MARK 25-25 MARKE 25-25	BERN 76-12 EYROFH 6-26 010V 5-6 5MBC on BBPE 15-15	REM3 30-30 REEV on RC0H 23-16 RDEA 10-10 RDE1 #-27 FYYA d-27 FFYD 20-38 RBLC 14-11	# # # # # # # # # # # # # # # # # # #	20	BANF DONN A
NFMN 7-7	ESPS 19-11 ECVL 6-12	IUIC 14-11	. E3	MREE 11-0	BEEF 0-8 BEQ 24-24 BYEY 13-10
Straight	From The	(Arista)	MADC 11-13 MBEMPH 23-34 MIPI 11-19 P105 15-14 MIDG 22-21 JB105 7-4 CROH 4-29	BOATHA PEGL 10-0 FFM# 10-23 RTMA 14-10 PTLP 30-0 #1NT 6-13 MT(A 32-2N NOT 20-27 REFL 20-20 MEMP 4-27	NOUY ON NACE 14-14 WIAN ES-13
Beech E 338 5 676 N 356 W 519	NAA	BURBARY UP 60 OF-UTS 5 BANY 37 LONES 2 ADDS 8	90044H 193 20-14 7100 10-13 0105 11-11 00044H	WIRC 3-3 WIRC 3-3 WIRGW 15-14 G100 14-11	WISS 18-22 WHEN #-8 13FEA 4-4 WENG 16-7 14WF 19-10 WC19 16-11
PARTY 74-31 WIFFI	WT1# 23-20 FEEL on 18	MAP 25-2 HOUV 20-28 WEB 27-27 1449 A BE 27-27 1449 A BE 27-27 1549 A BE 27-27 1549 A BE 27-24 1545 A BE 27-24 HEB 27-27-27 HEB 27-27-27 HEB 27-28	#TEO Q 3-2 AS*SPM can RAILQ 13-10 Fibin can WHOLL 33-11 WTLU 16-11 WOLL 33-11 WTLU 16-11 WTLU 16-11 WTLU 16-11 FID 16-12 FID 16-12 FID 17-14 WTLU 17-	WANY 18-13 Y103 19-16 CR101 13-12 WRB0 14-11 WRB0 14-11 WGR2 14-13 WGR2 13-13	### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 ### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 #### 12-16 ##### 12-16 ####
12 FLY on HPST 24 -21 1104 39-39 HPST 24 -21 1104 39-39 HPSE 28-24 100UTH 14GL d-27 175A on 15HT a UHF1 on	#EPN 33-37 #1PD 39-27 #MBQ on #Y488 d-30 PH103 d-31 #96 26-24 RRQ on	PSLY ON 32-29 ROSA ON SATI 32-28 RYYA 26-23 ROOK ON BEAD ON RELC 29-27	PAT BEF Fire And LP. Preciou	ICe us Time	2% Hations: Summer UP 39
Allen (Co		*	8 60 t 8 61 t H 59 t W 60 t	17	BAHP 19 DOME 49 ADDS 1
## Jone 60 60 60 60 60 60 60 6	SDE 106 a swall of 25 cm and a	National Lummary W 1 State of the State of t	EAST BASE 2-3 - 10 WESSEPH 8-19 WESSEPH 8-19 WESSEPH 4-19 WESSEPH 4-5 JBL03 17-26 WINDSTPH 4-5 WINDSTPH 4-5 WINDSTPH 4-5 WINDSTPH 13	WREE 7-10	RTAC 18-27



DE 4-74

MACE 18-38

KENI ON HBLY ON FCRH ON RATI =-34 RGDI ON FYYA ON KOOR ON KUND 0 KPICO 4 RBLC 6-30

#BEO 19-1

WEST 24-1 IUS d-25

(2)

WHYN 25-23

RATAR on

MRET JO- BILA no. BILET JI- BILET JI	WTUP 10-16 WITC 10-16 WITC 10-16 WITC 10-16 WITC 10-16 WITC WI	WFLD a WARDYW com WFLD 1 == 35 FFLD 1 == 35
0104 38-35 MF08 20-15 MF08 20-17 MF08 00 FFFE 79-32 SC101 un FFCC 0 MF09 37-34 MAGD d-20 FFEE 0-29 FFEE 0-29	MARK 30-27 BREN PF-27 BREN PF-23 F30C can BREA 30-20 BYEN 30-20 BYEN 30-23 BYEN 30-24 FRION 10-16 PRO 29-27 BLAC 10-7	EUR: 15-14 BB5.7 29-29 BCDB 10-22 ECBA 30-22 SATI 72-20 GQD1 10-14 FYYA 20-25 BCDS 20-25 RF3D 37-24
BEACH The Bea	BOYS ach Boys (6	Capitol)
######################################	20	Banjunaj Gummary UP 73 EFFUPS 5 BANF 20 DOM 20 ectió 2
MARC 11-12 WREEPPP 32-3 WIPPI 11-19 WREEPPP 32-3 WIPPI 11-19 WREEPPP 32-3 WIPPI 11-19 WREEPPP 32-3 WIPPI 11-19 WREEPP 32-3 WRE	# 197 # 6-15 # 6 # 6 # 6 # 6 # 6 # 6 # 6 # 6 # 6 #	RELF 6-9 AND 28-26 ATT 12-10 NOLY ON NOLY ON NOLE 18-16 WILST 18-13 NOLE 18-13 ROLL 18-13 R
!!		Fetions: Summiry UP 39 DEBUTS C BAHF 39 DOMR 49 ADDS 1
MINICO 25-18 MINICIPA 8-19 MIN	WREX 7-10	EXACT 16-27
	0	are now SUPE

Name of Street	0	
KIM CA		
	(EMI Ame	rica)
Ur: Miatak	en identity	
	14/6 7	0% National
Regional Reach		Summary UP 93
E 634 B 764	23	SAME 32
₩ 63% ₩ 749	©	DOWN 4
		ALDE C
PI	MPHR 23-20	KYBN 24-22
	RTSA 25-25 BINT 12-11	PH103 10-9
BART	MT1: 13-27	#96 34-20
	897 on	KEUC 23-21
WFBC 4-30 WFBW 22-16	WEEL 27-26	RFQ 19-17
MENSH 30-29	WFHF 27-25 WJDR on	FTRT 29-26
M1F1 19-15	KKH106 30-24	
	G100 18-16 MARY 26-17	123
WCAO 30-29 WXRSPM 13-12	MAJY 21-20	
WXRSPH 13-12 JB105 32-24		BAST
WXRSPH 13-12	A103 33-16	
WXRSPH 13-12 JB105 32-24	BJ105 20-16	M SINC
WXRSPH 3-12 JB105 32-26 CPTP d-35		WJBC on WGUY 32-32





NTRY 9-8 92FLY 11-10 NELL 5-4 NTICPH 3-2 ECIB1 4-3 MICC 2-2 HARB 5-15	WEST 12-23 KERM 7-4	RAT: 5-5 RQD1 3-7 RYYA 6-5 RQDK 6-14 RFRD 11-6
Arthur's	OPHER CRO Theme (W	
Hewions 1 Prech 7 92 t 8 92 t M 96 t W 96 t	93/6	J3% Metional funmary UP 166 CEBUTE 11 SANT 9 COMM 1 ACDS 6
D	14Q 21-15 MKEF 24-12 V100 34-7	FIOY 76-22 RIDC 78-21 PMIO2 18-9 RGG1 21-13 KJR8 11-10 KMBO 70-20
MABC 13-13 MHBC 31-17 MHBM 18-12 WHENFH 13-7 MIF1 10-11 968X a WCAO 16-13 F105 d-28 WROR 20-12	REGL 25-23 RETAR 20-17 RTBA 27-23 RETTH 30-72 RETTH 30-72 RHF1 12-4 MT12 35-23 B97 19-12	#7AC 29-22 #8PZ 16-13 #Y8N 23-20 #CPL 12-0 #96 18-13 #GW 20-20 #LUC 22-16 #ZZP 15-9
PRO-PH 17-14 JB105 31-23 MFGC 23-9	REEL 78-18 MPMF 35-14 RO94 24-16 MJDH 20-14	KNYT 16-30 KTAT 22-15 KZEK 25-16

N 541	
- P1	140 21-15 MKEF 34-12
	V100 14-7
1407	BOLYNI
	WOOTH .
MABC 13-13	REGL 25-23
MHBC 21-17	KSTAR 20-17
WYRM 10-12	RPHR 30-21
WHENTH 12-7	KTSA 27-23
W1F1 10-11	RESTEN 30-72
968X a	PHP1 12-4
WCAO 18-13	WT12 35-23
P105 d-20	B97 19-12
MROR 20-12	FEEL 78-18
PRO-FM 17-14	WFWF 36-14
JB105 31-23	RO94 24-16
MECC 53 = 9	WJDX 20-14
CALL 12-52	PXX106 18-15
CKCH on	WERC 16-11
BOUTH	MECK 22-17
	G100 16-14
EVIL d-19	MAAY 10-13
293 18-12	WAXY 19=10
940 16-9	V103 33-17
V100 10-4	BJ105 77-23
0105 18-12	CR101 23-19
WC13 29-14	MBBC 22-16
OC 100 29-14	PH100 16-12
MIDWEST	WHBC 11-8
	RR104 17-9
MDRQ 4-21	MMARPH 19-15
BS 95FM on	MS#2 16-10
KSLO 23-10	MCHI 26-34
WHB 16-14	MRJE 78-17 WHGH 27-14
WEZP 18-16	MINOR 33-14
WCCL 12-7	MBCA 18-15
0102 30-22	WAYS 13-8
Q107 30-27 WZ-UU 25-16	MCPC 13-63
MDRY 4	WCBC 13-9
1	WRVD 19+12
MARY.	ANAO 14+15

WZ.UU 25-16	140
MORA v	bro
	W
WEST	W
	R.
REASTH 17-9	br1
RBLA 30-24	
RF1 22-16	NO.
#316FH 16~9	
RIQ0 17-3	W
EPPC a-38	W
EFER 19-14	WI
138 2P-18	WA
NJR 22-19	0.5
EYYX 22-16	8.8
FPLE 26m 9	ILO
RIMN 23-13	I I I I
0103 20-14	ICE
KOPA 18-15	0.2
D22	WZ
	WI
	2.1
	WK.
BAUT	1.10
1	Mile
B104 20-18	1001
WFSB 28-21	WC
ABSL 53-50	U9.
MHPH 0-28	MRI
MINA 32-30	Inca
927 LY 17-14	MN
WNLI d-32	921

WTICFM 10-1 RC101 15-10 MICC 23-21 MPRT 27-24 MARB 16-12 Q106 24-15 MRRZFM 14-0 MRYN 74-16

REER 279-16 REER 279-16 RAST VALUE d-16 WOLT on MACE 379-17 WICO 319-30 WICO 319-30 WICO 319-30 WICO 329-31 WICO
BAST WJBC d-36 WCCU on WCCU on WJBC d-36 WCCU on WJBC d-19 WJBC d-19 WJBC 13-9 WJBC 13-19
MARY 21-22 19-10 WIGH 27-21 19
MJBQ d-36 MCUY on MACE 32-32 MAMM 71-17 MIGY 32-32 MTRY 24-18 MTRY 24-18 MTRY 24-18 14FB 21-21 MTRY 24-18 MTRY 21-21 MTRY 21-21 MTRY 21-22 MTRY 21-22
MJBQ d-38 MCUV on MACE 32-37 MAMM 71-17 MIGV 32-37 MIGV 32-32 MIGV 32-32 MIGV 32-32 MIGV 31-22 MIGV 31-22 MIGV 31-22 MIGV 31-23 MIGV 31-23
MJBQ d-38 MCUV on MACE 32-37 MAMM 71-17 MIGV 32-37 MIGV 32-32 MIGV 32-32 MIGV 32-32 MIGV 31-22 MIGV 31-22 MIGV 31-22 MIGV 31-23 MIGV 31-23
MCUY on MACE 33-32 MLAM 21-19 MLAW 21-19 MLGY 26-20 MT6H 24-18 MMEB 13-20 MT6H 27-21 MT6K 24-18 MT6K 21-22 95E1L e-39 MT6K 21-22 95E1L e-39 MT6K 21-22 MT6K 21-21 MT6
MCUY on MACE 33-32 MLAM 21-19 MLAW 21-19 MLGY 26-20 MT6H 24-18 MMEB 13-20 MT6H 27-21 MT6K 24-18 MT6K 21-22 95E1L e-39 MT6K 21-22 95E1L e-39 MT6K 21-22 MT6K 21-21 MT6
MLAM 21-19 MIGY 36-20 MTSH 24-18 MIGE 13-20 MTSH 24-18 MIGE 13-20 137EA 20-11 MTSE 24-19 140F 27-21 95E1L a-39 SOATH MIGH 27-22 1102 19-10 MSGA 33-1a MSGA 23-1a MSGA 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 22-13 MTSH 23-20 MTSH 23-20
MIGY 26-20 MTBH 26-13-0 MTBH 13-0 MTBH 13-0 MTBH 26-11 MTBG 24-19 15MP 27-21 MCIR 27-21 MCIR 27-21 MCIR 27-21 MCIR 21-20 MCIR 21-20 MCIR 21-20 MCIR 22-13 MCON 22-13 MCON 22-13 MCON 23-14 MCON 23-14
MT8H 24-18 MT8E 13-2 13FEA 20-11 MTBC 24-19 13MF 27-21 MSHIL a-39 SOLYH MSHY 21-22 2102 19-10 MSGA 23-14 95SCF 22-13 MFON 22-13 MFON 22-13 MFON 22-13 MFON 23-13 MFON
MHEB 13-9 13FEA 20-11 WFBC 24-19 14MP 27-21 MCIR 27-21 9SHIL a-39 BOLITH MIGHY 21-22 2102 19-10 MSGA 23-14 MSGC 22-13 MCOL 22-13 MIGHS 37-20 MFLB 21-18
13FEA 20-11 NFBG 24-19 14MB 27-21 MC1R 27-21 MC1R 27-21 MC1R 27-21 SDLYN MIGHY 21-22 E102 19-10 MSGA 23-14 958CF 22-13 MCOG 10-11 MEBE 37-20 MFEB 21-18
WFBG 24-19 14MR 27-21 MC1R 27-21 95XIL 0-29 BOLITH WIGHY 21-22 2102 19-11 MFGG 23-14 956CF 22-13 MFGG 18-11 MEGG 18-11 MEGG 18-11 MEGG 18-11 MEGG 18-11
14MR 27-21 MCIR 27-21 MCIR 27-21 SOUTH MINY 21-22 2102 19-10 MSGA 23-14 956CF 22-13 MCOS 22-17 MCOS 18-13 MIBE 37-20 MFAB 21-18
MCUR 27-21 95XII a-39 60M/YM MHHY 21-22 2102 19-10 M5GA 23-14 95aCF 22-13 MFON 22-17 MCOD 18-13 MIBE 37-20 MFAB 21-18
MINY 21-22 2102 19-10 WSGA 23-14 956CF 22-13 WFOX 22-17 MCOQ 18-13 MIBE 37-20 WFLB 21-18
MINY 21-22 2102 10-10 MSGA 23-14 958CF 22-13 MFON 22-17 MCOQ 18-13 MIBE 37-20 MFEB 21-18
MINY 21-22 2102 10-10 MSGA 23-14 958CF 22-13 MFON 22-17 MCOQ 18-13 MIBE 37-20 MFEB 21-18
MEGA 23-14 956CF 22-13 MFON 22-17 MCGQ 18-13 MISE 37-20 MFLB 21-18
MEGA 23-14 956CF 22-13 MFON 22-17 MCGQ 18-13 MISE 37-20 MFLB 21-18
MEGA 23-14 956CF 22-13 MFON 22-17 MCGQ 18-13 MISE 37-20 MFLB 21-18
MTOR 22-17 MCGQ 18-13 MISE 37-20 MFLB 21-18
MTOR 22-17 MCGQ 18-13 MISE 37-20 MFLB 21-18
MCGQ 18-13 MISE 37-20 MFLS 21-18
MISE 37-20 MPLS 21-18 WANAPH 22-1
WANAPH 22-1
WXLR 13-6
FN92 20-22
MICCY 25-15
FN93 28-23 MICRY 25-15 ABEL 25-21
RO12FH 28-31 RPUR 21-18
RPUB 21-18
EAOF 4-50
MONOGY
KRX1. 17-11
REYR d-10
NELO 20-15 BARC 26-22
RESC 26-22
ESULS 21-24
HOULS 21-24 WFAC 27-23 WEFT 31-26
WTRU 25-17
MDVV 16-6
WRET
KXW1 20-11
KELY 19-12 KCBN 29-17
KD2A 4-25
BAT1 10-22
EG01 4-30
FYYA 27-13
KOOR 27-23
EFED 26-21
Matc 30-15

Pagiones 6	9/16	28% hallon
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90	-12 U.S. 19 19 19	
P	6007 d+24	MTSH d-27
	NTRTOF C-58	MARK 4-34
	0100 9-31	LAWF on
BAST	82103 up	MC10 4-24
	CHIO1 13-20	
	MRRQ un	BOLTH
BOUTH	MAPE 4-30	
	MERI A	MORE Y CON
9100 11-3F	MB31 No	MFD# cah
h1cm 11-35	MBCY 14-11	MIBE on
National I	# 011L4	MILLS on
	MAD WATER	WEST OR
	-	BEEL 4-40
PER	1104 4-39	FVOL +
	WIRE A	
BD-LA +	920 0	AMERICAN TOP T
11-31 0014		
NYY a can	WEST	KKBC a
	1,710,713	FELS on
P2	8837 A	ME PT 25-22
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	PAREC OR	
104 cm	8.96 cm	Kkwl on
22 L. C. a	BEAC 4-34	BDIA A
41-b 30th	EPITT 6	a LTAG
PWT 4-35	P3	EYYA d-25
MPZPN a		8000 6-22
FF 4-30		BLE BLE COD
		2010 000

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Working In... (FM/Asylum)

DEVO

SFGL 78-24

Regions Beech F 778 8 891 H 895 W 911

Q

MABC d=10 MHBC 29-27 MHBH 20-5 MBFH 11-9 MFH 15-14 MCAO 23-10 FIO-PH 12-10 FIO-PH 12-5 JE105 19-11 MFGC 10-6 CRGM 29-25

FV1E d=16 893 6=7 940 3=5 V100 3=3 Q105 4=7 MCKN 3=3

MDPC 13-10
MSP57F 14KSDC 15-12
MTR 15-13
MTRP 17-14
MGCL 20-16
Q102 23-14
MGCL 20-16
Q102 23-17
MTRU 70-13
MGCPY 9-5
MGRAT 10-6
KP1 00
MTRAT 10-10
MTRAT 10-10
MTRAT 13-10
MTRAT 1

ELO

U

PRO-PH 21-JB105 20-1 0107 12-11 MPGC 17-14 CFTB 20-10 CEGH 21-20

READTH 6-6 RELA 12-15 RELAWN 12-15 RELAWN 12-15 RELAWN 12-16 REPG 12-10 REPG 12-10 REPG 138 29-20 REPG 14-15 REPG 14

MINOWERS 25-21 MYDE 35-21 MYDE 35

RRXX 7-5 RESS d-22

6

BOUTH

Hold On Tight (Jet)



	BOLTH	9101 39-35	EAST
	193 4-36	0J109 a-29 CP101 34-29	WJ80 4-31
	940 29-23	WRRC d-10	MOUT OF
	0109 33-10	EM100 =-10	MACE on
a	MC1/3 o	Main D ou	WLAN 4-28
		E2104 d-20	WIDY o
	MINOREST	MILAPPH 4-29	WT80 d-10
		MBRE on	MHRS 29-10
	18 95 PH OR	MC#1 35-31	13FEA 27-31
	BH40 a-39	10 JE 0-27	MERG 30-28 .
EASTON	MHB 20-19	WMO is a	14MP cm
	WIIP o	MBC Y 31-27	MCIB on
r Eyes Only (Liberty)	MCCF 9-19	MCBC 20-10	99 KIL on
	Q107 a-14	WE VD 25-20	
track "For Your Eyes"	W2 UU a-37	MARY 21-19	BOLTH
	-	8J100 cm	
90.E 97V	BVEB 7	MVLN 0-39	MARCA W
80/5 87% Hat 100-1			2103 37-23
	NO HTRASH	AMERICAN STY	MBGA 27-23
Buinnery UP 160	FFI on		958GF 4-30
	#318 FW on	WVIC 10-34	MPG3 34-33
B BAMP 20	SEED 20-25	WLOLPH 4-20	MCGD 4-30
DOME 7	1 3H a	MAFA on	M1BK on
ATTA 5	E39 d-24	PRTT 25-23	WFLB 33-39
	MAAN 9-30	#10A d-22	MANSPB de SO
	MPLE d-27	BOSH 4-20	WILLS 6-23
140 30-10 KIOY 11-0	F1Hb d-20	EDAV 24-17	PH 99 34~30
	03DJ 21-1# 8GPB 29-26	BRYWFH 4-39	WF30Y n-37
	1000 21-20	1293 cm	#1LE 39-33
V100 13-6 NGO1 4-20		WEDS 19-14	ABEL 37-23
BOUTH BJPB 6-4	1 1221	M 3 See 3 (7 ~ 3 6	EQ18FH 29-27
PHBO 12-12		8104 cm	BPUB 0-10
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	BART	MINN On	AMERICA I
REFFER 16-9 REP2 10-8		W188 on	MINOR OF THE PARTY
#2LP 26-22 KY58 17-14	8104 on	W96 P (8-30	KB EL a
FINT P-5 RCPR 9-7	WPBP 0+30	WES ON	REYR A
WTIR 29-25 #96 13-8	M244 0	MON 18-35	#REC 4-20
897 16-10 EGW 15-15	MHZH d-24	MOC 1 0	FELS 12-23
EPPE 34-15 PLUC 0-25	WTRY 0-29	WOHO 29-25	WEPT OR
MAMA U-V NAIL 10-F	92FLV 0-24	WDJ1 4-10	WT01 20-25
RD 94 17-13 KRC 16-13	EC101 20-22	MISOT 0	BEW 4-22
MADE 19-13 KHAL 30-30	W1CC 27-24	a,	0011
EXXIDE 17-12 NTFT 17-14	WPS7 37-34	W9.07	WRRY
WFBC 5-4 B7Ex 21-13	MAEB 25-19		
M8 GH 13=9	Q106 d-28	BERN d-30	FER1 4-39
0100 10-10	MARKEDS 30-33	## AB a-25	FR 6.7 4-21
MAAY P-5	#104 d-37	N107 9-38	PCBh 6-15
MR XY 2-3	WHYBI a	#15C a	ALD EA On
	140 23-20	PHIC2 d-24	EATI dell
BJ105 7-7 CE101 24-15 WGUY 12-11	ARES 23-38	8.100 d-28	NGB3 on
MBBC 17-24 WACE J-3	A100 G-31	KNBG on	BAAN 9-50
PH100 23-16 HLAM 9-4	BOUTH	PYAC on	BODE on
MHBO 6-6 WHER 6-3		PAPE 6	#FHD 30-37
KH104 P-6 13FEA 11-0	REGL d-29	NYSH 79-26	RNTC q-30
14WB 70-15 1			
MARY 15.2 MC18 9-13	1	1	
WORL 21-16 95RIL 16-14			
MR 22 2-1			
WHO II 10-9 BOLYN			
MBCY 25-19	I	1	
MAYS 12-7 WHY 16-13	1		
MSEZ 3-1 2102 6-6 MSGA 7-10	1		
	1		
	The same of the same of		_
MRVC 14-11 MPD 10-7 MRVC 14-10			
MVL# 7-5 WISE 34-31	CORFICE	F.D.	
WFLD 4-4	FOREIGN	EK	
MEDWEST HANSPH 22-17	Urgent (A		

WHOLV 10-13 1102 6-6 MSCA 7-10 956CF 25-2 MFPH 10-7 MC00 14-0 MC00 14-0 MMLP 11-7 PN-9 4-1 MMLP 22-1 MSCP 23-1 MSCP 23-2 MSCP 23-2

MEDIV 27-20 WEST RENI 30-10 RELY 10-7 RCTBM 6-5 RDEM 70-17 RATI 10-6 PQEI 24-19 RYYM 3-18 ROOK 12-8 RFID 21-19 RELE 33-6

Metsonat burmary UF 149 DEBUTS 2 SAMF 19 DOWN 4 AEEB 5

P

MCUY 2C-20 WACT 16-16 WLAM 37-14 HIGY 6-4 WTSH 8-8 WTSB 3C-21 13FEA 10-9 WFBG 16-14 14WF 18-16 WCIB 7-1 95xEE 25-22

MONHY 9-8 2102 5-4 MEGA 33-7 MEGA 33-7 MEGO 22-18 MEGO 22-18 MEGO 22-18 MEGO 23-16 MARPIN 16-MARPIN 15-MEGO 21-16 MEGO 21-16

BOUT

2

#104 2-6 WEPH 7-8 WTRY 12-16 92FEY 5-5 WBEI 15-12

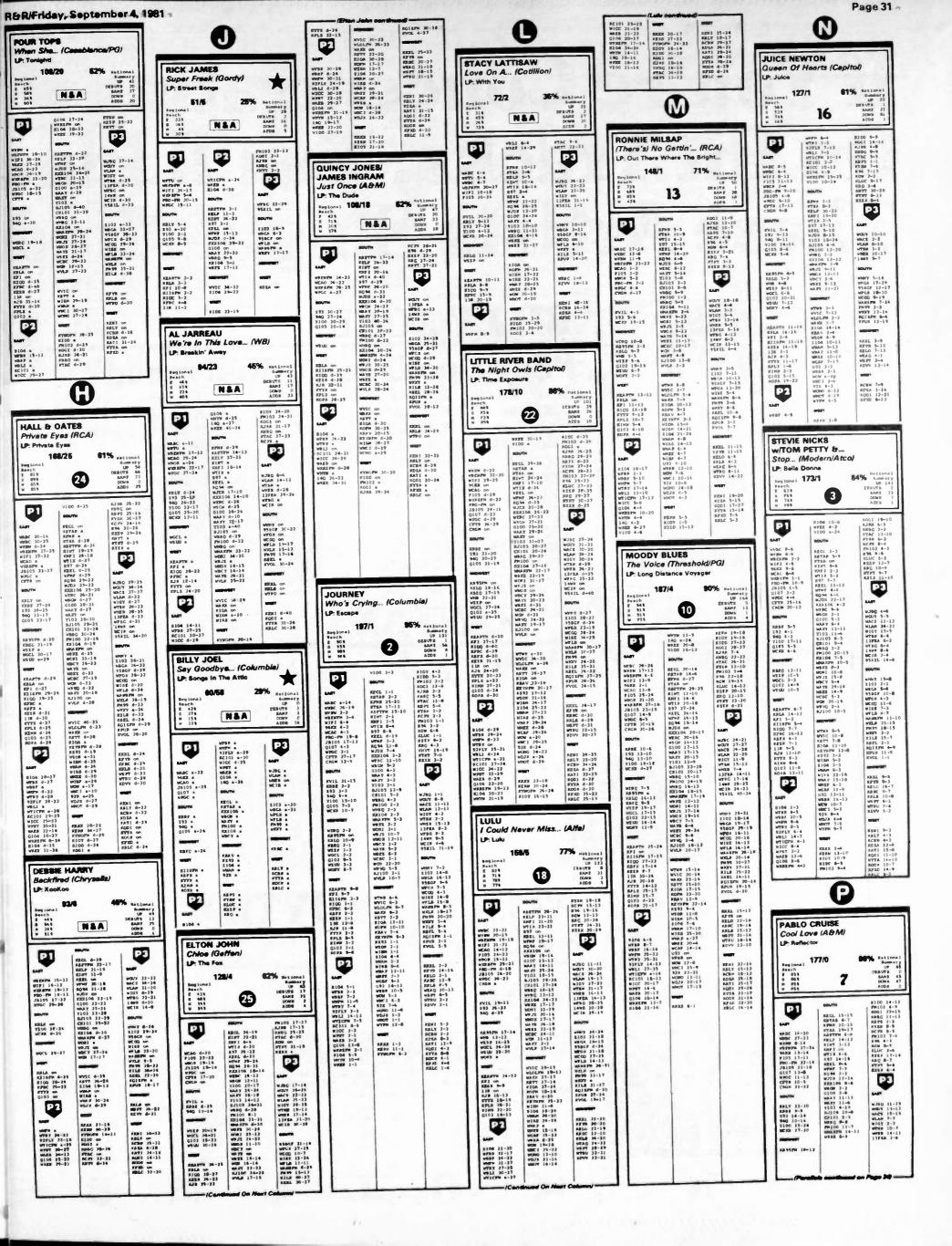


-	WARP 4-6	A107 8-11
	0106 10-12	81EC 2-2
	WAREFH 1-5	EGG1 20-1
9-3	8104 3-3	NJ 80 22-1
7-7	MRCER 3-10	KINDS 3-3
IPM 7-3 (STAC 0-15
2-3	BOUTH	FY50 5-11
22-19	1	PH 103 0-1
10-14	REGL 2-2	8.96 2×4
FM 2-3	RETAR 1-1	KLUC 19-2
PM 10-7	KTSA on	EHYT 26-2
5 2-2	ESETTH 2-2	# # # # 14 - 1 ·
3 -1	RELP 10-16	
2-3	RIMT 1-7	P3
9-4	INFI C-9	1.00
16-17	WYIR 9-6	
H	897 5-5	BART
	WF949 2-7	-
	R094 3=3	MURC 15-16
1-1	WJDE on	MOUY 2-2
7-6	FXX106 3-4	MACE 7-7
3-1	G100 2-1	wroy 7-7
17-6	MAAY 5-7	WFB0 2-3
1-1	7103 6 m4	MCIR 2-6
2-2	B-1105 6-4	0.5 1.4

0105 1-1	MAAY 5-7	WFB0 2-3
MCIGL 2-2	V103 6-4	MCIA 2-6
m. 101 2-2	BJ105 6-4	95x12 20
	C#101 3-1	A 2 - 1 P. A.
AMOWNEY	MBNO 2-6	BOLTTH
	FH100 1-4	- POOTH
MCRC 11-11		
BRED 1-2	RR104 d-4	WHITE 6-14
WGCL 4-9	109A FFM 4-2	955CF 3-5
0107 1-1	MSRE 4-6:	WPOR 3-12
	WORE 3-5	MC00 1-2
MERN 6-10	MBCY 3-3	#182 1-6
	WEEZ 4-6	MANSEN 2-
West	MB VQ 7-14	
		MXCLR 10-6
REARTH 14-12	KJ100 1 =4	PH99 5-5
ABLA n-28	MVLA on	WALLA C-B
EF1 15-10		RILE 6-9
	MICHWEST	PS EL 2-1
R116FH d-22		OL MERTON TO
8100 10×8	MTM# 0-0	RPUB 1-4
#FBC 5-5	BATT B-14	
RAFR 1-1	#10A 4-1	MAOF N-9
13R 7-7		
NUP #-5	REYNTH 6-13	AMPWEST
100	WZOR 4-5	

REYNEW 6-13	AMPWORT
WZOR 4-5	
2104 2-2	KELO 10
WHAH P-16	KARC 4
MIRS 11-6	ARLS 1-
MNAP 14-17	ME P7 3-
MMEF 12-10	WTI-U B-
WGBF 1C-12	80VY 4-
UR3 10-9	
MOM on	WHERT
MBIC 2 4-4	
921 7-2	FEBRU 11
MDJ# 4-8	SALY P-
WHOT 8-7	SCBb 3=
WYPN 7-3	KDZA 6-

1	WEST	
6-4		
- 2	FEB 1	
1-B	KALY	8-1
1-7	RCBP	3 00
7-3	KDZA	4-6
	RAT1	3-1
	KQ01	2-2
	A S'ES	4-4
	RODE	4-3
	RFKD	2-1
	RHLC	3-1



If You're Concentrating On Hit Tracks, You'll Find These Artists Single-Minde



BILLY JOEL

Goodbye To Hollywood

WABC add 23 96KX add WCAO add JB105 add 35 Q107 add WPGC add KRBE add Z93 add 94Q add Q105 add 24 KBEQ add 26 KIIS-FM add

KSFX add KYYX add KIMN add KOPA add B104 add WFBR add WHFM add 92FLY add 29 KC101 add 30 WICC deb 25 WPST add WAEB add

O106 add 140 add 26 KEGL add KSTAR add KXX106 add WSGN add WAXY add FM100 add KX104 add WBCY add KRAV add KZ93 add

Z104 add WNAM add 92X add KSPZ add KYSN add KLUC add KZZP add **KRQ** add WIBO add WLAM add WHEB on WCIR add

Z102 add 30 WSGA add 31 WFOX add WFLB add FM99 add WKXY add KKRC add KSLY add KCBN add KYYA add KOOK add KRLC add



"Searchin

OUT OF THE BOX ACTION!

KSTAR add KQ94 add

KERN add KYNO-FM add

WGH on WVIC on

BJ105 add

KEGL on



LANTA RHYTHM

"Alien"

ATLANTA RHYTHM SECTION "Alien" (Columbia) 60/16 Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 16, WIFI, KPLZ. KXX106, WAXY, WMAK-FM. WIKS, WNCI, KTAC, 13FEA, FM99, KILE, KQIZ-FM, WSPT, WTRU, KATI, KFXD.

WITH THESE ADDS

WIFI add KPLZ add KXX106 add WAXY add WMAK-FM add WSPT add WIKS add WNCI add

KTAC add

13FEA add FM99 add KILE add **KQIZ-FM** add WTRU add KATI add 34 KFXD add



SILVER CONDOR

"You Could Take My Heart Away"

KBEQ add 24
WKRZ-FM add
WHYN add
G100 add 28
WRVQ add
WIKS add
KHYT add
WCGQ add
WTRU add
WKBW 25-20

Q107 24-21 KRBE 4-4 Q105 28-26 KIIS-FM 30-28 KIQQ 37-34 KYYX 24-22 KPLZ 29-26 KOPA 30-27 92FLY 30-27 WPST 23-19 **WKEE 25-22** WGH deb 22 KEGL 6-6 KJ100 26-22 WVLK 24-21 **KSTAR 11-8** KSTT deb 25 WTIX 28-24 KQ94 deb 32 **KYSN 18-16 WERC 25-20** KCPX 21-20 KLUC 15-13 WSGN 10-6 WFBG deb 32 Y103 25-22 FM100 21-17 Z102 22-19 **WISE 27-23 WBCY 30-28**

WFLB 10-9 KILE 8-6 KKLS deb 32 KCBN deb 40 KDZA deb 29 KATI 26-19

100/9



BLUE OYSTER CULT

"Burnin' For You"

WGCL add KFRC add WKEE add KSTAR add 23 WIKS add KYSN add KSLY add WIFI deb 28 96KX 28-24 Q107 8-17 KRBE 20-19 WDRQ 17-12 KBEQ 11-9 KIQQ deb 38 KSFX 18-17 KIMN on WHFM deb 35 WPST deb 32 K104 11-7 KHFI on KXX106 on WAAY on Y103 on BJ105 on WRVQ on KJ100 6-3 KZ93 on WZOK on KKXX on KERN 37-33

KNBQ on KCPX 35-32 FM103 9-7 KLUC 28-24 WJBQ 40-33 WGUY on 95XIL 37-35 WXLK deb 30 WSPT deb 28 KRLC deb 26



DENIECE WILLIAMS

"Silly"

WKTU add WAAY add WFBG add WSGA add 33 95SGF add WIFI on WXKS-FM 30-27 KRLY 10-10 94Q on WDRQ 21-17 KIQQ 32-29 KSET-FM 19-15 KELP 26-24 KINT deb 29 WJDX 3-2 BJ105 on WMAK-FM 16-11 WCSC deb 28 WVIC on KCPX 39-36 KHYT 31-27 WFOX on WFLB 27-23 FM99 22-18 KVOL on





TIM GOODMAN

"New Romeo"

KYYX add WGH add WVIC add WNAM add WCIR add

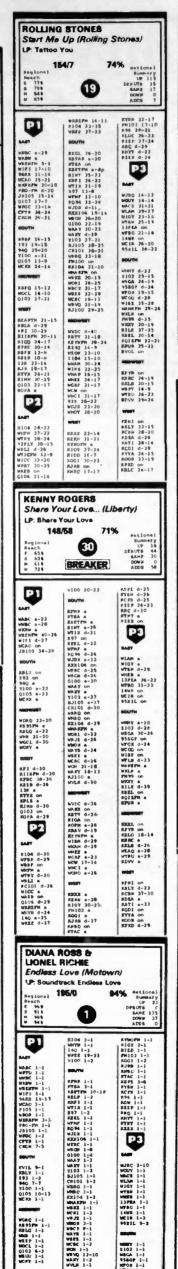
KVOL add KATI add KEZR 13-11 KXX106 on Z104 deb 30 KYSN on WGUY on WISE on WXLK on KENI on KDZA on KRLC on



R E C O R D S



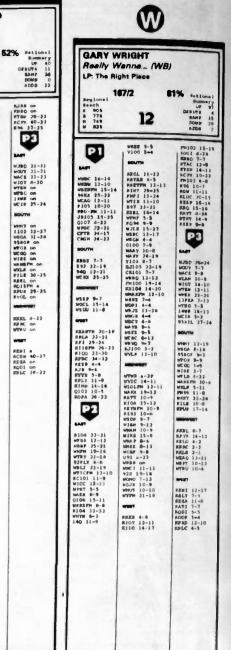








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Others Getting Significant Action

BILLY SQUIER "In The Dark" (Capito\$ 22/13 Moves: Up 1, Debuts 2, Same 7, Oown 0, Adds 13, KIQQ, WKRZ-FM, KSTAR, KINT, KXX108, WOKI, KCPX, FM103, WIGY, WFBG, KVOL, KQDI, KOOK, KBEQ 22-20, KJ100

Moves: Up 1, Debuts 2, Same 7, Gown 0, Adds 13, KIULU, WRILE-PM, REITAR, RIFT, KXX108, WOKI, KCPX, FM103, WIGY, WFBG, KYOL, KQDI, KOOK, KBEQ 22-20, KJ100 d-21.

FOREIGNER "Waiting For A Girl Like You." (Attantic) 22/10 Moves: Up 8, Debuts 2, Same 8, Oown 0, Adds 10, Q107, K104, KEGL KHFI, CK101, WBCY, WIKS, KSR, WFOX, WSPT, KRBE 24-21, KEZR 23-20, 2014 on, KZZP 30-27, Z102 31-35 MARTY BALIN "Attenta Lady (Something Abourt Your Love)" (EMI America) 21/20, Moves: Up 0, Oebuts 0, Same 1, Down 0, Adds 20, S4Q, KC011, KHFI, WSGN, WAAY, WOKI, WCSC, WAKY, KERN, KIOY, KZZP, WXLK, KENI, KCSN, KQDI, BURTON CUMRRINGS "You Seved My Soul" (AMs) 21/18 MOVES: Up 1, Oebuts 0, Same 2, Oown 0, Adds 18 including WXKS-FM, WGCL, KYYX, K104, KINT, KXX106, WAAY, WMAK-FM, WOX, WCSC, WVIC, KNBQ, SSXIL, KYOL, KRIC, ROBBE DUPREE "Are You Ready For Love" (Elektra) 18/3 MOVES: Up 2, Oebuts 3, Same 10, Down 0, Adds 2, KSTT, KCPX, KENI, B104 on, WICC on, KRRC 23-20, KKLS d-28.

ART GARFIJNKEL "A Heart in New York" (Columbia) 18/2 Moves: Up 8, Oebuts 1, Same 8, Oown 0, Adds 2, KIOA, WEAQ, SKXC on, WCAO 21-17, KPLZ on, K104 28-21, 14Q 27-23, WAAY on, WSEZ 33-30, KKXX 24-21, WACZ on, WTSN 22-20, SSXL 33-31, WFOX on-6, WIGC 23-20, SKXL 33-31, WFOX on-6, WIGC 23-20, KXLS 33-31, WFOX on-6, WIGC 23-21, WAXY on-6, KREC on-6, KRIF on-6, KRIX on-6p, WBC 23-21, WXKK on, KIE 23-31, KTSA on, KRIFI on-KRXX on-6p, WBC 23-21, WXKK on, KIE 23-31, KTSA on, KRIFI on-KRXX on-6p, WBC 23-21, WXKK on, KIE 23-31, TIM GOODMAN "New Romso" (Columbia) 17/7

Moves: Up 1, Oebuts 1, Same 8, Down 0, Adds 0, C107 20-18, KRSE d-28, KSTAR 27-24, KYSA on, KHFI on-KRXX on-6p, WBC 23-21, WXKK on, KIE 23-31, KTSA on, KRIFI on-KRXX on-6p, WBC 23-21, WXKK on, KIE 23-31, KTSA on, KRIFI on-KRXX on-6p, WBC 23-18, WYKK on, KIE 23-31, KYSA on, KRIFI on-KRXX on-6p, WBC 23-21, WXKX on, WGUY on, WXLK on, KDZA on, KYOL On. WFST on-dp, KRIC 23-21, KYSA on, KYSN on, WGUY on, WXLK on, KDZA on, KRIC on.

Moves: Up 1, Oebuts 1, Same 8, Down 0, Adds 7, KYTL WGH, WYIC, WRAM, WILINKYOL KATL KEZR 13-11, KXX1016 on, Z104 6-30, KYSN on, WGUY on, WXLK on, KDZA on, KRC on.

MEAT LOAF "I'm Gonns Love Her For Both Of Us" (Epic/Cleveland International) 17/5. Moves: Up 1, Oebuts 2, Seme 8, Down 0, Adds 8, WIFL, WHFM, K104, KENI, KRIC, 32FLY 6-38, WICC on, WPST 38-33, WKRZ-FM on, WKEE on, BJ105 on, WBCY on, KERN 6-34, WXLK on, KOOK on,

VAN STEPHENSON "You've Got A Good Love Corning" (Hendehake)
12/3. Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 2, WIFL WJSQ, WIGY, KX104 on, WMAK-FM on, WOKI on, WGH on, KCPX on, WFSD on, KRIC on,
POINT BLANK "Nicole" (MCA) 13/1
Moves: Up 4, Debuts 1, Same 8, Down 1, Adds 1, KIQQ, Q107 18-12, KSFX on, KTSA on,
WRVQ 6-24, WNAP 18-14, WOW on-dp, WJSD 10-3, KKRC on, WSPT 13-10.

TEENA MARIE "Square Biz" (Gordy) 12/0
Moves: Up 8, Debuts 1, Same 8, Down 4, Adds 0, KRLY 4-3, Y100 26-18, KFRC 27-18, KELP
27-22, KVNO-FM 2-2, KGGI 8-4, KCPX 6-40, KMYU 4-3, Y100 26-18, KFRC 27-18, KELP
27-22, KVNO-FM 2-2, KGI 8-4, KCPX 6-40, KMYU 4-3,

TEMPTATIONS "Alming At Your Heart" (Gordy) 12/1
Moves: Up 8, Debuts 1, Same 8, Down 0, Adds 9, WCAO, WFSR KINT, KHFI, WVLK, KIOA,
KIOV, WXLK, FRSB, WHYN 6-28, WJSQ on, WFLB 6-35.

TEMPTATIONS "Alming At Your Heart" (Gordy) 12/1
Moves: Up 8, Debuts 1, Same 8, Down 0, Adds 1, WCSC, WXKS-FM 28-24, KRLY on, B104
25-34, WFSR 23-20, KSET-FM on, KELP 38-30, KYNO-FM on, KCPX 6-37, WFLB 28-36, WXLK
on, KYOL On.

25-34, WFBR 23-20, KBET-FM on, KELP 36-30, KYNO-FM on, KCPX d-37, WFLB 28-38, WXLK on, KYOL on.

57 EVIE WOODS "Steed The Night Away" (Codifion) 11/7

Moves: Up 0, Debuts 1, Seme 3, Down 0, Adde 7, KJR, WKR2-FM, WAAY, WJSQ, WXLK, KENI, KOOK, WOKI on, WFEZ on, WCSC on, KJRB d-38.

ERIC HINE "Not Fede Away" (Ricordage) 11/1

Moves: Up 3, Debuts 0, Seme 7, Oown 0, Adde 1, KYOL WHI on, KH on, KINT 30-38, KQS4 on, KCPX 39-38, WJSQ 34-32, WJOY on-dp, WFSQ on, KYOL on,

SANTANA "Searchin" (Coharabia) 18-8

Moves: Up 0, Debuts 0, Seme 3, Oown 1, Adde 8, KSTAR, KQS4, SJ108, KJ100, KERN, KYNO-FM, KEQL on, WGH en, WYIC on,

RONNEE LAWS "Stay Awake" (Liberty) 18-4

Moves: Up 8, Debuts 1, Seme 8, Down 0, Adde 4, WJR, WYIC, KCPX, KHYT, WXKS-FM on, KRLY on, KSET-FM 4-38, KCB4 on, WGH on, JSFA en,

CHERYL LYRIN "Shake It Up Tordgift" (Coharabia) 10/8

Moves: Up 8, Debuts 8, Seme 3, Down 1, Adde 6, KRLY 18-18, KEARTH 28-38, KRLA 11-11, KHQQ 13-12, KFRC 28-38, KQB4 22-22, WJSQ 16-17.

THE PICTURE PAGE

Polydor Combines With Novo Combo



Polydor/Polygram has signed Novo Combo, with an album just out by the four-piece band. Pictured (I-r, standing) are Polygram VP Jerry Jaffe, Polygram's Stu Fine and Jim Del Balzo, Sanford Ross Management Exec. VP Glenn Orsher, SRM President Sanford Ross, Polygram VP Vince Pellegrino, and Polygram Sr. VP Harry Losk; (I-r, seated) Polygram VP Chip Taylor, Novo Combo's Pete Hewlett, Stephen Dees, Michael Shrieve, and Jack Griffith, and Polygram Exec. VP/GM Bob Sherwood.

RCA Ears On Hall & Oates "Eyes"



Daryl Hall & John Oates previewed their new LP, "Private Eyes," for RCA executives and staff in New York recently. Pictured at the premiere are (i-r) Champion Entertainment President Tommy Mottola, Hall, RCA President Bob Summer, Oates, and RCA VP Jack Cralgo.

Yates Brothers & Sisters Join MCA



MCA has signed the Yates Brothers & Sisters, a musical family of five, with a single set for September and an album to follow in October. Pictured at recording sessions are (I-r, standing) MCA President Bob Siner, Vincent and Pete Yates, manager Bob Ross, Anthony Yates, Stel-Lu Productions' Josie Walton, and Ziponski Productions President Lindy Goetz; (I-r, seated) Regine and Tammy Yates.

Vizzutti Headfirst In Santa Barbara



Headfirst Records' Allen Vizzutti played at the Santa Barbara Jazz Festival, and label executives were there to cheer the trumpeter on. Pictured (I-r) on the scene are Leon Gaer of Vizzutti's band, Headfirst's Deve Pell, group's Tom Brechtieln, Headfirst principal Bill Traut, Vizzutti, a cable TV Interviewer, and festival executive producer Tony Molina.

Atlantic Establishes Regency



Atlantic Records has just signed Ragency Records to a distribution deal, with the company's elready-released Diesel LP "Watts in A Tank" rush-released by Atlantic's Atco division under the new arrangement Pictured celebrating the agreement are (I-r) attorney Bill Leibowitz, Atlantic President Doug Morris, Regency President Lloyd Segel, Atlantic Vice Chairman Sheldon Vogel, and Atlantic Exec. VP/GM Dave Glew.

Starship's Thomas Joins E/A



Mickey Thomas, lead singer for the Jefferson Starship, has signed a solo contract with Elektra/Asylum, with an album just out Pictured post-pacting are Thomas (left) and E/A Chairman Joe Smith.

The Nevilles Went Down To The Roxy



A&M's Neville Brothers played Los Angeles's Roxy recently. Pictured after the show are (I-r) group's Art Neville, A&M Chairman Jerry Moss, and manager Bill Johnston.

Posh Tosh Bash At Roxy



EMI America/Rolling Stones artist Peter Tosh played Los Angeles's Roxy recently, and was visited backstage by executives from both companies. Pictured (i-r) are EMIA/Liberty VP Don Grierson (front), manager Herbie Miller (head down), EMIA/Liberty's Clay Baxter, Tosh, Rolling Stones's Art Collins, and EMIA/Liberty's Bob Currie.





Jeff Gelb- AEOFIRE

AOR Success Stories: The PD's Speak

This week we begin a series of columns focusing on still more AOR success stories from the Spring Arbitron, which has proved to contain more AOR ARB victories than any previous ratings period in our format's history.

The PD's themselves tell their stations' success stories, giving their comments unique importance to other AOR programmers working toward the goal of future victories in their markets. This week, comments from Dave Lange of WDVE/Pittsburgh (6.4-7.9), Arin Michaels from KLAQ/El Paso (4.0-14.1), and Bill Mims of KDUK/Honolulu (6.4-11.5).

WDVE/Pittsburgh PD Dave Lange

"After going over the numbers and reviewing our efforts this spring, I feel WDVE's success was a result of the following: increased outside promotion, playing the right tunes for this market, getting the personalities out in the clubs and concerts, a good 18-24 sample (thanks, Arbitron), live concerts and on-air specials, and not being afraid to entertain and inform the audience.

"In terms of promotion, WDVE positioned ourselves as the leading rock station in Pittsburgh through busboards, TV, plus a strong on-air promotion schedule. We fought for our visibility on all levels at all local functions: listener parties, paddlewheel boat cruises, as well as getting involved in the local club scene and increasing our involve-

WDVE : 12-17 25.6% 18-24 25-34 _____13.0% 35-44 - 3.5% 45-54 . 0.7% 55+ • 1.4% 12+ TOTAL 28,500

"Basically WDVE stuck with the AOR smashes, selective new music, and a good share of local music.'

Dave Lange

ment in local concerts. We also became involved with a few more charity events, such as the March of Dimes

'WDVE ran two on-air contests throughout the book with cash prizes. One was called the 'Voices of Rock and Roll,' where the audience had to guess rock star voices. We also ran a 'Quickies' contest, a little bit like 'Mystery Riffs.

"Basically WDVE stuck with the AOR smashes, selective new music, and a good share of local music. And, of course, a large dose of classics, including some very old stuff. We tried to cover a larger time frame with more selectivity.

"The morning show also deserved a lot of the credit. The combination of Jimmy Roach, a station veteran, and Steve Hansen, who returned from San Francisco last fall, has brought in an increase of almost 21/2 share points since they got here. They've worked very hard to put together a humorous, entertaining and information-conscious morning show. We have high hopes that, within the next year, they will make even

"The whole staff showed a lot of pride in the station over the last two books. They worked real hard on promotions as well as the on-air sound to

help us up.
"I can't say that we really did anything new this book — it was mostly just a good execution of the basics."

KLAQ/El Paso PD Arin Michaels

"Generally speaking, adjustments and the confidence to follow through (using that precious gut feeling) boosted KLAQ from a 4.0 to a 14.1 share in the market. The numbers were there; we

just had to gain them back.
"Adjustment #1 took place on January 1st, when I was promoted from MD to PD, thanks to

KLAQ AGE 29.8% 12-17 18-24 **50.0%** 25-34 _____15.5% 35-44 = 2.4% 45-54 . 1.2% 55+ • 1.2% 12+ TOTAL 8,400

"Outside exposure was extremely important; we are the social directors of the city!"

- Arin Michaels

Jim Arnold, VP of Rex Broadcasting and station GM. He is the best to work with and for.

"Staff changes immediately followed. Rob Roman was brought in as MD from KRST/Albuquerque. Mornings needed to be upgraded so I hired the person I knew could spark it up and add personality. Jeffrey Scott Blazy, from KPAS and KATT/Oklahoma City, turned a regular four-hour shift into an entertaining morning show

"A shift in positioning came next. With the demise of KPAS, our AOR competition, it was clear we needed to move from the far left to compete with the seven other contemporary stations. We moved in closer to the middle by streamlining the music and approach, got rid of the clutter, tightened up, played it conservative, but still kept our rock and roll core. We maintained our AOR image but still played the hits.

'Outside exposure was extremely important; we are the social directors of the city! We threw weekly 'Q' parties at the rock and roll clubs in town, got out and became highly visible. We were everywhere, did lots of promotions on air and on

"The extended book also helped. We got on a roll and never let up, and had enough time to create an impact.

"Of course, teamwork was necessary to do it all. Keeping the staff happy, motivating the crew, and weekly air staff meetings contributed greatly to our close-knit group. We spent many hours together, both at the station and off the air; we're all friends beyond our jobs.

Most of the people who work here are from El Paso. They're really keyed into the market. Using their input, we were all able to key into the market, using positioning and great team spirit to come up winners."

KDUK/Honolulu PD Bill Mims

"I think our success here is due to an interesting combination of circumstances. First, we had a good product, provided by Burkhart-Abrams. It's great to have access to the research resources of the Superstars stations, as opposed to the situation David Souza and I found ourselves in at Zeta 7 in Orlando against Superstars WDIZ.

"Brian Bieler was the GM at Zeta and was transferred to our station here in Honolulu. Here he found a gaping hole in the radio market, specifically 18-34 men. At some time in every market on the mainland, there's been an emphasis switch from the AM band to FM, taking place usually some 5-10 years ago. But, here in Honolulu, time seems to have stood still. All the numbers were on the AM. So Brian had to sell both 98 Rock and the FM band when he came over here. He had a new logo designed and got it out on the street. Along with former PD Ken Hitchinson, he started constructing a concert and rock image for the station.

"By the time I arrived in February, all that was left to do was to tighten up the air sound and build consistency in it, and promote, of course

"Throughout the book, we made certain that something special was happening on the air each weekend to make it a 98 Rock weekend. Over the last year we've placed about 50,000 bumper stickers on the street. The demand was so great that we were able to distribute about 20,000 in one two-day promotion. With demand for the logo, we've found a local manufacturer to help us open the first five 98 Rock Shops, including one on Maui. They sell all sorts of 98 Rock gear, from beach towels to handbags and so forth. Essentially we made the station more visible, and provided a product to match the promotion.

"We have great people on the air, including a longtime AM jock, Lee Simms, who spent the book doing mornings for us as he underwent his transition to an 'FM jock' before our listeners very ears.

'As a result, overall, we went from a 6.4 to an 11.5 in 12+ numbers; we were number one in men 18+, men and adults 18-34, and 18-49, number two in teens, including number one in male teens, and, of course, number one male 18-24 (we had more

KDUK : AGE 12-17 22.8% 18-24 57.7% 25-34 _____14.6% 35-44 - 1.6% 45-54 . 0.8% 55+ - 2.4% 12+ TOTAL 12,300

"Essentially we made the station more visible, and provided a product to match the promotion."

- Bill Minis

listeners than our seven closest competitors)

"I should again mention Brian Bieler, who is mainly responsible for the success of the station. Brian switched to AOR from Beautiful Music about three years ago, and has embraced the format with enthusiasm, which is easily spread among the other people on the staff. It makes me feel very good about being here for the future, as we go for number one next time around

NEXT WEEK: More AOR success stories, told by the programmers themselves, as we hear from Larry Moffitt (KGGO/Des Moines), Bruce Wheeler (KFMQ/Lincoln), and Steve Runner (then-PD at WLVQ/Columbus)

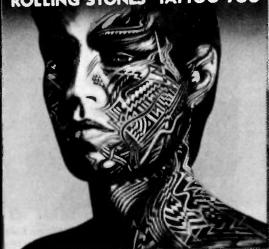
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UPDATE

WWTR/Betheny Beach, Delaware is scheduled to be the first B/A/M/D Superstars 2 client station. The outlet switches from A/C today (9-4) with Dave Kettinger programming this 3000 watt live operation...Steve Young has been appointed PD (from interim PD) at CITI-FM/Winnipeg...Greg St. James has been named MD at WABX/Detroit following Steve Kostan's departure to competing WRIF for an airshift... Mando Camina has returned to the MD post at KNCN/Corpus Christi...Former KWST/Los Angeles MD Ted Habeck has joined neighboring KMET for freelance airshifts...Don Walston has been named Asst. MD at WIMZ/Knoxville...Jeff Pollack has withdrawn as consultant for WXEZ/Toledo. Meanwhile, he has signed new Providence AOR WHJY as a consultation client...Jim Huste has joined WFYV/Jacksonville from WQDR/Raleigh for middays...Fern Trovas has joined WEZX/Scranton for middays...Nick Owens has switched from KWXL/Albuquerque to competing KFMG for nights...Erin Riley has joined KTYD/Santa Barbara for overnights...John Carter has joined WAAL/Binghamton from WAQY/Springfield for middays, and Lisa Dwyer has joined WAAL from WDOS/Oneonta...Steve Karigan has joined WLVQ/Columbus from WAZU/Springfield for weekends



HAPPY BIRTHDAY TO THEM: WERI/Westerly MD Steve Feldman (left) and PO Ulysses Gallman (right) celebrated their station's second AOR anniversary in style recently.

She's "the little old lady from St. Louis": Ruth Hutchinson, who is the mother of KSHE/St. Louis station manager Nancy Poole, is undoubtedly the world's oldest rock and roll disc jockey at 87. Once weekly, she prerecords a 90-minute rock "oldies" show that has been running to wild listener response periodically for seven years now. Ruth, who gets tons of fan mail and had to stop making guest appearances because she was mobbed, has been the subject of stories in People magazine, on "Good Morning America," and has been a guest on "To Tell The Truth"... Mickey Hart helped KTIM/San Rafael world-premiere the new double live Arista Grateful Dead LP "Dead Set" this past week... KLBJ/Austin held a huge listener appreciation party with 10 local bands that drew 10,000... KZOK/Seattle hosted the largest outdoor



COMIC STRIP: WXUS/Lafayette morning newsman Lanny Sigo (left) decided to add some spice to his PD Stuart McRae's birthday by asking a local "exotic dancer" (right) to surprise McRae (center) with a striptease during a commercial break.



LIVE FROM L.A. IT'S SATURDAY NIGHT: Cheering on Mirage's G.E. Smith from backstage during his L.A. concert appearance was former Not-Ready-for-Prime-Time player Gilda Radner (also G.E.'s wife). Pictured after the show (I-r) are Radner, KMET Asst. MD Hugh Surratt, Smith, Brett Greenberg, and Mirage Executive VP Bob Greenberg.



JUST HORSIN' AROUND: WXRT/Chicago held its second annual day at the races, including a horserace, concert performance of Ouray, and the presentation of a \$1000 stereo system to a winning listener attending the show. Pictured is WXRT PD Norm Winer (In stripes) along with disc and horse jockeys and fans during the show.

volleyball tournament in Seattle's history, as 53 teams participated and fans helped raise over \$3000 for the MDA... In other charity functions, WBCN/Boston raised 377 pints of blood in its seventh annual blood drive. The station gave away albums, posters, T-shirts, bumper stickers and etc. to donors. And, WIOQ/Philadelphia listeners contributed over \$1300 to the World Hunger Fund in memory of Harry Chapin...WAAF/Worcester MD Rob Barnet scored a world-exclusive interview with Mick Jagger from a nearby airport. The interview was carried over the Source and several independent stations courtesy Barnet and WAAF News Director Lana Jones...WBAB/Long Island just held its annual Summerfest on the beach, gathering 10,000 for a free concert by the Good Rats, along with a tanning contest that enabled contestants to win T-shirts, tickets, albums, etc....WMMS/Cleveland followed the Michael Stanley Band's sold-out 21/2-hour local concert with an instant replay of all the songs Stanley's band performed in sequence...KLOL/Houston just released "Talent In Texas," its hometown talent collection. The station pressed an initial run of 3000 albums and 1000 tapes, to sell at \$5.98 or less...WYSP/Philadelphia marked its tenth AOR anniversary with a birthday party for listeners. WYSP air personality Cindy Drue emceed a concert by a local favorite act, and the first 94 people at the party received a free ticket good for an upcoming concert... KTMS/Santa Barbara has been treating listeners to live theatre at nearby Solvang's summer repertory performances, and winery tours combining tasting, a barbeque lunch and a smorgasbord dinner



CONDOR TAKES FLIGHT IN HOUSTON: Silver Condor flew into Houston for a chat with KLOL airstaffers while promoting their Columbia album release. Pictured (I-r) are group's Joe Cerisano and John Corey, manager Trudy Green, KLOL MD Michele Robinson, PD Chris Miller, group's Earl Slick, and Columbia's Norman Hurt.

COLOR

HEAVY METAL GUITAR: WPYX/Albany tied in with the "Heavy Metal" movie in a drawing for a metal cassette deck. The station's also just completed a guitar riff promotion, asking listeners to identify the guitarist, group and song title in a series of tape edits. In a random drawing from correct responses, one winner will receive an \$1800 guitar.

JUST LIKE ME: WEBN/Cincinnati tied in with Chrysalis and Pat Benatar's "Just Like Me" track for a promotion that solicited Pat Benatar lookalike photos from listeners. The winning listener won onstage tickets at Benatar's local concert date, which must have caused some confusion as to which Benatar was which.

CONCERTS&CONVERSATIONS

BROADCASTS: Silver Condor on WOUR/Utica...Peter Frampton on WSHE/Miami...Greg Kihn on WTUE/Dayton.

GUEST DJ'S: Michael Stanley on WMMS/Cleve-

CONVERSATIONS: Loverboy, Billy Thorpe on Q107/Toronto... Novo Combo on WKLC/St. Albans... Marshall Tucker Band on WEZX/Scranton... Foghat, Roda on KLAQ/El Paso... Missing Persons, Go-Go's on WQBK/Albany... DVC, Pretenders on KQRS/Minneapolis... Wall Of Voodoo on KROQ/Pasadena... Charile Daniels Band, Dirt Band, Kinks on KWXL/Albuquerque... DVC, Don Schiltz on WKZL/Winston-Salem... Dirt Band on KSPN/Aspen... 20/20 on KLOS/Los Angeles.



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SEPTEMBER 7 8:30 PDT MOLLY HATCHET



Look for their forthcoming album "TAKE NO PRISONERS."

SEPTEMBER 14 8:30 PDT MEAT LOAF



featuring cuts from his new LP: "DEAD RINGER"





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COMINGATTRACTIONS

Greg Kihn, Devo, Pat Benatar, Steve Martin, Rush, Z.Z. Top, Stills & Nash, Frank Zappa and much, much, more...

Summary

Chart

LECTORISM __ ASIR NATIONAL AIRPLAY 40

September 4, 1981 158 REPORTERS of eliplay preference 8/21 "Urgent" "Hero" "Waiting" STEVIE NICKS...... Bella Donna (Modern/Atco)..... "Stop" "Edge" "Think" "Lace" JOURNEY Escape (Columbia) "Who's" "Don't" "Stone" Title PAT BENATARPrecious Time (Chrysalis) "Fire" "Dark" "Just" Title 3 HEAVY METAL Various Artists (Full Moon/Asylum) . Title - "Ride" Title "Mob" "Lamp 7 "Voice" "Meanwhile" "Dream" MOODY BLUESLong Distance... (Threshold/PG) ZZ TOP El Loco (WB) "Tube" "Pearl" "Party" "Drive" 10 ROLLING STONES Tattoo You (Rolling Stones) "Start" "Fire" "Slave" "Limousine" 6 9 20 12 11 10 ALLMAN BROTHERS BAND Brothers Of The Road (Arista) "Straight" Title "Judgement" "Hold" "Rain" "Way" "Twilight" ELOTime (Jet) 22 16 12 11 12 12 13 13 13 13 16 14 FOGHAT......Girls To Chat.. (Bearsville/WB) "Live" "Driver" "Wide" 23 21 17 15 11 11 15 16 TOM PETTY & HEARTBREAKERS. . Hard Promises (Backstreet/MCA) . . "Wornan" "Waiting" "Night" 17 36 22 19 PRETENDERS Pretenders II (Sire) "Adultress" "Pack" "Louie" 18 RED RIDER...... As Far As Siam (Capitol)..... 39 27 25 19 "Lunatic" DIRT BAND Jealousy (Liberty) Title "Close" "Fire" 20 30 KINKS Give The People What... (Arista) "Destroyer" "Better" "Dial" Title 24 23 23 22 DIESEL Watts In A Tank (Regency) "Sausalito" 17 21 23 ICEHOUSE Title "Get" BOB SEGER & SILVER... Tryin' To Live My Life... (Capitol) . . . 45 24 LITTLE RIVER BAND......Time Exposure (Capitol)....."Owls" "Man" "Love" 25 SQUEEZE "Tempted" "Quintessence" 16 18 18 26 21 24 24 27 POINT BLANK......American Excess (MCA)"Nicole" GREG KIHN BANDRockihnroll (Beserkley) "Breakup" "Hurtin'" "Valerie" 14 17 20 28 29 37 32 30 31 29 28 31 "Woody" Title "Living" "Lucky" 15 20 22 32 33 New 30 30 31 Entry JON & VANGELIS Friends Of Mr. Cairo (Polydor/PG) . . Title "Independence" 35 36 27 32 35 36 IAN HUNTER Short Back N' Sides (Chrysalis) "Need" "Central" "Lisa" 37 37 OZZY OSBOURNEBlizzard Of Ozz (Jet)"Crazy" 28 28 29 38 39

Album cuts are listed in order

FOREIGNER reclaimed the top AOR nirplay spot in a week of heated ectivity end increesed interest In new music. Foreigner bested all agts in hot reports, while STEVIE inched into second place based on total reports JOURNEY and PAT remained very strong in hots and totals. METAL and MOODYS held rock steady as ZZ Inched up. STONES inched up as sta tions converted from hot reports of the single to add mentions of the album; expect a big lump next week as the 100 adds convert. ALLMANS and ELO showed increased airplay. MSB maintained s FOGHAT showed renewed airplay interest. DEF continued to climb in hots. PRETENDERS Inch ed up. RIDER and DIRT did well this week in conversions, KINKS debuted with e strong showing of edds. DIESEL Inched up. **SEGER** debuted with 99 singles mentions; watch for a jump next week as these strong edds con-vert. LRB's sibum debuted this week with a strong showing in all rota-tions. FEAT and STAR climbed. TRIUMPH climbed. TRIUMPH debuted with strong ed response. JON inched up es IAN held his own. SPRINGFIELD bounced back on the chart. strengthened by his new single release land continued pley of "Jessie's Girl"). DYLAN debuted with strong medium at-tention. The Significant Action listings came

closest to charting this

MOST ADDED

	1000		1 000		1
1 00111110 0701150	9/4	8/28	8/21	8/14	8/7
1 ROLLING STONES	155/100	1	0/0	0/0	OND
Tattoo You (Rolling Stones		M 2			
"Start Me Up"	H-48	H-10			
2 KINKS	97/93	0/0	0/0	0/0	0.10
Give The People (Arista)					
"Destroyer"	H-0				
3 TRIUMPH	71/68	0/0	0/0	0/0	0/0
Allied Forces (RCA)	M-0				
"Magic Power"	H-3				
4 LITTLE RIVER BAND	82/48	0/0	0/0	0/0	0/0
Time Exposure (Capitol)	M-11	1			
"The Night Owls"	H-3				
5 CHILLIWACK	50/24	40/40	0/0	0/0	0/0
Wanna Be (Millennium)	M-23	M-0			
"My Glr!"	H-3	H-O			
6 NOVO COMBO	27/22	15/15	1/1	0/0	0/0
Novo Combo (Polydor/PG		M-0	M-0		
"Up Periscope"	H-0	H-0	H-0	4.00	
7 RIOT	41/18	27/19	19/18	1/1	0/0
Fire Down Below (Elaktra		M-7	M-1	M-0	
"Swords, Tequila"	99-1	H-1	H-0	H-0	
8 ATLANTA RHYTHM	23/16	9/7	1/1	0/0	0/0
Quinella (Columbia)	M-6	M-2	M-0		
"Alien"	91-1	H-0	H-0	200	0.40
9 DIRT BAND	80/15	64/25	87/63	3/3	0/0
Jealousy (Liberty)	M-67	M 36	M-3	M-0	
Title 10 RED RIDER	HIB	H-4	99-1	H-0 51/17	****
As Far As Siam (Capitol)	80/13	87/10	63/14		60/52 M-3
	M-63	M 49	M-44	M-30	M-S
"Lunetic Fringe" 11 BILLY THORPE	H-14	H-8 28/27	H-6	0/0	0/0
- Stimulation (Pasha)	32/1? M-19	M-1	0/0 M-0	070	0/0
"Just The Way I Am"	H-0	H-0			
11 TYCOON	26/13	19/16	H-0 12/12	0/0	0/0
	M-12	M-3	M-0	070	0/0
Turn Out The (Arista)	M-12	H-O	H-O		
12 BOB DYLAN	47/12	49/46	0/0	0/0	0/0
Shot Of Love (Columbia)	M-24	M-2	0/0	0/0	0/0
Tie Title	66-11	M-1			
12 MEAT LOAF	14/12	12/12	0/0	0.10	0.10
Dead (Epic/Cleve. Int'L)	M-2	M-0	0,0	0,0	0,0
"Love Her"	H-0	11.0			
13 TORONTO	23/11	20/15	7/3	0/0	0/0
Head On (A&M)	M 7	M-2	M-0	3/0	5,0
The Title					

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

- 1	ALLMAN BROTHERS	127/66	120/65	114/58	108/11	0/0
Ti-	Brothers Of The (Arista)	A-7	A-7	A-18	A-94	1
110	"Straight From The Heart"	H-64	H-48	H-40	H-3	
- 1	FOGHAT	89/66	84/63	97/73	100/75	113/82
	Girls To (Bearsville/WB)	A-O	A-1	A-0	A-O	A-3
	"Live Now - Pay Later"	H-23	H-20	H-24	H-25	M-28
	MICHAEL STANLEY	106/64	101/65	107/71	106/68	102/62
	North Coast (EMI America)	A-2	A-0	A-4	A.9	A-16
	"Heartland"	H-40	H-36	H-32	H-28	H-25
-	BLACKFOOT	81/59	97/63	106/58	112/55	123/65
	Marauder (Atco)	A-0	A-0	A-0	A-1	A-0
_	"Fly Away"	H-22	H-34	H 48	H 56	H-58
	DIRT BAND	80/57	64/35	67/3	3/0	0/0
Tie	Jealousy (Liberty)	A-16	A-25	A-63	A-3	
_	Title	H-8	H-4	H-1	H-0	-
	DEF LEPPARD	83/54	77/56	80/50	67/39	73/14
	High 'N' Dry (Polydor/PG)	A-6	A-2	A-18	A-17	A-66
	"Let It Go"	H-24	H-20	H-12	H-11	H-3
	RED RIDER	80/53	67/49	63/44	51/30 A:17	60/3
	As Far As Siam (Capitol)	A-13 H-14	A-10 H-8	A-14 H-5	H-4	A-62 H-6
	"Lunatic Fringe" DIESEL	68/51	71/53	73/53	70/48	72/45
	Watts In A Tank (Regency)		A-2	A-4	A-S	A-9
	"Sausalito"	H-16	H-16	H-16	H-16	H-18
	BLUE OYSTER CULT	125/49	128/50	129/45	132/48	140/49
	Fire Of (Columbia)	A-1	A-0	A-Q	A-1	A-0
Tie	"Burnin' For You"	H-75	H-78	H-84	H-83	H-91
9	ICEHOUSE	67/49	72/52	83/61	87/65	86/73
	Icehouse (Chrysalis)	A-0	A-2	A-2	A-0	A-1
	Title	M-18	H-18	H-20	H-22	H-21
10	ZZ TOP	128/43	130/49	130/52	126/49	129/41
	El Loco (WB)	A-0	A-1	A-1	A-6	A-16
	'Tube Snake"	H-85	H-80	H-77	H-71	H-73
11	HEAVY METAL	140/40	141/47	144/50	138/64	130/60
	Various Artists (FM/Asylum)	A-0	A-0	A-4	A-B	A-17
	Title — "Ride"	H-100	1194	H 90	H 66	H-63
12	POCO	48/40	50/36	55/44	68/48	74/49
	Blue & Gray (MCA)	A-2	A-4	A-0	A-6	A-7
	"Widowmeker"	14-7	H-10	H-11	H-15	H-18
	IAN HUNTER	50/39	44/32	51/5	30/0	0/0
	Short Back (Chrysalis)	A-B	A-7	A-44	A-30	
	"I Need Your Love"	H-5	H-6	H-2	H-0	
	ELO	112/38	114/44	99/36	103/6	12/0
	Time (Jet)	A4 .	A-8	A-18	A-91	A-11
	"Hold On Tight"	H-70	H-84	H-46	H-6	H-1
	PRETENDERS	79/38	78/40	78/30	74/0	0/0
1	Pretenders II (Sire)	A-4	A 6	A 23	A-74	

"The Adultress" H-37 H-39 H-25 H-0
The Medium reports of charting artists are displayed over a live-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each allum title. The first represents for the week. Two numbers rollow earn among the library 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

		9/4	8/28	8/21	8/14	8/7
1	FOREIGNER	153/14	4 149/13	38 152/13	151/1:	36 163/13
	4 (Atlantic)	A-O	A-0	A-0	A-1	A-0
	"Urgent"	M-9	M-11	M 10	86:14	86 14
2	JOURNEY	152/14	1 151/13	150/13	150/13	33 158/12
	Escape (Columbia)	A-0	A.O	A-0	A-0	A-6
	"Who's Crying Now"	M-11	M-12	M-15	M-17	M-23
3	STEVIE NICKS	156/14	154/13	3 150/13	146/12	75 163/28
	Belia (Modern/Atco)	A-O	A-1	A-0	A-1	A/112
	"Stop Draggin' My Heart"	M-16	M-20	M-16	M-20	M-13
-4	PAT BENATAR	147/13	146/13	6 141/13	0 145/13	11 151/14
	Precious Time (Chrysalis)	A-0	A-0	A-0	A-0	A-0
	"Fire & Ica"	M 12	M-10	M-11	M-14	M-11
5	MOODY BLUES	134/107	134/11	5 136/12	4 143/12	7 148/130
	Long (Threshold/PG)	A-O	A-O	40	A-1	A-0
	"The Voice"	M-27	M-19	M 12	M-16	M-13
8	HEAVY METAL		141/34	144/90	138/66	130/53
	Various Artists (FW/Asylum)	A-0	A-0	44	A-B	A 17
	Title — "Ride"	M-40	M-47	M-60	M-64	M-80
7	ZZ TOP	128/85	130/80	130/77	126/71	129/73
	El Loco (WB)	A-0	A-1	A1	A6	A-16
	"Tube Snake"	M-43	M-48	M-52	M-49	M-41
8	BLUE OYSTER CULT	126/75	128/78	129/84	132/83	140/91
	Fire Of (Columbia)	A-1	A-O	A-0	A-1	, A-0
_	"Burnin' For You"	M-48	M 60	M-46	M-48	M 49
	ELO	112/70	114/64	88/45	103/6	12/1
	Time (Jet)	A-4	A-B	A-18	A-91	A-11
	"Hold On Tight"	M 38	M-44	M-36	M 6	MI-0
10	BILLY SQUIER	\$5.67	106/73	110/80	115/87	123/100
	Don't Say No (Capitol)	A-0	A-1	A-0	A-1	A-0
	"The Stroke"	M-28	M-31	M-30	M 27	M 23
11	ALLMAN BROTHERS	127/54	120/48	114/40	108/3	0/0
	Brothers Of The (Arista)	A-7	A-7	A-18	A-M	
12	"Straight From The Heart" TOM PETTY	M 66	M 66	M-56	MI11	
12			93/65	101/76	121/96	131/108
	"Woman In Love"	A-0	A-0	A-0	A-0	A-0
13		M 24 155/48	M 28	M-25	M-26	M 23
13	Tattoo You (Rolling Stones)		48/10	8.0	0/0	0/0
	"Start Me Up"	M-100	A 38			
14		105/40	M-2 101/36	107/20	106/28	602.05
. ~	North Coast (EMI America)		A-0	107/32	706/28 A:0	102/25 A-15
	"Heartland"		A-0 M-65	A-4 M-71		
15	PRETENDERS		78/31	78/26	M 68	M-62 D/D
	Pretenders It (Sire)		A 5	A-Z3	A-74	2/0
	"The Adultinss"		M 40	M-23	M-0	

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.

AOR GOES CRAZY! "LUNATIC FRINGE"

70-47-31-24!

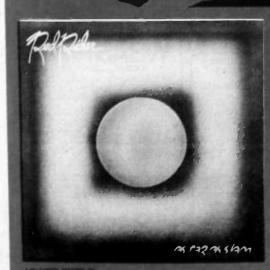
8/28 FMQB ALBUM REPORT SONG INDEX

THE SMASH TRACK BY

Ded Dider

FROM THE ALBUM

AS FAR AS SIAN



AOR NATIONAL AIRPLAY/40 25-19!

Produced by Richard Landis, except two selections by Michael James Jackson.





BREAKERS

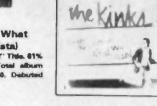
Breakers are those newer records that have the greatest level of station activity on any given week.



ROLLING STONES Tettoo You (Rolling Stones)
"Start" "Per" "Stave" "Limo." 69%
of our reporters on it. Total album
reports: 188, A-100, M-7, H-48. Charted
this week at number 8.

Give The People What They Want (Arista)
"Destroyer" "Better" "Disf" This. 81%
of our reporters on it. Total album
reports: 87, A-83, M-4, H-8, Debuted 21.

BOB SEGER &



"Tryin' To Live My Life Without You" (Capitol) 45 83% of our reporters on It. Total singles reports: 98. Debuted this week at number 24. SILVER BULLET BAND

Significant Action

CHILLIWACK Wanna Be A Ster (Millennium) "Girl" Title Total: 50. A-24, M-23, H-3 RIOT Fire Down Below (Elektra)
"Swords" "Outlaw" Total: 41. A-18, M-22, H-1 WHITFORD/ST. HOLMES Whitford/St. Holmes (Columbia) "Whiskey" Total: 39. A-5, M-31, H-3 "Sharpshooter" GARY WRIGHT The Right Plece (WB)
"Know" "Feelin" Total: 39. A-Q, M-27, H-12 Total: 39. A-0, M-27, H-12 DAN FOGELBERG...... Hard To Say (Full Moon/Epic) HALL & OATES Private Eyes (RCA) BILLY THORPE Stimulation (Pasha) "Just" "Rules" Total: 32. A-13, M-19, H-0 "Cool" "Time" Total: 30, A-0, M-21, H-9 MICK FLEETWOOD......The Visitor (RCA)
"Rattlesneke" "Welk".....Total: 29. A-0, M-24, H-5

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not gernered 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 AGR

2 1 AL JARREAU Breakin' Away (WB) 1 3 YELLOWJACKETSYellowjackets (WB)
"Hornet" "Priscilla" "Idol" "Hour" 3 4 P. METHENY/L MAYS... As Falls Wichita ... (ECM) 6 MILES DAVIS . . The Man With The Horn (Columbia) PASSPORT Blue Tattoo (Atlantic) "Ragtag" "Orchestra" 9 7 SADAO WATANABE My Deer Life (Inner City) Title JOHN NEPTUNE Shogun (Inner City) BRIAN AUGER.....Search Party (Headfirst) 10 9 "Earth" "Gone" TOM SCOTT......Apple Juice (Columbie)

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

REGIONAL AGR ACTIVITY

1.1



BBIAN ANDER PRINCETOR 12

BPIAN COLLISTS
CALOUTE 1

BULLS ONTS (Columbia)

FILES ONTS (Colu

Pios

Added

MOLLING S(OMS)

(ROTTING STONES)

Little TEA "Start Me Up"

Little TEA "Start Me Up"

Little TEA "Start Me Up"

Little TEA

*THE LIMB (LITTLE)

*THE LIMB (LITTLE)

*THE LIMB (LITTLE)

THE LITTLE TEA

*THE LITTLE

Albany

High Tail T (SIT =) (GC-CC) (SIS) (SIT =) (GC-CC) (SIS) (S

Albany 518-785-9800

SQUEEZE (AAM, CREC RIMM BAND (Beser aley) CRED CO DROWN (Epic) 01LLT THOMPE (Pachs) (ROW MAIDEN (Marway) (CENOUSE (CDr ysalls) HORLE & ONTES (RCA)

Jazz

WZZO

Allentown 215-694-0511

FOOAT (New York) (10/00)
GBP OF CAP(TO)
BHIT (REP/ST-MQLMS (CO) UM6 (e)
HHI (REP/ST-MQLMS (CO)
HI (CRET (AMA)
HI O RIGHT (CAP)
HI CRET (AMA)
DIRT (MAD)
CRET (MAD)
CRET (MAD)
AMA (MAD) (CAP)

98 Rock

EROIFING STONES)
ASNES (Ar Esre)
TREMMH (ATTIC)
JON & VANGELIS
IPOTYMOT/POTYGES)
-BOB SEGER & SILVER (Cap)

Medium 140N MAIDEN (Mereat) DISSEL Regency) FOGHAT (dersville/MB) DEF LEFFARD (Polydor/Pol LITTLE FEAT (MB)

MAN

PD: REITH NELSON

Added
EINCS (Ar Iste)
"Add 17 (by"
DOLLING STONES

"BOILING STONES
"MOILING STONES
"TIPE ST

Title RIOT (Elektro) "Feel the Sense" OSPYRD GYRA (NCA) Tifle
TELLOWARCHETS (MB)
THISTIFF
TYCOON (Aristo)
TRIMBHE (Artic)
Magic Power
DYC (Alte)
CRACE THE SKY (Litesong

PO: LTH COREY ND: BHUCE BOND

Hoffent FOREIGNER EATIENTED DODOW BLUES ETW-exhold/Pol-PAT BEANTAR (GW-ysalls) JOURNEY ECOLUMBIS RICK SPREMOFIELD (RCA) STEVEE NICKS (Modern/Arco)

STEVE WICEL MADDER AFRED

DOC (COLUMN)

MEANY METAL (Full) MOON/Aeylu)

ZON 1881

JON A YAMELLS

(Polyacy Polyacy

(CONOSE (Coryes)19)

DISSE (Repency)

ALLAMN UNCONURS. (Arcs)

DEF LEMPAND (Polyacy/Polyacy

DEF LEMPAND (Polyacy/Polyacy)

Mottest Stevile Nicks (Modern/Arto) PAT BENATAR (Chrysells) JOURNET (Cotumola) FORELIGHER (Artentic) MODOY (SLUES (Threshold/PolyGI POINT (KANK (MCA) SQUEZE (AAM) MEANY METAL (Full Moon/Asylu) "Elitio" "Blad" CRACK THE SKY (Literong)
-RAIHBUM (Impprt)

Binghamton 607-772-8850 DIESEL (Regency) JAN HUNTER (DV yee/Int BOX (Ecotamelia) HALL & DATES (RCA) -OAN FOOTIBER (FVI) Moon/Epic)

Baltimore

JOST CO.N. "FINSON
ELLA FIECURALD (Pacio)
AND ELLA FIECURALD (Pacio)
AND ELLA FIECURALD (Pacio)
AND ELLA FIECURA (Columbia)
AND ELLA FIECURA (Columbia)
AND ELLA FIECURA (Columbia)
JACO PASTORIUS
AND ELLA FIECURA (COLUMBIA)
AND ELLA FIECURA (CORPIA FIECURA)
DAVE VALENTIN (CORPIA FIEC

MOST ADDED

ROLLING STONES Tettoo You (Rolling Stones) 35/25

Give The People... (Arista) 24/24 TRIUMPH Allied Forces (RCA)
MEAT LOAF 20/19

Dead... (Epic/Cleve. Int'l.) 10/8

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

617-266-1111 -PHIL CENTILL (POT Yolf) -POINT BLANK (ICA) -POINTER SISTERS (P)-POINTER -POINTER SISTERS (P)-POINTER

-POINTER SISTEMS (Planets)
POINTER SISTEMS (Planets)
POINTER SISTEMS (Robern/Arcol
POINTER SIGNAL (Rob

W3CM

PD: OEDIPUS

Medium Legitals (Medium According Silves)
Modity ELLIS (Mindle Silves)
Mod

(MeliciousDemage)
-MARTY BALIN (EN1 America)
-CONCOURS (Motoun)

FWIT MODE/EDET
LIPB (CODITO):
ARS (COLUMDIA)
HILS LOFCREN (BECAST
HIN CARNYES & HATE
(EM) ARMETED
TELLOW/ACRETS (HB)
-MANEWATTAN TRANSFER
(AR) HATE
(AR) HODOS

Boston

MEDIUM

IAN HUNTER Short Back ... (Chrysalls) 17/14

DEF LEPPARD High 'N' Dry (Polydor/PG) 17/13

Girls To ... (Bearsville/WB) 17/13

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

PO ANCH BEAUSIEM

Added ELO 1209 MOLLING STONES (Molling Stones) CURVES (LIDER TY) JEFFERSON STARSHIP (MCA) +MOS SEGER & SILVER (CA) +MAIMBOW (Empre T)

Madium
AC/DC (Atlanty) (c)
BLACEUGOT (Atlant)
BDC (Callumbia)
BDC (Callumbia)
BDC (Callumbia)
BDC (Atlant)
FORMAT (Burravi) (a/Mb)
GANY O' (Capinol)
ADMAS PRIEST (Callumbia)
LODIC (Blastic)
BDDD (BLUES (Tyraxhold/P
STEVIE BICAS (Modern/Atc

OTT * 2 DG; *
TOM PETTY & DG; *
Effects from PECA; *
POINT GLANK (RCA)
MSB (ERLANK (RCA)
MSB (ERLANK (RCA)
JUNIS (Cop(Fol)
JOPOST YAN ZANT...
(FOL) WOOD (FOL) WG of JECAY (RCTA)
ETT (RCTA)
ZZ TOP (MS)

Boston

Bridgeport 203-579-9995

i-95fm

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FORAT (Thereal! Index)
MODA (A LETTHOD (MCA)
"Restlement ..."
RUSH (Marcor My/Folgina)
CCET (METCH MY/Folgina)
"Ely Ausy"

WECM

OM: BOB REVERS

d GARFLANES (Liberty) S (Arlate) S (Arlate) SEGER & SILVER (Copito) IT LOAF (Edic/Cleve. (nt.) HEAVY METAL (Full Moon/Asylul "Blue Lamp" "Queen Bee" "Titlu-TRice" "Glub Leng" "Quen Bos"
"Tripu" "Blogs" (sb)
RICATI LET ZONE" (sb)
RICATI LET ZONE" (sh)
ANY TROUBLE (\$5):87 Aner (cc)
RACAGOOT (Afec)
TON PETTY A THE ...
NO CAFF (cs) Common (sc)
RIM CARES A THE (CB)
ANY TOUBLE (\$5):87 Aner (cc)
RIM CARES A THE (CB)
ANY TOUBLE (\$62.5)
ANY TOUBLE Claremont

HDTT+ST HSB (EH) New (Es) HOLLING STONES (Rolling | 100 | 101 | 100 | 101 | 100 | 101 | 100 | 101 | 100 | 101 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100

Singtee

FOREIGNER

33/33 JOURNEY 35/31 Escape (Columbia)

THE HOTTEST

STEVIE NICKS Bella Donna (Modern/Atcol34/30) PAT BENATAR

Precious Time (Chrysells) 33/29
MOODY BLUES Long... (Threshold/PG) 32/25

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.

WCCC AM/FM Hartford 203-549-3456 TUBES (Copitol) DIESEL (Appency)

Added | Mostles | Mostles

-doo McGDA 4 Shift (Cogifor)
-dilLET JOIL (Columbia)
-

WBLM 108 Lewiston-Portland COT-ELLS GRAAL
(REA/Hy-F)
YAN HALES (RB)
YOUNGE (RB)
HICK FLETHODO (REA)
RB ERRANDO (FLORTY of
DIESEL (RPORCY)
GARY WIN (RF)
RANGERS (ROWY)
IAN HUNTER (CDY yes (1))

HD: JOSE DIAZ

Added
RDL114G STORES
(ADITING STORES)
(ADITING STORES)
"SERVE TAKE "Home Fire"
"STEVE TAKE (MILITERALIUM)
DISC (AL NE)
"TORONTO JAMES (COLUMN)
WHITE TAKE (COLUMN)
HOME STORES (C

-OD STGER & SILVER (Capt Med Los STGER & SILVER (Capt Inc) Med Los STGER & STG

IAN HUNTER (Day yet (1s)

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Singles

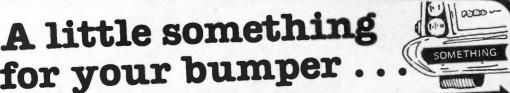
Long Island 516-587-1023

102.3. DIESEL (Regency) BALANCE (Por Trel 1) -RATHBOW) (eggr 1) -MAL & GATES (RCA) -010170 -ARS (Columbia)

-BILLY JAMES TO THE STATE OF TH

(Roiling Stones) 80C (Columbia 80C

for your bumper...



Stick to Marketplace, page 63

The KINGSMAZON Beach



Contains the single "All The Way" E-47213
The new Kings album is produced by Bob Ezrin 5E-543

OK/HI

PO AND BECOMPOSED OF

Model and Gold Timb (Gold Timb) Gold Timb (Gold Timb) Gold Timb (Gold Timb (G "She deheate"
"thiskey temor"
"ETER FRANCTON (ASH) TRIVERS (Magency)
DISSEL (Magency)
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MCCALTS (Fights)
MCCALTS (Fights)
MCT Tagester's
MTTENCERS (Sire)
MPac b Up*

Manchester

603-625-6915 HIGH FLESTWOOD (MCA) DEP LEMPAND SPATYON ~GMT O' (Gap 108) -MACAMEE (1914) -LIM (Gap1101)

FUEL No. (1997)

Cloud hardway. (Block 1: Fl./MB) **
Cloud hardway. (Block 1: Cloud Fl.) (Block 1: Clo

New York

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| Registration | Regi Singles

212-986-7000

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STRICE (Alam)
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WPLJ 95.5

PG: CAMES NI RGES

Rod Lab
STEVEL RICAS (Moder //Atco)
GZY O MADURANE (Jar)
TURES (Copino)
TURES (Copino)
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WOHA

APS (Columbia) HDVO COMBO :Polydur/Poly TRIUMPH (ATTIC) CHILL !NACH" (HIII) enn(um)

CHILLINGO: (#110-molum)
maxica

(ACOM | Theory | Third | Third

(ACOM | Theory | Third | Third

Teenbean Driver* "Wist Box"
"Teenbean Driver* "Wist Box"
"Teenbean Driver* "Wist Box"
"Theory Topins | Third

#ICHILLINGO |

New York 212-887-7777

Notice: PAT BINATAR (CP yearls) BILLY SQUIRR (Capitol) TOM PETTY & THE... (BECKNE work(KA) mr. (Columbia) TOM PETTY & THE...
IBECHINY OFF/MCA:
IDC ICO: web:a:
PETER I PAMPTON (AAM)
URES KIND BAND (Becers
ADS WALSH (Asy) (A)
JOURNEY ICO: web:a:
FOREIGNER (ATTUNTE)

Single

North Jersey 201-328-1055

201-328-1000
MATARE (Columbia)
"Printing" "Over 4 Over"
"Sher Cale" "Chan goe"
1085 (Capitol)
27 109 (a)
"Don't Serving"
"Don't Serving"
"Columbia" "Another 110 4"
"Let 19 Ce"
"Let 19 Ce

HALL 4 GRTS (REA)

PAT BIRL 18 (REA)

PAT BIRL 18 (FF + NO EAPPO)

STEVEN INCOME (NO EAPPO)

FROM INCOME INCOME (REA)

(RO 1149 STONES (REA)

ADMRT 1 COLUMN (REA)

ADMRT 1 COLU

Je 22 * Singles



"Newbis" "New t., ming" THILUMPH INVESTIGAT TITLE "Newbis Power? MEAT LOAF tipid/Cleve. (et) "Love ter For." MACHEL MEET (FILL/Columbia

TOTAL TOLOR
THE STATE OF THE ST

WIOQ

AB18 Rune

Singles

Philadelphia

FRANKE/NUBCHOUTS (HITTON PAT BENATAR (CRY year) Is) DIRT BAND (Liber Ty) SILVER COMMON (Columbia)

Medium ELTON (Control of Family Mod Caff (15-en fam) Mod Family Mod Fa

Philadelphia 215-561-0933 POLINAT (Medit + 1114/MB) POINT BLANK (NCA) BLACHFOOT (ATCO)

Jose

Singles Mane

PO: CHARL IE HENDALL MD: JOE HOMBADDOMBA

Rolling Stones)
LAGH (Att)C)
CR THE NAY (Litesong)
- IALIes
AT LOAF (Epic/Clove, Int)

OD-OD'S FIRST ELO (JAY) HALL & CATES (HCA) RICE SPRINGFIELD (HCA) 22 TOP (NB) DILLY SQUIER (Capitol)

WYSP

94 ROCK

PO: DICK HAMGATE ASST. PD: LISA BICHARDS

Medium
IAN HENTER (CM yealls)
"I Need....(ov"
BOD DYLAN (Columbis)
Title
Liftle FEAT (Mb)
"Tennary"

Philadelphia

Hottost Stärte HICAS (Nodern/Atco) FORHIGGE (Atlantic) HHITEGERS (Sire) HOUSE SUITS (Nyahots/PolyG BOOK (Columbia) SQUEZE (Atlantic) ALLMAN BROTHERS... (Arista)

DIRT BAND ILlberty)
BILLY FROMPE (Payne)
"Just The Way 1"
POCO (MEA)
"Ylloo waster"
RICATE LEE JONES (ME)
"Woody & Ovyce"
OVC (Alva)
"ROO (MEA)
"ROO (MEA)
"ROO (MEA)
"LOO (MEA)
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"LOO (MEA)
"LOO (MEA)
"MEO (MEA)

MICHOS TOMES
(Molling Stones)
FOREIGNER (Astrones)
FOREIGNER (Astrones)
FOREIGNER (Astrones)
EVITE MICKS (Whomen / Arco)
ZZ TOP (whi
MITTER (ASTRONES)
FAI DEMATAN (Corymells)
AUTHOR (Columbia)
ELDO (auth)

Jazz Rone

Y104

PD: MIKE PERKINS ASST. PD: MIKE KOMECKO

Pittsburgh 412-362-214

HOUDY BLUES (Threshold/Poi flo 1/47) OFLAY SQUIER (Cop!Poi) FOREIGHER (AYEARTE) PAT BENATAR (Chryshelle) PAT BENATAR (Chryshelle) PAT BENATAR (Chryshelle) PAT BENATAR (Full Moon/Asy ORIC KIME BAND (Newerblay) STEYIE HICKS (Modern/AYCO) BCC (Columbia)

VDVE Pittsburgh

PDL1 & THE STALLS SEPTED TO THE SEPTED SEPT

Ottawa 613-563-1919

with MEATION A. (Duy year (in) MINTERS, Madium MARY MCTAL (Full Mnam/Asju) MARY MCTAL (Full Mnam/Asju) GEF (GEFANDE (De yanis) GEF (GEFAND (Fully Mnam) Asjus (G. 1441) Asjus (G. 1441

WROCK PE

PD: WHILE HARRISS MD: STEW SCHAMTZ

Added

GRUL, 180 STONES

GRUL) Ing STONES

GRUL) Ing STONES

FROM Fire "Store No Up"

RIMS, (4) t t s)

TRILLING (4) t s)

RIMS (4) t s)

Poughkeepsle 914-471-1500

Political Columbial PAT Software (Columbial PAT Softwa THE TOP STREET, THE TOP STREET



Ifpic/Clave. int)

Rochester

OR TAN ADMED (ALM)
PRETENDERS (Size)
ALLOWN MRCHETS... (Rrists)
LITILE FERT (Me)
POINT BLANK (MCA)
ROTE (Richard (MCA)
BOOD (BUCS) (Threshold/Polyd
BOOD (Bulled)
-CENTSIS (Churles)

HOTTERS
PAT BERTAIN (CRY VERIES)
PAT BERTAIN (CRY VERIES)
PORT LORIE (AFLENTIC)
TORN FRITT & DR ...
DORRETT (COLUMN LE)
FUSH | New CRY //Poly for all
FUSH | New CRY //Poly for all
FUSH SOUTH (Control)
FUSH SOUTH (Control)
STEVE RICKS | Moment/Arylu
STEVE RICKS | Moment/Arylu
STEVE RICKS | Moment/Arylu

SHOOTING STAN (Virgin)
DEF LEPPARD (Polydor/PolyGre) Singles
HED (DH) America) Name



MANUTUR BLACKFODY (Arco) DANNY JOE MNOWN HEPICI RID! (Elektra)

Added

DAN FOCELD(NG

(Full Moon/Epic)

A5 (Columbia)

-81(en*
-808 SEGER & SILVER ICC
-8EAT LOAF IEpic/Clave.

Hose in CANY WESTERN WESTERN WAS CONTROL OF THE CON

Scranton 717-961-1842

Mottest FOREIGNER (AV) anticl MODIT BLUES (THY ANDIG/POI) JOURNEY (COLIMBIA) PAT BEMTAN (DV YASIIS) STYLE NICKS (MODEN/ATCO) ROLLING STOMES IRCHING STOMES HEAVE METAL (FULL MODI/Asy)

Je zz Rone Singles None STOR

Options
ADMENT (Columbia)
ATMENT (Columbia)
ATMENTAR (Columbia)
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ATMENTAR (ATMENTAR)
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ATMENTAR (ATMENTAR)
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Modium
INTERNATION OF THE PROPERTY OF THE PROP

9446

Added MOLLING STONES (Rolling Stones)
TRIUMPH (Arels)
RINKS (Arists)
HMAT LUAF (Epis/Cre-BOB SIGER & SILVER

Macium NDOOT BLUES (Threshold/PolyG) THOMITO (MANI BLLEY SQUEST (Capitol) OliSti (Repency) ALIMAN NOTHERS, (Arists) DE LEPPAND (Polyder/PulyGre) (Polyder /Polydra) (NON HAICEN (Mervant) POINT BLAM (MEA)

Syracuse

Singles

Syracuse

TOM PRITTY & THE...
(Box ha Tr mot FREA)
(ADMONT VAN (ANIL...
(Palydon FREA)
VAN HALEN (MD)
STE (AAH)
(THIS)
(HA)

Portrait
AUMBRIT COD media)
PAT STRETA COP m

Jatz Mone r Singles Mone

QK Toronto 418-987-3445 DAVID LIMEATT (Avylum) A'S (Arista)

PDI GARY SEATONS MDI BOB MACADINGZ

Medium
DIESE, Regency
JOHN & VANDE, 15
JOHN & JO

Ja EE Nicole Single



Added ROLLING STORES (ROTTING STORES) RINGS (Arists) TRIUMPN (ATTIC) CRACK THE SMY (Lifesong) -MEAT LOAF (Epic/Clove.

Mean Lam white TEACH TOWN AND THE MEAN THE MEAN

Utica-Syracuse

315-797-0803

JORE JOHN REPTIME (INNER CITY)
WILES DAVIS (COLUMBIA)
SPIRO GRAL (REA)
THE REISBERG (REA)
SADAO BATANDE (INNER CITY)
BUDDY MILES RECH!, (ATEMPTEC

WALAFM Washington, D.C. 105 703-534-0320

PD: GARY CHASE MD: MARTY DEMPSEY

Acced MOLLING STORES

| Modium | REO RIO | SPORTING STAR (Firgin) | Jezz | PAT BERNTAR (Chryselle) | Mone | DTC (Alfa) | Full Roon/Asylu | Singles | STEVE RICAS (Rodern/Arco) | None | N

West Virginia

(2) 100° (wh) shift 000/57, HDL HES (Col Jes (a) -861 (BODE (1 report)

PAPERT NEO STEENADDE ([p]c) RECOUT BLUES ([Preshold/Po)y6) SQUEL/c (Adm) STEEN (Dissolver/Atgo) ALBREY (Dissolver/Atgo) ALBREY (Dissolver/Atgo) FORELOUIS (Releated Forella) PAT REREATE (Relywells) O/21 O MOCARDE (Jan)

304-722-3308

Singles None

ICENDUM TOP you'le!
"Not Topother"
ALISMA BROTHERS... Like Late)
"Sire of jet / Hour"
-Date Food Late(b)
| Total Late(b)

Marian

ARX (Golobele)

Singles

WERI-FM 104

POI GLISSES GALLINES

TRIUMPH JATE (4)
-BOB MOER & SILVER
-MAS (Columbia)

Diffit (Maganey) ALL man amoretes, , (4 tets)

FM105

CHILL MADE (FA) I see Just CHILL MADE (FA) I see

Modium
Shiff in the Teahs (MEA)
"Shiff in the Teahs (MEA)
"Shiff in the Teahs
"Hildown in or "
All in Mail in (Epic)
"Hild in A In In Inc."
"Matter A In In Inc."
"Matter A In In Inc." MECH FLET PRODUCTIONS

**MATTIAN COMMAND

**PARTIAN COMMAND

**PARTIAN

**PARTIAN Westerly

DAYE DAYES (RCA)
GATY O' (Capitol)
PRIMOREC FURS (COLUMBIA)
ANT TROUBLE 1331FF/Andrice)
ATT TROUBLE 1331FF/Andrice)
TETIS
GEL. SMITH (Mirage)
PALICE COOPUR (ME)

-ALICI CODRES (ME)

ROTTEST
RO

JULE 100 SCOTT [Galumbin] 11:10 PASSENT [Artismbin] 11:10 PASSENT [Artismbin] 10:10 PASSENT [Art



PO: GAVID BERNSTEIN NO: PCB BAPMETT

Added ROLLING STONES (Rolling Ston KINES (Arists) DVC (Alts) RIOT (Elektrs)

| Med-Lub | Med-

Worcester 617-752-5611

617-752-56
Hortest Tom FETT 6. Ret., (Reck by well/EA)
JOHNST 1 Gold Well 61
JOHNST 1 GOLD WELL

Added
LMB ICas [To I]
MOLLING STONES
(Not I) Ing ST

Medium (Include Ia)
Medium (Include Ia)
Medium (Include Ia)
GP (IDPMO (Medium Prolyce
Include Ia)
Medium (Include Ia)
Medium (



ON: CHUCK DUMANAY

512-474-6543

Tight 10 Gos*

Notified (in)

Rottled (in)

Fortions (in)

Fortion

MOST ADDED

ROLLING STONES

LITTLE RIVER BAND

Tettoo You (Rolling Stones) 36/27 KINKS Give The People... (Arista) 28/27

Time Exposure (Capitol) 24/20 TRIUMPH

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

Wanne Be... (Millennium)

MEDIUM

MICHAEL STANLEY BAND North Coast (EMI America) 29/19 DEF LEPPARD High 'N' Dry (Polydor/PG) 21/19 DIRT BAND Jealousy (Liberty) 21/ ALLMAN BROTHERS BAND 21/16

Mereuder (Atco)
RED RIDER 23/14 As Fas As Siam (Capitol) 20/14 Two numbers follow each album title. The fixer represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

Brothers Of The... (Arista) 34/15
BLACKFOOT

THE HOTTEST

Escape (Columbia) 35/35 STEVIE NICKS Bella Donna (Modern/Atco)37/34

PAT BENATAR Precious Time (Chrysells) 35/34 FOREIGNER

ZZ TOP El Loco (WB)

JOURNEY

4 (Atlantic)

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

33/24

Amarillo

MAT TROUBLE (\$1187/mortica)

MOTHER T (Galvebia)

MEANY METAL (Full Moon/Aaytu)

MEANY METAL (Galvebia)

MEANY METAL (Galvebia)

METAL MOON AAYTU

MOON TALLES (For annotation for for fact of fact of

Singles



Added
BILLY THOMPY (Poshie)
"Let the Oute"
If the Oute"
If IMS 1 for Issue
Therefore Tringst
TRIFF IN THOMPY
TRIFF
TRIFF IN THOMPY
TRIFF

Medium Silver (Co. Medium) in Medium SDB (McAin (Galum)) in SDB (McAin (Galum)) in McAin (Garant Silver) in McAin (Garant

PABLO CRUISE INAM)
GARY MRIORY HON
GOOD BLUES (Threshold/PolyG)
"The Molca"
OLESE (Regency)
BOB (DHI America)
"Alling...ton" "Momeriland"
BLUCCOOT (Area)
BLUCCOOT (Area)
BLUCCOOT (Area)
BLUCCOOT (Area)
"Eat If Go?"

Jazz Mone Singles Allied Forces (RCA) 14/14

11/9

CHILLIWACK

SOUTH

76rock

Atlanta POT ALAN SHEED BOT NOR SATILITY

Append BOD, LIME, STORES
(TOUTING STORES)
(AN INDITED SCHOOL)

Polyder (Polyde or Audiol 5 (15) = 2) SEC. (Columb (n) Polyder Saudo (EL) 1000 (EL) 10

| No. | No.

Augusta 404-722-1302

404-722-1302

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JOHN WILLIAM TO CONTROL TO THE STORY STORY A SECOND (COLONY) JOHN SEPTIME (COLONY) JOHN SEPTIME SEAT (COLONY) SEPTIME CHIEF (COLONY) SECOND COLONY A SECOND COLONY ASSESSMENT OF THE SECOND CO

Beaumont

DOMEY DUE BROWN (6)-(c)

With the Control of the Co

Birmingham

205-870-9900 808 OTLAN (Columbia)
"Trouble"
POINT BLANE (MCA)
IAN HUNTER (Coryos) (s)
-MALE ONTES (RCA)
-APS (Columbia)

-API (Columbia)

APP (Columbia)

Title (Columbia)

Birmingham

205-933-9274

BILLY SQUIER (CopPel)

Corpus Christi

512-855-4641

iezz Itoria

AVEZ None

Single

ساسير

PO: GLENN STEMAPT NO: MAPT PILLINGER

Added NOLLING STORES TRAITING STORES THOUSE STORES TO STORE STORES THOUSE STORES THE STO GIGHT LEE ADMES 1 of TTTT a

GEO BIGES | Cap | To | 1

"Londer | C. Pr | Log |

Londer | C. Pr |

Ulti-VER (DE) Americal shell (DE) Studies to Ca "Discretional to POCO CHCA! 20m & FARGELIS (Polysor/PolyGra)

TEXAS ROCK 713-727-0229

DICKIE LEE JOH'S (MS)

GET LEPPHAD (POLYMOT/POLYGE)

TUBES (Cap (Yol))

DAMY JOE BROWN (Ep (c))

PD: BILL DEMORE MD: PAUL GAUTIER

Added BCB DYLAN (Columbia Titta Title
0101 (Elevina)
0101 (Elevina)
000 (Elevina)

Medium
MSD (Dit her ice)
(1.0 (10+)
CERDISE (Dir yeal)
(00 PETT & This...
(DIR LET A THIS

NI NI

Association STORES

#BD121ng STORES

#BD121ng STORES

#B121ng STORES

#B121ng STORES

#B121ng TRACCO

"B122ng TRACCO

"B122ng TRACCO

"B122ng TRACCO

"B122ng TRACCO

"Lunatic Pring"

\$17TLE #EAT (B2)

"Casy To 3180" "Easy to \$110" URB (Captroll "The high! Out" -000 SECEN & SILVE

Modium
IGDPULEE (COPysalia)
IGD PETTY & THE ...
IBACISTY & THE ...
IBACISTY 047PED I
PROCE INCA!
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INCATELET SEED INCATELET SEED

WAPI

PO: STEVE MANNER

reprises (CES - Replace of ATCO)

The CO (12" "Shop to replace of CO (12") Shop to replace of CO (12") S Accord SQUEZZ (AARH)
APS (Columnia)
LOTEDBOT (LIV (Colum Cof LEDBOT (LIV (Colum Cof LEDBOT (LIV))
TLAT 19 GOT
O155EL (Report)
"Soughlyout"
MSA (CRI Now ICA)
"MONTY IN A TRIBLE INC. STORES
(Real Ing. STORES
-BOOD SECRE & SILVER

Pior

Accord
TO 19874 (ATTIC)
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KZEW JANEL BOLAN

New Last
Figure 1: (In / Mp)
Figure 2: (In / Mp)
Figure 3: (Feel - Monor (Angle)
- (Feel - Monor (Angl

Jags Tophe

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K102 FO: BUDDY HOLLIS

305-731-4800 308-9ETY & THE... (Bocksty out/MA) PHIL COLLING (AFA) LITTLE FEAT 1481 MOTTAST
VAN HALEN (##)
METERDERS (S)ra)
MEDIOT BLUES (Threshold/Po);
FORE (GREE LAFIANTIC)
PAT BERMAN (Chrysalis)
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JOURNEY (Columbia)

96 Magic

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Singles

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Jacksonville

TOTAL COMMON TO THE PROPERTY OF THE PROPERTY O

dere mene

Rock 104

Knoxville 615-525-6000

1011 None

K94 KSMB Lafayette

| MOLETAN STORES | MOLE

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Louisville

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LRS 102

TOTAL TOTAL CONTROL TO THE TOT Added ROLLING STONES (Rolling Stones) ROLLING STONES (Rolling Stones) ROB (Richard Stones) ROB (Richard Stones) Rolling Rolling Rolling Robert Rolling Robert Rober

Modius MDDDY BLUES (Threshold/PolyG) DEF LEPPARD (Polyan ProlyGne) (LO (Jet) BANDE WILSHES (Fair) DEF LEPPARD IPOSymperric CLO Start) RANDY RESSEN - Epic) RALDMA BROTHERS... (# 1 ICE-DUSE COP yearlis) REG HIBE - (Capitot) SQUEEZ (AAP) SCHOOL - (Capitot) SQUEEZ (AAP) SQUEE

W HD: C.C. MATTHEWS

ELO CJets
"Mold On Tigne"
"Rain/Failing"
BALANGE (Per trait)
"Breaking Ausy"
-008 SEGER & SILVER

Telling...Los

#DUTES!
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Louisville 502-589-4400

Single Lubbock

FMY

PAT BEHATAN (COV YEET ES) -BOB SEGER 4 SILVER (Cop) To

Hottast JOURNET (Columbia) STERIE NICES (Nicorn/ LRB (Cositol) "The Niger Or FOREIGNER (Atlantic) TWygert" HOODY SALMES (Try-sho) "The Voice" ELO (140)

Miami 305-581-1580

Singles

PD: BD JACKER ND DOWING RIPPT PICE SPRINGFIELD (REA)

Mod I un FOGNAT (Boor tv111a/MB1 ALLMAN BROTH(RS... (Ar.) BLC (Columbia) eria (DH Awarica) "Near Fland" JOH 4 VANGELIS (Polydor/PolyGry) Tilla

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MAJE PO: SOMET FOR ASST. PO: MANCY GETTLE

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New York TAL (TOT) Plan PROFIT METAL (TOT) Plan PROFIT METAL (TOT) Plan PROFIT tratycar/PolyGral Title Littic FEAT (db) "Quinge" (G-QU'S (185) "Qur Lips Ara" Dolf SAMD (Liberty) meltfollytti-MOLHES ("Shar ginowfer"

Miami 305-672-2500

Modium MODRAS PASTON 15,61-or 1 y 5 AUCES MENTON (Con 1 mb 1) AMES SATUR (Con 1 mb 1) POCO 1 MCA 1 RANNEY (LEVIS (CO 1 mb 1 x) AVENTS SATUR (MB 1 x) B 1 CO 1 S LEVIS 1 mb 2

103

LRB (Cop 1+o 1) SQUEEZE (AAAN) -BILLY (LOL (COV 96 + 1) + 2 -BILLY (LOL (COV 96 + 1) + 2 -BILLY (LOL)

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HOTTOST | PTIONTIC!

Norfolk 804-461-1194

Nashville 815-244-9532

BIOT (Electra)
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POLLING STONES
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TOR PETER 4 THE ...
(SECLET WORD/PCE)
GALAN WORD/PCE)
GLACK/GOT (ARCO)
BILLY THOMPS (Packet)
DIST SAMD (Liber Ty)
OFF LIFEWARD (Polydor /Polydra)
RICE SAMLYP SELD (GCA)
MSG (DR) Americal

NOTHERS STEEL NICES (Myster n/at 25 Tell NICES (Myster nices) (Mys

MON HEGER Agend ROLLING STONES (Notling Stones) -BOB SECER & SILVER (

Nowlym VAN-MALER (EM) 22 TOP (MS) OCHOR (Epic) OCHOR (Epic) OCHOR (Epic) OCHOR (EINE CAND (Encorsing) SHIGA FILE (FOCO SHICA) SHIGA FILE (FOCO SHICA) SHIGA FILE (FOCO SHICA) OCHOR (EXAMO EDIO HESS., (Arista) SHICA FILE (FOCO SHICA) OCHOR (EXAMO EDIO HESS., (Arista) OCHOR (EXAMO EDIO HESS.)

WDIZ Orlando 305-645-1802 305-645-1802

305-645-1802

notices

forticope acceptage

forticope acce PDI BOB CHURCH HD1 HISE LYONS

Singles None

Pensacola

HUTTALY STETE HCES IMPOURN/#YCO! JOURNEY (Columbia) PAT BENATAR (OP yeal(s) FORE(DECN (AY)anYc) ELO (LWY) ALLEN BROTHERS... (Arive) AS (Columbia)

"Buffer Things" LRB (Capifol) "The hight Out" -008 SEGER & SIL

TK 101

Adder
ROLLING STONES
(ROLLING STONES)
EINES (Aristo)
-OSS SEGEN & SILVEN (C
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Raleigh 919-832-8311

WQDR 19 832-8311

Potter from togge (Arteria)

Aller Bernelle (Aller Bernelle (Alle PDI DARIEL HPLBII MDI BKH MALTON MDVO COMBO (Polymer/PolyGra)

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-NOS GARFLANCEL (Columbia)

PAGE JOH SCOTT ICOTUMB(+) SPYRED OWNA ICEA (ILLOWASCRETT (GB) JOHN MEPTURE (INNER CITY) TOR GRANT (MEDT) | ling|or

Macline
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DIRT MAND (Liber Ty)
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POL TIM SPEKER MD1 TEMPLE LINDSET

"Destroyer"
TRIUMPH (APPIC)
"Famil For ..."
LIB (Capitol)
"The Right Out"

Modium
VICE FEETWOOD INCE
TWO PIESEN BEALT THOSEY EPARAGE
THO By Les / Rosey
CCE MODIS I COM you bill to

COUNTY CONT WHITE TO SELECT THE S

Roanoke

San Antonio

POCKS SAN ANTONIO

93ROCK Tampa 813-224-0742

PD: MARK STEVEN MEAN (CP) Amount of a MEAN ACAJODT (MACA) MEAN MEAN (MACA) DIRT BAND (Liberty) MED 81009 (Compile) Adopt
LTD (Copitol)
GDL/HG STORES
(Bolling Street)
CHILL HANCE MIDICANNIAN
LITTLE FEAT (mile serious)
CHILL SAVE
METTEDERS (Save)
METTEDERS (MILE (Copitol)
METTEDERS (MILE (Copitol)

HOTTOXY
FORMISCRES (PT) BATTIC
PAT SCRESTAN (COV YES 151
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ZZ 100P (MB1)
HEAYT METAL (Fa) I RECE/Rey Medium MODOT BELIES (Threshold/PolyG) deza

BALANCE IROF TY SIT!
OEF LEMPARD (Polydor/PolyGre) Singles
POINT BLANK (REA)

95FM

KMOD

FD: CHARLIE .EST

ROLLING STOMES
(Notling) Ennexi
"Histo Limo" "Steri Me L
LTTL E FERT (eb)
LUB (Capitol)
"The Higher Out"
n1005 (de Late)
"Burst (high
"Lumaric Fring"
SLUFF in GER (Capitol)

Hose (in the control of the control

PD: AL PETERSON MD: HICK TAN CLEVE

Tampa 813-876-0455

ALER BOOM

918-004-2010
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22 109-149
108-5 (Gal-10-1)
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118-5 (Gal-10-1)
118

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-DOS MODE & SILVER (CORPTO)

Model Lam

APPENSON STANSHER (MEA)

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DOS (LAFTA)

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MCE (Columnis) AUDAS PRIEST (Columnis)

FM 107

The Side State of Control of Cont

ADER SPREED CHEATER PASSIBLET TATEMATICA COMMINICATION CATAL VILLEMAN TOWN CATAL LANSO WARRANGE TAMES CATAL LANSO WARRANGE TAMES CATAL

WROOL

Singles None

KTXQ Dallas-Ft. Worth 214-528-5500

GETY DETAL (Full Mape/A

Singles

Dallas 214-748-9898

HOTELS (GOTOBE INTERPRETATION OF COMMENTATION OF COMMENTATION

Single El Paso

Ft. Lauderdale

HOR SEGER & SI HINES (Ar (ste) LAB (Cap (to))

de e e

Added Elmis (Arista) LAB (Capitol) ABLLING STONES (Anilling STONES SHOOTING STAR EVINGINI BILLY THORPE (Parna) -BIB SEGEP & SILVER (Cop

Ft. Pierce 305-464-1401

SUD-404-14U1
nother mothers, failure
ALBAN BROHERS, failure
ALBAN BROHERS, failure
ALBAN BROHERS, failure
BR

MET BETAL RUCED (Hood (17 6*) COMPONED PASSIONT (AP) ANT (17 6*) X/ON MEDTURE (INNER CITY) SPINO GIVE INCAP (INNER CITY) SADAO MATAMANI (INNER CITY) YELLOWJACKETS (MB)

Houston

PO: DOBIS WILLER ASST. PO; MICHELE POBINSON

ARS (Columbia) DIRY MAND (Liberty) -BOB 1454P & 51LWEP (Copitol)

Added 1A 19701
ILINO 1A 19701
LAB (Cap 100)
PECCOS 1A 19701
CHILLIBALE (MITION) LAB
- GOD MICHO 4 51L MFP (Cap)

Model on galange for the second of the secon

Modium POCO (GCA) GRICE STREET AMROCANCE (GB) DIESEA (Regency) DIESEA (REG

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Richmond

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Added LITTLE FEAT CHD I LIBES EXP (STO) I RIDES EXP (STO) I ROLLING STONES ROTING STONES -MALL & OATES (REA) -MOCH & SILVER Medium
PDCC (MCA)
PDCC (MCA)
BALANCE (PortVel19)
DIR STRAITS (Me)
RED (RIDER (Gailte))
PRETENDERS (SITe)
The Adultress'
Adultress'
ADULTRESS'
RED (MCA)
RICHIE LEE ADMES (ME)

Tulsa 918-664-2810

1011451 57[91E BICKS (Noder 6/4) West Palm Beach

(Mailing Stymos) BILLY (QUIES (Control) (QQL (Plantic)

WKZ

Winston-Salem 919-725-0556

COMPANY CONTROL (CONTROL CONTROL CONTR



PD: HTTME SHATELE MD: MARK COLTER

TRILIBRE (ARTIS)

REFINDED (ARTIS)

FIGH (ARTIS)

GART WHICH (ARTIS)

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GART WHICH (ARTIS)

ARTIS (ARTIS)

Appleton 414-734-9226

TOD PRITT B ...

(Backstr out/MCA)

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(Brown M ELO (Jet) OEF LEPPARD (Pulydry/PolyGr) HRE'S HCB IIS (SIro)

JAIR
MILES DAYES (CDIUMBLE)
P. NETHERYA, HATS (CCB)
MARRO METAHARE (Inner City)
PALSAGMARTS rebs
APRE MEPTANE TEnner City)
PALSAGMARTS (METAHARE)
(THE SCOTE TENNER)
SPREN GRANT (AREA)



812-332-9292

DITO LAGH) (LIMACH (HILLBRALLURY IDIR SHITCH (RODUX) (FURD/ST.HDLNES (COLUMN FGARFUNKE, ICOLUMN IN E.

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PRO (IMA (Hugency)
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JOHN NEPTING CONNECTTYS

Chicago

312-440-5270



MD: MAI FEOTO MD: SAY DANIELS



PD: FOR FELBER

Added Albas (Arista) -BOB SECERA 5

FIRSTEINMAN (ACA)
FEDIC/Clove. Int)
FOIRT CHANG (ACA)
SIP: (AAM)
SURTING (SOUT) BY ON.)
SURTING (SOUT) BY ON.)
SURTING (FULL EACH)
FE AVY ME (AL (FULL MOON)
FULL EXCELS: 553 = 3
SANTANA (COLUMDIS)

WART

PD: NORM WINER NO: NOH CEURS "City Bound" "up Periscope" -808 SECER & SILVER (Capitol)

Pedium CARY MRYQUY (MB) 00-0015 (185) 07-0015 (185) 08-015 (186) 08-015 (186) 08-015 (186) 1085 (Capitol) 58 (MRYER (Drivel) 58 (MRYER (Drivel) 51 (MRYER (Drivel) IAN MANTER TOP PRETIST
TO MODELL-LERT
DURAN-CURAN (Mer-ess)
PS-TOMEON (C PUB) (CO)
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11/05 "

PD: PHIL DEMARMS MD: MARTI SCHOL

Medium
TABLE (CAPITO)

PARTERY FORE IGNET EXTENDED PAT DEWATER ICH VENTER STEVE RICKS (Noder of AN HODOT DEWATER ICH VANDE Of TOM PETTS & THE ... (Backstrout/MCA) 27 109 (MS)

Singles

Bloomington

PRETENDERS (SITE)
"Pack 19 Up"
ELO EJet!
HID HIDER (Cap!to!)
SAO CAFE (Swee Song)
RICALE LEL JONES 1003
"Living 17 Up"

HOTPest STEWE NICES EMbourn/Atco) PAT BENATAM (Chryselle) JOURNEY (Golumbie) FORE (Code & Gationije) ICE-HOUSE (Chryselle) MOOD BOURS (Thrushole/Yoly ALMAN BURSTERNIA)

AGEE PASSPORT (ATTENTIC) "MOCA DICHESTO" ART PEPPER ICONTEMPOR OF YI SPYRO GYRA (MCA)

Singles TRADE (Fentesy) M. SMITH & R.SMET (Columbia) ALICE CODEM (MR) LITTLE FEAT (MB) HALL & OATES (MCA)

JOHNNY VAN ZANT... (Polydor/PolyGra) JOE VITALE (Asylum) GART O' (Capitol)

HOSTON T BILLY SQUIGH (Copitol) FORM LORE (AFFENTIC) JOURNAL T (COTUMBIA) BIOT (EFENTIA) HEATT METAL (Full Moon/I BOLLING STORES (DOI 1974-12) COM 1974-12) DANNY JOE BARRON (Egic) DANNY JOE BARRON (Egic)



Chicago 312-828-919 ALLMHH BROTHERS... (Arista SilveR COMBOR (Colimbia) DIESEL Haggarcy) MSO (EM: America)

Notices Moderate Process (Notice Stones) Notices (Notice Stones) Nat Bitmerster (Notice Stones) Nat Bitmerster (Notice Stones) Nat Bitmerster (Notice Stones) National Notice (Notice Stones) National Notice (Notice Stones) National Nation

Chicago 312-777-1700

TOTAL CONTINUES OF THE STREET OF THE STREET

JASE
P. NETREMPLY. NATE (CEM)
SYTHO GYMA (MEA)
MADOY MATTES (CLM Say)
MADOY MATTES (CLM Say)
PASSMORT (VARANT);
SASSMORT (VARANT);
SASSMORT (MATTES)

Singles None

Cleveland

MD974s7
MSA (D81 Amer(ca)
FOHT (GREN (Aviant)c)
TOM PETTY & THE...
(Baces to use / MCA)
JOHNET (Co) use (a
MD007 Bild) \$ (Tress ho)
ZZ YOP (MB)
RICHIL LEE JOHES (MB)

Jezz None Singles LPR (Ceptrol) ARS (Cptumble) DAN FORELERS "4-11 Maxe/Epigl



NIMES IN (sto) MONNIE MODDS (Columbia) -MEAT LOAP (Ipic/Cleve, In

Cleveland

FURNISHE (ATTANTE)

(LO 1349)

ARRHIT (COL-Mella)

ARTHRIT (COL-Mella)

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BICON (TITT (ATTAT (COL-Mella))

BICON (COL-Mella)

BICON (COL-Mella)

BICON (COL-Mella)

ARTHRIT (COL-Mella)

BICON (CO

RILD GIRMA (Mervest)
RANH-DERAM (Mervest)
RACHEL SEET (SVIFF/Col
-DAN FORCESTES
(Full Merr/Epic)
-POINT NIAMA (REA)
-CHISTOPHIN (REA)
-CHISTOPHIN (ROSS (ME)
-POINT NIAMA (REA)
-CHISTOPHIN (ROSS (ME)
-POINT NIAMA (REA)
-CHISTOPHIN (ROSS (ME)
-POINT NIAMA (REA)

Jose Work

Singles
GENESIS (Cherlsmo)
ADAM & THE ANTS (Epice
HALL & QRES (HEA)
GRED RIME BAND (Beservicy
GART WH) CHT (MB)



PD: OFRION MARK HD: CURT GART

Cincinnati

TOTTOS TO TOTTOS OF TOTTOS

Mordium JEFFERSON STANSHIP (RCA) PAT BENATAR (CPU yearles) HEAVY NETAL (Full Moon/Asylu) NOLLOW STANSE Je still Renne HOLLING STONES
(ROLLING STONES)
ANT THOUSLE (STIFF/America)
STEVIE HICES (Modern/Aton) Singles

Q-FM-96 Columbus

TYCODN (Artsta) -BOB SEGER & SIL VER 4C

Medium
MODDY SLUES (Threshold
RICA SPRINGS (SLEED SICA)
DEF LEPPARD POLYMOR/F
FOGNAT (Bases will) (AMB)
JON & VANGIS, 15
(Polydor/PolyGra)
DIRT (AND ILlberty)
ELD (John ELD (Jut) HHITE CRD/ST, HOLMES (Cot SHOOTING STAP (FEGURE)

Hoffest FOREIGNER (#flantic) STEVIE BICKS (Modern/Afco) wherds (Columbia)



Davenport

PAT BEMATAN (CAP yestis)

BDC. (Columbis)
ALLMAN (MOTHER)... (Arists)
MSb (EM Anno (col)
22 TOP (db)
Title-"Rio"" "Non Ruiss"
Title-"Rio"" "Non Ruiss"
-MSL 19 TOMES

JR:e
P. METMERTYL. HATS (ECM)
WILE'S CHAYS (ECH-model)
TOM SCOTT (ECH-model)
TOM SCOTT (ECH-model)
SPEND COME (METAL METAL)
WHICH ACCES (METAL METAL)
TILLOW JACKET'S (ME)
PASSPORT (ETH-metal)
SADAO WETANANG (Inner C):ty

319-326-254 DIESEL (Negency) "Seventito..." On a validation (Polyeor/PelyGra) POI GABE BAPTISTE TOTTO WHITF CRO/ST. HOLMES TO

The Track Columbia Partners Co

Dayton 513-224-1501

S13-ZZ4-1501
GELEPPA (O POLYGO /POLYGO
SQUEEZ (AAM)
POCO (MCA)
POINT BLANK (MCA)
POLY (A19)
RED RIOUR (Capitol)
SHOUTH (Capitol)
SHOUTH (STAN (Virgin)
A5 (Columbia)

lezz None

THE PARTY

ELO (Jet) BLACKFOOT (ATCO)

Medium
(LO (147)
GARY METGL (FU) Mices
EZ YOP (MO)
PRETENDERS (SIV)
PRETENDERS (SIV)
RICELE LEE JONES (MN)
RIC

Singles LPID (Coelfo

YYKIF3 Detroit 313-398-1100 UIRT BAND (LIST THE

PD: CAMEY CURELOP

Mottest PAT BEMATAR (Chrysel): JOURNET (Columbia) FORE (CHES STORES (Rolling Stores) (Rolling Stores)

Detroit

313-827-9505



FD1 FRED JACOBS

Arded KINES (Artsta) Title

MOLLING STONES

(Rolling Stones)

"Neighors" "Little Tax"

Thong Fire" "Sterf wo Up"

-MOS SIGER & SILVER (Cept)

-RAIMSCE (Import)

Singles None

NOTIFIED TO SHOULD BE STANDED TO STAND THE STANDED TO S Jagg

MOST ADDED

ROLLING STONES Tettoo You (Rolling Stones) 35/23 KINKS

Give The People ... (Arista) 20/20 TRIUMPH Allied Forces (RCA) 20/19 LITTLE RIVER BAND

Time Exposure (Capitol)
NOVO COMBO 8/6 Novo Combo (Potydor/PG)

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.

Duluth 218-728-6421 FD1 ADM FINAN HARE! FD2 ADM FINAN HARE! FD3 ADM FINAN HARE! FD4 ADM FINAN HARE! FD5 ADM FINAN HARE! FD5 ADM FINAN HARE! FD6 ADM FINAN HARE! FD7 ADM FINAN HARE! FD7 ADM FINAN HARE! FD7 ADM FINAN HARE! FD8 ADM F

Added HOLLING STONEL (Holling Stone ElMAS (Arista) TRICHOM (AFFIC)

(FOR COMBO (Polydor/Polydro)

EAN HAMFER (Chrysolfs)

ANY TROUBLE (STEEL/America)

CRIHODER SHITCH (Rubor)

GROB SEGER & SILVEN (Cop)Tol)

Bitch Federal (Instead out of the property of

WWCK 105 FM Flint

BOB DIAM ...
1914

RIMS 16/15/9

NOR frown 1

NOR frown 1

NO (COMO (Folydor/PolyGra)

NO Periscope*
OHLLIMACK (Millennius)

MAR (Como toly)

"Lunatic Pring"
M. ACR'001 (Arco)
MMD (DNI America)
"New ficad"
ALLMAN BROTHERS... (Arista)
ROCKETS (Elektra)



PD: BILL TAYLOR

Medium TOB MYTY & THE... (Buckstreen/MCA) MODOV BLUES (The schold/Polgé) Modowskis - "Talaing... Turn" "The voice" ZZ (or lead Extra to the Modowskis (Tult Modowskis) ZZ (or lead Modowskis (Tult Modowskis) ZZ (or lead Modowskis (Tult Modowskis)

PO: DICH WILSON Added ROLLING STONES (Rolling Stones) RINKS (Arlista) THILUMPH (ATTIC) HILD (Electro) -RICE STRINGPIELO (MCA)

Medium
(LO (Jet)
(BB (BH) America)
(DH & YAMGELIS
(Polydor/PolyGra)
FOGMAT (Beersyllis/Mb)
FOHT BLANK (REA)
STETIE RICKS (Modern/Atco)
ALLMAN BROTHERS... (Ariste)

(IDI-PH)

PD: FRANK SMITH ND: JOHN O'LEARY

RIMES (Arista) OIRT BAND (Lion Ty) -BOB SEGER A SILVER

Jacz None

Single

Lansing 517-393-1320

HIGH FLEETHOOD INCAT

Jazz Mone

Modium ALLMA (MODERS..., CArista) MESTENDINS (Sire) HEAVY METAL (Full Moon/Asylu JOE PRINT (Columbia) MEA (Colimbia) MEA (Colimbia) MEA (Colimbia) MEA (Colimbia) MILLY SQUIEN (Copino)

Lincols
402-476-85

Hottest Tom FETT in Tell.
TOM FETT in Tell.
TOM SECRE a SILVER (Copital)
AND SECRET A SILVER AND SECRET AND

MEDIUM

Girts To... (Beersville/WB) 21/17
BLACKFOOT 20/16

DIRT RAND Jeolousy (Liberty)
ALLMAN BROTHER BAND Brothers Of The ... (Arista) 26/14

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

Addes et los fipic/Clore
**Love New For :*
**ROLLING SIGHES
**Sight Sight Sight
**Sight Sight
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**ROLLING SIGHES
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Singles

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Kankakee

815-939-4541

DALANCE FFO'T Walf)

HOTTEST
FORE (CORR. (AT-)INT [C.D. DIESM.), (Respectly)

JOURNEY * (Columbia)

REAL REAL REAL (FE) * NOW/ABY

PAST BERNAY (COLUMBIA)

**STETT * (COLUMBIA) CHILL INACK (Millernium)
"My Gir!"
-BOB SEGER & SILVER (Cop!
-LRB [Cop!Foil



FORMAT (their swillin/NB)
PROTENCES (Sire)
ROLLING STORES
(Rolling Stones)
"Slave" "Many Fire"
"Sire" No Up"
"LITTLE FEAT (wh)
"ANT GARFUNKEL (Columbia) AGREGIAN E ALTHELL
AGREGIAN E ALTHELL
FFUL BROWNER E CONTROL
STOLEN MEMBER E CONTROL
HOME CONTRO

Hottest DURMET (Columbia) FORE (GRE (Attact)c) BALANCE (Protreits PAT BENNERS (Corposits) CRES (HIRE BAND (Reserbiey) ELO (Jet) BILLY SQUEER (Captro) STEVIE HICKS (Modern/Atpo) MOS (DEI America) JOZZ RIMESIS SAGNO WATANAME (Inner Clay) BUB JAMES (Tappen Zee/Col.) TOM GEART (MMOT) COLLER & DEAM CROSSFIRE

Singles

Kansas City 816-753-4567

Hottest FORE Codes (Attact) (c) JOURNET (Columbia) GARY WEIGHT 1885 BOC (Columbia) PAT Bitwine (Corystalis) 22 109 (c8) HARY WEIGH (Full Moor/Asylu) SOODING STAT (Mr (Mr) OF LETYANO (Polysor/Polysor)

ICCMOMMA (Drysells)
Hottest
Hottest (Drysells)
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GREG RINE BAND (Basering)
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GREG (Aris (Beder)
GREG

MICHAEL STANLEY BAND North Coast (EMI America) 28/17 FOGHAT

Marauder (Atco) 19/15

Lafayette

MLACHFOOT (AYEO)
SQUEEZE LAAM)
PABLO CHRISE (AAM)
ELO (JAM)
-AMTS (COLUMBIA)
-SANTANA (COLUMBIA)

HOTPHY STEVE NICKS (Modern/Atco) 22 TUP (MB) JURNETY (Dolumble) FORM COMPLEX (Atlantic) NCCOY MILES 1Pv about/PotyS PAT BERNTAN (Dv yas/Dis STEVE (Dolumble) STEVE (Dolumble) PAT BERRETON
BLLT 1QUITE (Cop(fo))
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/ess Singles None

WIBA · F/Y Madison 608-274-5450

608-274-545
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Singles

Singles

Madison

Notice!
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PAT GIRTHAN (Dr yeal):
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Milwaukee

MOTTEST
AFFERDOW STARSHIP (RCA)
AFFERDOW STARSHIP (RCA)
STEVÍ W HAMCOD (Island)
STEVÍ W HAMCOD (Island)
BTEVÍE HICKS (Modern/Arc)
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Milwaukee

414-276-2040

BLACKFOOT (Arce) OVC (Afre) MATHAN CONTES (Local) BLOT (Elektre) "Swores, Tagul) a"

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Had (un EAO (201) MSS (201 20 MAP 608-249-9277
SQUEEZE (AMP)
CARRY JOE PRICENT (EP) C
SULACH ODT (ATC)
ALLMAN BROTHERS... (Ar.) stal
PROC (Alty)
TRO... Jersy
RO. (Alty)

PD: MIRE DANIELS HD: DEHBIE DALTON

Added
Thisself (Artic)

Ned jule DIESEL (Regency) FOGMAT (Bear sville/sb

WLPX 97 fm PD: TON DANIELS

MOLLING STONES (Motling Stor (Roffling Stones) RENES (A-Tate) -BUB SEGER & SILVER (Cop

Medium

OlESEL (Regency)

22 TOP (Me)

BLACKFOOT (Arco)
ICHOUSE (Chrysells)

OFC (Alta)

DVC (Alta)

JOC VITALE (Asylum)

93QFM POI BRENT ALBERTS Acceded ROLLING STORES
(Rolling Stores)
"Little Tan "Hong Fire"
"Ster's Hong Fire"
"Limite Fire"
"

Modium JOHNST YAN ZANT... (Polydor/Pulydra) ALLMAN BROTHERS... HSB (EN) America)

KQ92

HO: DOUG PODELL Added R1985 EAr(sta) "Dostroper" SHOOTING STAN EVIrgIn3 "Breakout" -BOR SEGER & SILVER ICE

22 TOP (MB) MLACKFOOT (APCO) GRED KINN BAND (Ma "Youble in..."
DIESEL HRopery!
ROB OTLAN (Columbia)
Title
DIF LEPHANO (Polydor /I
"Let 1 Co"
PDINT BLANK (EMA)
SQUEEZE (AAH)
OZZT OSHOLNHE (JAY)

Minneapolis 612-545-5601 | MEATY METAL (Full Moon/Anylu) | FOOMAT (Reserve)| 10/MB) | FOOMAT (Reserve)| 10/MB) | FOOMAT (Reserve)| 10/MB) | FOOMAT (Reserve)| 10/MB | FOOMAT

HOTTER T STEVE NICKS (Hotern/Arce) HODOV BAUES (forwahold/Polyd FORK) GORRA (artest) ADD (Columbia) AD (columbia) ADDREST (Columbia) HOLLING STORES (HOLLING STORES) "STORT No. Lip"

THE HOTTEST

FOREIGNER 4 (Atlantic) 35/34 JOURNEY

Escape (Columbia)
PAT BENATAR 35/34 Precious Time (Chrysalls) 33/30 STEVIE NICKS Belle Donne (Modern/Atco)35/29
MOODY BLUES

Long... (Threshold/PG) 29/24

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 totation this week.

*MH

PD: STEVE MAIDRES

Accord MCA_186 STORES (FMC11mg STORES) 1893 Gerlata) TRIUMDH (ATTICL) 1898 GERTURE (Innor -JO JO ZEP & FALCOR (Collumbia) -OAN FOCKLORYON (FULL MEMORIA) -SURVIVOR (Scott) &

HARRISTON (Scott) Pro-1

BILLY THOMPS (Pasha)

BILLY THOMPS (Pasha)

BILLY THOMPS (Pasha)

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BLO STAN (Bash News)

BLO STAN (B

Muscatine 319-263-2612

MASS TON SCOTT (Co) until 0)
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Bitty Scutter (Capitol) BOC (Columbia)

11mg los

-7-92 PD: BOB LINEE'S

TOTTARY
THER S (Cop) to):
STEEL HICKS (Report n/Atco)
PAT BEHAVIAR (COrystalls)
RODOT BULLS S (Hr water) (Article HEAVY METAL (Full) Recordary
REGION (REAM) (Reserved to y)
FORE (REM MAND (Reserved to y)
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-RICK SPRINCE (REM HEAVE)
-RICK SPRINCE (ELD (REA) "Hing IC POWER" Modius PSCO INCA! MCMM BROTHERS... (Artsts) PRETEMBERS (Strail FORMAT (Bearse(\$ta/MB) BCC (Columbia) BLACKFOOT (Arco) DESCL (Regency) 27 TOP (MB)

JOSE ROMa Singles

fm album rock MD: WENDY RICE

Added
RINKS (Arlate)
"Destroyer" " Add
"Around...Disi"
"Risser (Artic)
"Nogic Power"
TORONTO (ALM)
OZZT OSBOLENE (Ja
"Drary Train" TO any Value

DOC (Columbia)

NAN ROLLE (B)

NAN ROLLE (B

Peoria 309-674-2000

HEATT METAL (Full Moon, ROLLING STORES MOLLING STORES

MILLING STORES

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STEELING STORES

FOR LORE TO COMMENTED

PAY DERETAR (OF yester)

PAY DERETAR

(OF YESTER)

CHECK BY OVERTY

CH

495

(Rolling Stones)
ROB DYLANT (Cotumble)
e1965 (Ar 1ste)
HEAT LOAN (Tejet/Clove, Int)
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TRILING

Hottes?
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Singles





402-592-5300 SQUEEZE (AAM) LITTLE FEAT (WE) -GAM FOCELBERG (Full Moon/Epi -LRB (Capitu))

IAN MUNITER (OF year) a BOO DYLAM (Columbia) SHOOTING SYAN (Virgin) HICHE LEE JONES (ME) DIST BAND (Liber Y) JOH & TANGEL (S (Polyeor/Polyera) -CMB (Coping)

Rockford

Hoffer (DBE 1801eric) FORE COMES 170 sepanto/P PAT SEASON (OF 901101 SPLIT ENG 1840) FURS 1CON 1001 STEEL ROOM (Home n/400 12 (1918er) FORE CONTRACTOR (CONTRACTOR)

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Medial Me

THING (AME)

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LIGHT (AME)

-BEAT (Epic/Clove, 1st)

-BOS SECIP & SILVER (Coultri)

"Trouble" (391) BLEV OSBOURNE (391) BLEV SQUIER (CODITO! POINT BLANK (NCA) ICENOUSE (Chrysnis)

MOINT MONTH METALLINE STATEMENT OF THE S

NO: NEPGAN EVANS

Asded
LOB (Copinol)
TOM CANAT (AMOT)
FYCOUN (Arists)
BOLLING STONES
GROSSING STONES
BILLY THOMPE (Penns)
TRUMBER (Penns)
TRUMBER (Penns)

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PO: FRAME ERICSEN

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Sloux Falls 805-335-8700

Notition of the control of the contr

dess Singles

Anaheim 714-776-3696

VAN HALEN TWB!

#0CO (MEA)

#0E PERMY (Columbia)

GREE (THE BAND (Baser to
TAN HARTER (Corys+Ts)
T(H QUERY LAAH)

STYE (AAH)

GHIGO BOIHGD (AMH)

OTROS 601-MOD EARDY

PAT ROWNERS (COPY MILLS)

PAT ROWNERS (COPY MILLS

Anchorage 907-277-265

PM 907-277-2655

Torriva's

27 Top (etc)

The TEXTOR'S SIN(e)

THE TEXTO

ALE OF THE STATE O

Singles CHRISTOPHER CHOSS (MR)

Aspen

303-925-5776

Jest TON SCOTT (Columbia) "Gartis" up" "maita...stunny"

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St. Louis 314-844-1360

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OAR FOCELET or
(Fig.) Monor/Epic?
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Adicae RINES (* 15*a) TRILLER STONES CHOILING STONES RIOT (FRATUR) DIST GAMD (LIGHT ?) LAB (CAR) TOLEN ?) LAB (CAR) TOLEN ?)

-box MORR & SILVER (Cop) For Inter Law (Cop) F

BOX (Cotumbie)

Hoffins f Journal of Lore's

fm 103

PD: B. J. CONTRECHT

The Fig. Box 19mm |
SILLY (Doll 20 (Cop) Fig. 1)
SILLY (Doll 20 (Cop) Fig. 1)
SILLY (Doll 20 (Cop) Fig. 1)
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Je 23 Non e Singlet

94ROCK Albuquerque 505-765-5400

LITTLE FEAT (=0)

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To 31(p)

To 31(p)

To 32(p)

To 42(p)

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"The Toice"
POINT BLAMF (MEA)
"NICOL"
RICK SPRINGF(ELD INCA)
"EverythinG/Yo"
SQUEEZE (AMI)
"Tempted"

Bakersfield

Jezz

Singles Isone

Terre Haute PFR 812-238-2557

TO LOBBE TRANSPORT OF THE PROPERTY OF THE PROP

Heart Courte (etc.)

T-95

MORE INC STORES
(No.LING STORES
(No.LING STORES)

More Law 1007, 3GoT web Lot 1007

Wichita 316-722-6123

PART INCAT ICENDES (Coryestis) RICE SPRINGFIELD INCA DATE BAND (Liberty) Title

HINTONY

(DAMIN'S (COLUMBIO)

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MEDIUM ALLMAN BROTHERS BAND

Girts To... (Bearsville/WB) 26/23

North Coast (EMI America) 29/19 RED RIDER

As Fer As Siem (Capitol) 27/19 ICEHOUSE

Brothers Of The... (Arista)
FOGHAT

Merauder (Atco)
MICHAEL STANLEY BAND

BLACKFOOT

THE HOTTEST

Singles

92 CITI FM Winnipeg 204-775-0371

STEVIE NICKS Bella Donna (Modern/Atco) 50/47

FOREIGNER 4 (Atlantic)

PAT BENATAR Precious Time (Chrysalis) 46/42

Escape (Columbia) HEAVY METAL

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



Edmonton

Added ROLLING STORES (ROLLING STORES) *Neignbors* "Bilbox Liko" "Start No Up" GEF LEMPARD (Polician /Pol

GET (CRABO (Polyeor/Poly Medium (CECET Flasy) (as) Destroy (CECET Flasy) (as) Destroy (CECET Flasy) (as) Destroy (CECET Flasy) (as) Destroy (CECET Flasy) Destroy (CECET Flasy)

Added
ROLLING STOMES
(Rolling Stower)
Elet Statisty
Biller THOMPE (Packet)
RILUMN 14+92;
NOVO COMBO (Polydor /Polydre)
-MS (Columbia)
-MEAP LOAF (Epic/Cleve. Ent)

HEAR LOAT (Egic/Lenus. Int)
Hear Loan
Too HELTY & THEL.
(Backer west/NCJ)
DOD OTLAN (Columbia)
DOD OTLAN (Columbia)
DOD OTLAN (Columbia)
DOD OTLAN (Columbia)
DODO BLUES (Thresholl)
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Fresno 209-226-5991

Post Faul District Control of the Co

dese

JOURNEY 47/41

Various Artists (FM/Asylumi 46/37



403-428-8597 ICENDUE (CIP you like) JON & VANGELIS IPOT your /Poly Great HORIS (Local) PRETENDERS (Sire) RICK SPRINGF-ELD (RCAL

25/19

BICK (MB NOT FLD (MCA)

FOUTALY

(ED) (GAR)

Ja E I Rond

Eugene 503-484-4304

EAN HUNTER (Chrysolis) (CEMOUSE (Chrysolis) TIM CURRY (AAM) RED RIDER (Cop)(O) RACHEL SWEET (SVIPY/Co

KOODI

Lingias

Singles

THUMBER (APED)
HAR WERNER (Redio/APIentic
HO RIGH (Capitol)
P. NETRUEY/L. HAYS (ECM)
PASSPORT (APIENTIC)
PYTHO (THE NEXT (CA)
HILES DAVIS (Columbia)

HILES DATIS (COLUMNIS)
STEPIA NICES (Hober M/APRO)
PODO (MAA)
AND REPLATE (COLUMNIS)
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30.25

TITLE
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PD: TORRE HADLES



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J9 45

Singles

Albuquerque KFMG

NO! YOU STOREST Asset LMS (Cap14o1) -0/B SEGER & SIL 468

springt stirle miles (them s/fres)

DELLIN STUDS

(Bylling Stocks)

RO NOTORNOON (Bylc)

RO STOCKONE (Bylc)

505-265-6611

OTHER BAND ILLENSTRY TOPICS AND T

POCO (SEA)

CAREL (Passport)

REW MALIN (Epic)

REP RODO (A. STORMA)

ELO (ARE)

CON STEALE (Arg) (III)

COMMET (Epiconius)

TRANSER (Areo)

-CHRISTOPHER CHOSS (MB)

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MOST ADDED,

Tattoo You (Rolling Stones)49/25

Give The People... (Arista) 25/22 LITTLE RIVER BAND

TRIUMPH Allied Forces (RCA)
DIRT BAND 17/16

Fire Down Selow (Elektra) 16/7

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

Chico

916-343-8481

HSB (DHI Amprico)
JOE JACKSON (AAM)
SHOOTING STAM (Hirgin)
HSB NA (Capiton)
HSB NA AAMS (AAM)
LITTLE FEAT (MS)
FRAMK MARHS (Columnia)
508 DYLAN (Columnia)

900 OTLAR (Columbia)

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-BIGS SPRINGE (LD (NCA)

Northest

Northest
(Northing Strongs)

(Northing Strongs) CHILO 94)

TIM CUMBY (AAM) PRINT INNIHO (Columbia) INDN MAIDEN (HERVANT) -RICK SPRINTFIELD (RCA)

Magic.
98 FF

Boise 208-344-6363

Q 104

PO: CAREY SHITTON HD: DAYE FRETHAN

#00000 Them sellerous

**Live Novelet

*Post(0000 (Attack)

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ROLLING STONES

Time Exposure (Capitol)

Jealousy (Liberty) 27/7 RIOT

FD: BICH HAME MD: ART PHILLIPS

BILLY THORPE (Pache)

| Control | Cont

(AITA)
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RICE SMRINDFRID (MCA)
RICE SMRINDFRID
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Singles 103 KBPI Denver 303-936-2313

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Icahouse (Chrysalis)

Colorado Springs

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KICL Denver 303-759-5600 motions... (#/1414) PO: TON METLER NO: JOHN HATES

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307 -682-5101

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98 Rock Honolulu 808-524-7100

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PD: JESSE SUMMERS



Los Angeles 213-863-3311

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SOMET PAD Los Angeles 213-464-5638

PD1 SAM NELLAND ASSI, PD1 JACK SATEEN

TOTAL STORMS STO

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POI HICHAEL SHEENT

Anned -QUINCY ANDS (AAM) -/CARMEY (Columbia)

Modium Helita (Full Hope/Asylut Hope/

Los Angeles 213-469-1212

MICH FLEETWOOD (RCA) MODDY BLUES (Thy walks) (A/P) HODD SUIS ITY who I S/Pct ptr (LD 1447)
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Missoula

Jan.



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ove, int) None

KROQ FM 106.7

PD: RICK CARROLL MD: LARRY GROVES

Adred BOB DYLAN (Columbia) RCHT VAMB RCHS (Arishall BDYC CMBC (Polycor/PolyCr 16GT POP (Arisha) -BHLT (OOL (Chrysalls) -CREEDENCE,... (FBNYasy)

-CHTCH KCL ... (FanYası)

Mac Lun
FORCI 10 (MB)

FORCI 10 (MB)

CROM HI HAMPT (Corysatis)

ORCH, MAMDU (MB) S (Fire John

SILAT SQUIR G. (Egel Forl)

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SPA

Pasadena

DEF LEPPARD (Polydor ICENDUSE (CPP yearis) MOBT. (ELSS OWNALL (REA/NWW-SI) MOCHETS (Elentra) ELO (Jev) MOCAETTES (Takons) -ALICE COOPER (MB)

-ALCC COOPER (46)

NOTERS (NO. 570mE)

NOLLING STOMES (ADDITION OF THE PROPERTY OF THE PROPERT

Jazz Rone

KADKAB

POY JEFF SATTLER HD: J. DAVID HOLMES

Added
ROLLING STONES
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IROITING STONES
IROITING STONES
-OAN FOCELBING
(Full Hum/Epic)
-MALS OFTES (RICA)
-ARS (Golumbia)

Head Lots (Collision In)

BOC COLLISION IN

FINATALIA 1... Tou*

DIRT DAMD (Liber *)

CART WIRTON (Liber *)

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THE OCCUMENT (COLLINE IN)

SOMETE (EACH)

TOMOTO

PARELO CRUTSE (AAM)

Phoenix 602-833-8888

MILLIAN BROTHERS... (Ar.)
HSB (ERI Americal
"Somewhere/Hite"
22 TOP (HB)
BALANCE (Permiels)
BLACKFOOT (Arco)

Nortest Fontiodel (Aflentic) STEVE NICOS (Modern/Afcc) (LO Cart) STEVE NICOS (Modern/Afcc) (LO Cart) STEVE NICOS (COPYDE) Modern (COPYDE) Modern (COPYDE) (Modern (COPYDE) (Modern (COPYDE) (Modern (COPYDE) Modern (COPYDE) MARY (MCTAL (FUL) MODERNA)

Singles



Modium

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BOLLING STORES

(BOLLING STORES)

(BOLLING STORES)

(BOLLING STORES)

TORES (Capitol)

ELO 13973

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Phoenix

PROBLIX 602-838-3062 TAM HALEW (MD1 TOM PETTY & THE... (Blockstr ont/HCA) ICEPOUSE (CM year (s) 54007 HG STAM Tolegin) 016565. (Pegency)

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Mailum ALLMAN MHOTHERS... EAR RIOT ESSENTED BILLY THOMPT SPESSED -ALICE COOPER (MA)

PD: GILL HINCKEN AND ALAN LANSON

Medium
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CAFE (ISSUE CEM Inco.)
HIGH FLEETHOOD (RCA)
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PIN. (Consels anc.)
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PIN. (Consels anc.)
LITTLE FEAT (see
ARS (Columbia)
ROS (PILAR (Columbia)
PILIARA (At Fg)
-CARY WILLOTT (IB)
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-ELTOR JOHN IOO (19)

kink

BILLY SQUIM CODIFORD
STREET ROCKS (Cobiner / Argol Street Rocks (Cobiner / Argol Front Codin (Argons II.a)
(ED 1144)
23 TOP (MI)
BUC FOR Lond (Argol Moment / Argol Moment

Portland

503-655-9181

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IN CARRES & HASS

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FALL TILLOW JACKETS (etc) OATE (DRUS) B CORP (DRUS) B CORP (GRUS) B CORP (A TOR) A TOR (GRUS) B CORP (GRUS) B COR

HOTTEST POCO (REA) STENSE NICES (Nodern/Arco) RIGHE LES JONES (ND) HOODT BLUES (Threshole/PolyG Singles None

AND 105 Reno 702-329-9261 PD: DANIEL COOK HD: BRUCE VAN DYKE

Adoud ROLLING STONES (ROLLING STONES RIVES STONES) RIVES (RETURN STONES) RIVES (RETURN STONES) RIVES (REPORT OF STONES) RIVES (REQUIRE) (RETURN STONES) RIVES (REQUIRE) (RESPONES RESERVED RESPONES RESERVED RESPONES RESERVED RESPONES RESERVED RESPONES RESERVED RESPONES RESPO

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Pottest JOURNALT (Columbia) HEATY METAL (Full Moon/Anyto PAT DEMATAR (Chrysalls) FORE (DMIN (Artestic) STETE (HIGHS Hodern/Arco) 22 TOP (MD)

Jass
JPTRO GRA INCA
MES JURGED TO JU

KIO6_{EM}

Sacramento 916-446-4965

Singles

Added -DAN FOGELBERG (Full Moon/Epic)

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-(ALTON JOHN I GATTAN)

Sacramento

Jozz Hone

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KROY 916-446-7548

PD: DENNIS NEWHALL MD: SCOTT HITCHELL

SQUEEZE LAGHT "Tempthod"

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"Burish". "You'
"Burish". "You'
"Bob I Mare I ca)

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SHO (BDI

-LIRE (Capitol)
-CHRISTOPHER CROSS (MB)

Topical Cross (Mb)

Not has to the control of the c

Sacramento 916-925-3700

HOTTONT HOLLING STONES

Medium DRIG RIHM BAND (Buserklay) HSS (ENI America) FODHAT (Beersville/MB) BDC (Columbia) HEAVY HETAL (Full Moon/Aar(u) *Tirls-Filde***

-2-

Modium
AC/DC (Artentit)
AC/DC (Artentit)
AC/DC (Artentit)
PHIL COLLINS (Artentit)
OLISEL (Appare)
ELO (Jahr)
HICE FLEE PRODO (BCA)
FOOM! There will (Artentit)
OLISEL (Apparent)
DATA (ELON STORE)
DATA (ELON STORE)
DATA (ELON STORE)
PABLO CRUISE (AMM)

HULLING STONES (Rolling Stones) FORE (GRER (Antentic) PAT BENETAR (CDrymelis) JOURNEY (Columbia) STEVIE HICKS (Nodern/Atco) 2Z TCP (UB) BILLY SQUIED (Capitol)

Salt Lake City

SAIT LARGE CT 801-972-3030 Ton PETTY 6 THE... IBBCS ST WOF (FE.) RCO RIGHE (Gaptino) RUSH INWECK (FOR TO) RUSH INVESTIGATION RUSH (FOR TO) RUSH INVESTIGATION RUSH (FOR TO) RUSH (FOR TO)

San Bernardino **KCAL** 96.7

POI JIM JAMES HOL PETE HARREN

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Singles KGB-FM 101.5

PD: LARRY BRUCE MD: JUST MENUTT Adead ROLLING STONES ENGISING STONES

Modium
DIRT HAMD (Liberty)
BLACFOOT (Area)
ALIMAN BROTH(RS... 1Arists)
ALIMAN BROTH(RS... 1Arists)
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San Diego

TIM GDODMIN (Columbio)
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RED RIGHT (Capito)
RED RIGHT (Capito)
TORCHTO (AMI)
-BAIMBOR (Lapito)

Jess

TOTALE TOMORTH TO THE TOTALE T

Hone

FM106

PD: JOHN DUNCAN ASST. PD: SAMDI BANISTER

Added HINGS (Arlate) "Bottow Things" HOLLING STONE (Notling Stone "Melfing/Friene" "Story to Up"

Next | un ALL MAN :ROTHERS... (Ay lete) "Sive algory (News " "Burnin"... You" ZON & WANGE(15 (Polyor) TITLE OZZY DSBOURNE (Jet) "Crezy Traia"

San Diego 714-565-8006

HOTTEST PAT GENTAL (OF YESTIS)
TITE A GOT
FORE COMEN (ATLANTIC)
JOURNET FOOLIMS (ATLANTIC)
JOURNET FOOLIMS (ATLANTIC)
MODOL BLUES (THY WANDIG/P)
STEVIE NICES (Modern/Afric
MEANY METAL (FUL) NOON/AN
SPLIT ENZ (A&M)
SPLIT ENZ (A&M)

San Diego 714-236-9872

Singles

9IX FM

Madium
ALLUMA BROTHERS...(Arista)
ELO (Jat)
OHIG SINE BAND (Beser blay)
EZ TOP :eb)
BOC (CO-lumb)a)
SQUEZZ (CO-lumb)a)
SQUEZZ (ASS)
PHIL COLLINS (AH)BNT:C)
ALFERTON STANDINF (BCA)
HEAVY METAL (Full Moon/Asy)

Juli



Motton (Lo Lunc) Structure (Lo Lunc) Structure (Lo Lunc) Structure (Lo Lunc) Structure (Lo Lunc) (Lo Lunc)



Medium TOM PETTY & THE... (Beckstroot/NEA)

PD: HIKEL HUNTER

Added
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CHILLIANCE (Millianniam)
CHILLIANCE (Millianniam)
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THILMIN (ARVIC)
TH

San Jose

San Jose
408-248-8811

PAT SERVING (De yealis)
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PD: LEE ROT HARSEN ND: JIM ROBINSON

San Jose

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FAT SEMPLING (Christia)
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Added STORES
(Bolling Stores)
(Bolling Stores)
(AT GABTUHELL (Columbia)

THE STATE OF THE S

MOI DAVID

HAND SEEDS SILVER (Cop(Fo))
HOST COP(Fo)
HOS

PO: JAMES LULL NO: SUSAN CHRISTOL

PAVOLAS (IRS) -CLASHIIInper 1)

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Singles

N. Santa Barbara

805-963-1801 BOS-963-1801 Life Lovice 1919) APT CARPUNEL (Getumble) APT TEXT (AME) PLIT TEXT (AME) SOURCE TAME) SOURCE TAME) SOURCE TAME) SOURCE TAME) SOURCE TAME)

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Added TRIUMPH (APPIC)
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"Mas Romdo"
ARS (Columbia)
"Homesich" "Allon"
-OAN FOOLUBIO
(Full Moon/Epic)

If uil Hono/Epic)

Wheel low
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HEATY METAL (Full Hono/Asy
HEATY METAL (Full Hono/Asy
HEATY METAL (Full Hono/Asy
HEATY METAL (Full Hono)
HEATY METAL (

Polydor/PolyGraz T191a MED R10(R (Capitol) 0227 9350AME (Jat) P000 (REA) "Wildowskar" Philocompaer" Philocompaer" "Alir Tonlight" 3900THG STAP (Virgin)

805-922-2158 IAN HARTER (Or year le) OIRY BAND (Liberty) 00-60'S (IRS)

Santa Maria

OD-GOTS (185)

**NOTECH (187)

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TOM SCOTT (COLUMBIA)
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PD: CINDY PAULOS (Rolling Stones)
URB (Capitol)
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22 TOP (mb)
BICKIE LUEZ (MRLS 1mb)
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Tucson 802-624-5588

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Singles



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PD: DON SHAFER

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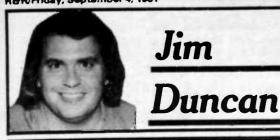
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W4 MARKS DEBUT WITH 4.4

WWWW Reigns As Country Reins Change Hands In Detroit

It's no longer rare to find a station switching over to a Country format in search of better ratings. It is rare when that station becomes format-dominant in its market "out of the box," rising above the former Country leader in only one book. Last week we profiled one station that accomplished this (KILT-FM/Houston). This week we'll study another big winner in the ratings game, WWWW/Detroit, which rose from a 1.9 to a 4.4 in the Spring, 1981 Arbitron, one full share point ahead of long-time Country chief WCXI.

FM Country 106 (as it's also known) is programmed by former KBZT/San Diego and WEEP/Pittsburgh programmer Dene Hallam, who took over the reins in mid-March. The station actually changed from rock to Country at the end of January, but the Spring book was its first full rating period as a Country facility. Dene explains why he knew from the start that the sta-



Dene Hallam

tion would debut big. "The station changed format on my birthday, so I had an astrologer do a chart on this new 'baby' being born, and they said we had enormous success ahead of us. I knew we couldn't lose then since it's a Capricorn! Seriously, the main thing that contributed to our success is hard work. Everyone here is always looking for another angle...what else we can learn, what else we can do to make the station a success. As soon as you pull up the flaps and start coasting, you start to fall. I don't think what we did was a fluke. You can't go from nowhere to No. 2 in the market in your target demo (25-54) without being consistent and involved.

The graph below shows W4's dominance in the 35-44 cell. I asked Dene how he plans to expand upon that to reach more of his target demographic. "I home in on 35-year-old females, who, I hope, will bring the guys

AGE	WINTER'81	: WWWI
12-17	5.0%	
18-24	16.5%	
25-34	34	. 7%
35-44	20.7%	
45-54	7.4%	
55+	15.7%	
12+ TOTA	L 12,100	

AGE	SPRING'81	: WWWW
12-17	6.3%	
18-24	8.9%	
25-34	11.8%	
35-44		39.9%
45-54	20.7X	
55+	12.5X	
12+ TOT	AL 27,100	

along with them. From there I hope to spill over into the 25-34 and 45-54 demos. 25-54 is traditionally what Country goes for. It's the #1 demo in buys, and that's what we said we were going after. It's easy to get teens to move and people under 25 in general, but once you start getting over 25, it's very hard to motivate people to change their radio station. It's got to be a real superior product, especially in the North where Country isn't as readily accepted.

"Basically I don't consider myself a Country programmer as much as I do an adult programmer. I think there are several ways to get adults to listen to the radio. Oldies/Top 40 is one, but Country is, I think, probably the best way. I made a statement four or five years ago that Country is the MOR of the 80's. I think that's coming true. Country had this honky tonk, beer-drinking image, which to some extent, is still there; but it's a smaller segment

"I'm trying to get the Western out of Country & Western."

now. I don't highlight that. Lyrically, country music is putting more emphasis on love than the drinkin' and cheatin' songs of before. Just check the charts. There's a couple of ways I select my oldies...by sound, lyric content, and artist image. We don't play anything real old unless it crossed over, such as a Patsy Cline or a Roy Orbison. I try to stay away from what I call 'twangy' records. I'm trying to get the Western out of Country & Western.

One of the criteria Dene mentioned for oldies selection, artist image, is a device other formats have used with great success. Dene gives some other examples of how artist image is used to WWWW's psychological advantage. "Recently we cosponsored a Mac Davis concert. One of our jocks got out on the stage and said, 'Hey, I know there's a lot of you who probably don't listen to Country radio, but you love Mac Davis. Well, guess



The W4 staff celebrates their format dominance with a bit of the bubbly (and a lot of hangovers the next morning!).

what? You love Country then, because nobody plays more Mac Davis in Detroit than FM Country 106.' It's redefining to the audience that it's all right to listen to Country radio...that country doesn't mean getting drunk and brawling in a bar. You'd be surprised how many people believe that. I'm on a personal crusade to help the country music industry in my own little way. It's done a world of good for me, and I'd like to see it become the biggest there is.

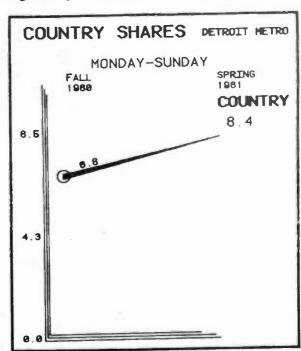
We feature a lot of live and syndicated concerts. When the jocks talk about all the currents and recurrents, they always mention that it's from an album of some kind. The Oak Ridge Boys' 'Elvira' was a big record for us and the entire country, so when it started to burn out, I went on the album version, which is a little longer. It injected new life into the record and was almost like a brand new hit record for us. Artist identification is a big deal to me because if someone happens to tune into the station, I want them to recognize the artist and the

Music, of course, isn't the only thing that most upper demos tune into a radio station for. Most 25-54's are also looking for information and even some personality with their radio. Dene explains how he blends the two into his format without overshadowing the music elements. "It comes down to what your definition of personality is. Personality in radio has come to mean a joke teller or someone who talks a lot. My people are friendly, happy, not too up, not too down, even-sounding most of the time. They're very informative on the music and the artists, as well as dispensing information such as weather and sports; but they are concise. I'm very big on the word concise... I think that airtime is precious, and most times you can say that same thing in less time without changing the meaning. For instance, if you're talking about the weather, you can say 'It's 73' without saying 'It's 73 degrees outside right now.' Who needs it? I'd rather play another record in the time it takes to use all those extra words in an hour.

"Here's my concept of personality radio, such as the old-line MOR's: They all had different cars - a Mercedes, a Chevy, a Ford, a Toyota - contracting out on their radio stations. Then you have other stations, such as some AOR's, where everyone's a Chevy Nova...they all sound alike. At my station everyone has to be a Chevy; but one can be a Corvette, one an Impala, another a Citation, and maybe someone else a Chevette. Each can be his own 'model' but in the framework of a Chevrolet."

"If someone happens to tune into the station, I want them to recognize the artist and the song."

Although Dene is justifiably proud of reaching the top Country spot in Detroit so quickly, he is even prouder that, by doing so, his station was instrumental in increasing Country listenership in the market by almost two



percentage points (see accompanying graph). "We've made country music more palatable to a larger audience, and, in doing so, have made country music more popular in the whole Detroit metropolitan area. What we're shooting for more than anything else is to get that country share in Detroit up to a 10 at least. That means that all the stations would benefit. I think it's something good for the good of country, and I love the country music

- Carolyn Parks

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

OAK RIDGE BOYS

Fancy Free (MCA)

On 85% of reporting stations. National Summary: Up 7, Same 26, Down 0, Debuts 22, Adds 37. A Most Added record. R&R Chart 50-42.

BARBARA MANDRELL

Wish You Were Here (MCA)

On 75% of reporting stations. National Summary: Up 8, Same 22, Down 0, Debuts 21, Adds 30. A Most Added record. R&R Chart: Debut 43.

FRED KNOBLOCK

Memphis (Scotti Bros.)

On 89% of reporting stations. National Summary: Up 28, Same 23, Down 1, Debuts 10, Adds 13. R&R Chart 48-44.

DOLLY PARTON

The House Of The Rising Sun (RCA)

On 64% of reporting stations. National Summary: Up 21, Same 15, Down 0, Debuts 15, Adds 18. R&R Chart: Debut 45.

Most Added:

KENNY ROGERS

Shere Your Love With Me (EMI/Liberty) SYLVIA Heart On The Mend (RCA) **OAK RIDGE BOYS** Fancy Free (MCA) BARBARA MANDRELL Wish You Were Here (MCA)

Hottest:

EDDIE RABBITT

Step By Step (Elektra) CONWAY TWITTY Tight-Fittin' Jeans (MCA) T.G. SHEPPARD Party Time (WB/Curb) RONNIE MILSAP (There's) No Gettin' Over Me (RCA) RONNIE McDOWELL Older Women (Epic) MICKEY GILLEY

You Don't Know Me (Epic)

MOST ACTIV

ZELLA LEHR "Feedin' The Fire" (Columbia) 65/13
National Summery: Up 24, Same 19, Down 0, Debuts 10, Adds 13 including KLZ, KMAK, WPOR, WBAX, KVET, WIRK-FM, WUBE-FM, KLAC 45-39, KBON-AM-FM d-39, WNYR d-30, WWVA 39-34, WIRE d-30, RBR Chert: Debut 47.

DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 66/5 National Summary: Up 33, Same 16, Down 0, Debuts 12, Adds 6, KFH, KtZ, KWJJ, KR

National Summary: Up 33, Same 16. Down 0, Debuts 12, Adde 6, KFH, KLZ, KWJJ, KRSY WKSJ-FM, KSO d-35, WAXX 25-20, WHBF 38-31, KUZZ 43-37, KTRB 34-24, WIXY 20-10, KIXZ 47-36, KHEY 42-32, WLWI-FM 25-18, KRMD-AM-FM 28-22, Rêr

TAMMY WYNETTE "Crying in The Rein" (Epic) \$1/23

National Summery: Up 10, Same 15, Down 0, Debuts 13, Adds 23 Including WEEP, WBOC-FM, WBAP, WHOO, WBUN, WBLR, WCXI, KRZY, KLZ, WIXY 28-24, WYDE 6-38, WQAM 41-38, WKSJ-FM 48-38, WNRS 38-31, WHK 34-29, KFGO 38-31, KYTE 6-29.

RANDY PARTON "Shot Full Of Love" (RCA) 61/8
National Summery: Up 30, Same 8, Down 2, Debuts 13, Adds 8, WHK, WTSO, KFH, KLZ, KVEG, WPOR, WCOS-FM, WQJK-FM, KW-JJ 38-31, KGA 40-28, KIXZ 40-32, WSM 32-27, KWKH 36-28, WIRK-FM d-27, WIL-AM-FM d-30, WTHI 36-29.

MANK WILLIAMS JR. "All My Rowdy Friends (Have Settled Down)" (Elektra/Curb) 60/25
Netional Summer: Up 4, Seme 19, Down 0, Debuts 12, Adde 25 Including WNYR, WOLK-FM, KWKH, WSUN, WKLM, WAXX
WXCL XVOO, KKAL KGA, WSEN 46-38, KIKK-FM d-40, WLWI-FM d-25, WHOO 29-18, WFMS-FM d-33, KCKC 36-21.

JOHN CONLEE "Miss Emily's Picture" (MCA) 58/17
National Summery: Up 12, Same 16, Down 0, Debute 13, Adde 17 including KIXZ, WSOC-FM, WDAF, KRZY, KUZZ, KWJJ, WGNA-FM, WWCS-FM, WYDE 38-32, WKS-J-FM 47-38, KSO 4-38, WTSO 34-23, KSSS 31-25, KCKC 32-25, KEEN 37-32, WMZQ-FM 4-40, WWVA 4-38.

MEL TILLIS "One-Night Fever" (Elektra) 56/22

National Summery: Up 7, Same 20, Down 0, Debuts 7, Adde 22 Including WSLR, WAXX, KEED, KYTE, KMPS-AM-FM, WWCS-FM, WPOR, KNOE, WLWI-FM, KWKH, KFGO 36-32, WMZQ-FM 40-38, KVET d-46.

SONNY CURTIS "Married Women" (Elektra) 53/8 National Burnmary: Up 15, Same 17, Down Q, Debute 13, Adde 8, W

National Summury: Up 15. Same 17. Down Q. Dabuta 13. Adda B. WRK-FM WKLM, WSAL WDAF, KFEQ, KW.LI, KEEN, WKYQ, WL.WI-FM 6-38, KKYX 43-38, WAXX 6-34, KWMT 38-34, KLAC 47-43, KYTE 6-30, WNYR 6-27.

EXENNY ROGERS "Share Your Love With Me" (EMI/Liberty) 51/49
National Summer: Up 0, Same 0, Down 0, Debuts 2, Adds 40 Including WEEP, WNYR, WM2Q-FM, KVET, WBAP, KIKK-FM, WLWI-FM, WBUN, WMAQ, WSAI, WCXI, WMUS-AM-FM, KEGC-FM, KFEQ, KVEG, KCKC.

SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 50/5
Netional Summer: Up 27, Same 9, Down 1, Debute 8, Adds 5, KWJJ, KIDN, WYDE, WIRK-FM, WKKN, KUZZ 22:16, KMPS-AM-FM 22-17, KQA 33-23, WVAM 27-20, KIXZ 38-33, KHEY 48-39, KRMD-AM-FM 21-17, KWKH 40-32, WSAI 38-34, WUBE-FM

DIANA "He's The Fire" (Sunbird) 50/5
Netional Summery: Up 28, Seme 8, Down 0, Debuts 11, Adde 6, WITL-FM, KFH, KIDN, KEON-AM-FM, WPOR, KWMT 40-36, WHEF 40-41, KEED 30-33, WIXY 32-28, KIXZ 31-23, KHEY 35-27, WK8J-FM 23-16, KWKH 34-26.

SYLVIA "Heart On The Mend" (RCA) 43/40

Notional Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 40 including WYOE, WQIK-FM, KLRA, WBM, WIRK-FM, WBAI, WCXI, WFMS-FM, KEBC-FM, KFEQ, KVEG, KNIX-FM, KYTE, KEEN, WCAW, WMZQ-FM.

DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 42/10
Retional Summery: Up 13, Same 10, Down 0. Debuts 8, Adds 10, WSLR, WGEE, WITL-FM, WHEF, KICD-FM, WSOC-FM, WKSJ-FM, WHOO, WRK-FM, WKLM, KSO 37-30, WIL-AM-FM d-28, WBGW-FM 41-36, KYXX d-41, KKYX 47-39.

CON HURLEY "She's Steppin' Out" (WE) 39/18
National Summary: Up 8, Same 18, Down 8, Debuts 8, Adds 18, WNRS, WFMS-FM, WXCL, KSSS, KEEN, WSGW-FM, WGTO, KHEY, WGK-FM, WMC-AM, WTSO 37-38, KMPS-AM-FM 4-28, WYDE 40-34, WKSJ-FM 4-45, KRMD-AM-FM 48-41.

TENMESSEE EXPRESS "Big Like A River" (RCA) 39/2
Nedenal Summary: Up 20, Same 12, Down 0, Debute 8, Adds 2, KWJJ, WITL-FM, KSSS 47-41, WQRA-FM 36-34, WWVA 48-36, KDIZ 42-36, KMEY 88-41, WKSJ-FM 32-22, KWKH 37-39, KPGO 31-26, KWMT 38-31, KPH 38-31.

SORBY SMITH "Just Enough Love (For One Women)" (EMI/Liberty) 38/6 Referril Bussiany: Up 12, Same 18, Down 6, Dabuts 8, Adds 8, KIXZ, WEGC-FM, WEAP, WAXX, WISO, KYTE, KVET 89-43, WLWI-FM 6-36, WEM 60-36, KRMD-AM-FM 64-37, WEMR 38-36, WKKIN 38-36, KURE 34-36.

Radio Records NATIONAL AIRPLAY/50

1111 RBR/Friday, September 199181

New

Entry

September 4, 1981

MICKEY GILLEY/You Don't Know Me (Epic)

DON WILLIAMS/Miracles (MCA) CONWAY TWITTY/Tight-Fittin' Jeans (MCA)

12 T.G. SHEPPARD/Party Time (WB/Curb)

5 RONNIE McDOWELL/Older Women (Epic)

RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)

20 15 7 EDDIE RABBITT/Step By Step (Elektra)

21 19 14 LACY J. DALTON/Takin' It Easy (Columbia)

MEL McDANIEL/Right In The Palm Of Your Hand (Capitol) 22 18

24 LEON EVERETTE/Hurricane (RCA) 21 16 RAZZY BAILEY/Midnight Hauler (RCA)

ED BRUCE/Everything's A Waltz (MCA) 26

23 REBA McENTIRE/Today All Over Again (Mercury/PolyGram)

JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)

DOTTIE WEST/(I'm Gonna) Put You Back On The... (EMI/Liberty) BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)

19 16 12 JOHN DENVER/Some Days Are Diamonds... (RCA)

STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram) 6

14 10 10 KIERAN KANE/You're The Best (Elektra)

16 14 13 ANNE MURRAY/We Don't Have To Hold Out (Capitol)

33 28 MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia) 43

39 CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)

34 30 42 RAY PRICE/It Don't Hurt Me Half As Bad (Dimension) 36

41 32 BILLY SWAN/I'm Into Lovin' You (Epic) 29 26 BOBBY GOLDSBORO/Love Aln't Never Hurt Nobody (Curb/CBS)

KENNY ROGERS/I Don't Need You (EMI/Liberty)

WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)

DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)

JOHN ANDERSON/I Love You A Thousand Ways (WB)

40 GLEN CAMPBELL/I Love My Truck (Mirage) MEL TILLIS & NANCY SINATRA/Texes Cowboy Night (Elektra) 34 27

11 20 JOHN SCHNEIDER/It's Now Or Never (Scottl Bros.)

50 CHARLY McCLAIN/Sleepin' With The Radio On (Epic) 48 44 TOM JONES/What In The World's Come... (Mercury/PolyGram)

45 GAIL DAVIES/Grandma's Song (WB)

BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)

40 B.J. THOMAS/I Recall A Gypsy Woman (MCA)

JUICE NEWTON/Queen Of Hearts (Capitol) 18

12 MERLE HAGGARD/Rainbow Stew (MCA) KENDALLS/Teach Me To Cheat (Mercury/PolyGram)

ROSANNE CASH/My Baby Thinks He's A Train (Columbia)

OAK RIDGE BOYS/Fancy Free (MCA) 50

BARBARA MANDRELL/Wish You Were Here (MCA)

48 FRED KNOBLOCK/Memphis (Scotti Bros.)

DOLLY PARTON/The House Of The Rising Sun (RCA) JOHNNY RODRIGUEZ/Trying Not To Love You (Epic)

ZELLA LEHR/Feedin' The Fire (Columbia) DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)

BOBBY BARE/Take Me As I Am (Or Let Me Go) (Columbia) CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)

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

KIN VASSY "Sneekin' Around" (EMI/Liberty) 38/4

Netional Summary: Up 12, Seme 16, Down o, Debuts 7, Adds 4, WCXI, WXCL, KRDR, KGA, WNRS 34-30, KFEQ 42-33, KUZZ 38-33, WSEN 48-44, WYDE 27-22, WLWI-FM 38-34, KRMD-AM-FM 42-38.

39-33, WSEN 46-44, WYDE 27-22, WLWHITH 39-36, NAME OF THE STATE OF THE

CORBIN-HANNER BAND "Livin' The Good Life" (Alfa) 34/5
National Summary: Up 16, Same 9, Down 1, Debute 4, Adde 6, KUZZ, KWJJ, KIXZ, KLRA, WAXX, KEEO 43-39, KQA 6-36, WEEP 25-19, WKSJ-FM 41-36, WBAM 25-21, KRMD-AM-FM 41-36, WITL-FM 36-28. MANNE MURRAY "It's All I Can Do" (Capitol) 30/25
National Summery: Up 1, Same 3, Down 0, Debuts 0, Adde 28 Including WMZQ-FM, WBAP, WQAM, WLWI-FM, WHOO, KRMD-AM-FM, WSLR, WHK, WITL-FM, KUZZ, KMAK, KVEG, KNIX-FM.

Others Getting Significant Action

SUSIE ALLANSON "Love is Knockin' At My Door" (Capitol) 28/12
National Summery: Up 0, Same 13, Down 0, Debuts 1, Adde 12, WWCS-FM, WPOR, WVMI, WYDE, WLWI-FM, KKYX, WSAI,

Netional Summery: Up 0, Same 13, WHK, KSO, WITL-FM, KSSS, KGA.

DAVID FRIZZELL "Lefty" (WB) 23/6 Nordonal Summary: Up 4 Same 11, Down 0, I

National Summery: Up 4. Same 11, Down 0, Debute 2, Adde 8, WEGWFM, WBAM, WLWSFM, WSM, WQYKFM, WKKN, WKSJ-FM 46-37, KRMD-AM-FM 80-43, KWMT 48-43, KKAL 43-37.

GEORGE STRAIT "Down And Out" (MCA) 22/20
Netional Summary: Up 0, Same 1, Down 1, Debuts 0, Adde 20 Included.

Netional Summary: Up 0, Same 1, Down 1, Deb KFGO, KEBC-FM, KUZZ, KSSS, KMPS-AM-FM. ing WVAM, KVET, WYDE, KIKK-FM, WIRK-FM, WCXI. TERRY GREGORY "Cinderelle" (Handsheke) 22/3
National Summery: Up 8, Seme 9, Down 0, Debuts 4, Adds 3, WKSJ-FM, KEED, KGA, WIXL-FM 45-41, KVET 44-39, KKYX 46-49, WSLR 4-38, KKAL 38-38.

DON KING "The Closer You Get" (Epic) 19/11
National Summery: Up 0, Same 7, Down 0, Debute 1, Adds 11, WYAM, WBGW-FM, WYDE, KRMD-AM-FM, WNRS, WIRE,

Summery: Up 0, Same 7, Dow 4, KVOO, KSSS, KEED, KTOM.

BILLY PARKER "I'E Drink To That" (Soundwaves) 17/2
National Summery: Up 3, Same 12, Down 0, Debuts 0, Adds 2, WYOE WEAM, KWMT 80-40, KEBC-FM 48-40, KEED 47-43.

DEL REEVES "Slow Hand" (Koala) 15/7 National Summery: Up 1, Same 1, Down 0, Debuts 2, A 18 2. Adds 7, WIXL-FM, WGTO, KKYX, WIRK-FM, KWMT, WKKN, KEED, KVET National Summary: Up 3, Same 3, Dow 10-34, WLWI-FM 31-21, KEBC-FM 46-34.

RANDY BARLOW "Try Me" (Pekil) 12/12 National Summery: Up 0, Same 1, Down 0, Debute 0, A KSO, WAXX, WKKN, KVOO, KSSS, KGA. /10 0. Adds 12, WVAM, WBGW-FM, KHEÝ, WLWI-FM, WBM, KRMD-AM-FM, DOTTIE WEST "Once You Were Mine" (RCA) 12/3
Netional Summery: Up S. Same S. Down S. Debuts S. Adds S. WWCS-FM, KYXX, KEEN. Or: KPGO, KVOO, KNIX-FM, KGA.

FREDDIE HART "You Were There" (Burbird) 11/6 Nederal Summery: Up 2, Same 3, Down 6, Debute 6, Adds 6, WGTO, KHEY, KKYX, WAXX, WHSF, KGA, WGMA-PM 4541, WERL

Three Ways to Stay On Top of The Country

Susie Allanson
"Hearts (Our Hearts)"
Produced by Michael Lloyd

BB 63 RW 69 CB 69
"OTHERS" - R&R





Cristy Lane Cheatin's Still On My Mind"

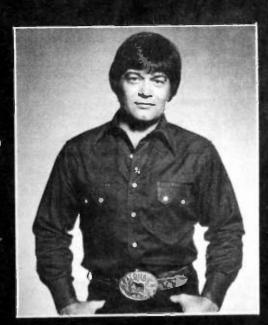
Produced by Lee Stoller

Bobby Smith

"Just Enough Love"

Produced by Bob Montgomery

BB 43 RW 48 CB 49
"NEW & ACTIVE" - R&R



ON LIBERTY RECORDS





Country

Pictures



COUNTRY COOKERS — A television set was the top prize in the recent WOKK/Meridian, MS "Rainbow Stew Recipe" contest. The ten runner-up winners took home copies of Merie Haggard's MCA album "Live At Anaheim Stadium," featuring the recording "Rainbow Stew." Morning personality Ken Rainey is seen with winner Frances Neal, and Anne Cherry and Keith Ballard of the WOKK morning team, "Rainey & Company."



WAGON WINNER — KSON/San Diego and the KSON Cowboy have been giving away money to the drivers of vahicles displaying official KSON bumper stickers. During a recent trip through San Diego's Lakeside area, the KSON Cowboy (in the KSON Cowboy Cadillac, a pickup truck) spotted a bumper sticker on a little red wagon. Mr. & Mrs. Brothers and their two children were stopped and awarded a one-hundred dollar bill. Pictured are the aforementioned cowboy and the winning family.



HAM HAPPENING — WBCS/Milwaukee invited listeners to name the Wisconsin State Fair's new pig character. The winning entry was "Willy B. Bacon," frying other entries like: "Sir Grunts Alot" and "Pig Floyd." Pictured at the unveiling of the new Swine Barn at the fair are (I-r) WBCS PD Pat Martin; Dick & Ellen, WBCS's morning team; "Willy B. Bacon," and winner Linda Gaines. Describing the ceremonies, PD Martin told R&R, "It was a real PIG out!"



Coors Country News

This Week's Guest:

Johnny Lee

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



Biff Collie

Inside Nashville

TAKE ONE: Johnny Cash missed the Hank Snow Child Abuse benefit at the Opry House because he was in the hospital at the Mayo Clinic with more ulcer trouble, I hear...(Hank's benefit raised over \$20,000 and a building to house the foundation's training center and crisis nursery.) Hank Snow was a victim of child abuse; at 12 he ran away

from his Nova Scotia home to escape it, hence his personal concern for this frightening blight on American family life which we tried to ignore for so long... The Statler Bros. will soon have their own (first) TV special. It'll be syndicated by Jim Owens Productions here, in conjunction with Multi-Media, which owns Music City News, TV channel 17 here, and just bought Show-Biz, now the largest Country TV syndicating conglomerate around...Burt Reynolds has added another \$100,000 worth of paintings and art to his new \$300,000 customized bus (the creation of steel guitar star and manufacturer Shot Jackson's son David). Burt'll use the bus as an on-location dressing room for his movie work... Bohby Fischer and Joe Lucus celebrated the first anniversary of Fischer & Lucus Inc., their successful national promotion and distribution company here...Darlene Austin, the good-looking, super-singing thrush whose vast Opryland and nightclub background makes her a seasoned pro, teamed with heavyweight writers Rory Bourke and Charlie Black for her formal record-breaking debut.

TAKE TWO: Charlie Rich received the 1981 Memphis State University Distinguished Achievement Award. He's the third to be so honored. Sam Phillips, whose Sun Records introduced Elvis Presley to the world, and Jerry Lee Lewis are past recipients... That five-panel oil mural, entitled "History Of The Grand Ole Opry," which Mitch Torok painted, took one year to complete. It consists of four 7½' x 18' panels, with the "Hillbilly Heaven" middle panel measuring 10' x 20'. The entire oil-oncanvas mural will be 92' long when hung and displayed at the old Ryman Auditorium,, which was the home of the Opry from 1941 to 1974...Rex Allen, Jr.'s new record producer is Snuff Garrett, who most recently discovered David Frizzell and Shelley West...Sami Jo Cole's new Elektra single is being produced jointly by Dixie Gamble-Bowen and Jimmy Bowen. The latter is also producing Joe Sun's newest offering for Elektra... That new album just completed by Floyd Tillman (one of this year's five final Hall of Fame nominees) at Gilley's Studio in Pasadena, featuring Willie Nelson, Merle Haggard, Mickey Gilley, and Johnny Lee, was produced by instrumental giant Johnny Gimble.

PRINT ITI: Crystal Gayle the subject of a Chet Flippo story in the October issue of Playboy magazine. She's at the MGM Grand in Vegas this week...George Jones's 50th birthday coincides with an upcoming cover story in People magazine on "The Possum."...A Merle Haggard "Personality Profile" in the September issue of Esquire magazine...A December feature in Penthouse has excerpts from Merle's forthcoming book, "Send Me Back Home," due out in early '82...Tammy Wynette & George Richey (her husband) are the subject of an imminent feature in Cosmopolitan magazine, and Rosanne Cash did interviews for the fall issues of Songwriter and Life magazine.

CRIME ON MUSIC ROW: The workplace of those who deal in dreams faces a real world fear of burglary, vandalism and personal assault. Hardly a week goes by without a break-in or two, and some factors make Music Row employees more vulnerable than most. The well-kept buildings and plush offices are an oasis of affluence in the middle of housing projects and

run-down areas approaching ghetto status. Some studios have taken on the appearance of armed camps, with fences, alarm systems, and electronic identification devices on locked doors to try to combat the threat of crime. One incident recently took place in the parking garage of the United Artists Tower, which is accessible, day or night, only with a company-issued key. Even the men are carrying mace for selfprotection, and nobody wants to work at night down there anymore for fear of being mugged and robbed when leaving for home. This incident shocks one from the romantic dreams of fantasy created here into the frightening reality that, unless law enforcement, local government and our justice system act soon, the dreams of Music Row, yes, even of America, may become a nightmare.

BULLETIN BOARD: The Country Radio Seminar Board of Directors meets this weekend (September 11-12) in tandem with the 1982 Agenda Committee to firm next spring's plans for the future... Charlie Daniels and Nashville Mayor Richard Fulton applauded the format opening of a new 500,000 square-foot smokeless tobacco plant here, for different reasons. Fulton's excited about the cash-flow for the city; Daniels dips!... Country radio personality Ralph Emery had minor surgery at Parkview Hospital... If you miss Ed Bruce on the new "Maverick" TV series this fall, you can catch him on the AC-Delco commercials



during NCAA football games. Ed is shown here getting made up by Bluehird Productions's Bob Jermain prior to shooting, which was all done on location in Bishop, CA. He will also be recording a series of radio spots for the company, which will air nationally this fall... Ronnic McDowell's song about "Older Women" is not getting him any bookings on TV shows hosted by women. (Nobody wants to be called "old" or even "older"!) About that, Tom T. Hall says: "I don't know about older women being better lovers, but they're sure easier to catch!"...Jimmy C. Newman celebrated his 25th anniversary on the Opry and his 50th birthday Saturday night with a party on stage.

LEFTOVERS: The Post-Awards Cocktail Party following the CMA TV special awards live affair will host 2500 invited guests, and Mary (Mrs. Jim) Reeves Davis, chairman of the arrangements, says this one will be bigger than ever. The live post-awards network radio show will follow the radio-TV simulcast.

"A WINNER," Billy Bob Bowman says, "is a loser who didn't give up!"



Regional Adds & Hots

Kenny Rogers (EMI/Libe Out: Ridge Boye (MCA) Dolly Perton (RCA) Sylvin (RCA)

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ry Rogers (EMI/Lan-ry Rogers (MCA) bare Mendrell (MCA) via (RCA) ky Skegga (Epici

MIDWEST

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HOTTEST

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TAMETY WYNETTE
ONE RIDGE ROYS
DAVID *LAN COM
SYLVA
RICKY SKAOGS
HOTTERY

DEBORAH ALLEN SYLVIA GEORGE STRAIT NOY CLAMIL DICKEY LEE SYTTSY DON KING DANBARA MANDRE CHIPMUNIS

KENNY ROGERS ANNE HURRAY RITA COOLIDGE SYLVIA ZELLA LEHR OAK RIDGE BOYS HOTTOST:

NODE HOTTOST: ROMNIE NC DOW ROMNIE HILSAP MICKEY GILLEY EDDIE RAMBITT T.G. SHEPPARO

Bengor, MEE

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KERRY ROCKIPS
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T,G, SHEPPARD

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KENDALLS
AME M. GRAT
SYLVIA
GIBS/PRINCIPAL
HOTYEST:
ROMATE HILSAP
EDDIE RARBITY
JOHN CORLEE
RANDY PARTON

SUSTE ALLANSON
JOHN COMLEE
MEL TILLIS
SHEB WOOLEY
DOTTTE WEST
TEMPY MC HILLAN
TEMAS PLAYBOYS
FRIENCHTE BURNE
TAMBY INVESTE
DON MC LEAN
RETTH STEGALL
HOTTORY

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JEANNIE MC ODWELL
OLEN ECOTE
NANYEL FELTS
CECIL DE WATHE
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T.G. SHEPPARD

DOLLY PARTON RESERVE MOGERS MAY PRICE TAMBY WYSETTE MOTYORY! COMM Y TWITTY COM WILLIAMS WICKET GILLEY EDDIE MARSHITI T.G. "JAEPPARD

NUMBER OF REPORTING STATIONS THIS WEEK: 108

MOTTOST: MERLE HAGGARD RONNIE MC DOWE EDDIE RABBITT LEON EVERETTE KENDALLS

WAJR Morger

CLEN CAMPBELL
DOLLY PARYON
FRED KNOBLOCK
BARBARA MANDRELL
MOTYPE'S
DON WILLIAMS
FORMIE NC DONELL
COMMAY WHITTY
T.G. SMEPPARD
EDDIE RABBITT

Portland, ME
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CAIL DAVIES
ARY PRIOR
BORBY MANY
TO JOHES
MANDY JANTON
AMOUNT JANTON
COM PRIOR
MEL YILLIS
JOHN CORRECT
SUSIE ALLANSON
MONTHUSY
HICREY GLUE
LACE JOHN CONTENT
LACE JOH

DOLLY PARTON BURRITO BROTHERS KENNY ROGERS HANK WILLIAMS JR. HOTTON'S TILLIS & SINATRA JOHNY RODE TOLE? CHARLY NC CLAIN GAIL DAVIES HEIL SEDAKA

WMZO-FM Washington, DC

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QLEN CAMPBELL
KENDALLS
ZELLA LEMB
BESAMBE CASH
HOTTON':
RCMNIE MILSAP
RONNIE MC DONELL
T.G. SHEPPARD
EDDIE RABBITT
RAZY BAILEY

KEINY ROCERS TAMMY WINETTE MOTTEST: ROMNIE MIC DOMELL ROMNIE MILSAP DON WILLIAMS ALABAMA BARBARA MANDRELL

PORTY COLOSOPO KENNY ROCERS BARRARA MAMOPEL OAK RIDCE BOYS BILLY SHAM KENNY ROCE BOYS NOTES ?: ROMNIE MILSAP CONNAY THITTY HICKE'S GILLEY ROCHER COMELLY DONN HILLIAMS

MIDWEST

KENDALLS
FRED KNOBLOCK
ROSANNE CASH
TELLA LERN
OAK RIDGE ROYS
BARBARA HANDEEL
RICKY SKAGGS
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CONNAY THITY
"CHASH" CHADDOCK
RAZZY BAILEY
T,G. SMEPPAO
BORBY GOLDSBORD

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ADME MURRAY
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HI PPI BRANDON
ROY CLARK
CEGNICE STRAIT
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DICKET LEE
DAVID ALLAN CDE
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RICKY SKAGGS
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HICKEY GILLEY
KIERAN RANE
POONNIE BE COUNTEL
"CRASM" CRADDOCK

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OAK RIDGE BOYS
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ANNE MURRAY
RANDY PARYON
BILLY SHAN
MOTTON E COMMENT WITTY
RONNIE MILSAP
JOHN SCHMETER

RICHY SHAGGS
RENHY PROCESS
ANNE BURRAY
STLVIA
GEORGE STRAIT
HOTTONY GILLEY
COMMAY & LONETTA
OON WILLIAMS
EDDIE RAHBITT
CMARLEY PRIDE

KWMT FL Dodge, IA

DOS MONTOS. ALLANS ON SAMPILL CREEK BAND RANDU BARLOW BARADAR ANNOBELL TAMPI WHETTE RICKT STAGOS HOTTOS TO COMMAT TWITTY MICKEY GILLEY OWNER OF CLAIM REPORTS DAVE POWLAND/SUCAP

WFMS-FM

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HARK HILLIAMS
DOLLY PARTON
NEL TILLIS
ANNE MURRAY
FORDOL HART
BOBBY SMITH
FORDOLE HART
BOBBY SMITH
HOTHERS
COMMAY THITTY
T,G. SME PRADO
T,G. SME PRADO
LICKET GILLEY
LEON E VERETTE
LEON E VERETTE

RENAY POCERS
OAK RIDDE BOYS
BARBARA MANDRELL
HANK MILLIAMS JR
DEL REEVES
PELLA LENR
HOTYSA'S
COMMAY THITTY
ROMHIE ME DONELL
GON WILLIAMS
EDDIE RABBITY

WGEE Green Bay, WI

INCHANDOME, IN
LEON EVERETY
EAIL DAVIES
CON HUMLEY
JOHN COMLEE
STLVIA
HOSTWAY
THATTY
T.G. SHEPPARD
KIERAN KAME
REBA MC ENTIPE

BARBARA MANDRELL GLEN CAMPBELL MOE & JOE DON KING DOLLY PARTON HOTTEST FORMIE MILSAP T.G. SHEPPARD EDDIE RABBITY LACT J. DALTON SAMPI SMITH

AREMAY ROCER'S
DOLLY PARTON
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ZELLA LEPE
RECOGNIS
DIAMA
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HANC WILLIA
KIN YASSY
JOHN CONLEE
DICKEY LEE
MEL TILLIS
CON HUNLEY
LEE GREENIC
HOTTOST:

MOTTHST: ROWNIE NC DOWELL MICKET GILLEY "CRASH" CRADDOCK EDDIE RABBITY KENDALLS

DAYE ROWLAND/SUD
NARYEL FELTS
DOLLY PARTON
OAK RIDDE 80YS
FREDDIE HART
MARTY ROBEINS
ANDY BADALE
BARBARA MADDRELL
HOFFOLT:
ECHE CAMPELL
DEBORAM ALLEN
CHARLEY PRIDE

Reachford, IL

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ST. OAK RIDGE BOYS
POSANNE CASM
CMARLY MC CLAIM
KENNY POCERS
ALLMAN BROTHERS
ALLMAN BROTHERS
COMPLEY PRIDE
JAMIE FRICKE
MICHAEL SHAME
FRED KNOBLOCK

KICD-FM Spencer, IA

BURRITO BROTHER KENNY ROCERS
BARBARA MANDREL KETTH STECALL OAK RIODE BOYS ROSANNE CASH HIOTERS GLLEY JOHN DE NUER KIERAN KANE CONNAY THITTY

RICKY SKAGGS MEL TILLIS MENNY ROGERS GEORGE STRAIT SYLVIA ROY CLARK

Spencer, IA

OA VE ROWLAND/SUG

ROSANNE CASM
SYLVIA

CAR RIDGE BOYS

NEL YILLIS

BARBARA MANGRELL

DON KING

ALLEN FRIZZELL

KENNY ROGERS

NOT***

LEON EVERETTE

MOE 4 JOHNNY RODRIGUEZ

CMARLEY PRIDE

CMARLEY PRIDE

BARBARA MANDRI DAK RIDGE BOY ANNE MURRAY RICKY SKAGUS JOHN ANDERSON MOTTPHET COON WILLIAMS JOHN DENVER EDDIE RABBITT T.G. SMEPPARD CMARLEY PRIDE

KWJJ Portier

BOBBT BAPE
DEBORAH ALLEM
JOHN COMLEE
SAMMI SMITH
CÖRBIN-HANNER
TENMESSEE EAPH
FRED KNOBLOCK
SOMNY CURTIS
HOTTES
HOTTES
T.G. SHEPPARD
EDDIE RABBITT
LEON EVERTTE
GLEN CAMPBELL

KIDN Pueblo, CO

CHARLY NE CLAIN
FRED KNOBLOCK
DIANA
SAMMI SMITH
MOTHARS
RORHIE MILSAP
DON WILLIAMS
MICKEY GILLEY
T.B. SHEPPARD
EDDIE RABBITT

Tutsa, OK

REL TILLIS

JERRY JEFF WALKEP
DIAMA TRASK
HABBARA MAMORFILL
OAK RIOCE BOYS
OAYIO ALLAN COC
HABKE WILLIAMS JRCOS HE LEAN
TAMBY BARLYM
TOMBY BROWER
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RICKY SKAGOS

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RANDY PARTON
ROSANHE CASH
CLEN CAMPBELL
DIANA
PRED HADROLCCK
OAK RIDGE BOYS
MOTHER!
LEON EVERETTE
LEON EVERETTE
CAMALEY PRIDE
GAIL DAYIES
TOM JONES

KNIX-FM Phoenix, AZ

KTOM Salinas, CA

MEL TILLIS GEORGE SYRAIT JIM & JESSE HOTTHAT; MICKET GILLEY ROMNIE MC DOMELL

REPORTERS, WAS

STEVIA
OAR RIDGE BOYS
BARRAMA MANDRELL
SUSTER ALLMHOOM
RICKY SAGADS, J
MANDY GARRAMS, J
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C.S. SAGROWAD
LEON EVERTITE

KCUB Tucson, AZ

OAK RIDGE BOYS
DOLLY PARTON
DAVE ROBLAND/S
BORDY SMITH
TAMMY MYHETTE
BARBARA MANDRE
MONNIE MILSAP
ROMHIE MILSAP
ROMHIE MILSAP
ROMIE MILSAP
T.O. SHEPPARD
EDDIE RIMBBITT

KHEY El Paso, TX

EIPSEO, TX

AVE KIRBY
KENNY ROCES
RANDY BARLON
POSANNE CASH
CON HUMEEY
HARK HILLIAMS
ONE RIDGE BOTS
FICKY SKAGUS
FREDDIE HART
TANNY WHISTE
HICKEY GILLEY
COMMAY THITY
T.G. SHEPPARD
EDDIE HARE
BARE BURREAY
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T.SEEPARD
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WBAP FL Worth, TX

WMC-AM Memphis, TN

ABADT PARTON
ADMI COREE
COM HAREY
HARK WILLIAMS JR.
5% VIA
TAMPY MYNETTE
KENNY ROGERS
HOTMONE MILSAM
CONMAY THITTY
"CHASH" CHABBEITT
RAY PRICE

LIMMO ROCK, AR

BARBARA MANDRELL
DAVID ALLAN COC
COMBIN --MANNER RAI
GEORGE STAVE
REGRY STANGS
STAVIN
T.G. SHEPPAD
EDDIE MANBITT
RAY PRICE
LACY J. OALTON
REBA DIC ENTIRE

HOTTOGT: EDDIE PABBITT CHAPLET PRICE BARBARA HANCE

ANNE NURRAY

SUSTE ALLANSO
GEORGE STRAIT
KENNY ROGERS
WALKER & FARM
DEL REEVES
DOTTSY
FREDDIE HART
CLIFTON JARSK!
HOPPRYST

RICKY SLAGGS
RICKY SLAGGS
LAPRY OALTON
HANK WILLIAMS
TAMBY WYNETTE
BATBARA MANDRIE
BATBARA MANDRIE
ROSANGE CASM
NOTES **
ROWLE MILSAM
COMMAN THETTY
T.G. SHEPPARD
LEON EVERETTE

CMARLEY PRIOE
GAIL DAVIES
BILLY SWAN
DOLLY PARTON
HANG WILLIAMS
TAMMY WYNETTE
RENNY ROGERS WQYK-FM Tampa/SL Peta, FL

Hottest Tracks:

Cuts in bold type are receiving the heaviest airplay. BOBBY BARE — As is — (Columbia) "Call Me The Breaze" JOHNNY CASH — The Baron — (Columbia) "Hey, Hey Train" DAVID ALLAN COE — Tennesses Whistory — (Columbia) "Doct Of The Bay" "DRUNK" LACY J. DALTON — Telcir' It Easy — (Columbia) "Golden Memories" "Semebody Killed Devey Jones' Deughter" JOHN DENVER — Some Days Are Diamonds — (RCA) "Wild Flowers in A Meson Jer (The Ferm" MMCKEY CHILEY — Year Drav's Meson Ma — (Enter) "Jestical"

COUNTRY ALBUMS

"Web Provers in A Meson Set (The Family Meson Me — (Epic) "Lode Metr" "Landy Musta" "Drinking Old Memories Down"

KENDALLS -- Lettin' You In On A Feelin' -- (Mercury/PG)

KENNY ROGERS — Share Your Love — (EMI/Liberty) "So in Love With Year" "Blues Of Glory" "Through The Years" "Grey Seard" "Gold

BARBARA "MANDRELL — Barbara Mandrell "Live" (MCA) "Unsung Heroes" "She's Out There Denoin' Alone"
RONNIE MILSAP — There's No Gettin' Over Me —
(RCA)" Wouldn't Have Missed it For The World!" "It's All I Cen Do" "Jesus Is Your Tokes To Heaven" "Two Hearts Don't Always Make A Palr" "Everywhers I Turn (There's Your Memory!"

OAK RIDGE BOYS — Fancy Free — (MCA) "When Love Cells You" "She's Gone To LA Agein" "I Would Crew! All The Way (To The River!"
EDDIE RABBITT — Step By Step — (Elektra) "Barly in The Membe" "Dim Dim The Uights" "Rivers"

KENNY ROGERR — Sheep Your Love.

CONWAY TWITTY - Mr. T. - (MCA) "Red Neckin' Love Makin Night" "I'm Airedy Taken"

DON WILLIAMS — Especially For You — (MCA) "Fahweethe
Priends" "W I Needed You" "Especially You" "Lord, I Hope This Day Is Good

Priends" "W I Needed You" "Especially You" "Lord, I Hope This Day Is Good"
"I Don't Want To Love You"

HANK WILLIAMS JR. — The Pressure Is On — (Elektra)

Most Requested: CONWAY TWITTY "Tight-Fittin" Jeans" (MCA)
RONNIE McDOWELL "Older Women" (Epic)

EDDIE RABBITT "Step By Step" (Elektra)
RONNIE MILSAP "(There's) No Gettin' Over..."(RCA) T.G. SHEPPARD "Party Time" (WB/Curb)
MICKEY GILLEY "You Don't Know Me" (Epic)

BIJPRITO BROTHERS BIJPRIT BARE JUDHNIT RODRICUEZ KENDALLS HANK WILLIAMS JR. HOTPESS HICKEY GILLEY CONMAY TWITTY EDDIE PARRITY LACY J. DALTON ROSANME CASH

WEST

KUKAL Arroyo Grad

FRED KNOBLOCK HANG WILLIAMS BARBARA MANDRE KERNY POGERS MOTYPES! CON WILLIAMS MICKEY GILLEY T.G. SHEPPARD EDDIE PARBITT ANNE MURRAY

RAT PRICE DOLLY PARTON CHARLY MC CLAIN HOTTOST FRANCE MILSAP COMMAY TWITTY EDDIE RARRITY ED RENCE JOHN CENYER

WSAI Cincinneti, OH SUSIE ALLAWSON
CINDY HURT
SORNY CURYS
SORNY CURYS
SAMBY JOHNS
HARK WILLFAMS J
STLVIA
REINLY ROCERS
HOTTORY
LEON EVERETTE
LACY J. DALTON
BURBITO BROTHER
CHARLEY PRIDE

KUZZ Bekersfield, CA

Colorado Springs, CA
CON HUMET PICKT SACOCA
GEORGE STRAIT
ONN SING
RANDY PARICUM
TOTTS'
SUSIE ALLANSON
STIVIA
REPRY RUGERS
ANGE MURRAY
SANNILL CREEK RAND
HOTOST
RODNILL ANS
RAY PRICE
LICENT FOR CAMB
HOTOST
RODNILL ANS
RAY PRICE
LICENT SANDER
LICENT SANDE DON KING TAMMY WYNETTE TERRY CREGORY SYLVIA MEL TILLIS GAIL ZEILER DEL REEVES

KLZ Denver, CO

HOTTOST: ROMATE MC DOWE CONMAY TWITTY DOW WILLIAMS EDDIE RABBITT CHARLEY PRIDE

KMAK Freeno, CA AMME MIRRAY
OAR RIDGE BOYS
HANK MILLIAMS JA
BARBARA MANDELL
ZELLA LEMP
OOLLY PARENTY
REMITE MC DOWELL
COMMAY THITTY
FRIZZELL & MEST
"CORAS" CRADDOCS

KENNY POGERS MEL TILLIS KEN YASSY SYLVIA RICKY SKAGGS HICKG INE GEORGE STRAIT NOTYES* DON WILLIAMS COMMAY THITTY ROBBIE POBINSON

CAH RIDGE BOTS
CHARLY MC CLAIM
STEVER
ANNE MURRAY
KENNY ROGERS
ROSANNE CASH
RAMDY PARTON
MOTYOS'S
CONMAY THITTY
JOHN CHENT
RAZZY BAILEY
DOTTIE MEST

to, CA

CLEN CAMPBELL COLLY PAPTON

KEEN Sen Jose, CA

KENNY ROCERS
\$11.11A
RICKY SKAGGS
ODTTIE WEST
SONNY CUPTIS
CON HUME Y
PPED NAMBLOCK
HOTTENT
ALICE MENTON
ROMNIE MC DOWEL
LACY J. DALTON
GAIL DAYLES
JOHN CORLEE

KSON-AM/FM Sen Diego, CA

REBA McENTIRE — Heart To Heart — (Mercury/PG) "Ease The Favor" "Only You (And You Alone)" "Indelibity Blue"
BARBARA MANDRELL — Barbara Mandrell "Live"

TANYA TUCKER - Should I Do It - (MCA) "Rodeo Olita"

WVMI Biloxi, MS

WILLIE NELSON
SYLVIA
FRED KNOBLOCK
DON KING
OAK RIDGE BOYS
SUSIE ALLANSON
GEORGE STRAIT
SANNI SMITM
HOTMORIE MC DOWEL
HICKEY GULEY
ROMNIE MILSAP
COMMAY THITTY
T.G. SHEPPARD

B.J. THOMAS FRED PARCELOCK GAIL DAVIES HOTFORT: MICKEY GILLEY EDDIE RABBITT LACY J. DALTON LICON EVERETTE BORBY GOLDSBORG

Curb) "Terresses Burf" "The Pressure is On" "Rembiln' In My Shose" "Balled Of Henk Williams" "A Country Boy Can Survive" "I Don't Care IN Tomorrow Never Cornes!"

WIRK-FM Weet Palm Be

TELLA LEHP
TRICIA JOHNS
SOMNY CUPTIS
SOMNY CUPTIS
DAYE ROWLAND/S
MEL TILLIS
STLVIA
CAR RIDGE ROYS
HARRAR NAMER!
HARRAR NAMER!
HARRAR NAMER!
HORSE
HORSE
HORSE
HORSE
JOHN POSITI
GOOM VILLIAMS
LONG
JOHN DARRATT
GOOM VILLIAMS
JOHN CHRYEN
CHARLEY IRICE
CHARLEY
CHARLE

BILLY JOE SMAIN RICKY SKAGGS GEORGE STRAIT REITH STEGALL HOTTUST JAMES FRICKE EDDIE RABBITT LACY J. DALTO FPED KNOBLOCK

KIXZ Amerilio, TX CLEN CAMPBELL
JOHN COMEE
DOLLY PARTON
OAK RIDGE BOYS
CORBIN-MANNER BA
BORNY SMITH
NEL TILLIS
BARBARA MANDRELL
HOTTES TILLIS
CONMAY TWITTY
ROWNIE ME DOWEL
T.G. SHIPPARO
EDDIE RABBITT

KVET Austin, TX Austin, TX
RITA COOLIDGE
ROY CLARE
RICKY SWAGGS
GEORGE STRAIT
REMINY ROGES
ANNE MUPRAY
SYLVIA
ZELLA LENN
RIPPI JEANHON
MOTTES!
ROWNITE MILSAP
CONNAY THITTY
ED BRUCE
JOHN DENVER
JOHN ANDERSON

DEBORMA ALLEN DICKEY LEE REL TILLIS KENDALLS GEORGE STRAIT ANNE MURRAY STLYIN KENNY ROGERS HOTTEST ROWNIE MILSAP DON WILLIAMS RAZZY BALEY ECOIE RABRITY LACY J. DALTON

Selines, CA RENNY ROCERS ANNE MURRAY STUÇIA DON KING GEORGE STRAIT DAVID ALLAN COE NOTTOS THITTY DON MILLIAMS OOLLY PARTON RANDY PARTON ALABAMA

KENNT BECEPS STEVIA HOTTOST; EDDIE RABBITT RAZZY BAILEY HEIL SEDAKA ROSANAIF CASH OAP RIDGE BOYS

NOT CLARK
RICKY SKACLS
DICKEY LER
SONNY CURT'S
SONNY CURT'S
ROANTE MILSAP
MICKEY GILLEY
T.G. SMEPPAAD
GAIL DAVIES
CHARLEY PRIDE

BOBY BARE KENDALLS B.J. THOMAS BURNITO BROTHERS OAK RIDGE BOTS BARBARA NANDRELL MICKEY GILLEY COMMAY THITY T.G. SKEPPARD EDDIE RABBAITY CHARLEY PRICE

TERRY OF MILLAN
MEL TILLIS
BANBURA MINUTELL
OAR HIDDE BOYS
HANK WILLIAMS JR.
STLYIA
ANDE MUSMAY
PROFESS!
COMMENT THITTY
T.O. SHETPHAND
COLLY PARTON
CMARLET PRIDE

KENDALLS

DAR PIDGE BOYS

BARRIAR MARDFILL

DOLLT PARTON

DOTTLE WEST

CHARLEY PPIDE

HARE WILLIAMS

JR.

HOTSBATT

COMMAR YESTY

MAC DAYLS

"CHARLEY CHARDOOK

LEON EVERETTE WCOS-FM Calumbia, SC SAMPLY JOHNS
SYLYIA
BILLY PARKED
LEE OR ENMOOD
ANGE GERRAY
DAYID FRIZZEL
KENNY ROCKES
G100/PRIMCIPA
RICAY SAGO
G100/PRIMCIPA
ROTA COOLIDOR
HOTYGAY
TO, SHEPPAD
RAZZY BAILEY
WILLIE MELSON
ED IGRUCE CONVINCIA, SC.

TENNY ROCERS
TAMMY WYNETTE
ZELLA LEMR
RANDY PARTON
MOTFORE:
ROMHIE MILSAP
CONMAT TWITTY
T.G. SHEPPARD
TOM JONES

KYXX Oducce, TX

WGTO Cypress Garde

Montgomery, AL
Asse SURRAY
STA VIA
JOHN CONLES
REL TILLIS
RICHY SAGRES
REDWY BOCKES

Mashville, TN

PIERY SKAGSS

HARE WILLIAMS JR

DAYLD FRIZZELL

STUPIA

RANDY BAR, OF

MEL TILLIS

HOTTORE MC DOWELL

HICKET GILLET

CONWAY THITTY

T.G. SNEPAMD

EDDIE RARRITTY

KBUK-FM Houston, TX

BARBARA MANDRELL CAR RIDGE BOYS NOTTONE! HICKEY GILLEY COMMAY TWITTY RAZZY BAILEY HOMNIE MC CONFELL EDDIE MARRITY



Jeff Green

Adult/Contemporary

BRINGING STABILITY TO YOUR STATION, YOUR STAFF, YOURSELF

Finding A Station To Call "Home"

If one thing can be said about the broadcasting business, it's that you never know what's going to happen next. The truth about job stability in radio is that there is none.

Or is there? There are a few who have learned through experience how stability can provide as many rewards as the perennial exodus from market to (it's hoped) larger market.

One such individual is Dan Armstrong, Operations Director at KOY/Phoenix. For over thirteen years, Dan has been an institutional part of an institutional radio station.

In this conversation, Dan discussed employment stability from three perspectives: as manager, as operations director, and as employee.

Creating A Longevity Climate

Dan started by offering his views on what cultivates long-term employment. "It's a combination of things. First, it's the operation itself. We've had very few management changes here. Since, I arrived, there have been only three general managers. That, of course, helps to solidify a station and its staff because the station basically takes the feel of the general manager. Our current GM, Gary Edens, has made several very big moves of his own within this company. Our Program Director, Nat Stevens, is, in my opinion, one of the finest PD's in the country. Good management is essential, and we're fortunate to have a nucleus of good people, from the top to the personalities to the people behind the scenes.

"As far as the working climate is concerned, KOY makes every effort to support our creativity. How many radio jobs are there in this country where you can get up in the morning and actually look forward to going to work? The people I work with are enjoyable and professional, and the atmosphere is friendly. We're always thinking positively about how we can make things better. We all love living in this area and we bring that feeling into the radio station."

Living Environment Is Key Factor

Dan believes that the external environment has as muich to do with creating employment longevity as the position itself. "Try to find an area that you really like living in. Several years ago, when I moved from San Diego to Kansas City, I became convinced that there is no place in the country like the Southwest. Now I'm in the part of the country I really enjoy. From moving around I also learned that money isn't everything. Above all, you've got to enjoy where you live. I love Phoenix — it's a Shangri-La here. A lot of people who leave come back here sooner or later.

"I love to play softball, and about ten years ago I put together our 'Marauders' softball team. We play all year 'round. There aren't many places you can do that. It's had a big effect on me, because doing things outside the station I enjoy is very important.

"However, these things probably mean nothing to a

OUTCUE

It's The Spirit That Counts

Thousands of people turned out to witness and participate in the KAKZ/Wichita "River Festival Tug O' War." Despite the rain, everyone had a good time — everyone except the KAKZ team. They preserved their record intact by losing in the shortest time for the second straight year.

No one turned out for the Portland, OR "W-A-G-O-B-A-R-B" (We All Gave Our Best For The ARB), a picnic by and for all the Portland/Vancouver area radio stations. Why? It was rained out

career person in radio who's always looking to bigger and better opportunities and is willing to move frequently on the way up."

When asked to give his advice to young PD's and personalities on when to consider a move, Dan recommended, "It's time to move on when you feel like you've accomplished what you came there to do, and find yourself looking to do more.

"It used to be that if you'd been in one place for a long time, it'd be very beneficial when it was time to make a change. You were a guy who didn't move around and, in turn, would be an important addition to any station that wanted you. Now it doesn't seem to make a difference. There are some people who've moved every six months and now hold key positions nationally.

"You can't say that a person who has worked in fifteen markets knows radio any better than someone who's spent the same time all in one place. One market is like any other in the sense that you're going to be competing with those stations at that time, not as they were five years ago. It only matters what the situation is right now.

DAN ARMSTRONG



"Let the air talents know that the management team and the station as a whole is interested in their visibility, through newspapers, billboards or TV spots."

"I'll give you an interesting twist: a record promotion friend told me once that he had recommended me for a job in another city. My friend told the GM about my abilities and that I'd been at KOY for over 13 years. The manager then asked, 'What's wrong with him?' Right there, he had felt there must have been something wrong with me, because I had stayed in one place for a long time, without really knowing my reasons. If you're a PD seeking to hire someone, look behind the situation. As long as the reasons are good, I don't think anyone can stay in one place 'too long' or 'too short' a period of time."

Developing A Stable Staff

While discussing management methodology for a stable, longterm air staff, Dan said, "You have to have some incentives, little bonuses or benefits, with a good place to work as well. We have very modern facilities at KOY, and since I've been here, the station has been remodeled a number of times. A good working environment should br bright, not depressing. There should be some windows to provide natural light. So many radio stations you walk into look like the woodshed of some outback cabin!

"Promoting the staff outside the station is also important. Let the air talents know that the management team and the station as a whole is interested in their visibility, through newspapers, billboards, or TV spots. Without good outside exposure, the public may never find out your station even exists, and your jocks will never be discovered except by accidental tuning.

"A station that lacks staff morale and suffers from heavy turnover, a poor reputation, and weak ratings can probably only reverse this negative trend with a new general manager. There are so many situations where GM's hire PD's to be "me-too'-type guys. Unfortunately, they aren't allowed to do what they were hired for. I think a good general manager knows and agrees with the direction the PD is taking when he hires him and then supports him fully by giving him control over what he does best — programming."

Reviewing Prospective Employees

Dan maintains a very interesting perspective regarding potential employees that may simply want to use KOY as a stepping stone to a better job. Does that influence his decision whether or not to hire that person? "Not really," said Dan. "When an individual walks into the station, he may be thinking at that moment, 'Hey, I'll use KOY as a bridge to L.A.' But once he starts working here and finds that this is one of the finest radio stations in the nation and that things are done here a little differently than at his previous job, he may start to get a feeling of being at 'home,' a stronger sense of security. It can change his attitude to 'Gee, I could go to L.A. and get blown out in six months, or I can stay here, live in a nice home in a nice area. Hmmmm — maybe I'll stay here.' "

Progress

Lew Blatte moves up from account executive to Manager/Marketing & Sales Development at WYNY-FM/New York. Maria Greenberg is the new Music Coordinator, formerly MD at WNEW-AM/New York Paul Thorne has been promoted from MD at KUGN-FM/Eugene, OR to Program Director for KUGN-AM. Former AM PD Jack Fleming will stay to do afternoon drive ... Steve Morse steps up from MD to Program Director at KWOS/Jefferson City, MO. Dan Turner takes the MD slot, moving from Promotion Director. Charlie Kirk has been promoted from PD to Program Director at KMED/Medford, OR . . . Current lineup at KYUU/San Francisco: Don Bleu/Gil Haar 5:30-10am, Jack Friday 10am-3pm, Tom Parker/Vickie Jenkins 3-7pm, Steve Kane 7-midnight, Stefan Ponek midnight-5:30 . . . Tom Eshbaugh has been named Advertising and Promotion Manager at WCFL/Chicago. Tom came from a similar post with KSFX/San Francisco . . . Clint Jones has been appointed air traffic/news reporter at KOMO/Seattle. Clint comes from KCNR-KPAM/Seattle

Joining KDKA/Pittsburgh as news reporter/anchor is Barbara Ann Boylan, from WKTQ/Pittsburgh as reporter/host/producer . . . WGSM/Long Island has upped its power from 5kw to 25kw, immediately increasing its potential listeners by 1 million . . . Current lineup at KFRE/Fresno: Mike Webb 6-10am, Dan Spears 10am-2pm, Kathi O'Shea 2-7pm, Erik Garcia 7-midnight. Kevin Barrett midnight-6, Ron McCary and Bill Thomas on weekends ... Paul Arca, former AM drive/Production Director at KASH/Eugene, OR, is the new 7-midnight personality at KSD-FM/St. Louis . . Favor has left his MD post at WIBW/Topeka for air-shifts at KOMA/Oklahoma City...John Gordon, sports-talk host on WTVN/Columbus, OH is the new Sports Director at WTVN-TV . . . KIIQ/Colorado Springs scored five awards to win the local press association radio competition for the second straight year. News Director Susan Levin won four of them Shores is the new Music Director at KWKN/Wichita, KS. He keeps his afternoon drive shift.

Now This,

A/C-

BREAKERS

AL JARREAU

We're In This Love Together (WB)

61% of our reporters on it. Rotations: Heavy 13/1, Medium 45/4, Light 11/6, Extra Adds 1, Total Adds 12, WBEN, WWWE, WNDB, WSJS, WFDF, KAKZ, WGIR, WYMC, WSGW, WBOW, KOLO, KRKK. Moves 26-23 on A/C chart.

In Addition To All This



AVERAGE MOVE +4

WABC add 11 WKTU add WBEN-FM 17-12 WCAO 29-24 WROR add 24 WXKS-FM 22-17 WPGC 27-24 KRLY deb 24 Z93 25-18 940 26-22 Y100 22-17 Q105 25-20 WCKX 12-11 WGCL add WZUU add CKLW 22 KEARTH add KFI add KIQQ 26-22 KFRC add KJR 18-14 KYYX on **KPLZ 24-20** B104 14-11 WFBR 27-25 KC101 30-27 WICC deb 29 Q106 add WHYN deb 25 14Q add 27 WKEE 40-36 KLAZ 33-29

KFMK deb 29 KSET-FM 14-12 **KELP 37-31** KINT add KHFI 18-14 WTIX add B97 add KEEL add KQ94 on WJDX 17-10 KXX106 14-10 WERC deb 26 WSGN deb 25 G100 26 WAAY deb 30 **WAXY 22-17** Y103 add 40 **BJ105** on WBBQ deb 29 FM100 deb 23 WHBQ on WMAK-FM 22 **WOKI 34-30** WRJZ add WNOX 18-15 **WBCY 16-14 WAYS 28-21** WVLK 25-22 WVIC 38-29 WAKX on KIOA on WISM add 30

WIKS on KYNO-FM 20-16 **KIOY 24-20** FM102 24-21 KGGI ra **KJRB 21-17** KNBQ on KTAC 27-23 KCPX add **WJBO 6-6** WLAM 14-12 WTSN add WHEB deb 28 13FEA 29-26 WFBG add WCIR on WHHY on 95SGF 30-22 WFOX on WCGQ on WFLB 19-17 WXLK 15-12 FM99 17-14 KSEL add **KVOL 30-26** KKXI on KKLS on WTRU on KENI deb 40 KQDI add **KYYA 30-26 KRLC 30-28** KBOZ deb 27

ALJARREAU

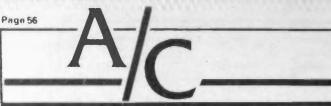
"We're In This Love Together"

Produced by Jay Graydon

Direction: Patrick Raines & Associates



ON WARNER BROS. RECORDS



BREAKERS

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

DAN FOGELBERG

Hard To Say (Full Moon/Epic)

75% of our reporters on it. Rotations: Heavy 11/1, Medium 50/11, Light 24/10, Extra Adds 1, Total Adds 23, WASH, KHOW, KPPL, KEX, KFMB, KING, WELI, WHEN, WSBA, WTAR, WPTF, WOALFM, WSJS, WTVN, WFDF, WQUA, WIBW, WGIR, WATR, WLVA, WFIR, KFOR, WDIF. Moves 27-18 on A/C chart

KENNY ROGERS

Share Your Love With Me (Liberty)

61% of our reporters on it. Rotations: Heavy 1/0, Medium 36/16, Light 31/24, Extra Adds 2, Total Adds 42, WCBM, KDKA, WTAE, WASH, 97AIA, WFYR, WLW, WGAR, WWWE, WISN, KOY, KEX, KNBR, WNAB, WTIC, WHAM, WSBA, WBT, WIS, WRVA, WHBC, WHIO, KLTE, WQUA, KUGN, KMJJ, KSL, KLO, and 14 more. Debuts at number 25 on A/C chart.

AL JARREAU

We're In This Love Together (WB)

61% of our reporters on it. Rotations: Heavy 13/1, Medium 45/4, Light 11/6, Extra Adds 1, Total Adds 12, WBEN, WWWE, WNDB, WSJS, WFDF, KAKZ, WGIR, WYMC, WSGW, WBOW, KOLO, KRKK. Moves 26-23 on A/C chart.

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. Indicates one of this week's Most Added new

JOURNEY "Who's Crying Now" (Columbia) 62/10
Rotations: Heavy 27/0, Medium 29/7, Light 6/3, Extra Adds 0, Total Adds 10, WWWE, WCCO:FM, KFMB, KNBR, WHAM, WTAR, KMJJ, WKIQ, WNFL, KFOR, Heavy: WBEN, WIP, KDKA, WLW, WGAR, KHOW, KPPL, WNAB, WRIE, WHEN, WSLI, WSM-FM, WTVN, WOWO, WLNH, WCFR, WNEU, WABZ, WCHV, WORG, WKHM, KWOS, WBOW, WHIZ, KOLO, KRKK, Moves 25-21 on

AUC chart.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 58/15

Rotations: Heavy 2/0, Medium 37/7, Light 16/5, Extra Adds 3, Total Adds 16, WSB, 97AIA, WGAR, WWWE, WISN, WBT, WRVA, WSJS, KOB, KMJJ, WCFR, WLVA, WFIR, WJON, KBAI, Heavy: WMAZ, KSL, Medium: WBEN, WASH, WLTA, WLW, KEX, KFMB, WNAB, WELI, WHAM, WIS, WNDB, WSLI, WRVR, WSM-FM, WTAR, WHBY, KAKZ, KRKO. Debuts at number 28 on

MOODY BLUES "The Voice" (Threshold/PolyGram) 54/7
Rotations, Heevy 14/0, Medium 31/3, Light 9/4, Extra Adds 0, Total Adds 7, WWWE, KFMB, KNBR, WHAM, WTVN, KFOR, KFQD. Heevy: WFYR, WLW, WNAB, WHEN, WRVR, WSM-FM, WOWO, KRKO, WLNH, WABZ, WCHV, WYMC, WKHM, KBAI. Medium: WIP, WTAE, 97AIA, WGAR, KPPL, KEX, WSFM, WELI, WGY, WJBD, WSLI, WMAZ, WTAR, KAKZ. Moves 30-26 on

AC chert.

INC ch

WNFL KXIC, KFQD.

ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 38/3

Rotations: Heavy 10, Medium 201, Light 14/2, Extra Adds 0, Total Adds 3, WQAR, WFIR, WKIQ. Heavy: WRVA. Medium: WBEN, WLW, WCCO-AM, KEX, WNAB, WDEF, WIS, WNDB, WFTL WMAZ, WTAR, WAKR, WHBY, WHIO, KLTE, KSL WEIM, WDIF, KMRJ, WJON, KFQD, KMED.

MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 33/10

Rotations: Heavy 10,-Medium 13/1, Light 17/7, Extra Adds 2, Total Adds 10, KMBZ, WNAB, WDEF, WHIO, WHAG, WLVA. WDIF, WSGW, KFQD, KRKK. Heavy: WCCO-AM. Medium: WLTA, WSB, 97AIA, KEX, WIS, WHBC, WEIM, WATR, WORG, KXIC, KLMS, WJON.

KXIC, KLMS, WJON.

FOUR TOPS "When She Was My Glri" (Casablanca/PolyGram) 33/9

Rotations: Heavy 2/0, Medium 13/2, Light 18/4, Extra Adda 3, Total Adda 9, KING, WSLI, WHIO, KAKZ, WHAG, WCFR, WHIZ, KMED, KRKK, Heavy: WBEN, WRVA. Medium: WTAE, WLW, KEX, WELI, WBT, WRVR, WHBC, KRKO, WORG, WJON, KFQD, STACY LATTISAW "Love On A Two-Way Street" (Cotiliton) 33/1

Rotations: Heavy 8/0, Medium 18/1, Light 9/0, Extra Adda 0, Total Adda 1, KRNT, Heavy: WIP, WLW, WGAR, WCCO-FM, WRIE, WSJS, WLVA, WSTV. Medium: WCBM, WWWE, KOGO, WGY, WRVR, WAKR, KLO, WHAG, WLNH, WGIR, WNEU, WRIR, WKRO, KMRJ. WSGW.

WRIQ, RMRJ, WSGW.

ROBBIE PATTON "Don't Give It Up" (Liberty) 30/4

Roubion: Heevy 5/0, Medium 16/1, Light 8/2, Extra Adds 1, Total Adds 4, WBZ, WCCO-FM, KOLÖ, KRKK. Heevy: KMJJ, WNFL, WKHM, KWOS, WHIZ. Medium: WCBM, WBEN, WGR, WIP, WWWE, WGY, WHEN, WIS, WRVR, WSIX, WLNH, WNEU,

REO SPEEDWAGON "In Your Letter" (Epic) 30/3
Rotstons, Heavy 81, Medium 18/1, Light 8/1, Extra Adds 0, Total Adds 3, WLW, WNDB, WOWO, Heavy: WHEN, WHAG, WCFR, WCHV, WKHM, Medium: WCBM, WBEN, WASH, WGAR, WBT, WSLJ, WMAZ, WHBC, KRKO, WEIM, WLNH, WABZ, WORG, WFR, KWOS, WBDW, WHIZ, KFQD.

WORG, WHIR, KWOS, WBDW, WHIZ, KYDD.

ELO "Hold On Tight" (Jet) 30/1

Rotations: Heavy 8/0, Medium 19/0, Light 3/1, Extra Adds 0, Total Adds 1, WTVN, Heavy: WIP, WTAE, WLW, WDWD, KRKO, WLNH, WABZ, WCHV. Medium: WCBM, 3/WS, KDKA, WGAR, WHEN, WJBO, WSLJ, WMAZ, KMJJ, WEIM, WHAG, WNEU, WORG, KLMS, WBOW, WHIZ, KFQD, KBAI, KRKK.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 28/3

Rotations: Heavy 0/0, Medium 14/0, Light 14/3, Extra Adds 0, Total Adds 3, WHAG, KXIC, KRKK. Medium: 97AIA, WLW, KEX, WGY, WSLJ, WMAZ, WCFR, WNEU, WABZ, WFRR, WACI, KWOS, WHIZ, KFQD.

WGY, WSLI, WMAZ, WCFR, WNEU, WABZ, WFIR, WACI, KWOS, WHIZ, KFQD,
GEORGE FISCHOFF "Foxy" (Heritage) 28/2
Rotations: Heavy 1/0, Medium 14/1, Light 13/1, Extra Adds 0, Total Adds 2, KRNT, KAKZ, Heavy: WDEF, Medium: 97AIA, WELI,
WHAM, WSBA, WHBC, KLD, KSL, WFIR, KGGF, KLMS, KMRJ, WSTV, KMED,
LITTLE RIVER BAND "The Night Owis" (Capitol) 27/8
Rotations: Heavy 0/0, Medium 18/3, Light 9/5, Extra Adds 0, Total Adds 8, WTAE, KEX, KNBR, WTVN, WDWD, WFIR, KFQD,
KOLO, Medium: WLW, KHOW, WHEN, WSLI, WSM-FM, WHBC, WEIM, WLNH, WNEU, WABZ, WCHV, WBOW, WHIZ, KBAI,
KRKK,

KRKK.
NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 27/4
Rotstons: Heavy 20, Medium 130, Light 10/2. Extra Adds 2, Total Adds 4, KPPL, WHIO, KLO, KMED. Heavy: WRVA, WKHM.
Medium: WBEN, WASH. WLW, WGY, WBT, WTS, WFTL, WSM-FM, WDBO, WSJS, WGIR, WATR. KLMS.
ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Awey" (Arista) 28/7
Rotstons: Heavy 0/0, Medium 8/2, Light 16/3. Extra Adds 2, Total Adds 7, WBEN, WMAZ, WLNH, KWOS, WHIZ, KFQD, KRKK.
Medium: WLW, WNAB, WDEF, WHAG, WATR, KLMS.

Medium: W.W., WNAB, WDEF, WHAG, WATR, KLWS.

MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 25/8
Rotations: Heavy 1/0, Medium 10/2, Light 13/6, Extra Adda 1, Total Adda 7, KHOW, KEX, WBT, KLO, WLNH, WABZ, KXIC, KWOS, Heavy, WLTA, Medium: WSB, WDEF, WFTL, WMAZ, WSM-FM, WDIF, WSTV, KBAI.

ANNE MURRAY "It's All I Can Do" (Capitol) 24/10
Rotations Heavy 10, Medium 126, Light 104, Extra Adda 1, Total Adda 10, KOY, KEX, WOAL-FM, WHIO, KSL, WATR, WKHM KMRJ, KMED, KRKK, Heavy: KLOK, Medium: WSB, WDEF, WFTL, WSLI, WMAZ, KXIC, WJON.

Radioerrecords

NATIONAL AIRPLAY/30

Thrae 1	wo Vesha	Last Wash		September 4, 1981	
1	1	1	0	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2		2	0	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)	
10	8		ŏ	EDDIE RABBITT/Step By Step (Elektre)	
30		12	ŏ	CHRISTOPHER CROSS/Arthur's Theme (Best You Can I	Oo) (WB)
11	10	7	ŏ	RAY PARKER JR. & RAYDIO/That Old Song (Arista)	
17	12	10	ŏ	SHEENA EASTON/For Your Eyes Only (Liberty)	
29	22	16	ŏ	LULU/I Could Never Miss You (More Then I Do) (Alfa)	
7	6	6	8	POINTER SISTERS/Slow Hand (Planet)	
9	9	9	0	ALABAMA/Feels So Right (RCA)	
4	4	6	10	CARPENTERS/Touch Me When We're Dancing (A&M)	
23	19	17	0	ART GARFUNKELIA Heart In New York (Columbia)	
6	5	8	12	JUICE NEWTON/Queen Of Hearts (Capitol)	
16	16	13	0	COMMODORES/Lady (You Bring Me Up) (Motown)	
15	14	14	Ö	MICKEY GILLEY/You Don't Know Me (Epic)	
3	3	4	15	KENNY ROGERS/I Don't Need You (Liberty)	
13	13	15	16	JOHN DENVER/Some Days Are Diamonds (RCA)	
19	18	18	0	DON McLEAN/It's Just The Sun (Millennium)	
_	_	27	O	DAN FOGELBERG/Hard To Say (Full Moon/Epic)	
20	20	19	Ŏ	PABLO CRUISE/Cool Love (A&M)	New
24	21	20	0	BEACH BOYS/The Beach Boys Medley (Capitol)	Entry
_	_	25	Õ	JOURNEY/Who's Crying Now (Columbia)	-
25	25	22	0	ELTON JOHN/Chloe (Geffen)	
-	30		Ö	AL JARREAU/We're in This Love Together (WB)	
6	7	11	24	JOEY SCARBURY/Theme From "Greatest American Her	o" (Elektra)
-		-	0	KENNY ROGERS/Share Your Love With Me (Liberty)	
_	_	30	0	MOODY BLUES/The Voice (Threshold/PolyGram)	
8	11		27	MARTY BALIN/Hearts (EMI America)	
-	_	-	0	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
12	16	23	29	ALAN PARSONS PROJECT/Time (Arista)	
14	17	24	30	AIR SUPPLY/The One That You Love (Arista)	

MOST ADDED ®

least 60% of our reporters.

KENNY ROGERS "Share Your Love With Me" (Liberty)
OAN FOGELBERG "Hard To Say" (Full Moon/Epic) DAVID GATES "Take Me Now" (Arista) Q. JONES feeturing J. INGRAM "Just Once" (A&M) AL JARREAU "We're In This Love Together" (WB)

HOTTEST

D. ROSS & L. RICHIE "Endless Love" (Motown)
RONNIE MILBAP "(There's) No Gettin' Over Me" (RCA)
EDDIE RABBITT "Step By Step" (Elektra)
SHEENA EASTON "For Your Eyes Only" (Liberty) CHRISTOPHER CROSS "Arthur's Theme..." (WB)

JIM PHOTOGLO "More To Love" (20th) 23/2
Rotations: Heavy 0/0, Medium 13/0, Light 10/2, Extra Adds 0, Total Adds 2, WHAG, WKIQ. Medium: WLTA, WSB, 97AIA, KEX, WDEF, WIS, WFTL, WHBY, WHID, KRKO, WATR, KFQD, KRKK.

This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at

WDEF, WIS, WETL, WHSY, WHIO, KRKO, WATR, KFOD, KRKK.

JESSE WINCHESTER "Baby Blue" (Bearsville/WB) 23/1
Rotations: Heavy 2/0, Medium 11/1, Light 10/0, Extra Adds 0, Total Adds 1, WFTL, Heavy: WDEF, WKHM. Medium: WLTA.
97AIA, WHSC, KSL, WHAG, KGGF, KXIC, KFOD, KMED, KRKK.

ARLO GUTHRIE "H I Could Only Touch Your Life" (WB) 21/5
Rotations: Heavy 1/0, Medium 9/1, Light 9/2, Extra Adds 2, Total Adds 6, WRVA, WCHY, KMRJ, WHIZ, KMED, Heavy: WLTA.
Medium: KOY, WNAB, WDEF, WHSC, WLNH, WGIR, KLMS, WDIF.
CMARLY MCCLAIN "Steerolp" With The Radio On" (Epic) 21/3

CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 21/3
Rotations: Heavy 0/0, Medium 10/1, Light 10/1, Extra Adde 1, Total Adde 3, KMBZ, WFTL, WHAG, Medium: WCCD AM, WNAB, WDEF, WMAZ, WHID, KOB, KXIC, WDIF.

DON WILLIAMS "Miracles" (MCA) 21/2
Rotations: Heavy 30, Medium 150, Light 2/1, Extra Adda 1, Total Adda 2, KAAY, WHIZ. Heavy: KMBZ, WRVA, KSL, Medium. WLTA, WCCO-AM, WNDB, WRVR, WOAI-FM, WSJS, KRNT, KLTE, KRMG, KLO, WHAG, KGGF, KLMS, WSTV, KMED.

ATLANTA RHYTHM SECTION "Allen" (Columbia) 20/7
Rotations: Heavy 0/0, Medium 8/2, Light 10/3, Extra Adda 2, Total Adda 7, WLTA, WLW, WIS, WHBC, WDIF, WJON, KMED.
Medium: KEX, WSLI, WMAZ, WHBY, KRKO, WORG.

Others Getting Significant Action

DARYL HALL & JOHN OATES "Privata Eyes" (RCA) 16/4
Rotations: Heavy 00, Medium 11/2, Light 5/2, Extra Adde 0, Total Adde 4, WHEN, WTVN, WABZ, WBDW. Medium WLW, WSU, WRVR, WSM-FM, WLMH, WCHV, WORG, WHIZ, KBAI.
FRED KNOBLOCK "Memphis" (Scotti Bros.) 16/4
Rotations: Heavy 10, Medium 81, Light 93, Extra Adde 0, Total Adde 4, WBT, WIS, WHIO, WKIQ, Heavy: KOY, Medium: WDEF, WNDB, WHBY, WQUA, WDIF.

OAK RIDGE BOYS "Fancy Free" (MCA) 15/8
Rotations: Heavy 1/1, Medium 3/0, Light 9/5, Extra Adda 2, Total Adda 8, KAAY, WOAI-FM, WQUA, KDB, WATR, WACI, WKHM, WSTV. Medium: WLTA, WDEF, KSL,

ROBBIE DUPREE "Are You Ready For Love" (Elektra) 15/2
Rotations: Heavy 10, Medium 70, Light 7/2, Extra Adde 0, Total Adde 2, WHIO, WQUA. Heavy: WLTA. Medium: WSB, KEX. WIS, WSM-FM, KLMS, WJON, KRKK.

WIS, WSM-FM, KLMS, WJON. KRKK.

TEMPTATIONS "Aiming At Your Heart" (Gordy) 14/1

Rotations: Heavy 0'0, Medium 40, Light 9'0, Extra Adds 1, Total Adds 1, WKHM. Medium: WQUA, WLVA, KFQD, KRKK.

STEVIE NICKS with TOM PETTY... "Stop Draggin" My Heart Around" (Modern/Atco) 13/0

Rotations: Heavy 7'0, Medium 40, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KDKA, WGAR, WSM-FM, WDWO, WLN

WNEU, WHIZ. Medium: KRKO, WABZ, WCHV, WBDW.

WINED, WHIZ, MIGRIUM: RIRED, WARZ, WINTY, WINTY, WARZ, WARZ,

WSB, WMAZ, WJON

Medium: WSB, WMAZ, WJUN.

CARPENTERS "(Want You) Back In My Life Again" (A&M) 12/5

Rotations: Heavy 0/0, Medium 7/3, Light 3/0, Extra Adda 2, Total Adda 5, WBEN, WLW, KEX, WDEF, WACI. Medium: WSB.

DOLLY PARTON "House Of The Rising Sun" (RCA) 12/5
Rotations: Heavy 10, Medium 61, Light 4/3, Extra Adds 1, Total Adds 5, WHBC, KLO, WABZ, WYMC, WDIF. Heavy: WLTA. Medium: KMBZ, WCCO-AM, WBT, WIS.

KUM CARNES "Draw Of The Cards" (EMI America) 11/1
Rotations: Heavy 1/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, WDWO, Heavy: WSM-FM, Medium: KNBR, WLNH,

WADE BAYER SAGER "Easy To Love Again" (Boardwalk) 10/5
Rotations: Heavy 1/0, Medium 1/0, Light 6/3, Extra Adds 2, Total Adds 5, WHBC, KLO, WCFR, WSTV, WHIZ. Heavy: WLTA.

DENIECE WILLIAMS "Silly" (ARC/Columbia) 10/1 Rotations: Heavy 1/0, Medium 6/1, Light 4/0, Extra Adds 0, Total Adds 1, WLW. Heavy: WDEF. Medium: WLTA, 97AIA, WNDB,

MARTY BALIN "Atlanta Lady (Something About Your Love)" (EMI America) 9/9 Rotations: Heavy 0/0, Medium 1/1, Light 8/8, Extra Adda 0, Total Adda 9, WLTA, WSB, WNDB, WMAZ, WHBY, WORG, KXIC,

RTEVIE WOODS "Steel The Night Away" (Cotilion) 8/5
Rotations: Heavy 1/0, Medium 6/4, Light 1, Extra Adds 5, WORQ, WACI, KXIC, KWOS, WDIF. Medium: WJON Rotations: Heavy 1/0, Medium 6/4, Light 1, Extra Adds 0, Wolfe, VIC ASHER "What Am I Gonna Do" (Velsi) 8/1
Potations: Heavy 0/0, Medium 0/0, Light 7/0, Extra Adds 1, Total Adds 1, WDEF

Rotations: Heavy 0/0, Medium 0/0, Light 7/0, Extra Adds 1, Total Adds 1, WDEF.

ROGER VOUDOURIS "First Love" (Boerdwalk) 8/1
Rotations: Heavy 0/0, Medium 0/0, Light 6/1, Extra Adds 0, Total Adds 1, KOLD.

WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 7/1
Rotations: Heavy 1/0, Medium 6/1, Light 0/0, Extra Adds 0, Total Adds 1, KRNT. Heavy: KSL, Medium; KMBZ, WTMJ, WNDB.

WHBC, KXIC.

NEIL SEDAKA "My World Keeps Slipping Away" (Elektra) 7/0

Rotations: Heavy 0/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WCCO-AM, WNAR, WDEF, WSTV.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 7/0

Rotations: Heavy 0/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WMAZ, WSM-FM, WLNH, WHIZ.

Regionalized Adds & Hots

EAST

ELTON JOHN KENNY ROCERS HOTTOBE: SHFEMA EASTON BCNNIE HILSAP EDDIF PABRITT BCSS/RICHIE CHRIS CROSS

HOTTEST: ROWNIE MILSAP RAYTIC COMMCDORFS RCSE/RICHIF BEACH BCYS

AL JARREAU CARPENTEFF MANHATTAY TRANSFE DAVIG GATES PICHIE JOURNEY PCINTEP SISTEPS SHEFNA FASTON CHEIL CPC'S

WGR/Buffelo Jerry Reo

DIONNE WARWICK HOTEURE: ROSS/PICHIE SHEENA EASTON JOURNEY STACY LATTICAM JUICE NEWTON

none
Hottest:
ROSS/FICHIF
COMMODORFS
FEDIF RAPBITT
PAYDIO
PABLO CRUISE

WHAG/Hagerstown 8.J./Baumgardner

8.J/Beumgardner
SILVER CCNPOP
JIM PHOTOCLC
FOUR TCPS
MICHAEL JOPNSCP
KENNY PCCERS
CHARLY MCCLAIN
CHAPLIF DORE
HOTCLER
COMPOCRES
SHEFNA EASTON
PABLO CRUISF
LULU

ART GARFUNKEI BEACH BOYS

PAVID CATES
RENNY SCOFES
MISE SCOFES
MISE SCOFES
BILLY JOSI
SPAKKIN & DENECE
BILLY SCUIPP
FOR SICEP
BOCK SECEP
BOCK SCOFES
BOC

HOTTER: RCHHIZ MILSAP PAYTIC ROSE/PICHIF ZDEIF PARRITT PCINTER FIETER

TAN FOGFIBERO TAVIT GATTE
HOLL-BL:
CAPMENTERS
EPPLY BAPPITT
RCSE/PICHIŁ
PCHBIE MILSAP
EHEENP BASTCP

none Hottest: ELO JOURNEY GARY WRIGHT LULU

LUTLU
CHBIS CPCSS
KENNY ROCFRS
HOTLERS
POINTEP SISTERS
STEVIE NICKS
PABLO CRUISF
GARY WEIGHT
ECTIE RABBITT

CHRIS CRCES HOTTEST: RCNNIE MILSAP ELC BEACH BOYS JOHN DENVEP

LULU CHRIS CROSS Hottest: JUICF NEWTON POINTER SISTEPS ROSS/RICHIE COMPCDORES OAK RIDGE BOYS

PONNIE MILSAP Hottest: RCSS/RICHIF JOEY SCARBURY KENNY POGPRS PCINTER SISTERS CAPPENTERS

WPRO/Provider Gary Berkowitz

EDCIE PABBITT MICKEY GILLEY

WHAM/Rocheste Dave Leird

JOURNEY
MOODY BIJES
RENNY RCCERS
HOTHERS
HONNIE MILSAP
POSS/RICHIE
SHEFNA EASTCN
RAYTIO
COMMODOPES

none Hottest: RONNIE MILSAP RCSE/PICHIE RFWNY ROCERS JOFY SCARRURY POINTEP SISTERS

PILLY JOFL
FOUR TOPS
DAY HARTHAN
CUINCY JOPFS
CAPCLE R. FROFN
HOSTUBER
COMMONDERS
EAN FOGFIREPC
CYPIE CROSS
MOCTY BLUES
EFT1) RABRITT

WHEN/Syracuse Debbie Stoughtenge

TULU PAP FOCFIRFRC HALL & CATES FRANKLIN & BENSON HOTTCH: CAPPENTERS JUICE NEWTON POSS/RICHIE PABLO CRUISE COMMCCOPES

PAN FOGFLBERG HOTTER: RCSS/RICHIF CHRIS CROSS SHEENA EASTON COMMCTORES FDOIR RABBITT

WATR/Waterbury, CT O'Conner/O'Relity

WSBA/York Jim Horn

MIDWEST

DAVIE GATES

ANNE MURRY

MAHHATTAM TRAASFF

DAN PCCELBFRC

OAK RIEGF BCYS

KENNY RCCFPS

HOTEGET

ROSS/FICHIF

SMEENA FASTON

RAYDIO

PEPER

none Hottest: RCSS/FICHIF POINTER SISTERS STEVIE NICKS EPDIE RABBITT BEACH BCYS

DAN FCCELBER DAN FCCELBERG BOBBY GOLDSBGRO KENNY RGGERS Hottest: RCSS/FICHIE JOHN SCHEFIEER FDDIF RAEBITT BFACH BCYS

WHBY/Appleton Jeff Clark

MARTY BALIN RITA CCOLINGF MANHATTAN TRANSFE Hottest:

KENNY ROCERS
JOURNEY
GIBB & PRINCIPAL
PRED KNOPLOCK
JIM PHOTOCLO

KENNY RCCFRS ARS DOLLY PARTON CAROLF P. SAGER

KENNY HCGFRS
Hotteat:
ROSE/RICHIF
PCINTER SISTERS
JOURNEY
COMMCDORFE
MCOFY BLUES

REO SPEETWAGON DENIECE WILLIAM KENNY ROGERS KENNY RCCERS ARS RITA COOLITCE HEPB ALPERT CARPENTERS

PABLC CRUISE JOURNEY AL JARRFAU RENNY ROGERS MCCEY BLUES CUINCY JONES HOLLEBL; RONNIE MILSAP BEACH BGYS JOFY SCAPBURY KENNY ROCERS JUICE NEWTON

KagF/Coffeyville

EAVID CATES
TIH WEISBERG
BARBARA MANDRELL
CRUSADPRE/JOF CCC
KEITH STECALI
ANY WOOLEY
HOTCOLY
ALABAMA
AIR SUPPLY
RUNNIE MILEAP

DAN FCCFIRERC
HALL & CATFE
LRB
MCCTY BLUFS
HOTCHEST
CCMMCOTOFFS
SHEFNA FASTON
JOUPNEY
ETCLIF RABBITT
ROSS/PICHIF

WHIO/Deyton Peggy Powell

Paggy Powell
KENNY PCCERS
DAVIT CATES
FOUR TOPS
ROBBIE DUPREE
MICHFIL JOHNSOF
PREE HOBLOCK
ANNE MURRAY
NIELSEN/PFARSON
HOLTER
ROSS/RICHIT
ROSS/RICHIT
ROMNIF MILSAP
PANTIO
MICKEY GILLEY

STACY LATTICAM EMFFNA EASTON PAZZY BAILEY RAYYIO PERFY GOLDSPERF WILLIE NEISON ANNE MURPAY ECH MCLEAN GEORGE FISCHOFF HOTCOST

WFDF/Flint Paul Landing

STFVIE WOOES RENNY RCGFRS OAK RICE BCYS CARPENTEPS HOLLOST: PCSS/RICHIF SHFFNA FASTON FAYTIO ALABAMA LULU

WOWO/Ft, Wayne Sam DeVincent

REO SPEEDWACOP KIM CARNES BALANCE LRB Hottest: ROSS/KICHIF JOURNEY EDTIF RATBITT CRFG KIHK POINTEP SISTEPS

WOOD/Grand Rapids Bill Struyk

CHRIS CPCSS Hottest:

WNFL/Green Bay Liz Charlton

KXICRows City Gary Dixon

KENNY ROCERS
MIRE POST
STEVIE WOODS
MAPTY BAIIN
SILVFR CONDOR
HOTLERS:
COMMODOPES
ELTON JOHN
ROSS/PICHIE
CHPIS CROSS
PABLO CRUISE

HOTTER TO SPEFFMACON
JUICE NEWTON
CHPIS CROSS
NIELSEN/PEARSON
FORIF PABEITT

Stove Morse

FRANKLIN & EFNSON
MIKE POST
PILLY JOFL

STFVIE WCCDS
AMY WCOLEY
HOTELE

BOSS/FICHT
JUICE NEWTON
BONNIE MILSAP
CCHMCCDOFFE
RAYEIO

KMBZ/Kanses City Steve Bell

EAVIE GATES
MICPAFI JOHNSOI
RITA CCOLIDGE
CHARLY MCCLAIN
HOTICALE
ROSS/PICHIE
PONNIE MILSAP
FEDIE RABRITT
JOHN EPNVEP
CHRIS CPCSS

none Hottest:

RONNIE MILSA ECCIF RABBIT' SHEENA RAGTOI ALABAMA

ART CARFUNKEL
POSS/PICHIF
COMMCDORES
CHPIS CROSS
DAN FOCFLERFS
BILLY JOEL
MICHAEL JOHNS
DOILY PARTON
ARE
STEVIE WCODS
MOTERS!
NOTES!

WCCO-AMA

CUINCY JONES KENNY ROCERS KENNY ROGERS HOTTEST: EDDIF RABBITT ART CARFUNKEL SHEFNA EASTOP DAN POCELPERO

HORE HICFFY CILLEY KENNY ROCERS ANNE HURRAY ROSS/PICHIF ALABANA

WCCO-FMMIII Curl Lundgrer

KLTE/Oklahoma City SHEENA EASTCH KENNY ROGERS DAVID GATES

KENNY ROCFPS FAN FOCFIRFRC SHFENA EASTOF RCBBIE TUPRFE EAVIT GATES OAK RIDGE BCYS Hottest: FNGELBERT HUMPERE CARPFNTERS ROSS/KICHIE EDDIE RAPBITT HICKEY GILLEY

AL JARREAU KENNY ROCERS ELTON JOHN MICHAEL JOHNSON MOTHER SORROW
HOTEGET
ROSS/PICHIE
RONNIE MILSAP
EPPIE RABBITT
SHEFNA EASTON
POINTER SISTEPS

EAVIE GATES QUINCY JONES APS TIM WHISEFRO HOTELOT JUICE NEWTON HOSS/PICHIE SHYENA FASTON FCCH RABBITT BPACH BCYS

114 REPORTERS 114 LAST WEEK

WSTV/Steuberni Greg McCullough

KEITH STECALL CAROLE B. SACER AIR SUPPLY CAR RIDGE BOYS HOTTERS BOY HOTTERS BOY LULU CHPIS CROSS ART GARPUNKFI MICKEY CILLEY

CHPIS CROSS DAN FOGELBERG BEACH RCYS HOTTEST RONNIE MILSAP ROSS/RICHIE RAYDIC MICKEY GILLEY FEDIF RARBITT

KRMG/Tulsa Dan Bishop

AMY WOOLFY HARRIS & WILLIAMS HOFECEST CHRIS CROFS RAYTIC RAYTIC SHEENA EASTON ATLANTIC STARR RCSS/PICHIE

AL JARPEAU FOUR TOPS GARY WRIGHT GEORGE PISCHOFF HOTTOKE! ETCIE RABBITT SHFFNA EASTON CHRIS CROSS LULU CUINCY JONES

FCUP TOPS
PPARKLIN & FINSON
ARLO CUTHRIE
PON WILLIAME
CAPCLE B. FACER Hottest:

SOUTH

WABZ/Albemark Mark Robinson

MCOTY BLUES RAYDIO

WSB/Atlenta Mary Catherine Sneed

CUINCY JONES
MARTY BALIP
HOTTES:
JOHN DENVER
JUICF NEWTON
ELDIE RAEBITT
LULU
AL JARREAU

PODNEY CROMBLE MARTY RALIN PITA COOLINGS ARE PAVID GATES SUMMON CUMMINGE DUNTON CUMMINGE LOTEBET POBS/PICHTE FOR HCLEAN ART GAFFUNKET ARIG GUTHRIF CAROLE P. SAGER

KENNY ROCERS OUINCY JONES FPED INOBLOCK HIKE POST HOTCOMMODORES RAYGIO SHEENA FASTON LULU

ARLO GUTHPIE DAVID GATES Hottest: HOTTES ELO ROSS/RICHIE

WDEF/Chattan

Stanley Hell
KFITH STECALI
SUPPEMES
CAPPEMES
CAPPEMES
CAPPEMES
AND HICHAEL JOHNSON
VIC ASHEP
JOF JACKSON
HOCLEAL;
SHEENA EASTON
TOW JONES
JESSE WINCHESTER
ENGELSERT HUMPERD
CHPIS CROSS

DAVIE GATES ARS
PREE KNOBLOCK
KENNY ROGERS
PAMELA MOORE
HOTERST
HOTERST
SNEENA EASTON
HICKEY GILLEY
CHRIS CROSS
RCBBIE CUPREF

HELEN RETTY MARTY BALIN REO SPEETWA ROSE/PICHIE

DON WHILMS
JESSE WINCHPSTER
CHARLY MCCLAIN
DAVIE CATES
TIN WEISBERG
HOLLES:
CAPENTERS
RONNIE MILSAP
ROSS/RICHIE
JOHNNY MATHIS
CON MCLEAP

WSLI/Jackbor Walt Grayson

FOUR TOPS-AIR SUPPLY Hottest:

OAK RIDGE BOYS ROSALNE CASH DON WILLIAMS T.G. SHEPPARE Hottest: ROSS/RICHIE PABLO CRUISE ALABAMA SHEENA EASTON CHRIS CPOSS

WHAS/Louisvil Jerry Melloy

none Hottest: RAYDIO CAN POCELREPG CHRIS CPCSS

WMAZ/Macon Steve Murphy Barry Balin PRANKLIN 6 PENSON HOTCEST: COMMODORES BFACH BOYS CHRIS CROSS CUINCY JONES ELTON JOEN

WYMC/Mayfield Mike Brophey TAVIE CATFE
DOLLY PARTON
AL JARRFAU
HOTTON
ROSS/PICHIE
ALABAMA
SMITH/SMET
ELTON JCHN
AFTERNOON DFLICHT

CAVIE GATES HOTTEST: EDDIE RABPITT RAYDIO SHEENA EASTON CHPIS CRCSS ART GARFUFFEL

97AIAMiemi Yolende Parapei

WSM-FM/Neahville Donne Brake

TARNEY/SPENCEP BD DAVID GATEF JON & VANGELIS JON & VANGELIS Hottest: DAN FOGELBFRG JOURNEY CHRIS CROSS ELTON JOHN STEVIE NICKS

MARTY BALIN CHAPLIS CORF STEVIE WOODS Hottest: OSS/PICHIE

ART GARFUNEEL ART GARFONFEL
LULU
EAF FOCFLBFPG
HOTLEST:
RONNIF HILSAP
ROSS/RICHIF
CARPENTERS
KENNY ROCFRS
POINTER EISTFPS

ARIC GUTHPIE KENNY ROGEPS QUINCY JCHES HOUSEST HOLSON FROMNIE MILSON PEACH BOYE KENNY ROGERS ALABAHA CARPENTERS

WOALFM/Sen Ant Carmela Griffith Hottest: ETELE RABBITT RCSS/RICHIE ALABAMA SHFENA EASTON FLTON JOHN

WSJS/Wineton-Salerr George Brown

WASHVWashington D.C. Bob Duckman

WGY/Schenectedy

WEST

CAK RIDGE BOYS
QUINCY JONES
ART GARFUNKEL
CHRIS CROSS
SHEENA FASTON
HOTERS
KENNY ROGERS
HARTY BALIN
ROSS/RICHIE
EDDIE PARBITT

KFQD/Anchorage Mark Lowis Mark Lewis

MICHAFI JOHNSCH
KENNY POCEPS
LPB
PPANKLIM 6 PENSON
MCCDY BLUES
RCYAL PHILPAPMONI
HOTTER
ROSS/PICHIE
ALBAMA
KENNY ROCERS
SHEENA EASTON
COMPCODORES
RAYDIO

CHPIS CPOSS MIKE POST DAN FCCFLRPPG HOTCEST: ALAN PARSONS ROWHIE MILSAP JOURNEY ART GARFUNKEL

KMJJ/Las Vegas Kevin O'Brien

ANNE MUPRAY TAN HAPTMAN NIELSEN/PEAPSON APLO GUTHRIE ARS FOUR TOPS HOTTEST:

KBAI/Morro Bay Donna St. John

DAS FOGELBERC NIELSEN/PEARSON HOLDER: RONNIE MILSAP PHIL COLLINS ETDIE RARBITT GARY WRIGHT ALAP PARSONS KLQ/Ogden Berbers M. Richardeon

RENNY RCGERS HOLLEST:
ROSS/PICHIL
PCIKTEP SISTEPS
CUMPCDOPES
APT GARFUNEFI
CHRIS CRCES KRKO/Everett Bruce Butterfle

QUINCY JONES KENNY RCCERS JOURNEY HOTELST: SHEENA EASTON PCBBIF PATTON ROSS/RICHIE CHPIS CRCSS ELO KMED/Medioro

CUINCY JONES

QUINCY JONES KENNY ROCERS MARTY BALIN HOTLEST TAM FOGFLEFRC MCODY BLUES SHERNA EASTON CHRIS CROSS MIKE POST

KENNY ROCERS AIME MURRAY ROYAL PHILHARMONI HOTESET: CANTINA BAND FRED KNOBLOCK CHPIG CROSS MERR ALPERT LACY J. DALTON

KENNY ROCERE CARPENTERS MIKE POST LRB ANNE MURRAY PAN FOCELBERG Hottlet:

KOLO/ Reno Michael Bennet

KEMNY RCCFPS
ROBBIE PATTCN
ROCFP VOUCDURIS
LPB
DAW HARTHAN
AL JARREAU
HARTY BALIN
HOTCERI:
ROSS/FICHIE
FORE/FIC CRUIST
JOURNEY
CHPIS CPCSS
DAN FOGELBFPC KRKK/Rock Springs Chuck Martin CHUCK MARTIN

PRAFFLIN 6 FFFSCN
FCUP TOPS
AND MUPPAY
SILVER CCNDOP
POBELL PATTON
AL JAMFFAG
MICHAFI JOHNSON
HOTELAFI
PAYBLE
CARY WPICHT
JURNEY
FEDIL RABBITT

KENNY ROGERS
ANNE MURPAY
RITA COOLIDGE
POBFIET CARLOS
HOTHERS
HOTHERS
HOTHERS
KENA EASTEN
KENNY ROGERS

KOGO/San Dieg Sandi Banister

LULU
CHPIE CPOFS
HOCEMBLI
JOEY SCARRURY
KENNY POCFRE
RONNIF MILEAF
ROSS/PICHIF

JOURNEY MOODY BLUES DAN FOGFLEBERG HOLLEGE: ROSE/PICHIE RONNIE MILSAP PABLO CRUISE RAYDIO REACH BCYS

KNBR/Sen Francisco Larry Finkel KENNY RCCFPS
MOCDY BLUES
JOURNEY
LFB
HOttest:
RONNIE MILSAP
COMMCDORFS
ROSS/RICHIE
ALABAMA
RAYTIO

KING/Seattle John Stonis

JAMFS TAYLOR PAN FOOFLBFRC FOUR TOPS HOTLEST HOSS/RICHIE POINTER SISTERS KENNY ROCFRS JUICT NEWTON CCMMCFORFS

ALL STATIONS REPORTED THIS WEEK

KAAY/Little Rock Stave Kelly

WLVA/Lynchburg Lynn Cricun DAN FOGELBFPG OUINCY JONES KENNY ROCERS HICHAEL JOHNSON HICHAEL JOHN HOTTER! RCSS/RICHIE RAYDIO ELTON JOHN CHRIS CROSS COMMCDORFS

DAVID GATES QUINCY JONES KENNY ROCERS Hottest: JAMES TAYLOR JOHN DENVER CARPENTERS DON MCLEAN RONNIE MILSAP

WTAR/Norfolk Tam Lagney

COMMODOPES BONNIF MILSAP JOURNEY FOUR TOPS

CIBB & PRINCIPAL
PAP FCCELBERG
QUINCY JONES
IRB
HOTLOST:
POSS/RICHIE
PONNIE MILSAP
COMMODORES
ECOMPENTERS
ECDIE RAPPITT

CUINCY JONES
HOTCOMY
HOTCOMY
POINTER SISTERS
ROSS/RICHIE
RONNIE MILSAP
KENNY ROGFRS
PABLO CRUISF

JOURNEY
DAN FOCELBERG
ANY WOOLFY
HOTEGAT
CARPENTERS
POINTER SISTEPS
ROSS/HICHEE
COMMOTORES



Walt Love

Black Radio

V103's Scotty Andrews — General Market Success

In these days of fierce professional rivalry, blacks are not only competing on an intellectual level but also as minorities who are counted and printed out as part of a federally regulated quota. In regard to this fact of life, I felt the need to showcase a prime example of a radio pro whose career as a successful programmer has been predicated exclusively on his diligence and not color. I chose Scotty Andrews, Program Director of WVEE (V103)/Atlanta, owned by Plough Broadcasting. Not only is Scotty a pro, but he's a black from Black radio whose competence has afforded him the opportunity to program an Urban Contemporary station for a large white-owned and operated company.

Mr. Andrews's career began in 1966 in Norfolk at WHIH, backed up by prior experience in radio/tele-

vision while serving in the U.S. Navy. From WHIH, Scotty went to WIGO/Atlanta, where he served for seven years, and finally on to V103 in November 1976. Commenting on his early days in the business, Scotty says, "Frank Ward, who was once the VP of the Spidel chain in Norfolk, and Rudy Reynolds, GM at the time, are the two individuals for whom I have the utmost respect. They



Scotty Andrews

prepared me for the position I presently hold. What they did was teach me radio in a professional manner – from the very beginning."

Mixing It Up For Atlanta

I began by asking Scotty how it feels to control a station of V103's magnitude in a city like Atlanta which has a mixed audience. "First of all, Atlanta is a unique city; its black population is perhaps 68% or more, so the type of format that we have (Urban Contemporary) may be a little easier to implement here as compared to other cities. I enjoy the challenge, but I must say that a lot has to be said for Plough Broadcasting. They have spent a lot of time and money on research prior to making any changes. Coming to Plough I found the facilities, budgets, and all the tools needed to make a winner. After examining the city, plus evaluating our research, it was a little easier to make a decision as to what direction to take.

"In 1976 we were strictly Disco — we rode that to the top of the ratings — and as it began to fade we began making adjustments. As early as 1977 our first adjustment was the addition of some jazz fusion; later came R&B ballads, and in 1979 we began to add some pop



WAIL WITH THE JACKSONS: Pictured at the Baton Rouge Cantralplex Auditorium from left to right, are guest Madeline Cheri, the Jacksons's Randy Tito, and Jackie, WAIL contest winner Debra Johnson, Michael Jackson, WAIL/New Orieans Program Director Barry Richards, and Marion Jackson.

crossover. I think V103 has a formula now that really works. Understand that we're not programming to one particular segment of the market; instead, we are programming to the masses, the general market — yet we have a black base. Yes, we are in competition with other Black stations but at the same time we look at the pop stations in competition with us. Our product must please the listening public no matter what the race or color. Our format could, however, be considered a takeoff of progressive Black stations."

Does he think it's necessary to the success of the radio station to have a racially mixed air staff? "To tell

"We are in competition with other Black stations but at the same time we look at the pop stations in competition with us. Our product must please the listening public no matter what the race or color."

you the truth, I hadn't thought about it that way but we do have a racially mixed air staff, consisting of four blacks and three whites. My staff also breaks down to two females and four males. Our Monday through Friday regulars are evenly balanced, three blacks and three whites. These people are able to relate on both sides of the fence. One thing I really like about our station is we don't hesitate to send a black to a predominantly white establishment nor do we hesitate to send a white announcer to a predominantly black establishment, and that's one of the keys to our success. People make the difference."

No Prejudicial Problems

I asked Scotty if he'd had any forms of prejudice directed at him from subordinates. "The answer to that question is no! I came aboard as an assistant to the PD and I didn't find any problems whatsoever. When I started with V103 there was only the program director, a part-time announcer, and myself. So, when I did take over, the part-time person became full-time and that made two of us; we were automated at that time. Later we added additional people. As far as any prejudice is concerned, I haven't experienced it. I must say that one of the highlights in my career has been being able to work with Plough Broadcasting. I have the utmost

respect for our President, Wayne Hudson, based at our home office in Memphis, as well as our Vice President & General Manager Rick Rogers, because — here again — what we have is one big happy family. I say that with all honesty and sincerity. Although I'm the only black department head with the Atlanta operation, I have the same tools as any other department head would have to get the job done."

As a veteran programmer in radio, what advice would Scotty give to other blacks and minorities who are interested in the radio business but want to direct their talents toward the general market outlets? How can they get their foot in the door? "Well, it took me a while to program a station of this type (Urban Contemporary), so I don't recommend waiting around 10 or 11 years before getting involved with a general market station, but get involved early in your career. I would say that you have to prepare yourself by becoming qualified, looking at the entire scope of broadcasting, and asking yourself just how good you want to be. It takes a lot of sacrificing, a lot of reading, and a lot of study to make it."

Finally, I asked Scotty if he had any other thoughts about what's needed by programmers to succeed in the 80's? "Programmers have to look beyond gut feeling. While gut feeling comes into play in any profession, I think in radio you must look beyond that, because as you work in the industry with large corporations your bosses

"It takes a lot of sacrificing, a lot of reading, and a lot of study to make it."

are looking for facts, and facts come from research. I think programmers, in general, should get more involved in the marketing and merchandising of their product — the radio station. The key to a successful station is to eliminate, if possible, the tuneout factors. Here again, good production, good talent, professional-sounding news, and effective public affairs are all elements that make up the other ingredients of an overall winner."

V103 and Scotty Andrews have succeeded in the Atlanta market. The fruits of their labor were an 8.0 share ARB last fall and 8.9 in the latest ARB for Spring '81

Action

- Belated congratulations to WTLC/Indianapolis
 Music Director Roger Holloway and his new bride
 Monica. Roger took the time to send us a copy of their
 wedding vows.
- Congratulations to Marva Mays, midday personality at WBLX/Mobile, on her marriage to Mark Trenier III.
- Mark Ward, formerly of KROK/Las Vegas, is now the overnight person at KMJM/St. Louis.
- Paul Stepbens has exited WYLD-FM/New Orleans as Music Director. The new MD is James Alexander, one-time Program Director of WBMX/Chicago. James has worked the New Orleans market before at WBOK.
- WVON & WGCI/Chicago hosted a five-mile woman's run Sunday, August 30 for the benefit of Operation PUSH. The event was cosponsored by Johnson Products and Woolworth Stores.
- KJOP/Lemoore, CA reports that its new National Black Network program, "The Action Woman," is not only a popular program with the ladies but also very intriguing to their male listeners.
- The Tavares sponsored a Bike-A-Thon in the memory of the Atlanta youths. The Tavares family

- presented the Albina Tavares Association Bike Ride August 23, naming the bike ride in honor of their mother, the late Albina Tavares. The Bike Ride took place on a 14-mile course, which represented one-half mile for each of the deceased Atlanta children. There was a special adult-supervised five-mile ride for children who wanted to participate. New Bedford, MA was the location of the Bike-A-Thon.
- Two issues back we printed a record company promo list. Two corrections to that list follow: 20th Century Records, 8544 Sunset Blvd., Hollywood, CA 90069. Contact: Donnie Brooks. Prelude Records, contact Joey Bonner, (212) 974-0360.
- Carmen Brown of WBLX/Mobile has been relieved of her duties as Program Director and is now Promotions & Publicity Director for the station. I understand that GM Larry Williams will handle the programming chores himself, with help from the chain's National Program Director.
- WSSJ/Camden, NJ announced the appointment of Ms. Valerie Kersey as Public Service Director, according to James N. Wade, President/GM. Mr. Wade also announced the appointment of Paul J. Perrelio as WSSJ's new News Director.

Black Radio

HOTTES1

DIANA ROSS & LIONEL RICHIE "Endless Love" (Motown) CARL CARLTON "She's A Bad Mama Jama" (20th) **FOUR TOPS** "When She Was My Girl" (Casablanca/PolyGram) **AL JARREAU**

> "We're In This Love Together" (WB) RRICK

"Sweat ('Til You Get Wet)" (Bang) **RICK JAMES**

"Super Freak" (Gordy)

EVELYN KING

"I'm In Love" (RCA)

TEENA MARIE "Square Biz" (Gordy)

B.B. & Q. BAND

"On The Beat" (Capitol)

LUTHER VANDROSS

"Never Too Much" (Epic)

RENE & ANGELA

"I Love You More" (Capitol)

ARETHA FRANKLIN & GEORGE BENSON

"Love All The Hurt Away" (Arista) MAZE

"Before I Let You Go" (Capitol) PHYLLIS HYMAN & MICHAEL HENDERSON "Can't We Fall In Love Again" (Arista) **COMMODORES**

"Lady (You Bring Me Up)" (Motown) **DENIECE WILLIAMS** "Silly" (ARC/Columbia) LARRY GRAHAM "Just Be My Lady" (WB)

CLIMBERS

DENROY MORGAN "I'll Do Anything For You" (Becket) 60% reporting. Added at WTMP. Hot at WAMO, WDAS, WWIN, WILD, WAOK, WVEE, WHRK, WEDR, WJMO, WJLB, WVON, KDKO, WPDQ, WOWI, WENN, WOIC, WTLC, WKWM, KJLH. Medium at WDIA, WBMX, WGCI, KDAY, KXAM, WGIV, WVOL, WANT, WATV, WLOU, WTOY, KLIP.

POINTER SISTERS "Slow Hand" (Planet) 60% reporting. Hot at WAMO, WDAS, WXYV, WHRK, WYLD-FM, WAIL, WDMT, KMJM, KDAY, KSOL, KDKO, WATV, WKXI, WOIC, KJLH, Medium at WILD, KMJQ, WVEE, WDIA, WCIN, WVON, WGCI, WKND, WGIV, WANT, WOWI, WJMI, WLOU, WTOY, KACE, KLIP, KDIA.

▼ TEDDY PENDERGRASS "I Can't Live Without Your Love" (Philadelphia International) 58% (+7) reporting. Added at WWRL, WPDQ. Medium at WDAS, WXYV, WWIN, WAOK, WVEE, WDIA, WHRK, WAIL, WCIN, WJMO, WVON, WBMX, KSOL, KDKO, WKND, WTMP, WGIV, WJJS, WOWI, WATV, WKXI, WOIC, KOKY, WBLX, WTOY, WDAO, WTLC, WKWM. Hot at WHUR.

S.O.S. BAND "Do It Now" (Tabu) 58% (+5) reporting. Added at WCIN, WKXI. Medium at WAMO, WXYV, WAOK, WDMT, WJLB, WVON, WBMX, WGCI, KDAY, KXAM, KDKO, WWRL, WTMP, WVOL, WJJS, WOWI, WENN, WOIC, KOKY, WLOU, WTOY, WKWM, KACE, KDIA. Hot at WDIA, WHRK, KSOL, WKND.

☑ RONNIE LAWS "Stay Awake" (Liberty) 57% (+10) reporting. Added at KMJQ, WJMO, WATV, WENN. Medium at WDAS, WXYV, WWIN, WILD, WAOK, WHRK, WYLD-FM, WCIN, WDMT, WJLB, WBMX, WGCI, KDAY, KDKO, WKND, WWRL, WGIV, WJJS, WKXI, KOKY, WLOU, WBLX, WDAO, WKWM, WWWS. Hot at KJLH.

EVASIONS "Wikka Wrap" (SAM) 53% reporting. Added at WVON. Hot at WILD, WHUR, WVEE, WDIA, WEDR, WBMX, WGIV, WKXI, WBLX, WTLC, WWWS, KLIP. Medium at WAMO, WAOK, WDMT, WJLB, KSOL, KDKO, WKND, WPDQ, WTMP, WANT, WENN, WJMI, WOIC, WTOY, WKWM,

STEPHANIE MILLS "Night Games" (20th) 51% (+9) reporting. Added at WHRK, WJLB, WKXI. Medium at WDAS, WAOK, WYLD-FM, WEDR, WDMT, WVON, KDAY, KSOL, KDKO, WKND, WWRL, WPDQ, WGIV, WVOL, WJMI, KOKY, WBLX, WDAO, WKWM, WWWS, KAEZ, KJLH, KACE, KLIP.

MANHATTANS "Just One Moment Away" (Columbia) 51% reporting. Medium at WDAS, WWIN, WHUR, WAOK, WHRK, WAIL, WDMT, WBMX, WGCI, KDKO, WPDQ, WGIV, WVOL, WANT, WOWI, WATV, WBLX, WKWM, KJLH, KACE, KLIP, KDIA. Hot at WXYV, WCIN, WJLB, WJJS, WTOY.

☑DONALD BYRD & 125TH STREET N.Y.C. "Love Has Come Around" (Elektra) 49% (+9) reporting. Added at WDIA, WHRK, WDMT, WKWM, WWWS, KLIP. Medium at WAMO, WDAS, WXYV, WWIN, WILD, WCIN, WJLB, WBMX, KSOL, KDKO, KACE, WTOY, WOIC, WANT, WGIV, WKND. Hot at WHUR, WAOK, WWRL, WDAO.

TIME "Get It Up" (WB) 49% reporting. Debuts this week. Added at WXYV, WWIN, WHRK, WGIV, WBLX. Medium at WAMO, WAOK, WVEE, WDIA, WAIL, WJMO, WDMT, WJLB, WVON, WBMX, WGCI, KDAY, KSOL, KDKO, WPDQ, WVOL, WATV, WTOY, KACE. Hot at WENN, WWWS.

TEMPTATIONS "Aiming At Your Heart" (Gordy) 49% reporting. Added at WKND, WJMI. Medium at WDAS, WWIN, WILD, WAOK, WDIA, WHRK, WAIL, WCIN, WJMO, WBMX, KSOL, KDKO, WGIV, WJJS, WKXI, KOKY, WLOU, WTOY, WDAO, WTLC, KAEZ,

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 47% reporting. Debuts this week. Added at WKND, WTMP, WGIV, WENN, WOIC, WDAO, WKWM, KDIA. Medium at WAMO, WILD, WVEE, WHRK, WYLD-FM, WAIL, WDMT, WJLB, KSOL, WWRL, WPDQ, WKXI, WJMI, WLOU, WTOY, KAEZ. Hot at KOKY.

■ WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 45% (+7) reporting. Added at WKXI, WOIC. Medium at WXYV, WILD, WVEE, WAIL, WJMO, WBMX, KDKO, WKND, WTMP, WGIV, WOWI, WLOU, WTOY, WTLC, WKWM. Hot at WDAS, WWIN, WPDQ, WVOL, WANT, WBLX, WDAO.

☑CAMEO "I Like It" (Chocolate City/PolyGram) 45% (+7) reporting. Added at WCIN, WJMO, WOIC. Medium at WWIN, WAOK, WVEE, WDIA, WHRK, WCIN, WVON, WBMX, KSOL, KDKO, WGIV, WJJS, WATV, WENN, WKXI, WJMI, WLOU, WBLX, WDAO, WKWM. Hot at WWWS, KACE.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 45% (+3) reporting. Added at WGCI, KXAM, KJLH, WTOY, WOIC. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WDIA, WHRK, WCIN, WBMX, KSOL, WGIV, WJJS, WLOU, WBLX, WDAO, WTLC, WKWM. Hot at

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 45% (+2) reporting. Added at KMJM, WJJS. Medium at KMJQ, WAOK, WDIA, WHRK, WJMO, WDMT, WBMX, KXAM, WPDQ, WGIV, WENN, WTOY, WKWM, KACE, KLIP. Hot at WXYV, WCIN, KDAY, KSOL, KDKO, WKND, KOKY.

NICK STRAKER BAND "A Little Bit Of Jazz" (Prelude) 45% reporting. Added at KXAM. Medium at WAMO, WDAS, WXYV, WILD, WHUR, WAOK, WHRK, WAIL, WCIN, WJMO, WJLB, WVON, WBMX, WGCI, KDAY, WTMP, WJMI, WTOY, WDAO, WTLC, WKWM.

RAFAEL CAMERON "Funtown U.S.A." (Salsoul) 45% reporting. Medium at WAMO, WDAS, WXYV, KMJQ, WVEE, WCIN, WJMO, WDMT, KDAY, KXAM, WTMP, WANT, WOWI, WENN, WOIC, WTOY, WKWM, WWWS, KAEZ, KACE, KLIP. Hot at WDIA, WLOU, WBLX

☑ ROGER "Heard It Through The Grapevine" (WB) 43% (+7) reporting. Added at WXYV, WHUR, WDIA, WATV. Medium at WHRK, WAIL, WEDR, WCIN, WDMT, WJLB, WVON, WGCI, KMJM, KSOL, KDKO, WVOL, WENN, WDAO, WWWS. Hot at WAOK, WBMX,

AFTERNOON DELIGHTS "General Hospi-tale" (MCA) 43% (+5) reporting. Added at KXAM, WWWS. Medium at WAMO, WWIN, WAOK, WVEE, WDIA, WHRK, WAIL, WBMX, KMJM, KDAY, WKND, WTMP, WJJS, WATV, KOKY, KAEZ, KDIA. Hot at WVON, WGCI, WGIV, WVOL.

GLADYS KNIGHT & THE PIPS "If That'll Make You Happy" (Columbia) 40% (+6) reporting. Added at WJMO, WJLB, KLIP, WKXI. Medium at WDAS, WXYV, WHUR, WAOK, WVEE, WHRK, WYLD-FM, WVON, WBMX, KDKO, WKND, WVOL, WJJS, KOKY, WTOY. Hot at WWRL, WDAO.

RICHARD "DIMPLES" FIELDS "She's Got Papers On Me" (Boardwalk) 40% reporting. Medium at WAMO, WWIN, WILD, WAIL, WCIN, WDMT, WGCI, WANT, WOWI, WBLX, WTLC. Hot at WVON, KMJM, KDKO, WPDQ, WTMP, WENN, WWWS, KAEZ, KACE. WBLX, WTLC. Hot at WOON, KMJM, KDRO, WPDQ, WTMP, WENN, WWWS, KALZ, KACE.

PEACHES & HERB "Freeway" (Polydor/PolyGram) 38% (+6) reporting. Added at WKXI, WBLX. Medium at WXYV, WAOK, WVEE, WAIL, WCIN, WJMO, WBMX, KDAY, KXAM, KDKO, WKND, WGIV, KOKY, WLOU, WTOY, WTLC. Hot at WHUR, WDAO.

HERB ALPERT "Magic Man" (A&M) 38% (+2) reporting. Added at WDMT. Medium at WAMO, WXYV, WWIN, WAOK, WHRK, WYLD-FM, WAIL, WCIN, WJLB, WBMX, WGCI, KDAY, KDKO, WKND, WGIV, WKXI, KOKY, WWWS, KAEZ.

AFTERBACH "It's You" (ARC/Columbia) 38% (+2) reporting. Added at KXAM, WGIV. Medium at WAMO, WDAS, WXYV, WDIA, WHRK, WEDR, WCIN, WJMO, WBMX, KDAY, KSOL, WKND, WPDQ, WVOL, WENN, KOKY, WTOY. Hot at WDAO.

BITS & PIECES "Don't Stop The Music" (Mango) 36% reporting. Debuts this week. Added at KMJM, KSOL, WTOY. Medium at WAMO, WDAS, WWIN, WILD, WAOK, WVEE, WJMO, WBMX, WKND, WTMP, WENN, WLOU, WDAO, WTLC, WWWS. Hot at

NEW & ACTIVE

GRAINGERS "Shine Your Light" (BC) 34% reporting. Added at WDIA, KXAM. Medium at WAMO, WDAS, WEDR, WCIN, WJMO, WDMT, WJLB, WGIV, WVOL, WENN, KAEZ. HOT AT WADK, WBMX, WLOU, WTOY, WKWM.

NOEL POINTER "Classy Lady" (Liberty) 34% reporting. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WYLD-FM, WEDR, WCIN, WJLB, WBMX, KDAY, WKND, WPDQ, WJJS, WLOU, WDAO, WKWM, WWWS.

ROCKIE ROBBINS "Time To Think" (A&M) 34% reporting. Debuts this week

Added at WXYV, WAOK, WVEE, WBMX, KDKO, KOKY, WJJS, WKND. Medium at WWIN, WHUR, WYLD-FM, WAIL, WJMO, WBLX, WDAO, WTLC, WKWM. Hot at WBMX.

STANLEY CLARKE/GEORGE DUKE "I Just Want To Love You" (Epic 32) reporting. Added at WTOY. Medium at WXYV, WDIA, WHRK, WYLD-FM, WJLB, WBMX, KSOL, KDKO, WJJS, WOIC, KOKY, WBMX, WTLC, WWWS. Hot at KDAY, WWRL.

BARBARA MASON "You Got The Papers (But I Got The Man)" (WMOT) 30% reporting. Debuts this week. Medium at WWIN, WILD, WDIA, WYLD-FM, WJMO, WVON, WGCI, KDAY, WGIV, WVOL, WOWI, WATV, WENN, WKXI, WTLC, KDIA.

Black Radio

Hattest

Toons Marie Carl Carlton Rick James "Super" **Evelyn King**

WEST

September 4,1981

Regionalized Adds & Hots

SOUTH

Ross/Richle Carl Carlton Brick

Teens Marie

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

EAST

OMAW Promburgh, PA J.C. Floyd

ADDED None

Larry Greham Rene & Anyele Carl Carlton Al Jerresu Rosa/Richie Cheryl Lynn Denroy Morgen Consmoderes

WKND Hartford, CT Eddle Jordan

ADDED Brookey Robinson Rockle Robbins Jean Carn Temp to tions Culticy Jones "Just" Whispers Lether Vandross

HOTTEST Rosa/Richie Cart Cartton Teens Marte Hyman/Henderson B.B. b D. Bend Rick Jemes "Super S.O.S. Bend Larry Graham Raydio Evelyn King WWIN Baltimore, MD Curtle Anderson

Curile Anderson

ADD&D

Bobby Womach

T Life

Evolyn King "Y You?"
Richard "Unspice" Stelds "I
Berry White Louis

Donne Warnick

Attentic Bore Thinth

One Way "Pull"

Not Cultine

Freedom

Dinne

Kraftwerk

Aura "Nesty"

Love Unsimited Drehestra

Water Jackson "What IP"

Herry Baldson's What IP"

Herry Baldson's What IP"

Horry Baldson's Roselfiche

Wolf Breker Band

Denroy Morgan

Rais & Angele

West Breat Mob

Evelyn King "Tm"

Patt Austin

Four Tope

Luther Vandross

WILD

Rose Richts Larry Graham Commodures B.h. & Q. thand Denroy Murgan Carl Cartron Rich James "Bure West Street Mob Puinter Bisters Rens & Angels WWRL New York, NY Wanda Ramos

WDAS

ADDED Capricorn Amil Stowert Hot Culsine Chazz Lonnie Jordan

Philiodelphie, PA Joe Tamburro

ADDED Melbe Moore Teddy Pendergrass Tom Grant Pattl Labelle

HOTTEST
Franklin/Benson
Randy Crawford
Donald Syrd
Miles Devis "Shour"
Hyman/Henderson
Rose/Richis
Gladys Knight
Clerke/Duke "I Juet"
Hot Culeins
Petti Austin

WXYV Battlmore, MD Tim Watte

EAST

Carl Carlton

ADDED
Melba Moore
Rockle Robbins
Eric Meroury
Hot Culsine
Kilque
Time
Roger

HOTTEST
Hymani/Henderson
Benson/Franktin
Raydio
Tempts tions
Deniece Williams
A. Jarresu
B. B. Q. Band
Luther Vandres
Pointer Beters
Rose/Richie

WHUR Washington, DC Oscar Fields

Roger Melbe Moore Stave "Bnep"

MOTTEST
Rick James "Super Teene Merte
Luther Vendross
Brick
Aura "Nany
Evesions
Donald Byrd
Clay Huint
Taddy Pendergrass
Pesches & Herb

MIDWEST _

ADDIED
Love Unlimited C
Mass "Before"
Parti Austin
One Way "Pull"
Curtle Mayfield

Curte Mayfield

HOTTEST
Carl Castron
Svelyn King
Luther Vendruse
Afternoon Defighte
Nichard "Dingstee" Fields
Nichard "Dingstee" Fields
Nicha James "Super"
Teers Marle "Fortnguess Love"
Rose/Richa Myers "ig"
Teers Marle "Square"
S. Q.S., Band

wwws Septem, Mi Kermit Crockett

ADDED Blobby Womach Tyrone Davis Lonnie Jorden Afternoon Delights Donald Byrd Hot Culsine 88i Summers

est Summere
HOTTEST
Evelyn King
Carl Cartton
Time
Teene Marie
Evasions
Tanne Gardner "Heartbest"
Deniece Williams
Richard "Dimples" Fields
Cameo "Il Newer'
Rick James "Super"

WJLII Detroit, MI J. Michael McKey

ADDED Biophania Milla Gladya Knight Brothers Johna Klique L.J. Reynolda Bohannon

HOTTEST
Teens Marie
Commodores
RuserRichie
Berroy Morgan
B.B.B. Q. Bard
Hyman/Hendersor
Al Jarrees
LaToys Jackson
Ebones Webb
Manhattane

ADDED Hyman/Henderson titls & Pieces Raydio Debble Harry Commodores "Oh No" Rick James "Fire"

HICK James PIPS
HOTTEST
Rose/Richle
Pointer Sisters
Commodores "Lady"
Carl Carton
Frankle Smith
Teens Marie
Evelyn King
Rich James "Supper"
Kenny Rogers

WJMO Cleveland, OH Erft Stone

MIDWEST

Hyman/Henderson

Ross/Richie

Carl Carlton

Teens Marie Brick

ADDED
L.J. Reynolds
Rich James "Bu
Fruth
Honnis Linus
Maze "Beforg"
Dynasty
Qladys Kright

HOTTEST Huselfüchle Denroy Mergen Certon Evelyn King Rene is Angele Hymar/Heriders: Shelemer Yuln Zee Teveree Four Tops

WDMT Cleveland, OH Freddle James

HOTTEST
Ross/Richle
Teens Merie
Pointer Sisters
Commodorse
Carl Cartron
Rick James "Super"
Denroy Morgan
AJ Jarresu
Denlece Williams

WDAO Deyton, OH Turk Logan

ADDED
Buthers "Inch"
Chake Khen "Any"
Whiteper
Herbis Hencock
Guincy Jones "Just"
Dionne Wanwich "There's"
Randy Brown
Bohennon

HOTTEST
Rose/Richie
Srick
Rene & Angels
West Street Mob
Lakeside
Gladys Knight
Doneld Byrd
Pasches & Herb
Afterbach
Four Tope

Four Tope
WCIN
CInchrustl, OH
Everatt Cork
ADDED
Herbie Hencoch
Camso
T.T.F.*
8.0.8. Band
Aurra "Measty"
HOTTEST
Ceri Ceriton
Brick
Toene Marie
Rene B Angele
Reydlo
Bhelsmar
Ross/Richie
B. B. Q. Bend
Hyman/Henderson
Manhattane

WBMX Chicago, IL Pam Wells

ADDED Tyrone Davis Tyrone Devis
HOTTEST
B. 6 Q. Band
Rockle Robbine
Rick James "Super Graingers
Four Tops
Evasione
Odyssey
Roger
Dazz Band "Knock"
Rosel/Richia

WVOL Nashville, TN Fred Hervey

ADDED Time Jeen Cern

HOTTEST
Rick James "Super
Denlece Williams
Carl Cartion
Ross/Richle
West Street Mob
Atternoon Delights
Teens Marie
Ebones Webb
Commodorse
Brick

WANT Richmond, VA Ben Miles Ben Milles
ADDED
None
MOTTEST
Rose/Richle
Stscy Lattleaw
Larry Graham
Teens Merie
Billy Ocean "Night"
Cerl Cartion
West Street Mob
Shelamen
Brick
Brothers Johnson " WTLC Indianapolis, IN Jay Johnson

ADDED
Blove
Rraftvorth
PrestendSyriceto
Delora Lawre "Meenill"
Truth
Milphry Pira
Dresom Macchine
Bhack
Mellia Milora
Lee Riteriour Bitefast
Lee Riteriour Bitefast

HOTTEST HOTTEST
Roger
RoserRichie
Luther Varidrose
Deyton
Denroy Murgen
8 vastone
Al Jarresu
Birkok
Jacksone
One Way "Pull"

WKWM Grand Rapide, MI Frank Grant

ADDED
Donald Byld
Truth
Stave
Aurra "Neaty"
One Wey "Pull"
Quincy Jones "Just

Quincy Jones "Just"
HOTTEST
Teens Maris
Carl Carton
Evelyn King
Shelamer
Graingers
Bits & Pisces
Brick
Hymarthienderson
Evesions
Derivoy Morgan

WVON Chicago, IL Ron King

ADDED Bupertur Muven Rockle Robbins Bubby Broom Pure I nergy Richard "Direpi Bubby O'Jey

HOTTEST
Richard "Domphee" frields
Carl Carthen.
Afternace Delights
Delira Lawes
Rick James "Fire"
Derroy Murgen
Even'n Kimp
Four Tope
Rich James "Ropes"
Rose/Richie

KAEZ Oklahoma City, OK Lee Simpson

ADDED
Blove "Brieg"
Dream Machine
Suddy Milles Regi
Jean Carn
One Way "Pull"
Horitie Hancock
Reddinge
Brothers Jehnson
Heatwevs
Ld. Reynolds

HOTTEST Commoderas
Evelyn King
Rons & Angels
Blacy Lettleaw
Teams Marie
Bhatemar
Larry Graham
Rüchard "Dümples" Fleide
Rose/Rüchle
Denleice Williams

SOUTH .

WOIC Columbia, BC Ron Folks

ADOBD

ADOBD

Part Austrn
Maza "Before"
West Brosst Mob
Cameo
Fetback "Keof"
L.J. Reynolds
Staryard
Prestor@yrests
Joe Birnon
Chala Khen "Any"
Attantic Starr "Thinl
Quincy Jones "Just"

HOTTEST
Rick James "Super Deniece Willems Pointer Sisters Rose/Richle Teens Merte Denroy Morgen Four Tope Brick Lerry Grehem Commodores

WAOK Attenta, GA Larry Timeley

ADDED Maze "Before" Robert Winters b Fall Tyrone Devie Rockie Robbine Eather Williams Hot Culsine

MOTTEST
Denroy Morgan
Donald Byrd
Rick James "Super
Graingers
Herbie Hancock
Klique
Rioger
Bill Summers
Tavares
High Inergy

WKXI Jackson, MI Tommy Marshal

ADDED Curtis Mayfield West Street Mob Chelus Khen "Any" Pesches & Herb Johnny & Michael Hill Gledys Knight S.O.5. Bend Stephenie Mills

HOTTEST
Four Tops
Evasions
Deniece William
Rese/Richie
Brich
Evelyn King
Pointer Bisters
AJ Jarres
Mazs "Before"
Nessie Cole

KOKY Little Rock, AR Ronde Curtle

WILD Boston, MA Steve Crumbley

ADDED None HOTTEST Roselflichie Larry Grehem Denzoy Morgan Evelyn King Teens Merie Carl Carlton B. b. & Q. Band Rick James "Super Yaughn Meson Evasions

ADDED

ADDED
Rockle Robbins
Melbe Moore
Curds Mayfield
Meze "Before"
Debra Laws "Meant"
Erothers Johnson "Dencin"
D. Rose & Supremes "Mediay"

D. Rose W Supremes
MOTTEST
Rose/Richie
Carl Carlton
Rich James "Super"
Tearn Marie
Commodores
Larry Greham
Evelyn King
Al Jarresu
Osniece Williams
Quincy Jones "Just"

WGIV Charlotte, NC Jo Ann Graham

ADDED
Afterbach
Outnry Jones "Just"
Curtis Mayfield
Bhock
Smokey Robinson "Who's"
Robert Winters & Fell
Time
All Points Bulletin
Slave
Ketth Dismond

HOTTEST Brick Four Tope Afternoon Delights RosalRichie B.B. & Q. Bend Roger Roger Gladys Knight Luther Vendross Y.T.F. Evasions

WVEE Atlanta, GA Scotty Andrews

Scotty Andrews

AD0ED
Jimmy Ross
Maze "Before"
Richard "Dimples" Field
Melbe Moore
Peaches & Herb
Kitque
Rocklas Robbins
Reddings
Miles Cevts "Shout"
Rose & Angele "Well"
Sohannon
Mighty Fire
Qary Wright
Stacy Lattlesw "It Was

HOTTEST
Deniece Williams
Rose/Richie
Larry Grehem
Carl Carlton
Evelyn King
Ebonee Web
Debrs Laws
Denvoy Morgan
Evesions
Srick

WJJ8 Lynchburg, VA Art Young

ADDED Rockie Robbine Reydio Four Tope

HOTTEST
Teens Merie
Commodores
Evelyn King
Larry Grehem
Manhetten
Dynasty
Stary Lattleaw
Brothers Johnson "Resir"
Jacksone

AIDW

ADDED Graingers Roger Doneld Byrd

HOTTEST
Teens Merie
Carl Cartton
Deniece Williams
A) Jerreau
Evasions
Rose/Richie
Cameron
S.O.S., Bend
Brich

WTMP Temps, FL Debbe Parker

ADDED Chaka Khan "Any" Quincy Jones "Just" Four Tops Denroy Morgan B.B. & Q. Band Rene & Angels

Rene & Angels
HOTTEST
Rick James Super'
Rose/Richie
Cerl Certrén
Smokey Robinson "H You"
Richerd "Dimples" Fields
Shalamer
Evelyn King
Sugarhill Gang "Showdown"
AJ Jerrasu
Teene Merie

WHRK Memphie, TN Sharon Smith

ADDED
Time
Mare "Before"
Stephenie Mille
Richard "Dimptes" Fields "I
Donald Byrd
Ashford & Simpson
Ebones Webb "Something"

EDONGE Webb "BHOTTEST Pointer Slaters Carl Cartton 8.8 to 9. Band Frankint/Serson 8rick Four Tops Larry Graham Rossi Rickle AJ Jarresu Rick Jannes "Supp 8 O.S. Band Denters Writtams Commodores Taxons Marie Larres Commodores Taxons Marie

WOWI Norfolk, VA Chester Benton

HOTTEST
Rick James "Su
Cheryl Lyrin
Teens Marie
Bricks
Evelyn King
B.B. & Q. Band
Larry Graham
Derwoy Morgan
Carl Carlton
Ross/Richie

WATV Birmingham, AL Bill Glover

ADDED Ronnie Laws Vicki Sue Robinson Roger

HOTTEST
Rosa Richie
Carl Cariton
Teens Marie
Larry Grahem
Commodorse
Stery Lattiesw
Rick James "Supe Evelyn Ring
Pointes Sisters
Hyman/Henderson

ADDED Peaches & Herb Time T.T.F. Fetback

HOTTEST
B,B, & Q, Band
Evasions
Rick James "Super
Rafsel Cameron
Rene & Angele
Commodores
West Street Mob
Larry Graham
Evelyn King
Emotions

WTOY Rosnoke, VA Donnie Desne

ADDED
Whispers
Deniece Williams
T.T.F.
Parti Austin
Four Tops
Luther Vandross
Bits & Pieces
Clarker Duke
Brandy Wells
Herbie Hancock

HOTTEST
Commodores
Teene Marie
Rose/Richie
Carl Cariton
Menhettans
Oynasty
Orsingers
Rane & Angele
Rich Jemes "Super
Hyman/Henderson

WYLD-FM New Orleans, LA James Alexander

ADDED Brothers John Bob James Melbe Moore Imagination

HOTTEST
ROSPICITIES
ROSPICITIES
Stocy Lattlesw
Pointer Sisters
Teene Merie
Hyman/Hendersoi
AJ Jerress
Evelyn King
Larry Grahem
Denisce Williams
Rene & Angele

WAIL New Orleans, LA Barry Richards

ADDED Dynaety Beby Brother Slave Strikers "Inch."

Strikers "Inch"
HOTTEST
Rick James "Super"
Teens Marie
Ross/Richie
Pointer Steters
Evelyn King
Carl Carlton
Denicce Williams
Strothers Johnson "Rest"
Stocy Lattfelow
Richard "Dimpless" Fields

WENN Birmingham, Al. Gene Wise

ADDED
Reddings "Class"
Pleces Df & Dreem
Quincy Jones "Just"
Eric Marcury
Sury Q
Ronnie Laws

Ronnie Laws
HOTTEST
Richard "Dimples" Fields
Denroy Morgan
Carl Cartion
Time
Aherbach
Denlecs Williams
Roas/Richie
Maze "Before"
Shalemar
Herbie Hancoch

WPDQ Jacksonville, FL Maxx St. Clair

ADDED
Melba Moore
One Way "Pull"
Whispers
Kenl Burks
Glorie Geynor
Delta Renea
Curda Mayfield
Eddie Kendricks "Love"

HOTTEST
Rick James "Supe Evelyn King Carl Carlton Dercoy Morgen Richard "Dimples" Rose/Ricket Luther Vendrose West Street Mob Charyl Lynn Debrs Lews

WLOU Louisville, KY Neel O'Ree

ADDED None HOTTEST
Larry Graham
Brick
Natalie Cole
Rose/Richle
Attentic Start
Wrecking Crew
B,B, & Q, Bend
Ebones Webb
Rafeel Cameron
Graingers

WJMI Jackson, MI Carl Haynes

ADDED Brothers Johnson "Dencin' Watter Jackson 'Walked' Temptations

HOTTEST
Brick
Bill Summers
Al Jarresu
Luther Vendrose
Smokey Robinson "Who's"
Deniece Williams
Bill, 5 Q. Bend
Reddings
Woods Empire
Rick Jemes "Super"

KMJQ Houston, TX Rose Holland ADDED Herbie Hancock Teddy Pendergrass Ronnie Laws

Ronnie Laws
HÖTTEST
Rose/Richle
Carl Cariton
Evelyn King
Rick James "Give
Rick James "Give
Rick James "Super
Frankle Smith
Debre Lawre
Teens Marie
Cheryl Lynn
Brick

WEDR Miemi, FL Leo Jackson

ADDED
Johnny & Michael Hill
Sieve
Wild Suger
Aura "Resty"
Meba Moorpies Fleds "
Midnight Ster "Open"
Cheks Khen "Any"
Zwice
Issec Heyes

Issec Neyes
HOTTEST
Evelyn King
Denney Mergen
Deyton
Brick
Carl Carton
B.S. & Q. Band
VilvZes
Eddis Kendricks
Brothers Johnson "Reaf"
Evestone

KACE Los Angeles, CA Alonzo Miller

WEST -

ADDED None HOTTEST
Rich James "Super"
Teans Marie
Swiyn King
Stephanie Millis
Richard "Dimples Fleida
Atlantic Starr "Send"
Aurrs "Nesty"
Carl Cariton
Charyl Lynn
Cameo

KLIP Freeno, CA Kevin Lynn

HOTTEST
Teens Marte
Frankle Smith
Stacy Lartisew
Carl Carlton
Larry Graham
Rick James "Give"
Hymen/Henderson
Commodores
Rose/Richie

KDIA Onkland, CA Kelth Adame

ADDED Quincy Jones "Just" Ashford 8 Simpson Herbie Hencock Berry White "Louis" Doneld Byrd Gledys Knight

HOTTEST
Rick James "Super"
Ross/Richie
Evelyn King
Evelsone
Carl Cartron
Brick
AJ Jarresu
Teene Mmarie
Chent Lynn
Larry Grehem

KSOL Sen Meteo, CA Bernie Moody

ADDED
Michael Henderson "Sling"
Ashford & Birmpeon
Brothers Johnson "Dencin"
Maze "Beforg"
Evelyn King "H You"
Four Tope
8/ts & Places
Sleve "Snep"

HOTTEST Rose/Richie Rick James & Rone & Angels Carl Cartion Pointer Sistes & B.O.S. Bend Larry Graham Repdio Dynasty Brick

KDKO Denver, CO Byron Pitts

ADDED Chaka Khan "Any" Rockle Robbins Attantic Burr "Thinh" Heatwave Billy Ocean "Another Bohannon Bury O

HIGHTEST Richard "Dirept Teens Merie Evelyn King Dervoy Morgan Pointer Strees France Jell Debbie Herry Raydio Rene & Angela Natalie Cole

KDAY Los Angeles, CA J.J. Johnson

ADDED None HOTTEST
Carl Carton
Ress/Richie
Lany Grahem
Rich Jernes "Bup
Al Jarresu
Dentece Williams
Luther Vandrose
Reydlo
Fointse Sisters
Commodores

KXAM Phoenbi, AZ Rick Nuhn

ADDED Greingers Afterbech Ebones Webb Nich Streit ir Band Parti Auertin Sury Q Afternoon Delights

HOTTEST
Rick James "Bk
Rose/Richie
Debrs Lewe
Cheryl Lynn
Evelyn King
Stacy Lerdeaw
Carl Carlton
S.B. to Q. Band
Teens Marie
Brick

Los Angeles, CA Lawrence Tenter

Opportunities

Openings

EAST

WGNT-AM seeking newsperson/talk show host. Two years expensions a must. Salary DOE. TER to News Director, Box 1539, Huntington, WV 25716. EOE MVF (9-4)

Rochester's AOR leader seeks top-notch street-wise News Director. Send TBR ASAP to News c/o Tnp Reeb, 129 Leighton Ave., Rochester, NY 14609.

WRCN looking for top-notch AOR morning personality. Good money, resort living. Cell Berry Grent, (518) 727-1570. T&R to Box 866, Riverhead, NY 11901.

WHCN seeks nighttime announcer. T&R to Daniel Hayden, WHCN, 1039 Asylum Ave., Hertford, CT 06105. No cells please. EOE M/F (9-4)

WAMQ needs tight, creetive CHR jocks and "lifestyle" newscaster. TER to Ed Sherlock, Box 103, Loretto, PA 15940. Local people preferred. EOE M/F (9-4)

Music Of Your Life announcer wanted for WAVZ/New Haven, morning drive slot with production. Curtis Hansen, Operations Manager, 59 Quinnitied Ave., New Haven, CT 06473. EOE M/F (9-4)

New England's second fastest growing city has full-time A/C personality opening. TER to Drew Wilder, WLAD, 198 Main St., Danbury, CT 06810. (9-4)

National syndicator of long and short format prigramming seeks affiliate relations person with stror AOR background. MJI Broadcasting, 231 East 51st St N.Y., NY 10022, or cell (212) 838-4450. (9-4)



read further, 50KW A/C FM in N.E. is looking for quality air talent for drivetime. Must have great voice do great production, and be committed to two things.
OUALITY & WINNING. Tape, including production
samples, to Radio & Records, 1930 Century Park
West, #260, Los Angeles, CA 90067.

WWNR/Southern West Virginia's award-winning news station looking for pert-time news anchor/reporter. Good benefits. Mike Wilson, WWNR News, Box A-E, Beckley, WV 25801. EOE M/F (9-4)

WJRZ/Manshewkin, NJ, Jersey Shore's ≠1 contemporary, looking for expenenced professional morning personality. TER to Mr. Jefferson, WJRZ, Box 100, Manshewkin, NJ 08050, EOE M/F (9-4)

Burkhart/Abrama/Michaels/Douglas & Assoc needs PD's for small, medium, end large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. (9-4)

for expended position. Capitol experience helpful. Ed Espositio, WCHS, 1111 Virginia St. East, seton, WV 25324. (9-4)

Join a new A/C station that's going to win. TGR: J.J. Marshell, 8823 Relaterstown Road, Baltimore, MD 21215. EOE M/F (9-4)

Consultant looking for on-eir PD for Country station. TER to Ron White, Box 1425, Grend Repids, MI 49501.

SOUTH

WGIV/Cherlotte eccepting T&R for future openings. Black format. Hal Herrill, Box 36856, Cherlotte NC 28236, EOE M/F (9-4)

Mid-Atlantic A/C

needs mature morning communicator who can relate to adult audience. Use of phones, community involve-ment, tight board work a necessity. Possible MD duties. Major market ADI rated station. Send tape resume, references, and salary requirements to Radio & Records, 1930 Century Park West, #261, Los Angeles, CA 90067.

WAIM-FM looking for strong middey AOR jook with strong production. T&R to Gary Jeckson, Box 660, Anderson, 9C 29822 or cell (803) 226-1611. EOE M/F

Burkhert/Abrems/Michaels/Dougles & Assoc needs PD's for small, medium and large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. EOE M/F (9-4)

16Q needs bright adult morning man. A com-municator to complets morning team. 10-15K. TSR to Marrill Craig, PD, Box 1777, Deland, FL 32720. EQE M/F

#1 Country in Virginia Beach, VA looking for personality jock with good production. Experienced pro preferred. Send aircheck and resume to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464, Affirmative Action EOE (9-11)

Openings

#1 station in El Paso looking for AOR professionals for future openings. Send T&R to Arin Michaels, KLAQ, 4141 Pinnacle, El Paso, TX 79902. EOE M/F (9-4)

WZXR/Memphis Superstars needs street AOR morning newsperson. TER to Redbeard, WZXR, 1385 Lamer, Memphis, TN 38104. EOE M/F (9-4)

Richmond's premier Country station looking for qualified weekenders, TSR to Mike Anderson, WRNL, 7100 Bethiehem Rd., Richmond, VA 23228. EOE M/F

unicator with humor and originality for 50KW personality/information station. Phone Kemp PD, WAPI-AM at (205) 993-9274. EOE M/F (9-4)

KEBE Z KOOI

Positions open in News and Announcing. We're considered to be among America's outstanding radio stations. Serving beautiful East Texas Lake Country. Center of hottest growth area in U.S. Applicants must be major market quality. Please send resume, including references to:

Dudley Waller, KEBE/KOOI RADIO. P.O. Box 1648

Jacksonville, TX 75766

100,000 FM C&W medium college market station needs efternoon or evening announcer. T&R to Meneger, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (9-4)

WDAK/Columbus Top Country station searching for professional afternoon drive/production. No beginners. TER: Larry James, Box 1840, Columbus, GA 31994. No calls please. (9-4)

Contemporary AM in medium college merket needs afternoon drive person. T&R to Mgr., KRUS, Box 430, Ruston, LA 71270, EOE M/F (9-4)

We're #1 Country. Need evening announcer/production pro. Send T&R today to Tommy Oliner, Box WDXI, Jeckson, TN 38301. EOE M/F (9-4)

News anchor/News Director in Virginia Beach, VA. Top-rated combo. UPI's best news operation in VA last two years. Conversational, one-to-one style. T&R to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action, EOE (9-11) •

Needed: morning man for Southwestern A/C. Right pay for right guy or girl. T&R to Chris Showelter, KBST, Box 1632, Big Spring, TX 79720. EOE M/F (9-4)

Accepting T&R for future openings for announcers
Top rated AM in college market. Send to Manager Top rated AM in college market. Send to Mane KRUS, Box 430, Ruston, LA 71270. EOE M/F (9-4)

KYXX/Odesse-Midland's #1 station needs middey communicator. Join winner in the sunny Southwest. TGR: Derrell Ward, Box 3609, Odesse, TX 79780. EOE

KXYL/Brownwood looking for evening announcer with production skills. Midday or morning position also being considered. T&R: Robert Hallmerk, Box 100, Brownwood, TX 76801. (9-4)

MB12%, #1 AM rocker in Melbourne, FL, looking for 7-mid Jock. T&R: Bob Madden, PD, MB12%, 2221 Front St, Melbourne, FL 32901. Females encouraged.

KVET/Austin, TX looking for air talent. T&R and photo to Tom Allen, KVET, Box 380, Austin, TX 78787. No cellal EOE M/F (9-4)

14KPUR has opening for hard-working, energetic lock. Send TER to Dan Wilson, KPUR, Box 30,000, Amerillo, TX 79120. EOE M/F (8-21)

2 immediate openings for fully qualified newspeople, News Director & anchor reporter. T&R to Manager, WSAC/WWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (9.03).

MIDWEST

Chloago's leading A/C has immediate opening for pollahed sir personality. Multi-track production helpful TER to Jack Kelly, WCLR, 118 East Superior, Chicago IL 80811. EOE M/F (9-4)

KKXL-AM/Grand Forks needs mature experienced communicator, Needed now for afternoons, T&R to Don Nordins, P.O. Box 997, Grand Forks, ND 58201. EOE M/F (9-4)

WEBC now eccepting T&R for newsperson opening, Send to Jim Casey, PD, 1001 E. 9th St., Duluth, MN 55805, EOE M/F (9-4)

Ohio Country muelo leader eceke en "Up" efter noon drive jook. T&R to Jerry Lee, WHMO-FM, 101 M W. Senduelry St., Findley, OH 45840. EOE M/F (9-4)

Needed: afternoon drive for Burkhert/Abreme Co temporary Country. Rush TSR to Peul Sebestien, Fl 94, Box 1166, Kariese City, KS 86117. EOE M/F (9-4)

Openings

R101-Top U.P. and Northern Wisconsin rocker, looking for post-midnight AOR jock. TER to Manny Beauschamp, WJNR-FM, 219 E. "A", Iron Mountain, MI 49801. EOE M/F (9-4)

Chicago metro A/C FM needs quality salespersor with on-air ability. Call Jim Holly, (219) 738-1730. (9-4)

Adult CHR FM seeks experienced morning an nouncer/good production skills. Burkhart/Abrams programmed. Chicago area. T&R WXLC, 4 South Genesee, Waukegan, IL 60085. EOE M/F (9-4)

Z93 Kokomo's #1 station looking for super CHR personality. Very mature, relatable individual. T&R to Pat Moore, PD, WZWZ, Box 2208, Kokomo, IN 48902. EOE M/F (9-4)

Burkhert/Abreme/Michaele/Douglas & Assoc needs PD's for small, medium, and large markets. To schedule confidential Interview at NRBA convention in Miami, call (404) 955-1550. EOE M/F (9-4)

R101 seeks personable newsperson now! 50,000 watt top rocker in beautiful upper peninsuls. TSR to JNR-FM, Manny Beauschamp, 219 E. "A", Iron buntein, MI 49801. EOE WF (9-4)

Top contemporary FM has opening for air personality. Expenenced applicants aend T&R to John Jenkins, PD, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (9-4)

WDMT/Cleveland's leeding urban contemporary FM looking for air talent. TSR to Jeff Kelly, WDMT, 14781 Sperry Rd., Newbury, OH 44085. No calls. EOE (9-4)

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. Repty with tape, salary history and resume showing minimum 2 years experience to Radio & Records, 1930 Century Park West, #263, Los Angeles, CA 90067.

WLPX is looking for full-time ennouncer. 3 yeers ex-perience & AOR knowledge/production. T&R: Tom Daniels, WLPX, Box 402, Mitwaukee, WI 53021. (9-4)

Contemporary Country WMCL needs full-time air personality. Send T&R to WMCL, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (9-4)

KDVV/Topeka accepting T&R for future eir talent and/or news. Excellent selaries & benefits. Send to Tony Stewart, V100, Box 1478, Topeka, KS 68601. (9-4)

99KG/8eline looking for morning mouth with humor. 100,000 wett FM. T&R to Denny Collier, Box 995, Saline, KS 67401-0995, (913) 825-4831. EOE M/F (9-4)

Contemporary FM in Top 50 market, has immediate opening for experienced reporter/enxmur. Sold KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F

WEST

KWEST/Los Angeles, accepting T&R's for future news openings. Contact Rick Jager, 8430 Sunset Blvd., Hollywood, CA 90028. No calls. EOE M/F (9-4)

and FM. TER to Box 228, Yume, AZ 85384. (602) 782-4321, 8am-2pm. EOE (9-4)

KYNO-FM is searching for hot young edult per-sonalities and weekenders. Good money, great com-pany. TER to John Lee Walker, Box 6029, Fresno, CA 93703. (9-4)

Openings

KFMG/Albuquerque needs experienced AOR com-municator with excellent production. TSR to John Florence, KFMG, 5801 Domingo Roed, N.E., Albuquer-que, NM 87108. (9-4)

Burkhert/Abrama/Michaela/Douglas & Assoc.

Future opening, 24 hr. FM, A/C, MOR. Vecation erea. 35 ml. to skiing. 2 yeers experience. T&R: PD, KIOO-FM, Box 1388, Bishop, CA 93514. EOE M/F (9-4)

Super opportunity with growing group in prime West eree. T&R: P.O. Box 1499, Bakersfield, CA 93302. EOE M/F (9-4) KLYD-FM 94, needs A/C personality for daytime slot.

24-hour FM beautiful vacation area needs dedicated, herd-working News Director/announcer, Long hours and experience required. TER: KIOQ-FM, Box 1388. Bishop, CA 93514. EOE M/F (9-4)

Mornings in the mountains? AOR FM in beautiful Jackson Hole, WY, TER to Jeff Woodruff, GM, KMTN, Box 927, Jackson Hole, WY 83001. (9-4)

News/sports wanted for #1 FM station, 2 years experience, T&R: Frank Erikson, KSPN-FM, 400 W. Main, Aapen, CO 81611. No beginners! Replys confidential, EOE M/F (9-4)

Excellent opportunity for two hardworking, talented, dedicated in-dividuals. We seek a morning drive communicator and evening air personality. Both positions with this growing company include: good salary, paid life, health and dental insurance plus profit sharing and room to advance. Experience a must. Send tape, production samples, complete resume and position desired to John Ramsey, KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (9-4) •

Positions Sought

Experienced, knowledgeable, ready to go to work AOR jock, looking for a good job. Cell GIL, (805) 544-5179, (9-4)

Talk show host. 11 years major market experience Station going music. JIM KIRKWOOD, (801) 375-8939

Announcer/sportscast P-B-P, Nominated for Sportscaster of the Year In New Jersey, Knows CHR and caster of the Year in New Jersey. Knows CHR A/C, Prefer West. Call TOM, (218) 281-6230. (9-4)

Country PD small market, heavy promotion looking for small or medium with on and/or off eir position. DON, (419) 422-1145. (9-4)

Superstars trained programming assistant eager to move up. Background KISS 108/Boxton. Abrams PD assistant. Ready now. Cell GARRY KOOP, (201) 391-9445. (9-4)

TOM KELLY, PM drive WTIC-FM/Hertford, looking for medium/major merket gig, CHR or A/C. (203) 563-6869. (9-4)

6 months experience at semi-automated 3,000 watt. Eager for move to live formet of any type. Good production/good board, Cell ANTHONY, (914) 968-4840, (9-4)

1st phone air personality seeks air talent, MD or PD position at CHR FM in South. For more information, call PAT (601) 638-3318 or (318) 674-5680. (9-4)

FEMALE DISC JOCKEY

ASSIGNMENT — JAPAN

Osaka FM Broadcasting Co. is seeking skilled American female applicants for a position in Japan starting March 1, 1982 for one year. West Coast applicants preferred

Place of work: Osaka City

Working hours: M-F. 40 hrs per week

Salary: \$25,000 U.S. a year (paid in yen) plus round trip airfare and furnished apartment

Qualifications: Minimum of 5 years broadcasting

experience. Knowledge of modern and pop music of U.S. and Europe

Knowledge of Japanese not necessary

Applicants requested to send demo tape of on air performance with resume and picture. (Tapes can not be returned). Successful candidates will be in formed of personal interviews to be held in Los Angeles. For more information call

> Ms. Johnson (213) 659-7020

Opportunities

Positions Sought

10 year pro, formerly of WPGC, WIFI, 98MZQ, look-ing for PD/sir personality opportunity in major market. DON O'BRIEN, (703) 765-9089 or (703) 273-4000 days. (9-4)

10 year vet evallable yesterday, TRAY MATTHEWS. Programming, music, production/voices, Formerly w WRQK, KRQY. (303) 584-2483. (9-4)

Big market experienced and talent. Programming einwork and production. Interested in West Coast, and Midwest. CHR/AOR/Jezz. Cell CODY, (415) 892-6766.

Disc jockey wants first big break in radio. Will do anything and go anywhere. Creative with good produc-tion skills. Contect JIM PATTERSON, (303) 759-2783, (9-4)

National award winner. #1 12+ Spring '81 ARB. I deliver, they didn't. Looking for PD apot. Considering right move. Cell BOB, (301) 663-8512 evenings. (9-4)

Creetive experienced team player. Let me fill your morning void with info, humor and e real person — me (919) 497-3176 or (919) 488-2923. Ask for TOM, (9-4)

TERRY SLANE, formerly of WGTO/Cypress Gardens, looking for on-air work, 17 year veteran, #1 afternoon drive jock in Central Florida. Call (813) 293-9917 for tape and resume. (9-4)

Morning man formerly WGST, WSPD, etc. Versatile, topical phones, bits, characters. Family man wants stability. Larger markets preferred. DAVE, (803) 248-4856 after 3pm. (9-4)

FRED STELLA, WMJC, WRIF, WTWN. 27 year old pro looking Weat. Call (916) 447-0890, (9-4)

I'm tired of jocking. Looking to PD small market sta-tion in Northeast. Call (607) 724-0175, (9-4)

Positions Sought

Incentive: werited to stay in low paying, high-risk radio business. Call today or fading hope's gone tomorrow. DENNIS, (716) 638-8174. (9-4)

Offbeat, Dirty Two-Man

morning show. Nice numbers in Top 30 market, AOR, harder leaning CHR stations looking to stun market and competition, send for aircheck, New ratings: in the 7's; men in the 10 range. Reply to Radio & Records, 1930 Century Park West, #264, Los Angeles, CA 90067.

Cell (212) 888-0794 for details about a telephone talk show that is so funny, it's no laughing matter. (9-4)

One of America's truly contemporary greats! Dedicated, naturally funny. A step beyond the senses. Cell (305) 842-7628. (9-4)

HABEAUB PHOBOS LOVECRAFT, genius maximus chameleon. 10 years experience, all areas. Automation to ziptronics. Award-winner, 2nd phone. References. (901) 789-5199. (9-4)

Craving excitement as MD, PD on floundering medium market rocker, 12 years experience, 2nd phone. Currently Production Manager/jock on Memphia rocker. BRETT, (901) 789-5199. (9-4)

Versettle. 129 IQ. Experienced CHR, Country, AOR. MD/OM/PM drive. Good references. Any shift. Prefer Arkensas, MO or Memphis area. Call LES, (501) 262-4396 anytime. (9-4)

College graduate looking for full-time in Oregon or Washington. 3½ years experience. Currently at KFIG/Fresno. Call JIM, (209) 292-8431. (9-4)

Positions Sought

king for a lady DJ? 3 years AOR expen cludes copywriting and hot production. Ready for NY. Call me. BRENDA JANE CROOK, (401) 596-7728. (9-4)

Personality morning ARB winner available now Success in El Paso, Rochester, Reno. Great references from all employers. Positive thinker and 10 years experience. (915) 581-0254. (9-4)

Athelst seeks position as priest or top 50 market air personality. 10 years radio experience. Cell BILL BROPHY, (216) 823-4624. (9-4)

KEN KAL seeks midday A/C, MOR position in major or medium market. Degree, experience, pleasant voice, team player. After 4, (313) 271-5276. (9-4)

I love my country. L.J. DELUCA, Mr. Personality. Big following. Management experience. How 'bout a job? following, Managem (218) 478-1208, (9-4)

Midnight to dawn. First phone, experienced, reliable Country personality with the ability to keep you number one overnight. (714) 922-3833. (9-4)

20 Years Broadcast

tence middays and PM drive for McLendon. Bartell & Southern! Nationally respected! Presently employed! Let's talk! Reply to Radio & Records, 1930 Century Park West, #262, Los Angeles, CA mm

STUART CHASE, 9 year vet in the Modesto market looking for a move up. Prefer the West with an A/C or CHR format, but will consider any offer. (209) 529-8722. (9-4)

Positions Sought

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 mall or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates

2 Weeks \$20.00

1 Week

\$12.00

3 Weeks \$25.00

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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

Marketplace

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Your logo or custom design has the look and feel of quality when it is cast in metal. And customer castings for belt

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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

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 \$25.00

13 Insertions 26 Insertions

\$20.00 Volume Rates Available

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



Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead: Box 20093R, Long Beach, CA 90801 (213) 595-9588

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The book is out and stations are making changes! We have the jobs and we'll help you get them. We needs news, Country/Western, and CHR talent today! Call today! (504) 392-3665

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Available now is our Classic issue IC-10, featuring the 1974 KWST Beautiful Music to AOR change, and the recent KWST AOR to CHR changeover (including a composite of the new airstaff — London & Engelman, Bobby Ocean, etc.) Also on C-10 are these classics: KFRC/Dr. Don Rose-1978, K100/Robert W. Morgan-1974, and KFWB/Elliot Field-1960. Cassettes, \$10. Our KHJ Special, covering 1965-1970 (JC-2) and 1971-1980 (IC-3) is still available

\$10 per cossette

We also feature current material from San Francisco - San Los Angeles, and other major markets. Current Issue 117 features KWST/Bobby Ocean, KYUU/Big Tom Parker, KFRC/Rick Shaw, KCBQ/Charlie & Harrigan, KFI/Dave Diamond, and new wave KNAC. Cossettes \$5.

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Opportunities

Positions Sought

8EAU REYES currently MD/PM drive KERN/Bekersfield, looking for MD/AM drive in large or medium market. All offers considered. Cell (805) 397-5509. (9-4)

Production, copywriter, ell-eround radio person, including on-air experience and some music experience. Looking for D.C. area (Baltimore and N. VA included) (703) 569-4080, ask for EVIE. (9-4) •

60's rock is the newest wave. Experienced, creative oldies announcer seeks Western state position. Open to all formats. Call ELIZABETH, (415) 941-2299. (9-4)

The Honolulu Advertiser called Mr. Rebbett: "just pro-beby the funniest and hardest working DJ in town." MR. RABBETT evailable now. Call (808) 261-7181. (9-4)

ar pro CHR or A/C. Looking for PD/MD/air per-lity. Available now! Seeks CA opening. Will con-all offers. (702) 732-8770, (9-4)

Positions Sought

9 years MD experience. Looking for anything in 8 Western states. (714) 487-8916. (9-4)

Announcer, sportscaster with the kneck of catching the audience of the younger generation. A/C expenence. Prefer Floride or Atlentic coast. Cell DAVE at (612) 665-3918. (9-4)

Top-notch pro, Excellent background reference, 12 years experience including major markets. Looking for programming or PM drive with music responsibilities. Contect MAX HEYWOOD, (216) 458-2592. (9-4)

RANDY ROEDER, 7 yeer pro. Great pipes and pro-duction. Seeking major or medium market in Midwest. Airshift, or 1st PD-ship, Call (217) 354-4077. (9-4)

Conversational jock seeks medium/major AOR/CHR in Southeast. Good production and references. JEFF, (404) 489-0502. (8-21)

Positions Sought

Announcer/aportscaster 5 years board, 2 years P.B.P. Know Rock and Country. Southern Rockies, West Coast preferred. (303) 348-8918. (8-21)

This is a test. For the next six days this air personality will conduct a test of the job possibilities stimulated through an ad in R&R. If this had been an actual plea for employment, you would have been informed that this female air personality is currently doing mornings in Cleveland and has previously worked in San Francisco and for Group W in Fort Wayne. Put the "person" back into your personality redio formet. A/C or CHR. This telent can serve all major markets. Please conclude this test by phoning CAROL FORD, (216)

Miscellaneous

WJCK looking to improve Country oldies library. Looking for oldies catalogs from all labels. B.J. Odom, MD, WJCK, Box 3, Rensseleer, IN 47978. (9-4)

New FM needs AOR record service from any and all labels. KGUR, Hwy 1, P.O. Box J, San Luis Obispo, CA 93406. Attn.: Ric Stratton. (9-4)

WAMQ needs CHR record service from all labels including back product. Contact Ed Sherlock, Box 103, Loretto, PA 15940. (9-4)

Looking to find an aircheck for Dan ingram's 20th anniversary show on WABC. Write Garry W. Koop, 201 W. Grand Ave., Montvale, NJ 07645. (9-4)

WKH8/Chestertown, MD needs record service from all labels for A/C formst. Send to Keith Hill, WKHS, Box 906, Worton, MD 21878. (9-4)

WKUE, 92-FM has unveiled its mass appeal A/C. Need service from all labels, Jonathan Edwards, or P.J. Shapiro, WKUE, Box 998, Orange Park, FL 32073, (9-4)

Marketplace

"BILLY SQUIER. a fish out of water

from fans across the country on "Concert Line," one of the several exciting features offered each week on STICK IT IN YER EAR, a one-hour music magazine designed for AOR radio.

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REAKE

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

KENNY ROGERS

Share Your Love With Me (Liberty)

71% of our reporters on it. Moves: Up 16, Debuts 44, Same 30, Down 0, Adds 58 including WABC, WNBC, WKBW, 94Q, Y100, Q105, WCKX, KS95-FM, KSLQ, WOKY, 13K, KPLZ, WKRZ-FM, G100, FM102. See Parallels, charts at number 30.

BOB SEGER

Trying To Live My Life Without You (Capitol)

52% of our reporters on it. Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 103 including WBEN-FM, 96KX, WCAO, PRO-FM, Q107, WGPC, Z93, KBEQ, Q102, KFI, KIQQ, KFRC, KJR, Q103, KOPA. See Parallels, will debut on chart next week.

NEW & ACT

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) 114/2

Moves: Up 58, Debuts 7, Same 31, Down 16, Adds 2, 92FLY, KQDI, WKBW 27-19, F105 14-10, WROR 7-3, KVIL 13-7, Z93 11-5, 94Q 4-3, WOKY 20-15, KIMN 11-8, WOKI 13-10, KOFM 11-8, WISM 16-10, KERN 26-12, WISE 2-1. RICK SPRINGFIELD "I've Done Everything For You" (RCA) 108/23. Moves: Up 40, Debuts 11, Same 34, Down 0, Adds 23 including

Q105, KEARTH, KRLA, KFI, 13K, Q103, KOPA, WICC, B97, CK101, KSTT, WZOK, KIDD, KQIZ-FM, KENI.

FOUR TOPS "When She Was My Girl" (Casablanca/Poly-Gram) 108/20. Moves: Up 41, Debuts 20, Same 27, Down 0, Adds 20 including WKBW, PRO-FM, JB105, CFTR, 94Q, WGCL, KPLZ, Q103, B104, G100, Y103, WNAM, WLAM, Z102, KFXD.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 108/18. Moves: Up 47, Debuts 20, Same 23, Down 0, Adds 18 including WPGC, B104, WTRY, WHYN, WJDX, KSTT, WOHO, FM102, KGGI, WFBG, WKXY, KPUR, KATI, KYYA.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 100/9. Moves: Up 43, Debuts 7, Same 36, Down 5, Adds 9, KBEQ, WKRZ-FM, WHYN, G100, WRVQ, WIKS, KHYT, WCGQ, WTRU, WKBW 25-20, KRBE 4-4, KOPA 30-27, KSTAR 11-8, FM100 21-17, KOOK

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 100/8. Moves: Up 48, Debuts 5, Same 37, Down 2, Adds 8, WIFI, KBEQ, 13K, KIMN, KINT, KSTT, WGBF, 14WK, 94Q 22-19, KLPZ 27-23, WPST 24-21, KQ94 27-23, FM100 12-9, WMAK-FM 24-21, Z102 20-17.

AL JARREAU "We're In This Love Together" (WB) 94/23 Moves: Up 43, Debuts 11, Same 17, Down 0, Adds 23 including WABC, WKTU, WROR, WGCL, WZUU, KEARTH, KFI, KFRC, Q106, KEEL, WRJZ, KGGI, KCPX, WTSN, KSEL.

DEBBIE HARRY "Backfired" (Chrysalis) 93/6

Moves: Up 49, Debuts 13, Same 25, Down 0, Adds 6, WHFM, WTIC-FM, WOKI, WIKS, KGGI, KQIZ-FM, WIFI 16-13, KFRC 25-22, 92FLY 22-18, WKEE 29-21, KSET-FM 22-17, KXX106 23-19, Z104 19-13, WCIR 14-9, KQDI 14-11. STACY LATTISAW "Love On A Two-Way Street" (Cotillion)

72/2. Moves: Up 21, Debuts 2, Same 17, Down 30, Adds 2, KEEL, WKXY, WABC 6-4, WKTU 5-4, F105 30-26, Z93 27-24, KFRC 15-9, WBLI 6-6, KINT 10-6, Y103 10-10, KOFM 28-21, WNAP 28-25, KTAC 9-6, 95XIL 1-1, WHHY

AFTERNOON DELIGHTS "General Hospi-tale" (MCA) 70/4 Moves: Up 32. Debuts 4, Same 22, Down 8, Adds 4, WKTU, WTIC-FM, FM102, WKXY, WIFI 7-2, PRO-FM 6-3, JB105 13-10, KIQQ 8-5, WTRY 2-2, KXX106 9-7, Z104 28-21, KYNO-FM 15-9, WIGY 22-16, 14WK 15-11, KATI

BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 60/58. Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 58 including WABC, 96KX, WCAO, JB105, Q107, WPGC, KRBE, Z93, 94Q, Q105, KBEQ, KIIS-FM, KSFX, KYYX, KIMN, KOPA.

ATLANTA RHYTHM SECTION "Alien" (Columbia) 60/16 Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 16, WIFI, KPLZ, KXX106, WAXY, WMAK-FM, WIKS, WNCI, KTAC, 13FEA, FM99, KILE, KQIZ-FM. T, WTRU, KATI, KFXD.

DEVO "Working In The Coal Mine" (Full Moon/Asylum) 59/16. Moves: Up 7, Debuts 15, Same 21, Down 0, Adds 16, KRLA, 92FLY, WKRZ-FM, KQ94, WSKZ, WOKI, KJ100, WIKS, 92X, KKXX, KHYT, KVOL, KKRC, KCBN, KDZA, KATI.

RadioRicecords

NATIONAL AIRPLAY/30

THREE WEEKS AGO	TWO WEEKS AGO	LAST	120	September 4, 1981
1	1	1	0	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
3	2	2	2	JOURNEY/Who's Crying Now (Columbia)
11	8	4	3	S. NICKS w/T. PETTY/Stop Draggin' (Modern/Atco)
4	4	3	4	COMMODORES/Lady (You Bring Me Up) (Motown)
18	13	8	6	EDDIE RABBITT/Step By Step (Elektra)
16	12	9	0	ELO/Hold On Tight (Jet)
9	5	5	7	PABLO CRUISE/Cool Love (A&M)
23	17	13	0	SHEENA EASTON/For Your Eyes Only (Liberty)
28	24	17	0	CHRISTOPHER CROSS/Arthur's Theme (Best That) (WB)
24	18	14	1	MOODY BLUES/The Voice (Threshold/PolyGram)
10	9	10	11	FOREIGNER/Urgent (Atlantic)
12	11	11	12	GARY WRIGHT/Really Wanna Know You (WB)
8	6	7	13	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
2	3	6	14	POINTER SISTERS/Slow Hand (Planet)
20	16	15	15	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
6	7	12	16	JUICE NEWTON/Queen Of Hearts (Capitol)
14	14	16	17	PAT BENATAR/Fire And Ice (Chrysalis)
27	23	21	0	LULU/I Could Never Miss You (More Than I Do) (Alfa)
-	28	22	0	ROLLING STONES/Start Me Up (Rolling Stones)
26	19	18	20	BEACH BOYS/The Beach Boys Medley (Capitol)
30	27	23	3	REO SPEEDWAGON/In Your Letter (Epic)
_	29	26	2	LITTLE RIVER BAND/The Night Owls (Capitol)
29	26	25	2	KIM CARNES/Draw Of The Cards (EMI America)
_	-	28	3	DARYL HALL & JOHN OATES/Private Eyes (RCA)
_	30	27	23	ELTON JOHN/Chloe (Geffen)
-	_	30	3	BALANCE/Breaking Away (Portrait)
_	-	29	0	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
5	15	19	28	JOEY SCARBURY/Theme From "Greatest" (Elektra)
7	10	20	29	KENNY ROGERS/I Don't Need You (Liberty)
_	_ =	\rightarrow	6	KENNY ROGERS/Share Your Love With Me (Liberty) on airplay statistics compiled weekly from our CHR reporting stations.

cled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED .

BOB SEGER "Trying To Live My Life..." (Capitol) KENNY ROGERS "Share Your Love..." (Liberty) BILLY JOEL "Say Goodbye To..." (Columbia) DAN FOGELBERG "Hard To Say" (Full Moon/Epic) HALL & OATES "Private Eyes" (RCA)

Complete Regionalized Listings on Pages 28 and 29

HOTTEST

ROSS & RICHIE "Endless Love" (Motown) JOURNEY "Who's Crying Now" (Columbia) CHRISTOPHER CROSS "Arthur's Theme..." (WB) 8. NICKS w/T. PETTY... "Stop..." (Modern/Atco) SHEENA EASTON "For Your Eyes Only" (Liberty)

Parallel Listings Begin on Page 30

RICK JAMES "Super Freak" (Gordy) 51/5

Moves: Up 28, Debuts 2, Same 16, Down 0, Adds 5, WBEN-FM, Z93, WTIC-FM, WAEB, WANS-FM, WPGC 15-11, WCKX 8-5, KIIS-FM 2-2, 13K 11-2, KSET-FM 3-1, B97 3-1, WBBQ 9-5, KX104 5-1, KGGI 2-1, Z102 16-9:

Others Getting Significant Action

JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 44/4 Moves: Up 25, Debuts 3, Same 11, Down 1, Adds 4, KINT, KEEL, KTAC, 14WK, WCAO 24-19, KVIL on, WHB 11-9, KPLZ 18-16, KFMK 28-25, WNOX 29-25, WAKX 30-20, WOHO 19-17, KERN 32-29, KFYR 12-9, KYYA 17-12.

BLUE OYSTER CULT "Burnin' For You" (Columbia) 41/7
Moves: Up 13, Debuts 7, Same 12, Down 2, Adds 7, WGCL, KFRC, WKEE, KSTAR, WIKS, KYSN, KSLY, 96KX 28-24, WDRQ 17-12, KBEQ 11-9, K104 11-7, WRVQ on, KJ100 6-3, FM103 9-7, WJBQ 40-33. MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 36/10

Moves: Up 5, Debuts 10, Same 11, Down 0, Adds 10, WZUU, KYYX, WFBR, KXX106, WMAK-FM, WBCY, KNBQ, 14WK, KYYA, KRLC, WIFI on, WCAO d-28, 94Q d-28, KCPX 33-29, WFLB 24-21. ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 35/12

Moves: Up 4, Debuts 2, Same 17, Down 0, Adds 12, WROR, PRO-FM, 94Q, KFI, Q106, WKEE, KFMK, KELP, KQ94, WMAK-FM, KHYT, WFLB, WXKS-FM 29-26, KRLY 24-18, WTIX 40-32. CARL CARLTON "She's A Bad Mama Jama" (20th) 35/9

Moves: Up 10, Debuts 7, Same 9, Down 0, Adds 9, Y100, WCKX, WTIX, WBBQ, WMAK-FM, KJRB, 95SGF, WISE, KVOL, WXKS-FM 9-6, KRLY 6-6, KIQQ 22-13, KSET-FM 7-3, KELP 24-15, KHYT 9-5. DIESEL "Sausalito Summer Nights" (Regency/Atco) 32/19

Moves: Up 4, Debuts 2, Same 7, Down 0, Adds 19 including 96KX, Q107, KBEQ, WPST, K104, KEGL, WBCY, WCSC, KZ93, WZOK, KZZP, 95XIL, WCGQ, KILE, KRLC.

GO GO'S "Our Lips Are Sealed" (IRS) 31/10

Moves: Up 7, Debuts 3, Same 11, Down 0, Adds 10, Q105, KFI, KQ94, WBBQ, KIDD, KLUC, KRQ, KHYT, WXLK, KCBN, WXKS-FM 11-7, KEARTH 5-4, KRLA 9-5, WPST 25-22, KKXX 17-10.

EVELYN KING "I'm In Love" (RCA) 30/2

Moves: Up 12, Debuts 0, Same 14, Down 2, Adds 2, WTIC-FM, KENI, Y100 on, Q105 29-21, KEARTH 23-21, KFI on, KIQQ 31-24, KSET-FM 5-4, KELP 25-18, KEEL on, WJDX 24-22, KX104 on, KYNO-FM 27-20, KGGI 9-7, KHYT 21-18. DENIECE WILLIAMS "Silly" (ARC/Columbia) 29/5

Moves: Up 11, Debuts 2, Same 7, Down 4, Adds 5, WKTU, WAAY, WFBG, WSGA, 95SGF, 94Q on, WDRQ 21-17, KIQQ 32-29, KSET-FM 19-15, WJDX 3-2, WMAK-FM 16-11, KCPX 39-36, WFLB 27-23, FM99 22-18, KVOL on.

MICKEY GILLEY "You Don't Know Me" (Epic) 23/4

Moves: Up 9, Debuts 0, Same 9, Down 1, Adds 4, KQ94, WCSC, WTSN, WSGA, WROR 18-13, KPLZ 32-24, KEEL 11-9, WAAY on, WNOX 7-6, KOFM 14-12, KNBQ on, 13FEA 30-27, 14WK 26-22, KILE on, KFYR on. MICHAEL STANLEY BAND "Falling In Love" (EMI America) 23/0

Moyes: Up 12, Debuts 1, Same 10, Down 0, Adds 0, 96KX 12-10, WGCL 9-4, KSFX on, B104 on, WPST 33-30, K104 34-27, KQ94 33-29, KXX106 on, WAAY on, 14WK 28-23, WCIR on, 95XIL 19-13, WFLB 31-25, KKLS 27-25, KRLC d-25.

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