

Radio & Records

THE INDUSTRY'S NEWSPAPER

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38 DIARIES MISTAKENLY GO TO WWW

MOUNTY MOVES UP

Sherman Heads NBC AM & FM

Bob Sherman, VP/GM at WNBC/New York since January 1980, has been named Executive VP/NBC Radio Stations, with all eight NBC radio outlets reporting to him. Former VP/AM Stations Bob Mounty has been promoted to VP/Marketing for NBC, investigating new ventures and growth possibilities for the corporation. VP/FM Stations Walt Sabo, according to NBC Radio President Dick Verne, "chose not to renew his contract." Sabo will, however, continue to report to Verne and may remain at NBC to do special projects.

Verne commented, "Bob Sherman is a strong executive with a proven track record in general and sales management who will now bring his expertise to NBC's entire station group. NBC is fully committed to radio, and... this carefully designed consolidation of station management reporting functions will enable us to continue what has been an across-the-board pattern of steady growth."

NEW "COMMITMENT TO RADIO"

Bongarten Named VP/Radio For GE

Randy Bongarten has been appointed to the newly-created position of Vice President of Radio for General Electric Broadcasting. He had been Station Manager at GE's longest-established property, WGY & WGFM/Albany-Troy-Schenectady, for the past three years, serving as Sales Manager at the stations previously and working in the sales and business areas at WGY before that.

Bongarten explained his new responsibilities to R&R: "This move represents a reorganization into separate radio and TV divisions for GE." Previously, he elaborated, the company had a VP/GM in Denver, Nashville, and Albany responsible for both radio



Bob Sherman

Sherman told R&R, "I'm excited to be involved in one of the fastest-growing groups of stations and anxious to tackle their problems." He added that he is currently getting acquainted with NBC's FM managers, already knowing the AM managers from his WNBC days. He indicated that he will also be involved with new station acquisitions.

Before joining WNBC, Sherman was VP/GM at WCAU/Philadelphia for five years, serving as VP/GM of CBS Radio Spot Sales before that. His replacement at WNBC is Dom Floravanti, who has been promoted from Station Manager.

and TV. "It's a commitment to radio," he continued, "and reflects GE's need to develop an identity for its radio properties. That's going to be my project, to develop a corporate GE radio image. We've had very good radio stations and no image."

Describing his personal reactions, Bongarten told R&R, "I'm very pleased. It's significant for me because there's so much to be

BONGARTEN/See Page 20

McCord Appointed Greater Media Group VP

As part of a Greater Media restructuring, Herb McCord has been appointed Vice President/Radio at the company. New vice presidents were also named in the cable TV, publishing, and telecommunications/engineering divisions.

McCord, who has served as GM/Radio for the past two years, told R&R, "I'm delighted to assume my new title and responsibilities. Basically, this is a realignment. Greater Media

McCORD/See Page 20

Arbitron To Reissue Detroit Spring Book

A computer processing error assigned 38 unidentified Arbitron diary entries (coded "UUUU") to Detroit Country station WWW in the Spring 1981 book, leading Arbitron to announce the pending reissue of the report following the error's discovery in a post-survey diary review commissioned by WJR-FM. After deleting the erroneous entries, WWW's 12+ share will dip 4.4-4.1, with other declines in discrete dayparts and demographics.

WJR-FM GM Bob Longwell told R&R, "While I'm pleased that Arbitron is finally correcting the book, I'm disappointed in their credibility. It's a shame we had to force them to look at the diary review findings and pay attention to the issue we raised."

MADDOX HEADS "URBAN" EFFORT

Satellite Music Net Adds Black, "Traditional MOR" Formats

The Satellite Music Network continued its rapid expansion with the revelation of two new formats this week. At a party in New York, SMN announced a new Black format in the form of a joint venture with former KMJQ/Houston and WBMX/Chicago GM Jim Maddox, and a "traditional MOR" format, featuring a live approach and positioned against the automated Al Ham Music Of Your Life format. Both formats are aiming for January 1, 1982 debuts.

SMN principal Kent Burkhart told R&R, "We're thrilled and delighted to have an association

John Risher, GM of Country competitor WCXI, stated, "This situation shouldn't have gotten as far as it did. If Hiber & Hart's diary review had not caught this problem it would have breezed by the marketplace and clouded the reality of what's happening here. I hope this will make Arbitron more prudent, since the only thing going for them is accuracy and there hasn't been much of that demonstrated here."

According to Arbitron VP/Station Relations Mike Membrado, the reissued Detroit book will be sent to subscribers in the next week to 10 days. Membrado told R&R, "No decision has yet been made on what will be done in the summer book to correct the share trend pages affected by this reissue."



Jim Maddox

with Jim Maddox. Everyone in the company shares this enthusiasm," Maddox told R&R, "I've been working on this concept for three years. It's exciting to finally be able to get it on the air."

Maddox will serve as President/CEO of a new joint venture SMN/See Page 20

Wood Becomes CHUM GM

J. Robert Wood has been promoted to General Manager of CHUM-AM & FM/Toronto after a long programming career with the company. Wood joined CHUM in 1968, became PD a year and a half later, and most recently was National PD for the CHUM Group of stations.

Wood commented to R&R, "Up until recently, the President, Allan Waters, was handling the GM duties, and this move will allow him to become more active with the other properties we own. This will help our stations realize their full potentials. I view this as a

WOOD/See Page 20



MELLOW YELLOW JELLO ESCAPE — A contestant in WSGA & Z102/Savannah's "Mellow Yellow Jello Jump" for muscular dystrophy receives a helping hand in escaping the seething sea of lemon-colored gelatin. Over 100 mellow yellow jello fellows and like-minded females competed to win \$200.

INSIDE R&R:



CMA Week Pictorial:

All the events of Nashville's annual blast, from Hall of Famers (Roy Acuff and the Opry's Grant Turner pictured) to barbecue buffoonery 47

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Miami Market

Consolidated in 1982: Broadcaster, Arbitron approval means area ranks 11th in nation now 13

Radio Banks On

"All Savers": Some financial institutions use radio to promote new tax-free certificates 4

Full Circle: The Story-Song Par Excellence By Rupert Holmes.



We could write a book about the accomplishments of Rupert Holmes, one of the most respected members of the sophisticated pop music field. But we will simply express our pride and excitement in **Full Circle**, the debut album. It represents more than a collection of his imaginative, revealing story-songs wrapped in full orchestral splendour, **Full Circle** also heralds a new positive lyrical message written from the heart and soul of Rupert Holmes.

Contains the first single "Loved By The One You Love."
Produced by Rupert Holmes for The Holmes Line of Records, Inc. E-47225



5E-560

Fire Destroys Ticonderoga Station

The studios and offices of WIPS/Ticonderoga, NY were demolished by a fire of unknown origin Sunday morning (10-18). Damages to the daytime-only operation were estimated at nearly \$175,000.

WITS President/GM/owner Gus Cawley described the situation to R&R: "Early Sunday morning about 1am, a person who lives in a farmhouse next to me woke me up crying and saying, 'Gus, your radio station's on fire - the flames are coming through the roof.'

"For a moment I thought I was still asleep and dreaming the whole thing," Cawley continued. "But when she said, 'I called the fire department and can see the trucks coming now,' I became fully awake, jumped out of bed and raced to the site.

"It was a difficult moment. When we reached the station, I have to confess that the little boy inside of me just bawled out crying. That station was my dream - I've owned it for 2½ years and spent 41 years of my life trying to put it together - it was tough to see that dream go up in smoke."

10,000 Records Wrecked

Although no one was at the station when the blaze occurred, Cawley said that its four state-of-the-art studios were "absolutely devastated" and that 10,000

FIRE/See Page 24

SACK GOING TO OWNERSHIP

Schreiber Becomes GM At KOB

KSTP/Minneapolis GM Art Schreiber has become GM at Hubbard sister station KOB/Albuquerque. Schreiber, who retains supervisory duties at KSTP, replaces Ron Sack, who has purchased KQEO & KZZX/Albuquerque, with approval expected in early 1981. Al Quarnstrom, GSM at KSTP, has been named GM there.

Schreiber told R&R, "I'm not planning any changes for KOB. Since it's the first opportunity I've had to manage a winner going in, I don't want to screw it up! In every job I've ever had, I've gone in where the audience was less than police radio, and got them turned around. I don't have to do that with this station.

SCHREIBER/See Page 24

Austin Promoted To WEEI-FM VP/GM

David Austin has been promoted to VP/GM at CBS's WEEI-FM/Boston, replacing Jack Baker, who recently became VP/GM at WEEI (R&R 10-2). Austin had been Director of News & Public Affairs at WEEI-FM since 1972, previously serving as Public Affairs Director at WJIB/Boston.

CBS-Owned FM Stations VP Bob Hyland commented, "Dave's impressive background and breadth of experience will be a strong asset in our Boston efforts."

AUSTIN/See Page 24

Sandusky Buys KC Religious Outlet

Sandusky Newspapers has agreed to purchase KWKI/Kansas City, MO for a price in excess of \$3 million from the Jimmy Swaggart Evangelistic Association. The 100kw FM, operating on 93.3 MHz, is presently religious, but Sandusky will conduct a research study to determine its new format, Radio Division President Toney Brooks told R&R.

The purchase, which is subject to FCC approval, follows Sandusky's recent agreement to acquire KERE/Denver (R&R 9-11). Brooks commented, "We some time ago identified Kansas City as an ex-

SANDUSKY/See Page 16

Cosgrave Appointed MCA VP/Marketing

Vince Cosgrave has been promoted to Vice President of Marketing for MCA Records, moving up from the Director of Catalog Development/Marketing position. He will continue to oversee the area of his former duties in addition to his new responsibilities. The VP/Marketing position at MCA had been vacant since Stan Layton exited to join Chrysalis in May 1980.



Vince Cosgrave

Cosgrave first joined MCA in 1970, working in sales and promotion after a previous career in radio and retail. He moved up to VP/Sales and VP/Promotion at MCA before moving to Capitol in 1977 as Director of Country A&R/Marketing. He then formed his own company, SeeHear, which supervised radio promotions for Universal films. He rejoined MCA in June 1981.

DAVE HULL, HUMBLE HARV JOIN

KRLA Moves To Recapture 60's Glory

KRLA, the Los Angeles area's dominant rocker in 1964-65 before the advent of KHJ, is drawing heavily on that era in a significant change of direction. The station's unique combination of oldies (with a strong 50's mix) and current music will now emphasize more 60's oldies, and two 60's L.A. radio stars have been added to the air staff. Dave Hull, longtime KRLA afternoon man, will return to the 3-7pm shift November 2; while on the same day Harvey "Humble Harv" Miller, a prominent air personality on nearly every local CHR station except KRLA (KBLA, KHJ, KIIS, KIQQ, and most recently KUTE), will take over the 7-11pm slot.

Giant Reunion Kickoff

To herald the changes, KRLA has set up a reunion of the "Original 1110 Men" for the weekend of October 31-November 1. PD Jack Roth explained to R&R, "We'll duplicate the way KRLA sounded in 1964 and 1965. All the old jingles will be brought back, the news sounders, and the time tones too. We've gone to great pains for this recreation. This will get

KRLA/See Page 24

Eastman Heads WNSI Operations

John Eastman has been appointed Operations Director at WNSI/Tampa, coming to the News/Talk station (formerly WLCY) from WTSP-TV. He will continue his "John Eastman Show" on the TV station in addition to his operational duties and a 1-4pm air-shift at WNSI.

Harte-Hanks Regional VP Peter Schulte commented, "We're very fortunate to have a man of John's unique talent on the News I Radio team. Our

EASTMAN/See Page 16

ROYALTY PAYMENT PROPOSED

Home Videotaping Ruled Illegal

Videotaping copyrighted TV programs (even for personal use) is illegal, the U.S. 9th Circuit Court of Appeals ruled Monday (10-19), reversing a 1979 decision by a Los Angeles Federal Court. Furthermore, Monday's ruling held that manufacturers and distributors of videocassette recorders may be liable for having supplied the equipment to consumers.

VIDEOTAPING/See Page 16

Positive Reaction To New Back Pages

Judging from the early postal returns, the radio and record industries seem favorably impressed with R&R's pairing of the CHR and A/C formats on the Back Page and introduction of the Inside Back Page. Following is a sample of the reaction:

"... Again R&R has taken a giant step ahead of the other national trades with the revised National Airplay 30..."

John Rook, KF1/Los Angeles

"... Yours is the first of the trade publications to acknowledge the immense and impressive growth of Adult Contemporary stations..."

Brian Scott, The Lund Consultants

REACTION/See Page 16

FCC ASKS FOR BUDGET CUT RELIEF

Agency thinks it's 4-1 odds it can escape across-the-board 12% budget cuts; otherwise hundreds of jobs evaporate.

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HOW THE ROLLING STONES CAME TO ROCKFORD

WZOK/Rockford masterminds massive petition drive that wins a Stones concert for a medium market.

Page 22

THE FOUR-WAY A/C BATTLE FOR SEATTLE

KING, KIXI, KOMO, and KPLZ match strategies for capturing that desirable 25-plus music-lovers market.

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PROGRESSIVE RADIO PRESERVED AT KROQ & WXRT

Two of the last remaining relatively wide-open AOR's outline their principles and practices.

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KLOD: AMERICAN RADIO IN PARIS

A new commercial station with an unlikely set of calls (from the owner's name - Claude) is France's first English-language station.

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PERSONALITY, PROMOTION & PROGRAMMING

A News/Talk roundup of station events and ideas.

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BLACK RADIO ACTIVITY ACROSS AMERICA

Catching up on what stations are doing for their communities.

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Washington Report

D.C. Current

Schanzer Joins NBC, Grimes To ESPN

Ken Schanzer, NAB Senior VP/Government Relations for the past year and a half, will join NBC in New York as VP/Talent & Program Negotiations later this month, replacing Don Wear. The industry's top lobbyist told R&R the job has been uniquely rewarding and that he will miss the people. He sees his main accomplishments as having altered the direction of the department by making it more aggressive and overseeing the industry's victory over nine kilohertz.



Ken Schanzer

Former CBS Radio Senior VP/Radio Bill Grimes joins the ranks of radio executives who have taken jobs in the cable industry. He becomes Exec. VP/Chief Operating Officer of the Entertainment & Sports Programming Network (ESPN).



Bill Grimes

House Unit OK's Piracy Bill

Pirates and counterfeiters of records, tapes, and films could be fined up to \$250,000 and spend up to five years in jail under the terms of H.R. 3530, approved last week by a House subcommittee. The existing maximum fines of \$10,000 and one year are so low that "no U.S. attorney would prosecute these things," argued subcommittee chairman Bob Kastenmeier (D-WI). The bill's sponsor, Barney Frank (D-MA), said violators find they can simply pay the low fines and continue with business as usual.

This week the same subcommittee tackles H.R. 1805, the performers royalty bill that would make radio stations pay fees for the music they air.

Howard, Minkel Get FCC Posts

Allen Cordon, legal assistant to FCC Commissioner Jim Quello, resigned last week for health reasons and has been temporarily replaced by Ken Howard from the General Counsel's office.

Also, the Commission has carried out an order from Congress to set up a new Office of Managing Director, with Chairman Fowler moving his close advisor Ed Minkel into the slot. That puts Minkel at the center of the agency's latest effort to cope with stringent budget cuts, while at the same time he has to convince skeptical congressional committees that management of the agency is being tightened.

Wirth Report Rips FCC On 9 kHz

Strong arguments both for and against radio deregulation are contained in the 700-page draft of the House Telecommunications Subcommittee's soon-to-be-released report on competition and diversity. For example, pro-startup of 2000 new radio stations in the last 10 years. Con: 40% of the country is still served by three or fewer stations. According to Hill insiders, the report will blast the FCC's abandonment of 9kHz spacing, endorse FCC rules limiting ownership, favor spectrum fees in return for broadcast deregulation, and reject the idea of television deregulation.

Rivera Taps Financial Experts For Minority Panel

Financial insiders who know how to raise capital will play a major role on Commissioner Henry Rivera's advisory committee, looking for ways to boost minority broadcasting. Already signed on, with others to follow, are Chase Manhattan VP Leo Guzman and Joe Albritton, owner of Riggs National Bank and WJLA-TV/Washington, DC. Others include KIFN/Phoenix owner Fernando Oaxaca, ex-Commissioner Margita White, Broadcast Enterprises owner Ragan Henry, and NAB Exec. VP/GC Erwin Krasnow.

Weitzman To Rep Stations In Rio

A number of U.S. outlets will have their own representatives stationed in Rio de Janeiro next month when the Region 2 nations meet to divide up the AM spectrum in the Western hemisphere for the next five years. Hefel Broadcasting, WLW/Cincinnati, WITS/Boston, WVOG/New Orleans, WHTT/Miami, WCMQ/Miami, KUJ/Walla Walla, WA, and others are sending communications attorney Jim Weitzman to monitor the sessions. However, Weitzman, an engineer and partner in the Washington law firm of Shrinky, Weitzman and Eisen, will not be a member of the U.S. delegation.

Michigan Sales Raise Media Concentration Issue

No improper concentration of control or unfair competitive advantage will be created by one group's purchase of AM-FM combinations 61 miles apart in Sault Ste. Marie and Cheboygan, MI, the FCC has ruled. The Commission's decision noted that none of the stations has overlapping signals and the region is served by ten radio outlets. The ruling was made on a competitor's petition to deny Fabiano-Strickler Communications' purchase of WSOO & WSUE-FM/Sault Ste. Marie. Fabiano also intends to buy WCBY-AM & FM/Cheboygan.

FCC Asks For Budget Reprieve

Agency officials say they're 80% sure of escaping a White House spending "deferral" scheme to cut budgets 12% prior to congressional action. The FCC qualifies under an exemption the OMB allowed for agencies that spend 70% or more of their budgets on personnel.

Meanwhile, staff recommendations have been sent to the OMB and Capitol Hill calling for slashing 600 jobs if the 12% cut goes through — 296 through firings (71 from the Broadcast Bureau), 179 through attrition, and 125 by dismissing temporary employees. Commissioner Anne Jones's program evaluation task force is continuing its work, reviewing staff suggestions plus "everything in the building," with a goal of full Commission action by December 1 on coping with budget woes.

Even if the FCC succeeds in escaping the immediate spending deferral, Congress may still vote the 12% cut requested by the President.

KRMQ's \$20,000 Fine Upheld, Industry Warned

In refusing to reduce KRMQ/Provo, UT's \$20,000 fine for building a tower too high and in the wrong place, the FCC warned, "If broadcasters are to enjoy maximum flexibility under deregulated procedures... it is incumbent upon permittees and licensees to exercise sufficient care and supervision to assure compliance with critical technical rules and specifications." The Commission evidently felt that even though the error may have been inadvertent, as KRMQ claimed, the maximum fine was warranted because of the danger posed to air safety and of potential interference to other stations because the tall tower expanded KRMQ's coverage area.

WTOP And WRC Win Personal Attack Battle

Two Washington, DC stations have been vindicated by the FCC in their refusal to grant reply time for ads charging the National Conservative Political Action Committee (NCPAC) with using "lies and distortions" against Sen. Paul Sarbanes (D-MD). NCPAC Chairman Terry Dolan claimed the ads by "Democrats for the 80's" were personal attacks under the Fairness Doctrine and entitled him to reply via WTOP and WRC.

"It is unclear what issue you (NCPAC) are identifying," wrote Complaints and Compliance Chief Steve Sewell. The issue NCPAC seemed to suggest — the ability of independent groups to target candidates — was not discussed in an "obvious and meaningful" way by the ads, he concluded.

PUSHES FOR SINGLE RADIO GROUP

Mutual's Rubenstein Blasts 24-Hour Networks

"Networks should not do what stations can do for themselves," Mutual Broadcasting Systems President/CEO Marty Rubenstein declared Wednesday (10-20) as he launched an apparent counteroffensive against new, untried 24-hour radio networks in remarks to the Ohio Association of Broadcasters in Columbus. He called some of the new nets "unfulfilled dreams" that may fail and warned against a "handful of snakeoil salesmen" pitching "imaginary networks."

He claimed that network is the most overused and misunderstood term in radio today. "As new companies and new so-called networks enter the marketplace almost daily, radio stations will confront a cornucopia of programming," he said, warning that "program recipients must be aware that traditional network services may not always accompany the product."

Rubenstein cautioned against misusing an instant satellite network, noting "if they don't make it, you are left holding the bag." Simultaneously, he criticized record companies for producing less product, which makes it difficult for radio to "rely upon them to create a separate definable identity for every station."

Radio Poorly Represented

Rubenstein noted that new technologies will offer radio



Marty Rubenstein

broadcasters new opportunities and the ability to experiment as he noted Mutual is doing with issue-oriented "advocacy" advertising. But he had words of restraint of "creating countless industry and trade organizations on the assumption that more is better."

Capping his remarks, he called for a "single clear voice" to represent radio's interests, condemning existing radio trade organizations which he said "exist on the strength of individual egos, make-work imperatives, and undirected momentum."

"All Savers" Gives Radio Modest Boost In New Ad Dollars

An R&R spot check of radio stations whose upper age and income demographics make them attractive to banks found that many have taken in modest to substantial new advertising dollars from the new tax-free all savers certificate.

Some stations reported very large increases in bank business, such as WOR/New York, where VP/Assistant GM Bob Biernacki estimated a 25% hike, which he called "a tremendous chunk of cash" on top of the station's base of regular bank advertising.

WIND/Chicago VP/GM Dave Graves reported, "There's extra money there, no doubt about it," while WCAO/Baltimore General Sales Manager Jack Devlin said bank ads had increased about 15% at the A/C outlet.

Competition among Boston's banks was less spirited than other markets surveyed by R&R. WJIB's Jennifer McCann reported getting no extra ad dollars, while Peter Crawford at WHDH said his bank advertisers increased spotloads only slightly when the certificates first became available.

In a smaller market, WVJS/Owensboro, KY GSM Corky Norica pegged his extra bank spotload at 10-12%, which he called "very good," but not earth-shattering.

Why didn't the seeming ad stampede for all savers certificates have more impact on radio? "It's late in the year and the banks haven't been very rich lately," was the opinion of Frank Menger of the New York ad agency Ogilvy & Mather. His bank client didn't place extra advertising in any medium.

Radio was definitely a secondary medium to newspapers, according to the Earle Palmer Brown agency's VP/Media Director Judy Greene. "Newspapers offer you the opportunity to tell the details," she explained. While her bank client did step up its radio buy somewhat, she predicts spotloads will fall back to normal levels within a few months, once the public is familiar with the new certificates.

LUNATIC FRINGE

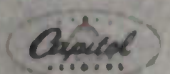
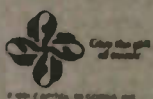
THE
ROCK 'N' ROLL RIDE
OF THE YEAR FROM

Red Rider



"LUNATIC FRINGE"
THE TOP AIRPLAY SINGLE FROM THE ALBUM

AS FAR AS I AM



Produced by Rick Rubin. Except for two selections Produced by Michael Jackson.



Arbitron Survey Shows FM Radio Listening Up 6.8%

FM radio listening increased 6.8 percent over last year's levels, according to a recent **Arbitron** survey. Among the top 10 markets, Dallas/Ft. Worth has the largest FM listening share with 69.3 percent of the radio audience, up 8.8 percent over last year. In addition, Washington, DC posted an FM listening share of 65.7 percent, an increase of 8.1 percent from 1980 figures.

In all but three of the top 100 markets (New York — 49 percent, Boston — 49.8 percent, and Pittsburgh — 43.8 percent) FM listening accounted for more than 50 percent of the radio audience. Only Chicago and Pittsburgh showed slight downward trends in FM listening.

Gardner, Lundy Firm To Aid In Creation Of Soundtracks

Eric Gardner and **Janis Lundy** have announced the formation of the **Garlund Entertainment Corporation**, which will broker the services of popular recording artists to film studios for composing, producing, and performing on soundtracks. Garlund will also negotiate the soundtrack's distribution with a record company and coordinate the cross-marketing of the soundtrack between the respective record company and film studio.

Garlund has recently concluded an agreement with the **International Creative Management (ICM)** talent agency whereby Garlund will be associated with ICM in the representation of ICM's music and film clients for soundtrack projects. This marks the first time a major talent agency has utilized an outside organization to facilitate the creation and promotion of film soundtracks.

Initial artists to be represented by Garlund are **Bill Wyman** (Rolling Stones bassist), **Todd Rundgren**, and synthesizer player **Garey Mielke**. The first project for the Garlund firm is the soundtrack for the **Ryan O'Neal/Omar Sharif** film "Green Ice." Composed and performed by Bill Wyman, the "Green Ice" soundtrack is scheduled to be released in late 1981 on **Polygram Records**.

In addition to his duties as co-director of Garlund, Gardner is President of **Panacea Entertainment**, while Lundy most recently served as Director/Artist Development & Special Projects for **RSO Records**. Prior to joining RSO, Lundy was associated with **Capitol Records** and **Irving/Almo Music**. Garlund Entertainment Corporation is located at 8913 Sunset Boulevard, Los Angeles, CA 90069, (213) 854-4404.

KLOD/Paris: France's First All-English Radio Station

KLOD is bringing a little bit of American earthiness to its Parisian radio audience. Actually, **KLOD** is named after its owner, French Moroccan **Claude Senouf**, and became, when it took to the airwaves on September 5, the first independent English-language radio station in France.

Aimed at an audience of an estimated 120,000 English-speaking Paris residents and tourists, 96.6 FM **KLOD** broadcasts a mixed bag of American rock and jazz LP cuts. According to the **Associated Press**, **KLOD**'s airsound is "cool, laid-back, chatty — quiet, drawing comments between long extracts from funky albums."

KLOD's debut became possible only when the French government rescinded its monopoly of the airwaves earlier this year. Since then, dozens of independent radio stations have surfaced on the Parisian radio dial.

Evidently, Senouf, who operated an art gallery and restaurant in Venice, CA for three years, believes the French

are truly enamored Americanophiles at heart (and maybe at stomachs), as evidenced by Los Angeles native DJ **Jacob Wheeler**'s recent on-air des-

cription of the "delights of a hearty American 'dream' breakfast of bacon and eggs, pancakes with maple syrup, biscuits, gravy, and fried grits (!)"

Breeze-Powered Bicycle

Commuting could be a breeze with the "Salltrike," a half-bicycle, half-sailboat, dreamed up by the **Hays, KS-based Rans Company**. The "Salltrike" reportedly can reach speeds of up to 50 mph and is, for the moment, legally allowed to travel anywhere a bicycle can. Prices for the cyclone-powered cycles start at \$650 for your basic "Salltrike" and nearly double that for a tandem model.

At any rate, the "Salltrike" is most likely a safe bet for success in California, where it has been observed that any idea will fly, so long as it has wheels.



NARM Calls For Institutional "Gift Of Music" Ad Campaign

Citing the successes of efforts such as the "Everybody needs milk" campaign mounted by the **American Dairy Association**, **Joe Cohen**, Executive VP for the **National Association of Recording Merchandisers (NARM)**, called for a similar institutional advertising campaign to be based around NARM's familiar "Give the gift of music" slogan at a recent meeting of NARM merchandiser members.

"It is not our goal to persuade the industry to support an institutional 'Gift Of Music' campaign — we all know it's necessary — some day. The only question is when," Cohen told the members, adding, "The real purpose of this proposal is to prove that a 'Gift Of Music' institutional campaign is needed now — today!"

Funding = 1/2 Cent Per Unit Shipped

The NARM institutional advertising campaign is set to debut in January 1982, using funding gathered by parti-

cipating companies donating one half-cent for every LP or tape shipped to the NARM institutional advertising fund. This funding parallels fund-raising efforts used by the **FTD**, the **Florida Citrus Commission**, and the aforementioned **American Dairy Association**.

In his speech, Cohen referred to those organizations' efforts and others, as well as NARM's current "Gift Of Music" campaign as examples of non-brand advertising's ability to increase sales. He specifically noted a 1980 **WCI** study which showed that 19 percent of all record/tape purchases (approximately \$700 million yearly) were gifts, up from 12 percent of the total record/tape purchases in 1977.

Cohen also called for a "Moms, Dads & Grads" campaign to be mounted via radio, TV, and magazine advertising during the record industry's traditionally slow sales months of April and June of 1982.

Sex Manuals On Software

The Houston-based **Syntonic Software Corp.** claims to have already sold over 10,000 of its "Interlude" sex manuals to home computer buffs. Available in either cassette or diskette form, the sexy software is advertised as "the most stimulating computer game ever conceived."

Video Jukeboxes Seen On Horizon

"Video jukeboxes," featuring screens that will provide everything from stock market quotes to restaurant menus, will soon become commonplace, according to **Seeburg**, one of America's largest jukebox manufacturers.

Speaking in **Play Meter** magazine, Seeburg President **Lawrence Seigel**, claimed the technology for such video jukeboxes is already available. It's simply a matter of adding a display screen and linking the jukeboxes to other communications equipment. Seigel predicts the video jukeboxes will begin making their presence felt within the next several months.

Cetec Gauss Intros Firm's First Studio Monitors

The **Cetec Gauss** firm has unveiled its first line of studio monitor speakers, the "7480" and the "7350." The former features an 18-inch woofer in a 12.5 cubic foot enclosure (providing 20 Hz to 20 kHz response) and the firm's "4081" compression driver.

The "7350" utilizes a 15-inch woofer in a six cubic foot enclosure (providing 35 Hz to 17.5 kHz response) and **Cetec Gauss**'s "2080" compression driver. Obviously, the "7480" is the unit designed with the professional in mind, but the "7350" is a quality unit for home listening.

At any rate, it appears that **Cetec Gauss**, long known for its manufacture of speakers for live sound systems, is



preparing to meet the challenge of the recording studio market. For further information, contact **Cetec Gauss** at (213) 875-1900.

5 YEARS AGO TODAY

Radio & Records

- ★ **CENTURY BUYS KFRC-FM FROM RKO** — San Francisco outlet later becomes **KMEL**.
- ★ **NUMBER ONE FIVE YEARS AGO: "Rock 'N' Me"** — Steve Miller (Capitol)
- ★ **NUMBER ONE COUNTRY: "You And Me"** — Tammy Wynette (Epic)
- ★ **NUMBER ONE LP: "Songs In The Key Of Life"** — Stevie Wonder (Tamla)

WESTWOOD ONE

AMERICA'S NUMBER ONE PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES **NEW YORK**

WAB
WINZ-FM/Miami

There's Something Very Special About A New Act That Breaks In Both CHR And AOR In The Same Week:

AOR BREAKERS

QUARTERFLASH Quarterflash (Geffen/WB)

"Harden" "Foot" "Right." 67% of our reporters on it. Total album reports: 98. A-40, M-39, H-11. Charted this week at number 23.



CHR BREAKERS

QUARTERFLASH Harden My Heart (Geffen/WB)

63% of our reporters on it. Moves: Up 31, Debuts 31, Same 35, Down 0, Adds 39 including Q107, 94Q, KBEQ, WGCL, KEARTH, KIIS-FM, 13K, KIMN, WDRC-FM, 92X, KIDD, FM102, KGGI, WGUY, KOIZ-FM. See *Parallels*, will debut on CHR chart next week.

There's Something Special About

QUARTERFLASH



Produced by John Boylan



Manufactured and distributed by Warner Bros. Records

INTRODUCING ABC DIRECTION



THE NEW NETWORK SERVICE TO CAPTURE

RADIO NETWORK

What's happened to the teen generation that sparked radio's growth in the 60's and 70's? They've grown up to become the new generation of adult radio listeners. And all across America, alert radio stations have zeroed in on this new adult audience. The 25-44 year-olds—today's most sought-after demographic group. If that's your station, here's great news...

Now there's a network radio service especially designed to help stations like yours build this important 25-44 age group. And, as you might expect, it's from the leader in demographic network radio, the ABC Radio Networks. ABC DIRECTION RADIO NETWORK inaugurates the next generation of network radio service... providing a program service conceived and produced for the special needs and interests of the new adult generation. Here's how ABC DIRECTION RADIO NETWORK can help your station reach today's new adult audience—and build it:

A UNIQUE NEWS PERSPECTIVE

Our news gets right to the core of the new adult's concerns. Not just what happened, but... "How will it affect me?" We tell today's adult how to use the news to help plan the future, to make informed life decisions, big and small.

SPORTS INSIGHTS

No one covers sports like ABC. No one gets inside a story or an event more thoroughly, with more depth and understanding. The excitement, the color, the story behind the story—that's what ABC is all about. We know exactly what the sports-minded 25-44 audience wants and we deliver. The best on-the-spot saturation coverage. The best profiles. The best commentaries. ABC. The best in sports!

FEATURES

Can short radio features be entertaining and informative at the same time? Ours are. These fast-paced features focus on the things this audience cares about. Whether it's a movie review, career advice, or how they can cope with today's problems, every ABC DIRECTION RADIO NETWORK feature will involve your listeners, to help them get the most out of life.

MUSIC FEATURES AND SPECIALS

The 25-44 year-old has a broad musical outlook, but at the same time, a more discriminating ear. They listen for quality... and that's what our music features and specials will bring to your station, and your audience, with the biggest stars from a wide range of musical expressions. With our special kind of showmanship and electrifying starpower, ABC DIRECTION RADIO music features and specials will help you build share with the 25-44 audience.

News, sports, features, music... all targeted exclusively to today's new adult generation. ABC DIRECTION RADIO NETWORK. It's the next generation in network radio service. If you're going after a bigger share of this dynamic demographic, you'll like where we're going.

Call Chuck King, Vice President, Direction Networks... (212) 887-7397.



**ABC DIRECTION
RADIO NETWORK**

RADIO abc

THE NEW GENERATION OF ADULT LISTENERS.

Networks/Program Suppliers

Winner Learns Nobel News In RKO News Wake-Up Call

It's the business of radio news to report the actions of newsmakers. However, it's not often that an International newsmaker learns through radio that he's made the news in the first place. But that's just what happened at 6:30 last Tuesday morning (10-13) when **William McColl** of **RKO Radio News** called the home of Yale Professor **James Tobin**, who had just won the 1981 Nobel Prize for Economic Science.

"They were asleep when I called," McColl reported after breaking the good news and getting the first interview with the winner. "That's great," Tobin told McColl in a reaction heard nationwide on the RKO Radio Networks. Mrs. Tobin's reaction? "It's good to know that telephone calls at this hour can be good news."



The "Armstrong" radio awards, named for FM radio inventor **Edwin Armstrong**, were given out in New York last Friday (10-16) in ceremonies aired over **NPR**. First place winners in the six categories were: (News) **KNX/Los Angeles**; (Music) **WLIR-FM/Garden City, NY**; (Community Service) **KTMC/McAlester, OK**; (Creativity) **WITF-FM/Hershey, PA**; (News Documentary) **NBC News**; (Education) **CBC/Toronto**. Winning two runnerup awards each were **WBZ/Boston** and **WGBH-FM/Boston**. A special award went to the late **CBS** newsmen **Lowell Thomas**.



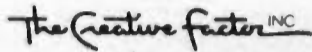
Dee McKinsey has been appointed Executive Producer for **CBS Radio's** Washington Bureau. McKinsey will be responsible for the supervision of all broadcasts emanating from the net's Washington news bureau. Prior to joining CBS, she served as News Manager for the **ABC Entertainment Network** and as Managing Editor/Assistant News Director for **WBBM-AM/Chicago**.



Ringo Starr will be the guest on the firm's "Rockline" show, airing October 28.

Copley Radio Network

The firm is presently offering a "Spook Special" edition of its "Wireless Flash" programming, featuring a monstrous collection of 51 stories concerning ghosts, vampires, witches, and love-starved ghouls, all of which ran in "Wireless Flash" editions from the first of the year to the present. All stories come complete with a phone number to enable stations to add their own actualities. For further information, contact **Patrick Glynn** at (714) 292-1818.



A three-hour **John Lennon** retrospective featuring an exclusive interview with **Ringo Starr** is currently available on a cash basis from the Hollywood-based firm. The show is an updated version of last year's Lennon retrospective and includes 12 one-minute avalls per hour. Also interviewed are **Paul McCartney**, **George Harrison**, **George Martin**, and **Elton John**. For further information, contact **Tom Shovan** at (213) 462-7175.



ABC Entertainment

The following thirteen stations have affiliated with the net: **WNOE-FM/New Orleans, LA**; **KIAH/UKiah, CA**; **WMLS-AM & FM/Sylacauga, AL**; **KMTI/Manti, UT**; **WRKZ/Harrisburg, PA**; **KERV/Kerrville, TX**; **KPLL/Pella, IA**; **WKUE/Jacksonville, FL**; **WPOK/Pontiac, IL**; **KEWE/Oroville, CA**; **WKCJ/Lewisburg, WV**; and **WOSO/Puerto Rico**.



Drake-Chenault and San Diego-based **Tuesday Productions** recently concluded an agreement under which the original **Bill Drake** jingles will become available for sale. These jingles, used on **CKLW, KHJ, KFRC**, et al. when Drake was consulting the **RKO** stations, are also known as "the Motown series." For rates and availabilities, contact **Bo Donovan** at Tuesday at (714) 272-7660.



Norm Matlock has been named Director/Corporate Services for the **Sheridan Broadcasting Corp.**, parent company of the **Sheridan Broadcasting Network**.



The **Atlanta Rhythm Section's** performance at the Savoy in New York will be broadcast live in stereo on October 27 via a network of more than a dozen AOR stations in the Northeast. The program will be coproduced by **Starfleet Blair** and **Columbia Records' Album Promotion Department**.

WESTWOOD ONE



TEACHER TEACHER — Pictured is **Westwood One** President **Norm Pattiz** as he addresses the staff of **UCLA** college radio station **KLA**. Speaking on the subject of national and network radio, **Pattiz** was the first to lead a series of seminars in which top radio executives illuminated the "real world" of broadcasting to graduating broadcast students at the university.

Mary Turner, host of **Westwood One's "Off The Record Specials,"** recently returned from **Caracas, Venezuela**, where she spent several days interviewing members of **Queen** for a two-part show scheduled to air the weeks of **November 16 and 23**.



NBC Radio Network

A one-hour original radio drama, entitled "A Halloween Story," will be broadcast live from the Magic Castle in Hollywood, CA via the network on October 31. This premiere production of the **NBC All Star Radio Theatre** will benefit the **United Nations Children's Fund (UNICEF)** with talents such as **Vincent Price, Lynn Redgrave, Cosey and Jean Kasem, Gary Owens, John Houseman, John Caradine, June Lockhart, and John Clark** donating their talents.

Jeff Sudikoff, President of the **Satellite Live Radio Network**, will produce the program. **Dick Orkin** of **Dick & Bert** fame will direct from an original script by **Richard Proctor**. For further information, contact **Mat Tombers** at (213) 480-5634.

WFAN-FM/Mystic, CT; **KFBK/Sacramento, CA**; **WSAY/Rochester, NY**; **KATA/Arcata, CA**; **WQMC-FM/Charlottesville, VA**; **WLPV/Lebanon, VA**; and **WFSR/Harian, KY** have announced their affiliation with the net.



ABC Information

Fifteen stations have recently affiliated with the network. They are: **WEEP-WDSY/Pittsburgh**; **KENR/Houston**; **WPXZ-AM & FM/Punxsutawney, PA**; **WCMP/Pine City, MN**; **KJMD/Aberdeen, WA**; **WLHN/Anderson, IN**; **KSIT/Rock Springs, WY**; **KPFM/Kerrville, TX**; **KRMG/Tulsa, OK**; **KWHK/Hutchinson, KS**; **WJTP/Newland, NC**; **KBRX-AM & FM/O'Neill, NB**; and **WRRO/Warren, OH**.

Winterwood Productions

Andi Krusoe has been named to the newly-created post of Creative Services Director for the Hollywood, CA-based firm, which syndicates "TV Tonight With Ron Hendren." Concurrently, **Cathy McKee**, most recently associated with **Mushroom Records**, has been added to **Winterwood's** sales staff.



Upcoming guests on the firm's "Robert W. Morgan Special Of The Week" are: **Ronnie Millsap** (October 24-25), the **Manhattan Transfer** (October 31-November 1), **Journey** (November 7-8), **Marty Balin** (November 14-15) and **Sheena Easton** (November 21-22).

Featured on the firm's "Soundtrack Of The 60's" show's forthcoming segments are: **Sonny Bono**, noted radio personality **Art Laboe** and **Lesley Gore** (October 24-25), and **Mick Jagger** and **Henry Mancini** (October 31-November 1).



Jim Newman will become economics correspondent for the networks and will host the weekday "Economics Update" program, in addition to reporting on important financial stories. He was most recently Business & Financial Editor for **KNX/Los Angeles**.

Richard Davies comes aboard as London/European Bureau Manager, directing coverage of European stories. Davies had been News Director at London's **Capital Radio**.

Reps



McGAVREN GUILD RADIO



Eddle Leeds **Pamela Little**

Eddle Leeds has been elevated to Vice President/Sales for the firm, coming from his previous post as an account exec in the New York office. **Leeds** is a 10-year veteran of **McGavren Guild Radio**.

Concurrently, **Pamela Little** has been promoted to Regional Manager of the Philadelphia office. **Little**, who joined **McGavren Guild** earlier this year as an account exec, formerly held a senior account exec's post at **WCAU-AM/Philadelphia**.



MAJOR MARKET RADIO SALES

Martin Steadman joins the Chicago office, coming from his previous position as VP/Midwest Manager for the **H-R/Stone** rep firm with which he had been associated for the past 12 years.



KYOK/Houston, XHRM-FM/San Diego, KTTI-FM/Yuma, AZ; and **KQDQ/Eugene, OR** have joined the roster of client stations. All four facilities were previously represented by **Buckley Radio**.



WLAN-AM & FM/Lancaster becomes a client station.

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MEDIA SERVICES
136 Precita Ave. • San Francisco, CA 94110 • (415) 641-8426

REPRESENTING:

▶ **PACIFIC NEWS SERVICE (PNS)**

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Rip 'N' Read Daily News Dispatch/
Zodiac
Earshot

▶ **TERRY MARSHALL'S DAILY INSIDER**
Entertainment News For Radio

Sales

Samuels Joins North American Media Brokers Firm

Ron Samuels has been appointed Associate Broker for the Ft. Lauderdale-based **North American Media Brokers** firm. In his new post, **Samuels** will oversee a special division set up to handle the needs of minority or entertainment industry broadcasters.

Noting that **North American** maintains a special in-house legal and creative financing department, **Samuels** mentioned that "more and more entertainers and minorities are investing their dollars in the broadcast business, allowing those who have created the music and formats to reap the fruits of their labors as never before."

**ONCE AGAIN LULU
HITS YOU RIGHT
BETWEEN THE I'S.**



"IF I WERE YOU" (ALF-7011)

The second sultry single direct from her debut album,

LULU (AAB-11006)

**The immediate follow-up to her Top CHR and A/C hit,
"I COULD NEVER MISS YOU (MORE THAN I DO)."**

THE NEW LULU.



**ON ALFA RECORDS
& TAPES**

The company that
keeps its promises by breaking them.



MUTUAL BROADCASTING SPORTSWORKS

Mutual Radio has engineered the biggest line-up of football play-by-plays in the business. This, with all the other sports, makes Mutual the high-performance sports broadcaster.

Mutual's gridiron coverage includes broadcasts of 16 NFL Sunday afternoon games, all Notre Dame and major college contests, and five bowls.

Mutual plays to regional loyalties with coverage of the Falcons, Cowboys, Chiefs, and Steelers. Also, live broadcasts of all 63 Southwest Conference college games.

Mutual sportscasters are sideliners and insiders. They put fans on the gridiron, the court, or the green.

This season's expansive line-up includes professional and college basketball; British Open, PGA, LPGA, U.S. Open, and other major golf tourneys; center court reports from Wimbledon and the U.S. Open; and major auto races from around the world.

Mutual satisfies the sports cravings of America by feeding affiliates five sports updates daily; 37 on weekends.

At Mutual, we're the radio experts, committed to bringing you the best sports programming, That's why the sports works.



MUTUAL BROADCASTING SYSTEM

Radio is our only business.

Ratings & Research

"For almost two-thirds of the summer sweep there was no major league baseball."

Baseball Strike Affects Summer Survey Results

The 10-week long summer Arbitron sweep was taken in 11 markets this year, but while the market list is abbreviated, one key topic — what happened to stations that normally have baseball when the strike was on — has broader appeal. After all, there are numerous stations that either carry major league ball but don't have a summer survey or stations that carry some other brand of baseball and that might wonder if baseball — or its loss — might have some ratings impact. In order to see if there might be some substance to the general feeling that the strike might have hurt flagship stations for pro teams, I selected three markets at random, with geographic diversity in mind. Within the Market-Buy-Market system's computer analyses some interesting trends turned up.

Three Markets Examined

I picked New York, Los Angeles, and Cleveland for further examination. Within each market I selected one station, flagship for a popular local team, as the subject of the computer analyses. In New York I looked at WABC, originator of the Yankees' games. In L.A. KABC was chosen since it carries the Dodgers. Finally, WWWE, the key station in the Indians' lineup, was the Cleveland entity. I wanted to look at the proposition from several angles, so the demos of adults 25-54 and men 25-54 were broken out. In addition, the dayparts delved into consisted of total week, evenings during the week, and Saturday nights. Finally, I compared the Spring '81 estimates for the stations to the Summer '80 and Summer '81 data where relevant.

Please keep in mind that the figures you'll see below are only approximations, rounded. Arbitron does not permit publication of the exact estimates involved in the demos selected but you can still get a worthwhile idea of the impact of the strike when you see the numbers shown. Remember that for almost two-thirds of the summer sweep there was no major league baseball but that the game was resumed August 10, with several weeks left in the 10-week survey.

Strike Hurt!

Just as in a baseball count a strike hurts, so did THE strike hurt the Arbitron count of the stations examined. In the three markets and stations listed you'll note a consistent trend — lower 25-54 numbers this summer, with male numbers showing real slippage. The Saturday night estimates are perhaps the most dramatic evidence. Let's look at

the specifics.

WABC/New York:

The Spring '81 sweep was the first baseball book for WABC. When comparing the three surveys in question the shift of adult demos to the station in the spring is easily seen, but the levels slipped this summer . . .

Average quarter-hour persons, New York Metro, Arbitron
Monday-Sunday, 6am-Midnight

	Summer '80	Spring '81	Summer '81	
WABC	52,000	68,000	52,000	Adults 25-54 (approx.)
	19,000	37,000	24,000	Men 25-54 (approx.)
Saturday, 7pm-Midnight				
WABC	16,000	28,000	15,000	Adults 25-54 (approx.)
	8,000	17,000	7,000	Men 25-54 (approx.)

With the Yankees involved in playoffs and the World Series for the first half of the Fall '81 sweep, it will be interesting to see what happens to the station's adult and evening numbers.

KABC/Los Angeles:

In earlier columns I took a quick look at the spring L.A. data and mentioned the potentially vital role the magic of the Fernando Valenzuela phenomenon may have played in KABC's achievement of its best book in recent years. Baseball's clout was evident as the station was Dodgerless and without the Fernando hysteria in most of the summer weeks. The data shows what happened . . .

Average quarter-hour persons, L.A. Metro, Arbitron
Monday-Sunday 6am-Midnight

	Summer '80	Spring '81	Summer '81	
KABC	41,000	50,000	31,000	adults 25-54 (approx.)
	25,000	27,000	13,000	men 25-54 (approx.)
Saturday 7pm-Midnight				
KABC	35,000	45,000	11,000	adults 25-54 (approx.)
	27,000	23,000	3,000	men 25-54 (approx.)

As in the case of WABC, KABC's team is also involved in the playoffs and World Series. Fernando is back! Will KABC be back in the fall with the help of the Dodgers?

WWWE/Cleveland:

Last summer Cleveland had no sweep, but there was one taken this year. Comparing the Spring and Summer '81 surveys shows that the Midwest was not immune from the effects of the baseball palsy that struck the owners and players . . .

Average quarter-hour persons, Cleveland Metro, Arbitron
Monday-Sunday, 6am-Midnight

	Spring '81	Summer '81	
WWWE	8000	6000	adults 25-54 (approx.)
	6000	4000	men 25-54 (approx.)

Q&A

Dave Gerard, GM of WKSX/Cleveland, recently wrote to ask, "How do you feel now about the accuracy of the Quarterly Measurement surveys?"

I still feel that longer surveys are best to measure radio, in that more of a week-to-week profile can be developed for listening when surveys are 10 or 12 weeks as opposed to just four. However, part of the accuracy depends on the processing steps at Arbitron, and as we've seen in Detroit and other markets that accuracy may still need to be improved on.

Week In Review

Arbitron Reissues Three Books

As a result of miscrediting entries involving stations WIOV, WIOQ, WRKZ and WKRZ, the Spring '81 reports for Harrisburg, Lancaster and York have been reissued.

Miami Consolidated, Ranks 11th

At the behest of a majority of the Arbitron subscribers in South Florida, and with the agreement of the ratings firm, the Miami and Ft. Lauderdale-Hollywood markets will be combined. Effective with the Spring '82 sweep the market will be known as the Miami Consolidated area. With the populations of the two formerly separate metros combined the Miami market will now rank 11th overall, a dramatic move up in the standings. Doug Donoho, VP/GM at WAXY, summed up the feelings of many when he told R&R, "This is the culmination of a five-year effort, one that we feel will bring many more dollars into our metro."

Huntington To Drop Arbitron?

According to Arbitron subscribers in the market of Huntington, WV, there seems to be a move against renewing Arbitron contracts in that metro. According to one GM who preferred to remain anonymous, when the Arbitron contracts lapse, the Birch Report will be hired to provide ratings information. At the heart of the Arbitron complaint is the new rate structure, which in some cases triples annual station costs.

Mediatrend Upgrades

In order to give customers even faster delivery of ratings information, Jim Seiler's monthly Mediatrend service will soon be processing data on a computer system. Previously Mediatrend material was hand-tabulated.

In addition, Seiler told R&R that according to a study done recently by a major rep firm, 50% of the media buyers surveyed were consulting a second rating service when making radio buys.

	Saturday 7pm-Midnight		
WWWE	2000	1000	adults 25-54 (approx.)
	1000	100	men 25-54 (approx.)

Baseball Bounce Back?

Given that attendance at games in the "second season" was not spectacular, and given the ratings results seen here, it's possible that baseball may need to really bounce back next year in order to be the fan attraction — and the ratings winner — it has often been in the past.

One additional item. It deserves deeper digging than my resources here allow (such as access to AID), but I'd be interested to see how the baseball "substitutes" run by the stations that were strike-bound fared. Judging by the overall numbers shown on this page, it appears the fans may have wanted the real thing, not a facsimile used to bridge the strike. However, if a station has a success story regarding the baseball hiatus, please pass it along, especially if the feature was a ratings winner.

Next week another look at summer sweep results, from a different perspective. Stay tuned!

Jhan
Hiber



“LA LA LA MEANS I LOVE YOU”

(NB7-11-129)

And it also means a solid hit for

TIERRA



From the Boardwalk Records album, Together Again

Produced by Rudy Salas (NB1-33244)

- | | |
|---------------|--------------|
| WXKS-FM add | KHFI add |
| Y100 36-32 | KLAZ add |
| KRLA deb 29 | WVIC add |
| KFI 29-24 | KEARTH 27-26 |
| KZFM deb 27 | KIQQ deb 39 |
| KSET-FM 20-14 | KINT 18-17 |
| KYNO-FM 22-14 | KBBK on |
| KHYT 15-10 | KCPX deb 40 |
| WCKX on | KDZA add |
| WGH on | KILE deb 38 |



STREET TALK

Now that Satellite Music Network has announced its new Black and MOR networks, is the company planning a "Black Gospel" net? Street Talk also hears that Toby Arnold may be involved with the new "traditional MOR" format.

Congratulations to KOY/Phoenix on its 60th anniversary! The station is planning a gala celebration at the Wrigley Mansion in town.

Look for Sunbelt to expand its radio holdings into a major Midwest market very soon.

Larry Green, who just exited Handshake as Midwest/Southeast Operations Director, immediately signed on with MCA as Midwest Regional Promotion Manager. Also at MCA, VP/Product Development Santo Russo has resigned.

Consultant Turns Crimestopper

Jim Herron, who works with Jeff Pollack's consultation company, was able to nip a potential crime in the bud recently. Jim pulled into his local supermarket parking lot when he saw a man with a knife threatening a woman. He jumped out of his car and ran toward the would-be assailant, shouting all the while, and his sudden appearance on the scene scared off the knife-wielder. Jim then called the police, who managed to capture the aspiring criminal minutes later.

New nighttime rocker at WPGC/Washington is Bruce Kelly, who takes over from Don Geronimo, who moved to KIIS/Los Angeles. Bruce did evening drive at Y100/Miami.

Get-well wishes to KGO/San Francisco talk personality Russ Coughlan, who's been hospitalized for exhaustion and observation of a heart condition. The station's hoping Russ will soon be back on the air.

Milwaukee AOR's Continue Commercial Battle

Competitive AOR's WLPX and WQFM in Milwaukee are still fighting over each other's commercials. You remember last week's Page 1 story, in which WQFM filed a \$10 million suit contending WLPX's TV spots comparing commercial loads were inaccurate. That was dropped, but this week it's WLPX that's upset over WQFM's commercials. WQFM has a series of spots featuring rock star testimonials saying "Rock on, Milwaukee," and WLPX reportedly called the management companies of all the groups who did the spots, saying they were playing favorites. REO Speedwagon's management asked WQFM to discontinue their spot. Journey, Loverboy, and the Jefferson Starship still have spots on the air.

Meanwhile, apparently the original WLPX spot with the same comparisons of spot loads (now voiced by a station staffer instead of Styx's Tommy Shaw, which was one of WQFM's complaints) is back on the air. WQFM isn't exactly thrilled, but it's holding off on legal action for the moment. This battle may last a while.

Rumbles In The Ratings Jungle



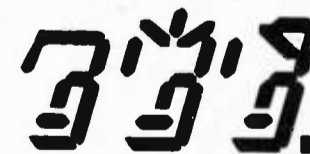
The leading ratings company has had quieter weeks than this past one. First, Arbitron announced it was reissuing the Detroit book owing to computer processing errors (see Page 1). Then WWOC/Avalon, NJ is pressing for the second use of the mediation method to solve a dispute, which would involve the Broadcast Ratings Council arbitrating between the station and Arbitron. The issue: GM Larry Keene thinks Arbitron's minimum metro reporting standards are costing him revenue because his station isn't listed in the Atlantic City book, although he does well in a nearby non-metro county. Arbitron's Rick Aurichio wants to settle the whole issue informally. Answers next week.

Legal Matters

If that weren't enough, Taft is unhappy with Arbitron's rates for its Cincinnati and Kansas City stations, and told the company it's turning the matter over to its legal counsel. And Century VP Lynn Christian tells us that a legal complaint will be filed in early November against Arbitron and Doubleday over the controversial St. Louis spring book, which was reissued in September showing Doubleday's WWK-FM a tenth of a point ahead of Century's KSHE.

Delisting In Norfolk?

And finally, Arbitron has another possible delisting case on its hands. WNOR/Norfolk contends that WMYK's "K94 Good Phone Lady" promotion (where the station allegedly pays \$9.40 for every hour a person writes down that they listen to the station) is serious diary distortion, and Arbitron is awaiting WMYK's response to the charge. More on all this as soon as it happens.



Police lead singer Sting is reportedly set to star in a movie called "Brimstone And Treacle," described as a "suspenseful comedy about an attractive and appealing drifter." The screenplay is by Dennis Potter, who wrote Steve Martin's forthcoming "Pennies From Heaven" film. And speaking of the Police, if you've been wondering what those strange designs on the cover of their current LP "Ghost In The Machine" represent, they're computer portraits of each of the three group members.

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

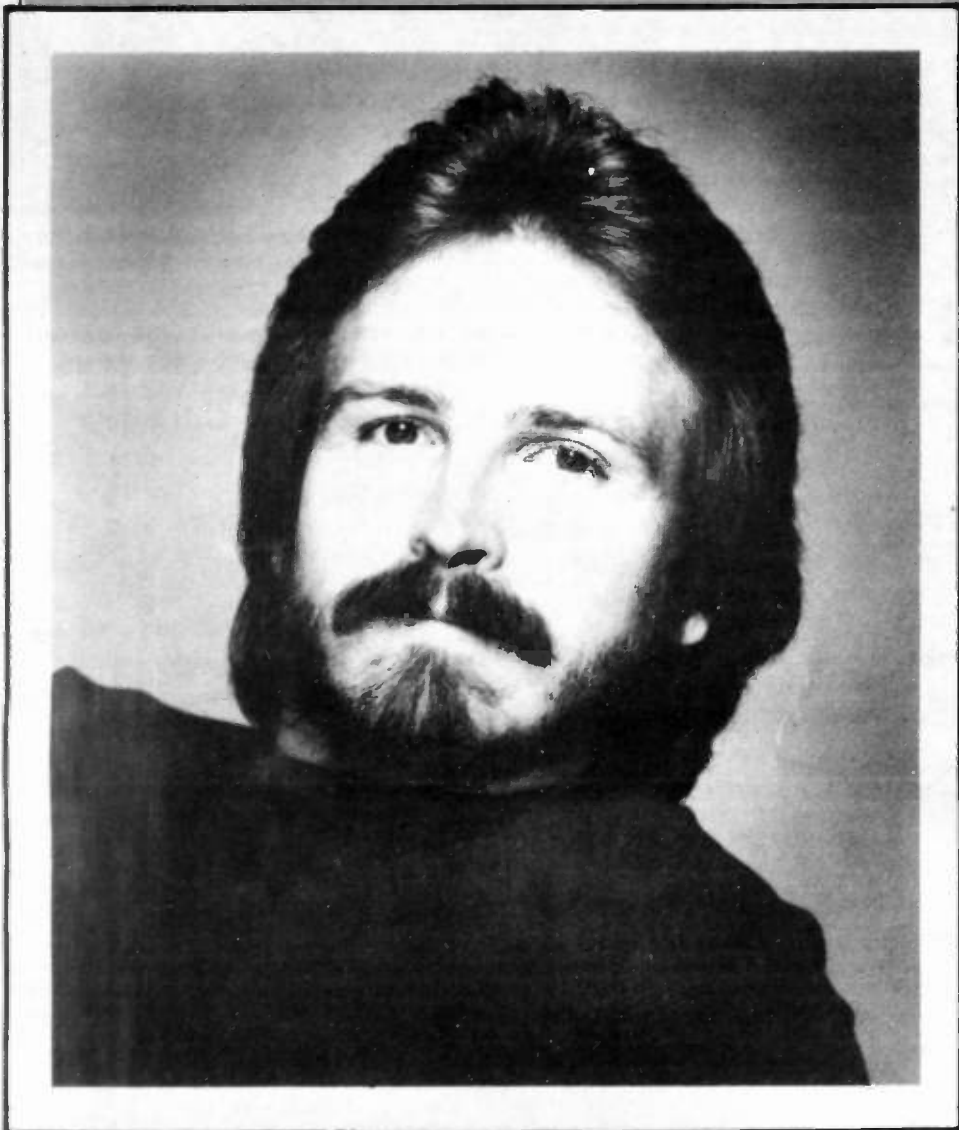
THE ELECTRIC WEENIE, RADIO'S NUMBER 1 GAG SHEET, GETS LETTERS . . .

DON COOK, Q102: "The Weenie should be, if it isn't already, the Standard Of The Industry. Enclosed check for another 2 years of unbeatable material."

Jacks...write today for free samples.

BENNY HESTER

"Nobody Knows Me Like You"



STEVE BELL/KMBZ

"Currently one of the best produced singles I've heard with tremendously wide demographic appeal."

DENNY LONG/WCCO

"A creatively produced surprise by Michael Omartian."

AL SAUNDERS/WLTA

"Bright fresh new sound."

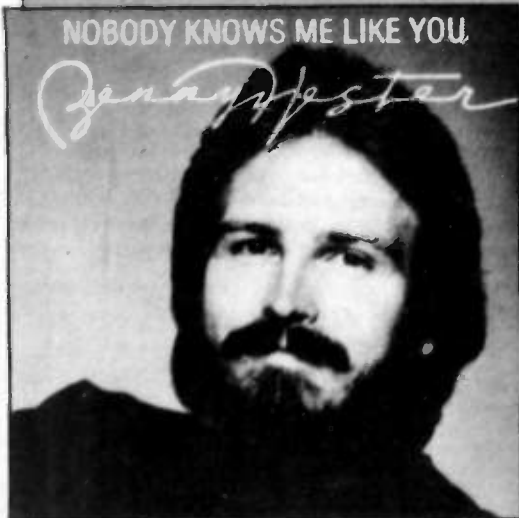
BOB SWANSON/KEX

"One of the finest hooks of any recently released ballad that has generated great phone response."

GREAT RADIO STATIONS PLAY GREAT MUSIC!

FROM HIS NEW ALBUM

NOBODY KNOWS ME LIKE YOU



Produced by Michael Omartian
for Rhema Productions, Inc.

omyrrh

- | | |
|------|------|
| WSB | WHIO |
| WLTA | WQUA |
| KLUV | KOB |
| WRVA | KAFY |
| WRRM | KSL |
| KMBZ | WHAG |
| WCCO | WLVA |
| KEX | WWSA |
| WELI | WJON |
| WGAC | KFQD |
| WDEF | KMED |
| WHBY | KOLO |
| WHBC | KRKK |

THE PICTURE PAGE

Kool Gangs Up On Greek



De-Lite/Polygram artists Kool & The Gang were guests of honor at a party following their Greek Theatre/L.A. performance. Pictured (l-r) are De-Lite Sr. VP Bernie Block, Polygram's Meff Sydney, Polygram VP Emile Petrone, group's Robert "Kool" Bell and James Taylor, manager Buzz Willis, group's Ronald Bell, Polygram VP Bill Haywood, De-Lite President Gabe Vigorito, and Polygram VP Russ Regan.

CBS Career For Carrere



Leading French label Carrere Records has switched distribution from Atco to CBS Associated Labels, with Intiel releases from French singer Sheila and British rock band Saxon. Pictured at the signing are (l-r, seated) EIPA Sr. VP/GM Don Dempsey, Carrere Chairman Claude Carrere, Associated Labels VP/GM Tony Mertell, and Carrere U.S. President Jean-Louis Detry; (l-r, standing), Carrere attorney Gery Baker, and CBS's Gary Casson.

Positive Reaction To New Back Pages

Continued from Page 3

"... it's certainly a reflection of the business for the 80's and a long overdue recognition of what is happening in popular music ..."

George Williams, Network Manager, SMN

"... The revision of the Back Page is one more step in R&R's continuous refinement... The structure provides CHR and A/C stations an easy and convenient reference regarding the development of current music ..."

Jefferson Ward, MD, WAEB/Allentown

"... Just want you to know how excited we are about the 'new look' of R&R's A/C Back Page. It's about time we were recognized ..."

Gunter Hauer, Atlantic Records

"... (A/C stations) are an exciting approach to radio and capable of 'breaking' records as well as our Top 40 counterparts. I think your revised look acknowledges this and gives both formats the convenience of seeing what the other is doing at a glance ..."

Dave Carlisle, PD, WGAC/Augusta

"... The deserved importance and recognition of the A/C stations has been long overdue. The record industry and radio stations will all benefit greatly from the positive stance that R&R has taken ..."

Cliff Gorov & Craig Dudley, The Dudley-Gorov Organization

"... Not only do I appreciate the new (A/C) parallels, but the timeliness is a great improvement... the Back Page listing is very handy, too ..."

Mark Larson, PD/Op. Mgr., KFMB/San Diego

"... We here at 97/AIA have definitely noticed the new look of R&R and think it is great. I know how hard you have worked to put this together and the results are very evident ..."

Yolanda Parapar, Program Op. Mgr., WIOD/Miami

Byrd Heard In Redondo Concert



Donald Byrd & 125th St. NYC were featured at Concerts By The Sea In Redondo Beach, CA (near L.A.). Pictured backstage are (l-r, rear) group's William Duckett, E/A VP Oscar Fields, Byrd, and group's Ronnie Garrett; (l-r, front) group's Eric Hines and Chip Crawford.

Isgro Puts Montage On I.C.E.



Montage Records has set a production/label deal with Joe Isgro's I.C.E. Productions. First release under the arrangement is a single by Black Ice. Pictured (l-r) are attorney David Jackson, Isgro, Montage co-Presidents David Checkler and Marshall Blonstein, and Black Ice producer Hadley Morrell.

Bell Beckons At Beacon



Becket's Archie Bell recently played the New York's Beacon Theater. Pictured backstage after the show are (l-r) Becket's Jack Kreisberg, vocalist Sunshine, and Bell.

Videotaping

Continued from Page 3

Plaintiffs in the case were Universal Studios Inc. and Walt Disney Productions, with the Sony Corp. of America (manufacturers of the "Betamax" VCR's), Sony's parent Japanese firm, four Los Angeles area retailers, the Doyle Dane Bernbach ad agency, and one consumer acting as defendants.

In making the decision, the 9th Circuit Court cited the defendants for copyright infringement, unfair competition, and intentional interference with contractual and advantageous business relationships. The appellate court also ordered the case back to lower court so that damages could be determined. Only the corporations which own the copyrighted material will be able to receive these damages.

Destination: U.S. Supreme Court?

While there is every bit of evidence to suggest that Sony will continue the fight to the U.S. Supreme Court, and it is equally unlikely that the estimated three million VCR's currently on the U.S. market will be declared illegal, it is viewed as probable that a system of royalties to be paid to owners of the programs will be attached to the price of future VCR's.

One industry source speculated that this royalty could add from 25 to 50 percent to the present price of blank videotapes and from five to 10 percent to the price of the VCR machines.

Eastman

Continued from Page 3

research indicated that John is the most recognizable and popular broadcast personality in the Tampa Bay area. His background in radio management, especially in the News and Talk formats, will greatly enhance WNSI."

Eastman told R&R, "I'm very excited; it's a challenge. I've been in television a length of time. I've been in Talk radio, and I now have an opportunity to practice major market philosophy, and I hope to be a part of the communications explosion." Eastman added that former WOWO/Ft. Wayne staffer Rosemary Haddad has been named News Director at the station, with Jan Thomas as Assistant ND. Sandra Garcia will handle 8pm-midnight duties, while talk host Lincoln Carle will do mornings.

Sandusky

Continued from Page 3

cellent radio market in which we would like to acquire an FM facility. We look forward to being a part of the broadcasting community there." Sandusky expects to assume control of KERE by the end of the year and KWKI early next year. The company also owns KBPI/Denver, KZAM & KJZZ/Seattle, KDKB & KDJQ/Phoenix, and KWFM/Tucson.

L I V I N G E Y E S

BEE GEES

THE FIRST STUDIO ALBUM IN OVER
2½ YEARS FROM THE INCOMPARABLE BEE GEES



PRODUCED BY THE BEE GEES
KARL RICHARDSON & ALBHY GALUTEN
For Barry Gibb Productions, Yum! Inc.
Moby Inc. & Kribilly Productions



PolyGram Records



Karla DeVito Hasn't Forgotten Her Roots



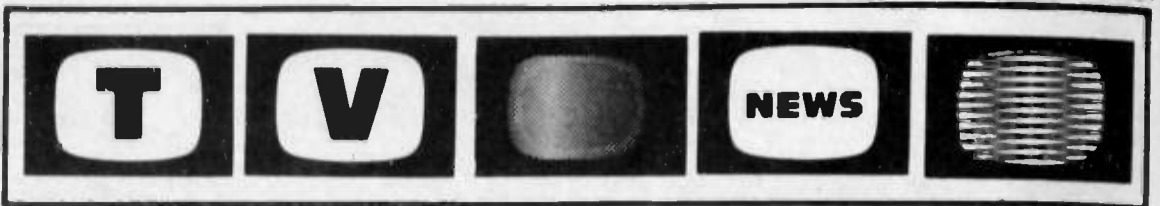
**“Midnight
Confession”**
A great new version
of the Grass Roots
classic

Karla DeVito

FIRST WEEK!

KIQQ add
K104 add 40
WACZ add
WOMP-FM add
95XIL add

On *Epis* Records



CBS, 'Dallas' Pick Up Where They Left Off: No. 1

So far the new TV season looks like a rerun of last year — CBS won the first two weeks by solid margins, and its flagship series “Dallas” was the number one show both weeks. For those of you who missed the first week’s ratings (owing to Nielsen computer problems, last issue’s deadline was missed), CBS scored a 22.1 average rating to ABC’s 18.1 and NBC’s 14.6. For the week ending October 18, the standings were tighter (CBS 20.4, ABC 18.9, NBC 16.9) but CBS wrapped up nine of the top 11 spots. For reference, each rating point theoretically represents 815,000 homes.

The hottest new series thus far is CBS’s “Mr. Merlin,” which was 16th the first week and 17th last week. “WKRP In Cincinnati” also had a fine first week (15th). Before jumping to last week’s top 20, it should be noted that Kenny Rogers in “Coward Of The County” scored second place in the season’s first week standings, while the “Cagney & Lacey” special was fourth. Last week, the CMA Awards telecast garnered its usual fine numbers for 13th place. Following, with first week figures where applicable as comparison, is last week’s top 20.

1	1	Dallas (CBS)	8	11	Trapper John, MD (CBS)
—	2	Jacqueline B. Kennedy (ABC Wed. Movie)	—	12	Family Reunion Pt. II (NBC Mon. Movie)
10	3	60 Minutes (CBS)	—	13	CMA Awards (CBS)
9	4	The Jeffersons (CBS)	—	14	Too Close For Comfort (ABC)
3	5	Dukes Of Hazzard (CBS)	11	15	Monday Night Football (ABC)
13	6	Allie (CBS)	—	16	American Leag. Playoffs (NBC Tues.)
—	7	M*A*S*H (CBS)	16	17	Mr. Merlin (CBS)
14	8	One Day At A Time (CBS)	6	18	Happy Days (ABC)
5	9	Three’s Company (ABC)	—	19	Margin For Murder (CBS Thurs. Mov.)
—	10	Calle & Son (CBS Tues. Movie)	19	20	Archie Bunker’s Place (CBS)



OAKS CELEBRATE CLARK’S 30TH — Among over 200 stars featured on Dick Clark’s “American Bandstand’s 30th Anniversary Special” October 30 on ABC are MCA’s Oak Ridge Boys, pictured with Clark. Along with previously cited stars ranging from the Beach Boys to Earth, Wind & Fire to Rod Stewart, a 22-member “supergroup” teaming Bo Diddley and Lee Ritenour, among others, will jam on “Rock Around The Clock”; and numerous artists will be represented on film clips.

Music On TV

Lou Rawls guests on the new Lee Majors series “Fall Guys” October 28 (its debut) . . . Crystal Gayle is the subject of a “PM Magazine” profile October 29 . . . Manhattan Transfer appears on “Fridays” October 30 . . . Sheena Easton joins the “Tonight Show” October 30 . . . Jose Feliciano, the first white artist on “Soul Train” in 1975, returns to the program October 31 . . . Casey Kasem’s “American Top 10” has been renewed for a fourth series, with 26 additional episodes ordered. The show’s distributor, Gold Key Media, is also presenting “An America’s Top 10 Christmas” for airing between December 10-23 . . . The Osmonds’ See Through Productions plans 52 contemporary music specials, with the first being “Lene Lovich In Concert,” an interesting if unlikely pairing.

VIDEOSCOPE:

2½ HOUR VIDEOCASSETTES NOW AVAILABLE IN VHS-FORMAT: 3M recently introduced what it terms “movie-length” (2½-hour) VHS-format videocassettes, developed primarily for the duplicator market. The new tape, dubbed the “VT-150,” sports an electromagnetic performance level equal to 3M’s earlier, shorter “VT-120” tape . . . U.S. VCR SALES UP 85% DURING 1981: According to recent statistics from the Electronic Industries Association Consumer Electronics Group, sales of VCR units to retailers soared 85.5 percent to 730,049 units during the first 34 weeks of 1981, up from 393,520 units during the corresponding period of 1980. Sales of VCR units to U.S. retailers rose 74.5 percent in the month of August alone (98,940 units in 1981, up from 56,606 in August of 1980) . . . BEST-SELLING VIDEOCASSETTES FOR SEPTEMBER: The top 10 best-selling videocassettes as of September 1981, according to Merchandising Magazine, are: 1) “Ordinary People,” up from third place, 2) “Airplane” 3) “9 To 5,” number one last month, 4) “The Elephant Man” 5) “Popeye,” a newcomer to the top 10, 6) “Superman,” likewise new to the top 10 ranks, 7) “Young Frankenstein,” up 27 spots for the month’s biggest gain, 8) “Caddyshack” 9) “The Stunt Man” and 10) “Allen.” Newcomers to the top 30 were “The Great Santini” (23 — the highest debut) and “The Black Stallion” (25) . . .

BOOKED SOLID THIS FALL

EARTH, WIND & FIRE "LET'S GROOVE"

ARC



WBEN-FM add 5	WXKS-FM 22-14	KFRC 9-7	WCSC 18-16	WCIR 30-20
B104 add	Z93 28-20	WTIC-FM 16-10	KYNO-FM 14-7	Q104 20-12
KZFM add 28	I95 deb 19	KSET-FM 21-17	KIDD 23-16	WXLK 25-20
WJDX add 34	KEARTH deb 24	B97 13-10	FM102 17-13	WGLF 35-27
KXX106 add	KIIS-FM 19-11	WDOQ 12-6	KCPX 30-25	KPUR 29-23
WTSN add	KIQQ 12-10	WBBQ 26-18	KHYT 22-18	KCBN 26-22

AVERAGE MOVE: + 4



STREEK "ONE MORE NIGHT"

KFRC add	WZUU	WKEE	WDJX	WCIR
KZZP add 29	WKTU	KBFM	KIDD	95XIL
WJDX add 36	KRLA	KEEL	KNBQ	WISE
WNAM add	KFI	KLAZ	KSPZ	KKQV
KZZX add	KYYX	BJ105	KBBK	KVOL
WIFI	Q103	WBBQ	KCPX	KENI
B104	WCAO	KX104	KLUC	KSLY
JB105	WFBR	WOKI	WJBQ	KCBN
Y100	WPHD	WGH	WGUY	KQDI
WCKX	WHFM	WAKY	WIGY	KYYA
WZZP	WKRZ-FM	KJ100	13FEA	
WGCL	K104	WJXQ	WFBG	

PARADISE RECORDS



BLUE OYSTER CULT "BURNIN' FOR YOU"

96KX	WLS	KIMN	WRVQ	WIKS	K96	95XIL	KRNA
WXKS-FM	WLS-FM	WRCK	KJ100	KKXX	KSKD	Q104	99KG
JB105	WGCL	3WT	WJXQ	KSFX	KLUC	WCGQ	KFMZ
Q107	KIQQ	WPST	KIHK	KJRB	KRQ	WXLK	
Y100	KFRC	KHFI	KZ93	KNBQ	WJBQ	KILE	
WCKX	KEZR	WSKZ	Z104	FM103	WGUY	Q101	



CRYSTAL GAYLE "THE WOMAN IN ME"

A/C CHART DEBUT #28

THE SUCCESS STORIES ARE ON COLUMBIA RECORDS.



Wood

Continued from Page 1



J. Robert Wood

great learning opportunity for me. I have the chance to expand my knowledge of the sales and business aspects of radio, and am delighted to have been given the chance."

Discussing programming, Wood said, "I will still have lots of input and play an active role. It makes no sense for any organization to take somebody out of one area and put him into another and not draw upon his past expertise. At the moment, no one will be replacing me as National Program Director, as our stations are being consulted by George Davies. Between him and any input from me, the local PD's at all our stations should be on target with their programming."

For The Record

In our October 9 ratings summaries, the numbers for WCAU/Philadelphia were inadvertently attributed to both WCAU and WCAU-FM. The correct figures for WCAU-FM showed an increase of 3.4-4.1. Also, in San Francisco, KYA's format should have been identified as "O" to reflect a shift from CHR to Oldies, and KLHT should be AC after switching from CHR.

McCord

Continued from Page 1



Herb McCord

didn't have any vice presidents, so this now gives our group someone with a title comparable to the top radio executives in other companies."

Before joining Greater Media, which owns fourteen radio stations, McCord was President/GM of CKLW/Detroit.

Bongarten

Continued from Page 1

done. We're in some major markets, which creates an opportunity for success which I find quite challenging."

Besides WGY & WGFM, GE owns KOA & KOAQ/Denver, WJIB/Boston, KFOG/San Francisco, and WSIX-AM & FM/Nashville.

SMN

Continued from Page 1

corporation in which SMN will be the majority stockholder. He said the format will be Contemporary Black and Urban, similar to the sound of KMJQ. Maddox added that subtle differences will be achieved through local consultation, which will keep the format competitively flexible in each market. A nationwide talent search for key personalities is now underway.

Further details on both formats are forthcoming.

It's time for the seasonal reminder that with the end of Daylight Savings Sunday morning (10-25) clocks should be turned back an hour.

DJ STOP!!

Here's what you missed in the October issue

- * The Ayatollah has chosen a new president, but his name is being withheld pending notification of next of kin.
- * What kind of car does the leader of the Klan drive? A Chrysler KKK car.
- * Dental work is expensive. I know why. You almost have to be royalty to afford a crown.
- * Our football team was so bad, they gave us the "2 minute warning" before the game!!
- * She's on a space diet. All she'll eat is "Milky Ways" and "Mars Bars."
- * They say God created man in his own image. It's just hard for me to imagine God looking like Yasser Arafat.
- * My little girl is "trick or treating" as a fortune teller this Halloween. She'll be a small medium at large.
- * Marriage is when you settle down. Divorce is when you settle up.

DJ Comedy. It's Researched! A Radio First!

Humor, by the pros, for the pros at less than 2 bucks a week!!!! It figures out to be a little over 3 cents per line. Super comedy custom thought. That's incredible.

Send a check today or call me with your Visa/MasterCard information. (713) 960-8482. I'll include October's "Souvenir Issue" free with your subscription. 95 Dollars a year. 12 Super Issues. From the West Coast... Thanks Dr. Don Rose... Rick Dees... Tom Parker...



A Professional Comedy Service
3530 Timmons Lane, Suite 301D, Houston, Texas 77027

BRAD MESSER



You Believe Most Everything You Read?

"An immense telescope of an entirely new principle" has revealed "astronomical discoveries of the most wonderful description" on the moon. Not only are there woods and forests, and beavers so intelligent they use fire, but the moon is populated by short hairy-bodied people with yellow faces and wings. So reported the New York Sun in a sensational series of articles in the mid-1830's. The reports purported to be factual accounts of discoveries made by Sir John Herschel, using a telescope mounted on 150-foot-tall pedestals somewhere in Africa. He had even spotted an amethyst crystal 90-feet high, blue goatlike animals with single horns, and a temple made of sapphire. New York newspaper sales went sky high until the hoax was admitted.

In the mid-1870's a report was released to the Associated Press by a newspaper editor in Illinois about a new enterprise planned in the town of Lacon. It wasn't exposed as a news hoax until about 65 years later. Newspaperman Willis Powell's story was about a cat-and-rat ranch which would yield a fortune. "We are starting a cat ranch in Lacon with 100,000 cats. Each cat will average 12 kittens a year. The cat skins will sell for 30¢ each. One hundred men can skin 5000 cats a day. We figure a daily net profit of over \$10,000. Now what shall we feed the cats? We will start a rat ranch next door with 1 million rats. The rats will breed twelve times faster than the cats. So we will have four rats to feed each day to each cat. Now what shall we feed the rats? We will feed the rats the carcasses of the cats after they have been skinned. Now Get This! We feed the rats to the cats, and the cats to the rats, and get the cat skins for nothing!"

The People's Almanac #3 includes among "9 Memorable Newspaper Stories That Never Happened," the killer hawk of Chicago, a balloon trip across the Atlantic, and the discovery of a gold typewriter in the tomb of King Tut.

Improving its style and broadening its content, this third People's Almanac provides information that underscores the quote on the title page: "The exact contrary of what is generally believed is often the truth."

Behind the basic dictionary and the various books of facts, the three People's Almanacs are good newsroom reference books. Fun, too.

CALENDAR

Last Of The Old West Gunfights

MONDAY, OCTOBER 26: If the first published newspaper reports had been accurate, the last of the Old West gun battles might have been known as the Gunfight at the Vacant Lot. Marshall Wyatt Earp's legendary shootout 100 years ago today actually took place 90 feet away from the OK Corral, says Harold Love, who now owns the historic property in Tombstone, Arizona. The half-minute shootout killed three men whose crime had been carrying weapons after a new no-guns law was passed in Tombstone.

Charles Post — born this date in 1855 — invented Grape Nuts, Postum, and a breakfast cereal he first called Emmanuel's Manna. When religious objections were heard, Post changed the name to Post Toasties.

Jaclyn Smith is 33. Opera star Jon Vickers is 55.

Macy's Seven Failures

TUESDAY, OCTOBER 27: Roland Hussey Macy opened a general store when he was a teenager and struggled two years before going broke. Off he went to California to get rich in the gold fields. He also failed at that. Macy then started six more enterprises and failed each time, until his eighth business venture caught on and made him rich. It was Macy's, which opened 123 years ago today (1858) in New York City, and eventually became the world's biggest-volume department store.

Carrie Snodgrass is 35. H.R. Haldeman is 55. Nanette Fabray is 61.

Manmade Rain By Accident

WEDNESDAY, OCTOBER 28: The first weather modification experiments under scientific conditions were conducted 34 years ago today, by researchers trying to learn how ice forms on airplanes in flight. The unexpected result of the cloud-seeding was an impressive rainstorm that obligingly extinguished a forest fire near Concord, New Hampshire.

You could stack two Statues of Liberty beneath the world's tallest monument and still have plenty of headroom left over. The Gateway Arch of St. Louis — dedicated this date in 1965 — is 630 feet tall. Its stainless steel shines in memory of America's westward expansion.

Polio vaccine inventor Dr. Jonas Salk is 67. Bowie Kuhn is 55. Jane Alexander is 42. Olympic decathlon champ Bruce Jenner is 32.

The "Ocean Queen" Shipwreck

THURSDAY, OCTOBER 29: Off the stormy shore of Norfolk, England, the ship "Ocean Queen" went aground 101 years ago today. A lifeboat was sent out through the heavy seas to attempt a rescue of the stranded sailors, but the boat swamped and eleven would-be rescuers drowned. Then the tide went out, the "Ocean Queen" was left high and dry, and every man aboard hopped out and walked safely to shore.

A patent for the baby carriage was issued only 52 years ago today — on the same day the stock market was crashing in 1929 — and except for minor improvements there have been no basic design changes.

Richard Dreyfuss is 34. Kate Jackson is 32.

"World's Most Perfectly-Developed Man"

FRIDAY, OCTOBER 30: Angelo Siciliano was born 87 years ago today, and grew into a runty teenager who couldn't handle the bullies in Brooklyn. He worked out with weights for several years, then discovered the exercise method he called Dynamic Tension, which we now call isometrics. After changing his name legally to Charles Atlas, he began the world's most successful mail-order muscle-building business, using magazine ads depicting a scrawny "97-pound weakling" at the beach, being cruelly bullied by a big guy right in front of his girlfriend. Atlas was still in prime physical condition at age 79, when he died of a heart attack.

Henry Winkler is 36. Grace Slick is 42.

Use a **TRAVELING BILLBOARD™**
for the Best in **BUMPER STRIPS**
and **WINDOW LABELS . . .**



Call Byron Crecelius Collect . . .
314-423-4411
1561 Fairview Ave. • St. Louis, MO 63132



Luther Vandross Continues To Grow On Stations Coast-To-Coast

WABC 5
WIFI 30-27
B104 add
WXKS-FM 10-6
WPGC 27-24
Z93 deb 27
I95 add
Q105 29-28
WCKX 26-25
WDRQ add 21
CKLW 18-14

WGCL add 27
WKTI on
KEARTH 25-22
KRLA deb 20
KFI on
KIIS-FM 16-10
KIQQ 6-6
KFRC add 31
KYYX add
WCAO 25-21
92FLY add

WBLI add
WTIC-FM 27-23
KC101 28-23
WICC on
WKEE add
KFMK deb 30
KSET-FM 6-4
KINT 21-20
KBFM on
WTIX add
B97 deb 29

KROK on
KLAZ 29-24
WJDX 21-15
WAXY deb 30
BJ105 39-34
WDOQ add
WBBQ on
FM100 14-13
WHBQ 11-10
WCSC deb 28
WANS-FM add

WVIC on
KYNO-FM 31-28
KGGI 11-9
KBBK on
KHYT on
WGUY 32-22
Q104 add
Z102 35-30
95SGF 27-25
WFOX on
WGLF 39-29

KILE add
Q101 on
WRKR 26-22
KSLY on

LUTHER VANDROSS

“NEVER TOO MUCH”



ON EPIC RECORDS





Joel
Denver

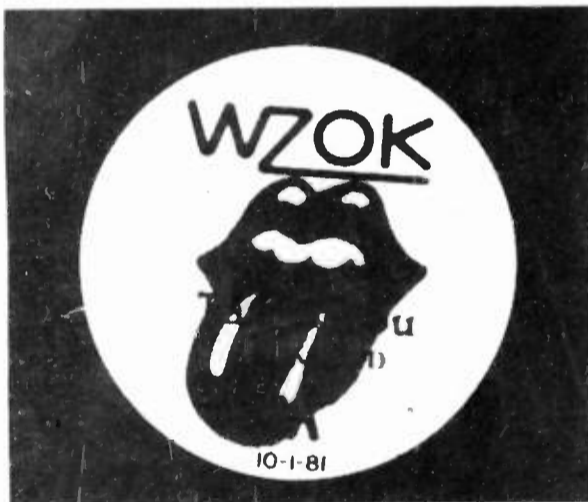
Contemporary Hit Radio

PD DALLAS COLE TELLS THE STORY

The Stones Roll Into Rockford Thanks To WZOK

Anyone who has ever tapped their feet to rock 'n' roll perked up recently when the Rolling Stones announced their current concert tour. Some took more of an interest than others. One such person was WZOK/Rockford, IL PD Dallas Cole and his air staff. They decided to investigate the possibility of bringing Mick Jagger and the band to town even though it wasn't planned as a stop.

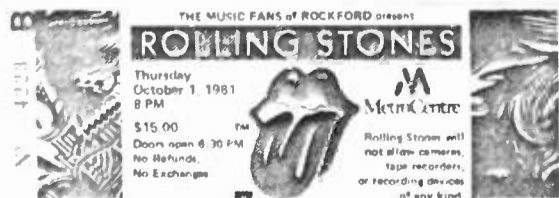
To some, convincing the Stones to make an unplanned detour to a relatively small town might seem an impossible task, but history will record that on October 1, 1981, at the request of the people of Rockford and through the efforts of Dallas Cole and WZOK, they did indeed play at the Rockford Metro Center. Here's how it happened in the words of Dallas Cole.



A New Venue In Rockford

"The Rockford Metro Center is a recently completed concert venue which seats about 10,000 people," explained Dallas, "and we'd heard that Linda Ronstadt and the Dobbie Brothers were already booked for concerts. This all took place in May, and at that point we'd heard that if the Stones did tour, they were considering some smaller venues. So, we figured, let's try and convince them to play Rockford.

"My next step was to approach Rolling Stones management and see if they would even be receptive to the idea. I explained that it was our hope to get enough signatures on petitions to show them how badly Rockford wanted to see the Stones. They gave no guarantees, but suggested we give it a shot. After a meeting with Metro Center GM Doug Logan, we agreed to give it a go."



Takin' It To The Streets

According to Dallas, "There was still no firm talk about a date in Rockford. On Monday May 11, we went on the air stating that on Thursday May 14, we would make a major music announcement. At 5pm on Thursday we ran a promo that said, 'WZOK has learned that the upcoming Rolling Stones tour may be their last. We would like everyone to sign a petition to convince them to come to Rockford. We need your help to bring them to the Metro Center.' Things started moving pretty fast.

"Over the next 13 days, the entire staff was on the streets getting signatures. We went everywhere — bars, shopping centers, college campuses, and parties — and ended up with over 35,000 signatures. During this sign-up

time, I was in constant contact with Bill Graham, who was handling the tour for the Stones. After several conversations, he became more and more receptive to the idea.

"Finally, Doug Logan and I went to Chicago for a meeting with Bill on June 7, and hand-delivered the petitions to him. I completely explained all of the details and with the help of Doug showed him why the Metro Center would make a great venue. Bill ended up taking the signatures back to New York with him and presented them to the Stones."

There were several months of waiting. It had to be pretty hard on everyone. "Everyone was always confident, and we kept in contact with the Stones all through the summer. The first sign of activity came when 'Tattoo You' was released, and then the tour press conference in Philadelphia. At that time there were two tour schedules released. One contained firm dates and the other had tentative dates," explained Dallas.

"Soon after this press conference Doug and I were on our way to New York to meet with Paul Wasserman, representing Rolling Stones management, and Bill Graham again. The meeting lasted for two and a half hours, but in the end, we came away with a confirmed concert date for Rockford."



Tickets Go On Sale

"It was a marvelous feeling knowing that Rockford had succeeded in bring the Rolling Stones to Rockford,"

Continued on Page 24

Why Walker Keeps Returning To The "Y"

The old expression "you can never go home again" need not apply to every situation, and it certainly doesn't fit here. Robert W. Walker recently made yet another return to his radio home, Y100/Miami. This marks the fourth time he has walked in the doors, with the intention of becoming a permanent fixture as the afternoon drive personality.

"Originally I joined Y100 from WMYQ/Miami, helping Buzz Bennett put the station on the air in 1973," recalled Robert. "Then Cecil Heftel decided to go live with his FM station, KGMQ/Honolulu, and I left to spend a year on that project. In the interim, Buzz left, and John Rook became PD at Y100. Eventually John moved on, to be replaced by Bill Tanner.



Robert W. Walker

"I came back about three weeks after Bill joined, and stayed until 1978, when my involvement in recording studios got the best of me. I formed Radio Records with my partner Ed McGlynn. I still continued to do weekends for Y100, and when Metroplex took Y100 over from Heftel, and purchased WCKX/Tampa, I was offered the chance to be PD about a year ago."

An obvious question would seem to be why give up a management position to return to Y100 again? Robert explained, "I'm back because WCKX is on its feet and doing well. With GM John Lander doing the morning show, the station is in great hands with his expertise in Tampa, and assistance from PD Scott Robbins and MD Ron Parker. Also, Y100 has had a series of afternoon drive personalities that haven't worked out, for one reason or another, in that shift since I left for Tampa."

The Golden Goose

"Y100 is the flagship station of Metroplex. We like to affectionately call it the 'Golden Goose,' because of the incredible success of this operation. Bill Tanner and I have a certain creative magic together. Between the two of us, we create most of the concepts and ideas that eventually hit the air at Y100. All of this, combined with the fact that Metroplex made it quite worth my while to return to the city where I spent seven years, convinced me this was the right move.

Hitting the air for the first time was a great feeling. It was like I had never left. The phones went nuts. So many people called and welcomed me back, it became really kind of hard to believe. The family feeling that permeates Y100 is very apparent on the air. The audience feels it, and it's something you can't create, it has got to be there naturally. It felt like I was really home again," said Robert.

The Complexity Of Miami

"I'm not much into titles or anything, but when Bill needs something done like critiquing a personality or cutting promos, these are the areas I handle for him. I do whatever has to be done. Basically, everyone on the staff feels that way. We are all on this ship together, so we all pitch in to help each other."

Robert remarked on the evolution of the Miami-Fort Lauderdale market. "There are more Cuban refugees than ever now, and for those that want to stay, there is a great sense of becoming assimilated into the American culture. This includes their tastes in music.

"Still, the market is really complex. You have over 30% Cuban population, with another large chunk of the market being black. The rest of the caucasian population is for the most part over the age of 45. This makes it important to play the right mix of black music, which the Cubans enjoy, and rock.

"Because we have had such great success in mixing the music, in the fall Arbitron our numbers matched the market's ethnic population almost percentage point for percentage point. Officially, I'm Assistant PD, but whatever the title, I'm real glad to be back doing what I like to do best, being on the air and working for Bill Tanner at Y100," concluded Robert.

"HEART LIKE A WHEEL"

THE NEW SINGLE BY

THE STEVE MILLER BAND

ONE OF THE MOST ADDED



FROM THE ALBUM

Circle of Love

Capitol
RECORDS



Produced by Steve Miller

The Stones Roll Into Rockford

Continued from Page 22

Dallas reflected. "Now came the real hard part, gearing up for the show. We held a press conference on September 15 and read the following telegram: 'To the music fans of Rockford: We are overwhelmed by your gracious invitation by petition. We accept. See you October 1. Tattoo you, the Rolling Stones.' The place was filled with photographers from everywhere.

"There was coverage in Chicago from the Tribune and Sun Times. Charles Kuralt from ABC's 'Good Morning America' covered it too. One of our phone researchers was in Hawaii for vacation and she saw it on TV. It was like someone had dropped a bomb on Rockford. Bill Graham had told me to prepare myself because people don't act normal when it involves the Stones. He was right."

Dallas goes on to explain how the tickets were made available. "Because of the petitions, it was decided that only those people that signed them would have the chance to purchase tickets. We drew some flak from this, but it was the only way the Rolling Stones would do the concert. They figured it should be a concert not to make money off the general public, but should be a special show for those that cared enough to sign the petition.

"We took all of the petitions, and blew them up to twice their size and cut each name into a separate strip. They were all placed in a bin and a drawing was held. A list was compiled of those that were eligible for ticket purchases. 4300 pairs were placed on sale, and each named was allowed to buy one pair. A second drawing was eventually held for those unclaimed names or those that couldn't be verified."

Thinking back on the method used for ticket sales, Dallas reasoned, "If the tickets had gone on general sale and someone had gotten stabbed or trampled while waiting in line, people would have been upset. If we had taken mail orders people would have claimed lost money or some other hassles. This turned out to be the best way in the end, and only few people really got upset."

Total City Cooperation

"The city officials were incredibly cooperative. They totally understood the importance of the event, which has turned out to be the single most important cultural event to ever take place in Rockford. We are of course proud of (hometown band) Cheap Trick, and of John Anderson, who ran for President, but the Stones

have been at it for over two decades," notes Dallas. "Now the town has really put itself on the map.

"Surrounding the concert, WZOK held a listener party the week before, and had over 5000 people show up to hear a Milwaukee band the Booze Brothers play. The night of the concert, we had live reports from the Metro Center and then recreated the concert on the air, playing all of the songs back in order.

"With all of the people getting caught up in the excitement, retailers took advantage of it and ordered in extra Stones albums and made lots of extra money. We stayed away from any ticket giveaways ourselves, but did offer LP's and special T-shirts. We were afraid that giving tickets away would have been a negative and wouldn't have been in the spirit of the purpose for the concert.



"It was a real thrill," Dallas continued. "It's still hard to comprehend that this really happened. I'm so pleased that the station was able to become a part of this event.

"WZOK didn't bring the Rolling Stones to town. We only acted as a vehicle to get the ball rolling. The people of Rockford made it happen. I was so pleased with how hard my staff worked on this project. Many hours were spent in rounding up signatures and attending to details. It certainly is one of the most rewarding promotions or events I could ever be associated with," Dallas summarized. "Thanks again to my staff, the people of Rockford, Bill Graham and the Rolling Stones."

Bits

KZFM/Corpus Christi is giving listeners a chance to win up to \$2000 cash. The first caller to hear "Low Rider" from War and call in will win \$1000. If the caller is the holder of a KZFM Super Card, he or she will win an additional \$1000.

KGAL/Lebanon, OR is having a "Bonus Bucks" contest. Merchants that want to participate put up premium prizes for listeners. KGAL suggested listeners shop at these stores, and for every dollar spent they receive a bonus buck in return. Every two weeks, the stations holds a live on-air auction for prizes like microwaves, cars, waterbeds, sporting goods, and other desirables. Response, according to MD Bob Donovan, is fantastic.

WNCI/Columbus rolled out the red carpet for RCA artist Rick Springfield for a fun-filled day at the Columbus Zoo. Entertainment included a local band, naming a new baby elephant, and Rick signing autographed albums and handing out "General Hospital" scrub shirts.

KRNA/Iowa City is celebrating its seventh birthday with a Casino Party. Listeners are welcome to stop by and win some "funny money" prizes provided by the station.

Motion

KERN/Bakersfield names former KFI/Los Angeles air talent Jeff Young as PD, replacing Steven Kay, who has entered an on-camera TV career at TV 23 in Bakersfield. Chad Hunt is out as MD at WNAP/Indianapolis, being replaced by Paul Mendenhall, who is promoted from weekends. KOPA/Phoenix promoted night rocker Chuck Bear to Assistant PD.

A couple of changes at CHED/Edmonton: PD Roy Hennessey appoints Assistant MD Ken O'Neil MD and hires Audie Lynds as Assistant PD. Audie held a similar slot at CHAB/Moose Jaw. Jim Summers is the new morning man at KJJY/Akeny-Des Moines, which moves current morning man Eric St. James into mid-days.

WHBQ/Memphis PD Mike Scalzi promotes Music Coordinator Chris Ryan to Administrative Programming Assistant. Station Production Director Don Lawler wins his third production award this year from the National Galaxy Production Competition. WHHY-FM/Montgomery is now taking music calls Tuesday to Friday from noon-4pm CST. Please direct all calls to MD Neil Harrison. New music will be available every Monday at 4pm CST.

Fire

Continued from Page 3

records spanning a third of a century were ruined. "All of my office records were lost, all of my phone numbers are gone, addresses, everything. I'm alone."

However, there is a brighter side to Cawley's tragedy. He noted the station was already back on the air, thanks to WKAJ/Saratoga Springs, NY owner Kent Jones, who loaned Cawley a 250-watt transmitter. Praising "the marvelous industry we're in," Cawley cited efforts by Bob Hallenback, the Gates Harris representative in this area, and professional engineering consultant Bill Bingham, "who came up here and worked all night to put us back on the air."

Cawley also noted "the community reaction almost reduces you to tears. . . The plumbing, the electrical work, the connection of the utilities - all came from volunteers. There was food, lighting, generators, trucks, vans, paper, chairs, office supplies, all donated by people who are not broadcasters who said, 'Hey, I don't know what I can do for you, but just let me do something.' I tell you it's just marvelous.

"I have plans to rebuild," Cawley added. "I also have a grant to build an FM here. I expect the construction permit within 30 days. We're going to build two radio stations simultaneously, which should be pretty interesting."

Austin

Continued from Page 3

Commenting on his move to management from news, Austin told R&R, "It certainly hasn't been done very often, either by CBS or in the country in general. But I'm honored and look forward to the challenge ahead. I've always been interested in marketing, and while I filled the news position, I was also assisting Jack Baker for many years here." He added, "I am from this area originally, so I know and understand the marketplace. I seek to broaden the base of acceptance for WEEI-FM."

Schreiber

Continued from Page 3

"I do have regrets about leaving Minneapolis," he continued, "because I believe the News/Talk format is starting to work there. The people there are super. But I'm still going to be involved, and I'm delighted to be here. Ron Sack and I are good friends - he's a helluva good broadcaster. He'll do real well and will probably give me a lot of fits! I know he'd like to!"

Before joining KSTP, Schreiber served as GM at KFWB/Los Angeles and KYW/Philadelphia during a 30-year career. He also ran Commuter Computer in Los Angeles.

KRLA

lots of publicity in the L.A. area. I think it will really bring a smile to lots of folks."

Featured in the reunion weekend will be former KRLA personalities Casey Kasem, "Emperor" Bob Hudson, Dick Biondi, Charlie O'Donnell, Dick Moreland, Reb Foster, and Bob Eubanks, as well as Hull, Miller, and present personality Johnny Hayes (who was also at the station in the mid-sixties).

"Not Abandoning East L.A."

Commenting on the format shift, Roth told R&R, "I feel the time is right to make the transition. If any station in L.A. fits in with this idea, it's KRLA. While we're deemphasizing the 50's, we will still play select cuts in the right dayparts. We don't feel we are abandoning the East Los Angeles audience (a largely Hispanic sector which has been a prime supporter of KRLA's present format), but feel our new target is a little more broadbased than before. I feel the addition of Humble Harv and Dave Hull will make our transition complete. To me this is just a natural evolutionary cycle at KRLA." Roth added that he would rely heavily on MD Rick Stancato and Music Research Director Sherman Cohen to smooth the transition.

Hull, who was most recently at KMPC following stints at KFI and KGBS in L.A., told R&R, "I'm exhilarated about the whole thing. KRLA is the only station I'd come back to. My coming back is something that had to happen. I think people who will listen to me will associate me with that era, but you have to be flexible enough to relate to the 1980's and 90's. I hope I'm here in the 80's and 90's; I hope it'll last forever."

Miller commented, "I'm really excited. I don't think 'magnificent mono' is dead. Entertainment is entertainment; AM isn't to be relegated only to news and sports. KRLA has been proving that for a long time now. The station will bring back a lot of great memories."



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PARALLEL ONE PLAYLIST

EAST 105.5 Providence PD: Todd Chase MD: Mike Watte

94.7 Montreal MD: Sharron Brooke

B104 WBSB PDs: Jan Jeffries Baltimore

WBEN-FM 102 Buffalo PD: Bob Wood MD: Roger Christian

WABC 77 New York PD: Jay Clark MD: James Golden

Kiss 106.5 Boston PD: Sonny Joe White MD: Vinnie Peruzzi

WBWB Buffalo PD: Neil McGinley MD: Jon Summers

1050 chum Toronto PD: Jim Waters MD: Brad Jones

96.9 Pittsburgh OM: Bobby Christian MD: Clarke Ingram

WDC 106.1 Washington, D.C. PD: Steve Kingston MD: Jim Elliott

WNBC Radio 66 New York PD: Kevin Metheny MD: Roz Frank

CFTR 680 Toronto PD: Bill Gable Music Coordinator: Cyd Kaplan

Q107 Washington, D.C. PD: Alan Burns MD: Frank Holler

wifi 92 Philadelphia PD & MD: Liz Kiley

92.1 Providence PD & MD: Gary Berkowitz

South Ft. Worth, Dallas PD: Christopher Haze MD: Sandra Bobek

WJAZZ Miami PD: Keith Ialey MD: Johnny Dolan

94.7 Atlanta THE MUSIC FM PD: Jim Morrison MD: Jeff McCartney

1010 Miami PD: Bill Tanner MD: Mark Shands

WCKX Tampa PD: Scott Robbins MD: Ron Parker

WWSW Tampa PD: Scott Shannon MD: Pat McKay

104.5 Houston PD: Roger W.W. Garrett MD: Dayna Steele

Z-93 Atlanta ATLANTA'S RADIO STATION PD: John Young MD: Dale O'Brien

WZZM 105 Cleveland PD: Bob McKay

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

(Foreigner continued)

F

DON FELDER
Heavy Metal... (FM/Asylum)
LP: Soundtrack Heavy Metal

60/0 23% National Summary
Regional Reach: 8 209, 8 209, 8 209, 8 209
DEBITS: 118, 13, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

DAN FOGELBERG
Hard To... (Full Moon/Epic)
LP: The Innocent Age

208/0 97% National Summary
Regional Reach: 3 608, 3 608, 3 608, 3 608
DEBITS: 120, 15, 15, 0
DOWN: 0, 0, 0, 0
N&A

FOUR TOPS
When She... (Casablanca/PG)
LP: Tonight!

168/3 73% National Summary
Regional Reach: 11 778, 11 778, 11 778, 11 778
DEBITS: 109, 27, 15, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

H

HALL & OATES
Private Eyes (RCA)
LP: Private Eyes

203/2 94% National Summary
Regional Reach: 1 968, 1 968, 1 968, 1 968
DEBITS: 113, 27, 0, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

G

GENESIS
No Reply At All (Atlantic)
LP: Abacab

141/21 86% National Summary
Regional Reach: 7 748, 7 748, 7 748, 7 748
DEBITS: 74, 25, 18, 0
DOWN: 0, 0, 0, 0
N&A

FOREIGNER
Waiting For A... (Atlantic)
LP: Foreigner 4

208/7 97% National Summary
Regional Reach: 5 968, 5 968, 5 968, 5 968
DEBITS: 172, 18, 0, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

(Genesis continued)

RICK JAMES
Super Freak (Gordy)
LP: Street Songs

60/1 23% National Summary
Regional Reach: 5 399, 5 399, 5 399, 5 399
DEBITS: 12, 12, 12, 12
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

GO GO'S
Our Lips Are Sealed (IRS)
LP: Beauty & The Beast

80/14 37% National Summary
Regional Reach: 8 358, 8 358, 8 358, 8 358
DEBITS: 35, 4, 4, 0
DOWN: 7, 0, 0, 0
N&A

P1

P2

P3

P1

P2

P3

H

HALL & OATES
Private Eyes (RCA)
LP: Private Eyes

203/2 94% National Summary
Regional Reach: 1 968, 1 968, 1 968, 1 968
DEBITS: 113, 27, 0, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

G

GENESIS
No Reply At All (Atlantic)
LP: Abacab

141/21 86% National Summary
Regional Reach: 7 748, 7 748, 7 748, 7 748
DEBITS: 74, 25, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

P1

P2

P3

(Billy Joel continued)

BILLY JOEL
Silly Goody... (Columbia)
LP: Songs In The Attic

164/2 76% National Summary
Regional Reach: 7 768, 7 768, 7 768, 7 768
DEBITS: 113, 18, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

AL JARREAU
We're In This Love... (WB)
LP: Breakin' Away

166/2 77% National Summary
Regional Reach: 8 778, 8 778, 8 778, 8 778
DEBITS: 19, 19, 19, 19
DOWN: 2, 2, 2, 2
N&A

P1

P2

P3

P1

P2

P3

P1

P2

P3

JOURNEY
Don't Stop... (Columbia)
LP: Escape

145/25 87% National Summary
Regional Reach: 5 968, 5 968, 5 968, 5 968
DEBITS: 48, 25, 25, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

BILLY JOEL
Silly Goody... (Columbia)
LP: Songs In The Attic

164/2 76% National Summary
Regional Reach: 7 768, 7 768, 7 768, 7 768
DEBITS: 113, 18, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

(Journey continued)

JOURNEY
Who's Crying... (Columbia)
LP: Escape

123/0 67% National Summary
Regional Reach: 8 538, 8 538, 8 538, 8 538
DEBITS: 118, 13, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

QUINCY JONES
James Ingram
Just Once (ABM)
LP: The Dude

164/6 72% National Summary
Regional Reach: 6 708, 6 708, 6 708, 6 708
DEBITS: 10, 25, 25, 6
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

P1

P2

P3

P1

P2

P3

JOURNEY
Don't Stop... (Columbia)
LP: Escape

145/25 87% National Summary
Regional Reach: 5 968, 5 968, 5 968, 5 968
DEBITS: 48, 25, 25, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

BARRY MANILOW
The Old Songs (Arista)
LP: If I Should Love Again

182/8 76% National Summary
Regional Reach: 8 608, 8 608, 8 608, 8 608
DEBITS: 24, 24, 24, 24
DOWN: 6, 6, 6, 6
N&A

P1

P2

P3

(Foreigner continued)

DON FELDER
Heavy Metal... (FM/Asylum)
LP: Soundtrack Heavy Metal

60/0 23% National Summary
Regional Reach: 8 209, 8 209, 8 209, 8 209
DEBITS: 118, 13, 18, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

DAN FOGELBERG
Hard To... (Full Moon/Epic)
LP: The Innocent Age

208/0 97% National Summary
Regional Reach: 3 608, 3 608, 3 608, 3 608
DEBITS: 120, 15, 15, 0
DOWN: 0, 0, 0, 0
N&A

FOUR TOPS
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LP: Tonight!

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DEBITS: 109, 27, 15, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

H

HALL & OATES
Private Eyes (RCA)
LP: Private Eyes

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DEBITS: 113, 27, 0, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

G

GENESIS
No Reply At All (Atlantic)
LP: Abacab

141/21 86% National Summary
Regional Reach: 7 748, 7 748, 7 748, 7 748
DEBITS: 74, 25, 18, 0
DOWN: 0, 0, 0, 0
N&A

FOREIGNER
Waiting For A... (Atlantic)
LP: Foreigner 4

208/7 97% National Summary
Regional Reach: 5 968, 5 968, 5 968, 5 968
DEBITS: 172, 18, 0, 0
DOWN: 0, 0, 0, 0
N&A

P1

P2

P3

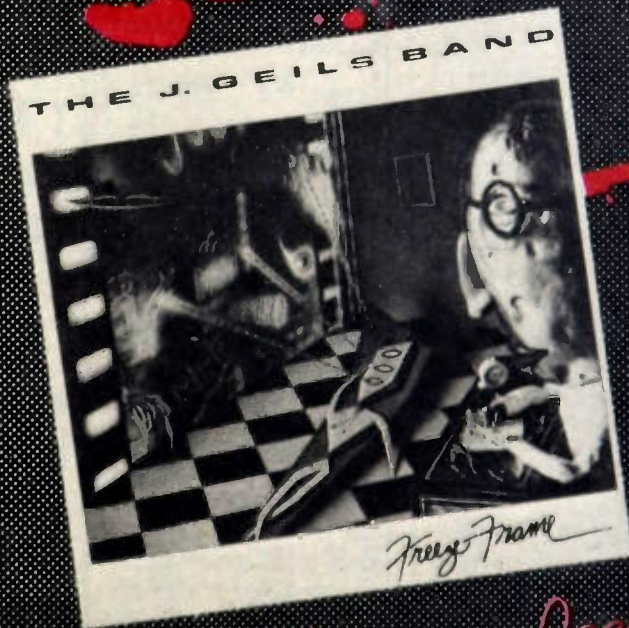
"Center"

The first single from the forthcoming



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J. Geils Band album - Freeze-Frame.



On EMI America Records
Produced & Arranged by Seth Justman
Management: Burger & Co., N.Y. - John Hand & Bobi Handlin

Barry Manlow (continued) LP: Bella Donna. Regional Beach: 130/67. National Summary: 60%. Includes station call letters and song titles.

S. NICKS & D. HENLEY LP: Leather & Lace (Modern/Atco). Regional Beach: 130/67. National Summary: 60%. Includes station call letters and song titles.

Kenny Rogers LP: Share Your Love... (Liberty). Regional Beach: 143/1. National Summary: 67%. Includes station call letters and song titles.

Bob Seger (continued) LP: Night Moves. Regional Beach: 178/2. National Summary: 62%. Includes station call letters and song titles.

Rod Stewart (continued) LP: Smokey Mountain. Regional Beach: 65/20. National Summary: 30%. Includes station call letters and song titles.

Streak LP: One More... (Badland/Col.). Regional Beach: 68/5. National Summary: 27%. Includes station call letters and song titles.

Juice Newton LP: The Sweetest... (Capitol). LP: Juice. Regional Beach: 65/20. National Summary: 30%. Includes station call letters and song titles.

Quarterflash LP: Harden My... (Gaffan/WB). LP: Quarterflash. Regional Beach: 138/39. National Summary: 63%. Includes station call letters and song titles.

Diana Ross LP: Why Do Fools Fall... (RCA). LP: Why Do Fools Fall In Love? Regional Beach: 159/20. National Summary: 74%. Includes station call letters and song titles.

Dianna Ross LP: Why Do Fools Fall In Love? Regional Beach: 159/20. National Summary: 74%. Includes station call letters and song titles.

Olivia Newton-John LP: Physical (MCA). LP: Physical. Regional Beach: 166/10. National Summary: 77%. Includes station call letters and song titles.

Billy Squier LP: In The Dark (Capitol). LP: Don't Say No. Regional Beach: 65/1. National Summary: 26%. Includes station call letters and song titles.

M. Post & L. Carlton LP: Theme From 'Hill Street Blues' (Elektra). Regional Beach: 145/7. National Summary: 67%. Includes station call letters and song titles.

Rolling Stones LP: Start Me Up (Rolling Stones). LP: Tattoo You. Regional Beach: 162/0. National Summary: 75%. Includes station call letters and song titles.

Bob Seger LP: Tryin' To Live... (Capitol). LP: Nine Tonight. Regional Beach: 178/1. National Summary: 83%. Includes station call letters and song titles.

Bob Seger LP: Tryin' To Live... (Capitol). LP: Nine Tonight. Regional Beach: 178/1. National Summary: 83%. Includes station call letters and song titles.

Rod Stewart LP: Young Turks (WB). LP: Tonight I'm Yours. Regional Beach: 169/20. National Summary: 70%. Includes station call letters and song titles.

Luther Vandross LP: Never Too Much (Epic). LP: Never Too Much. Regional Beach: 58/14. National Summary: 27%. Includes station call letters and song titles.

Olivia Newton-John LP: Physical (MCA). LP: Physical. Regional Beach: 166/10. National Summary: 77%. Includes station call letters and song titles.

Rolling Stones LP: Start Me Up (Rolling Stones). LP: Tattoo You. Regional Beach: 162/0. National Summary: 75%. Includes station call letters and song titles.

Bob Seger LP: Tryin' To Live... (Capitol). LP: Nine Tonight. Regional Beach: 178/1. National Summary: 83%. Includes station call letters and song titles.

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Rod Stewart LP: Young Turks (WB). LP: Tonight I'm Yours. Regional Beach: 169/20. National Summary: 70%. Includes station call letters and song titles.

Luther Vandross LP: Never Too Much (Epic). LP: Never Too Much. Regional Beach: 58/14. National Summary: 27%. Includes station call letters and song titles.

M. Post & L. Carlton LP: Theme From 'Hill Street Blues' (Elektra). Regional Beach: 145/7. National Summary: 67%. Includes station call letters and song titles.

Rolling Stones LP: Start Me Up (Rolling Stones). LP: Tattoo You. Regional Beach: 162/0. National Summary: 75%. Includes station call letters and song titles.

Bob Seger LP: Tryin' To Live... (Capitol). LP: Nine Tonight. Regional Beach: 178/1. National Summary: 83%. Includes station call letters and song titles.

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The Three P's Of News/Talk

Everybody remembers the 3 R's, right? Well, it's time now for an update on the 3 P's of News/Talk — personalities, programming, and promotion. As you'll read below, these stations do more than get a jump on the next breaking headline or psychic prediction.

Before going any further, I'd like to thank everyone for the steady stream of station news and photos I've received. Please keep it up. It's a chance to share news, learn other philosophies, and adapt creative ideas within the format as well as outside of it. After all, the bottom line is to sound good, no matter what the format.

News/Talk Personalities

ON THE MOVE: Edward Belkin moves in-house from News Director to Executive Editor at KYW/Philadelphia... Tom Mann has traveled crosstown from middays at KAYO/Seattle to KVI as host of an all-night talk show... Pulling double duty at WBAL/Baltimore is Kelly Saunders, who signed on recently as a weekend talk personality. During the week she graces the airwaves of WIYY (98 Rock), sister station of WBAL... KNX/Los Angeles welcomes a new business and financial editor to its staff. Bruce Bernhart hails from similar stints at KFSD, KOGO, and KSDO, all in San Diego... Frank "Falcon" Rainey segues from technical producer to Production Manager at KTRH/Houston. His first official act was to name newcomers Bill Van Rysdam and Paula Cousins as technical producers... Congratulations to KFVB/Los Angeles reporter Cecilia Pedroza, who was selected as Woman of the Year for 1981 by the Hollywood Business and Professional Women's Club... WBBM/Chicago Saturday anchor Donn Pearlman served recently as master of ceremonies at the Easter Seal Society luncheon honoring George Lazarus, a Tribune columnist. The station's Don Mann, Manager of Special Projects, was chairman of the salute. And speaking of Don, he was honored last week by the Chicago Press Club for his work in broadcasting as well as in the community.

PROGRAMMING HIGHLIGHTS: KGNR/Sacramento recently launched what it terms a "programming innovation." The station has incorporated the idea of "creating three hours of solid, immediate programming," according to President/GM Robert E. Henley. Bob Whitten anchors an afternoon (3-6pm) news-oriented talk program. So what's the big deal? The big deal is that during these fast-paced three hours, station reporters will file live on-the-scene reports from the sites of local breaking stories, with those people directly involved in the stories being lined up for on-air calls with Whitten. This takes the place of a reporter coming back to the station to type, edit tape, and then put the whole thing together. Concerned listeners can also call in and may even be conferenced with the particular newsmaker. In other station changes, host Jack Kirkwood takes over Whitten's previous 9am-noon slot while Jerry Grisham moves from late afternoons to evenings (6-9pm)... WXYZ/Detroit has also been busy, adding two new shows to its lineup. The first, "Evening Newstalk," is a two-way telephone talk show hosted by seven-year talk veteran David Newman, airing 4-8pm. The program is described as a blend of news, information and entertaining telephone talk. And in response to audience requests, the station broadcasts "Money Talk" with Certified Financial Planner Audrey Pearl. Each Sunday from 9am-noon, Ms. Pearl offers her financial



David Newman

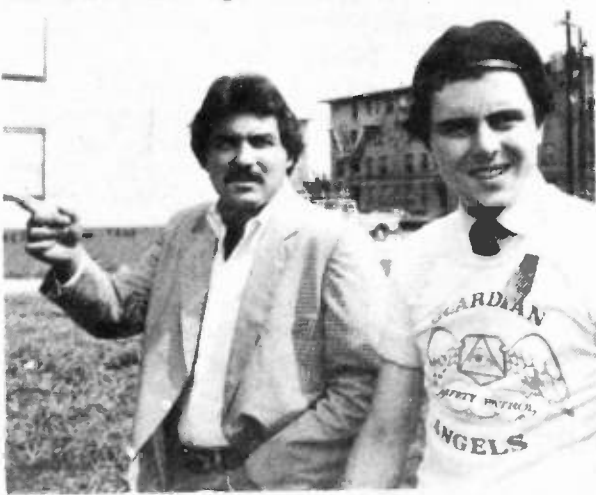


Audrey Pearl

expertise to area listeners. Ms. Pearl is said to be the first woman in Michigan history to reach the status of Certified Financial Planner... Moving over to the Eastern Seaboard, all systems are go at WRKO/Boston since announcing its switch to all-Talk. New cohost Bill Stephens jumps aboard to join Norm Nathan on the 5-9am "Morning Magazine." Former WFAA/Dallas personality Dick Syatt now handles the 9am-noon slot while Harvard psychologist Dr. Harry Sobel explores people and their feelings each day at noon. And after

success at WNWS/Miami, local favorite Jerry Williams discusses politics from 2-6pm. Guy Mainella hosts "SportsCall" followed by David Brudnoy from 8-midnight and "America Overnight." Weekends feature a varied version of "SportsCall," a look at the backstage world by Jon Keller, and jazz/Broadway musical shows on Sunday.

KING VISITS LOYAL SUBJECTS: Popular talk personality Larry King is scheduled to broadcast live next week from the West Coast. King guests on KVI/Seattle and then broadcasts live from the Space Needle on October 26. That same day has also been proclaimed "Larry King Day" by city officials. Later in the week, Larry heads for California sun, originating his show from KMPC/Los Angeles October 29 and 30.



CITY OF ANGELS — No, we're not talking about Los Angeles, but this could become the new nickname of New Orleans if the Guardian Angels have their way. Their founder, Curtis Sliwa, was recently invited by WGSO to speak before the City Council. Response was so good that he'll be returning soon to set up a chapter in the Mardi Gras city. Pictured during a city tour are (l-r) WGSO talk host Joe Lombardo and Curtis Sliwa.

SPORTS CORNER: In a surprising move, KYW/Philadelphia has announced its decision not to renew its contract for Phillies baseball after five years. Instead, neighboring rival WCAU picks up the plum contract for the next 11 years beginning in 1982, thereby renewing its prior to 1976 seven-year link-up... WGST/Atlanta sparks up its Atlanta Falcons broadcasts with "guest analysts" who work alongside the play-by-play and color commentators. Guests have included Green Bay Packer pro Paul Horning, Falcons GM Eddie LeBaron, and ex-Georgia Tech coach Pepper Rogers... Once again WBBM/Chicago is set to broadcast University of Illinois football... And crosstown competitor WIND signed a two-year enlistment for exclusive rights to play-by-play coverage of Blackhawks hockey. As part of that package, the station has named Pat Foley as announcer for the hockey broadcasts... Meanwhile, KMOX/St. Louis, in association with Pepsi-Cola, has initiated a weekly award program in recognition of achievement in high school football. 13 awards will be handed out. In other station news, KMOX recently became a client of the Broadcast Interview Connection.

HAPPY TALKIN' HALLOWEEN: From 9pm-midnight, October 31, WBAL/Baltimore's Alan Christian will present his talk show from the deck of the light ship "Chesapeake" in celebration of "Halloween At The Harbor." Highlights feature a seance on board, a psychic fair, and a costume contest for both children and adults... As part of its salute to Halloween, KMOX/St. Louis is distributing 5000 free flashlights to elementary school children as well as broadcasting National Safety Council tips on Halloween safety.

RADIO SHOGUN: It's been said that if you dig deep enough you'll hit China. Well, KGO/San Francisco comes close — not by land but in the air. The station received a radio reception report from a Tokyo listener who said his radio has only a bar antenna. Despite a distance of 5135 air miles, the 20-year-old student wrote, "Your signal is one of the strongest ones; the sound is

News/Talk

Gail Mitchell



clear" ... A recent 10-kilometer run at a 331-acre Atlanta amusement park sponsored by WGST was quite a success. Some 3000 runners participated in the "Six Miles At Six Flags" race, raising more than \$13,000 for the American Diabetes Association... KCBS/San Francisco traffic reporter Chris Brecher and Joe Carcione, better known as the Greengrocer, have teamed up to present "CB and the Greengrocer," which answers listeners' questions about produce every morning... Now the latest in Southern California news, based upon Herald Examiner reporting, can be heard on KCRW-FM/Santa Monica, as part of National Public Radio's "Morning Edition"... WINS/New York recently aired a 20-part series on "Coping: Fighting The Hassles," which detailed the fight against stress.

Through The Looking Glass

Once upon a time a radio station (WIND/Chicago) took a close look at itself and decided to give its air personalities new time slots. After the changes were completed, the next step was to announce the time shifts to the public. Rather than go with a simple, ordinary release, the station wanted something practical, but not too cutesy, something that would catch a person's eye and stick in his mind, something that would promote the new lineup as well as the station's longstanding philosophy of informing and entertaining its audience. That's some tall order. Where's that Aladdin's lamp when you need it?



Well, the station put on its thinking cap and hit upon a very clever way to introduce and promote the new lineup. Why not a mirror, listing the changes on the front of its package? What better way to get people to "look into" the station changes and at the same time look at themselves. After all, no one can pass by a mirror without looking. So the personalities were happy with their new homes, the audience was happy with the personalities, and the station broadcast happily ever after.



Jeff Gelb AOR

KROQ And WXRT:

Comparing Programming Philosophies

Much has been said and written about the ongoing L.A. AOR radio battle between KLOS and KMET. But for the last year, sneaking up in the ratings behind those two battling Goliaths has been a spunky David using diverse musical programming like a slingshot.

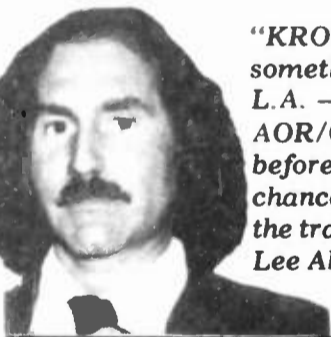
Meanwhile, in Chicago, two AOR giants, WLUP and WMET, have done everything but hurl atomic weapons across the street in a battle for ratings points, while down the street, WXRT has continued to present a spirited blend of musical forms.

When the summer ARB results were released last week, both WXRT and KROQ were up. While neither station poses an immediate threat to its respective market's AOR competitors, KROQ's 1.7-1.8 and WXRT's 1.3-2.1 prove there's still an active audience for eclectic programming.

This week, I spoke with both stations' PD's for background on the modest but unquestioned success stories at their unique AOR's.

KROQ: The "Roq" Of The Eighties

When Rick Carroll joined KROQ in the Spring of 1979, he inherited a situation wherein, he recalled, "the station was making very little money and the staff wasn't getting paid regularly. It put me in a compromising position with management, and so I was forced to allow the jocks to program every other song."



"KROQ has created something unique in L.A. — we're grabbing AOR/CHR listeners before they have the chance to experience the traditional KMET/Lee Abrams stations."

— Rick Carroll

This was a disagreeable situation to Carroll, who had programming experience in both CHR and AOR radio at stations like KEZY/Anaheim, KLIV/Fresno, and KKDJ/Los Angeles. After nine unsuccessful months allowing the jocks personal choice, Carroll and management sat down and worked out a more logical programming position, which basically handed over control of the station to Carroll. "The music is now all preprogrammed," he reported. "The jocks get one choice per hour. Otherwise, cut by cut, everything is prepicked; it takes me about 2½ hours a day to do."

Tight Is Right

"We have the tightest current playlist in town. I could never understand why, in a market as competitive as L.A., off-air PD's and MD's would spend so much time choosing music and then putting it on cards and letting the jocks loose with it. That, to me, is inviting disaster."

What's the function of the disc jockey in a format that allows so little personal choice? Carroll offered, "To make the music flow, and more importantly, to become the best announcers and entertainers they can be. They can concentrate fully on that aspect rather than be concerned with such things as whether the jock before him played a certain cut, or if he played the same cut yesterday at the same time. They can be confident that I'm going to give them the best music my research has indicated they can be playing."

Research? "KROQ is programmed by gut feel," Carroll revealed, "but it's confirmed by record store calls (including import shops), and, because we have an incredibly active audience, we keep a close check on the request lines. We don't use any computers!"

Carroll went on to dissect the KROQ record library: "We have about 400 cuts to choose from. We play 80% currents, about 15% recurrents, and 5% oldies. We don't place much emphasis on oldies; with this format some of that sounds out of whack. We'll play Beatles, Stones, Doors, Who, Zeppelin, Bowie and Hendrix, but that's about as far as we go with oldline rock and roll."

Modern Music

About 20% of KROQ's music could be termed new wave; Carroll prefers to call it "modern music." The station is infamous for picking an offbeat song like the Waitresses' "I Know What Boys Like" and putting it in a high rotation (every three hours) till it becomes a KROQ standard. "We make our own hits," Carroll exclaimed. "For example, we picked up the Specials' 'Ghost Town,' and within two days it became one of our top five requests. We'll play something like that every three hours for four or five weeks so long as the phones and sales back it up."

It's not unusual on KROQ to hear a song like "Ghost Town" back to back with a very mainstream AOR song like Foreigner's "Urgent." How does KROQ get away with its diversified programming? Carroll hypothesized, "We know the market. Plus, we can rotate the songs so often in a very short current list that the tunes become very familiar with our audience in a very short period of time."

"We don't get many complaints about our diverse musical elements. When neighboring KNAC/Long Beach went all modern music, the diehards switched to them. We find that people come to KROQ specifically because we do play some of these offbeat cuts; they know they'll hear them if they listen for a few hours."

Does this mean that stations like KMET or KLOS are wrong to avoid "modern music" on their playlists? "They're not wrong at all," replied Carroll. "What they do is very valid, and there's room in every market for stations to program to that school of thought. It works and they should do it. The problem those stations have, though, is that young people (junior high and high school) recognize their resistance to this kind of music, and these stations become nonhip, uncool to this young audience."

"KROQ has created something unique in L.A. — we're grabbing AOR/CHR listeners before they have the chance to experience the traditional KMET/Lee Abrams stations. Instead, they're growing up with our heavies: Squeeze, Buzzcocks, Pretenders, B-52's. That's the music they are introduced to, and that's going to make us very popular in the long run."

Can KROQ sell its young audience numbers? "It's a sales plus for us. We end up getting most of the entertainment spots: movies, record shops, etc. We've developed an audience for merchandise and entertainment appealing to 12-19 year olds; our music hits them directly."

The most controversial aspect of KROQ's programming is its inclusion of selected black music. Carroll said, "It began when groups like the Talking Heads started to concentrate on rhythms with black overtones. We don't play that much black music; right now we're just playing Rick James's 'Super Freak' in medium (twice daily). It continually gets positive calls, and that's the only reason we've been playing it for two months. Obviously,

it depends on the individual artist and song. Not that many artists have the KROQ image.

"The KROQ image," he defined, "is of a station that takes a chance on music, gives local musicians access to airwaves, puts someone on the air spontaneously who's in town for a show, plays import music, and in general, a station that transcends what you normally expect to hear on the radio. It's unique, and it's worked for us."

Devo Debacle

It almost stopped working a few weeks ago, when there was some inner turmoil at KROQ over airplay of a KROQ staple: Devo. Carroll explained, "They agreed to do a benefit concert for us sometime this year. Our GM, who used to be a road manager for people like Sly Stone and Frankie Valli, decided to get tough with the group, by telling them to commit to a concert or have their records pulled off our air. We freaked, and jocks were threatening to quit. I spoke with our owner who told me to exercise my judgment, so I kept their music on the air. Things have since mellowed out, and the band has agreed to do the benefit."

What If?

KROQ's ratings upswing under Rick Carroll has been accomplished with virtually no promotional budget, no billboards, no TV spots. But what if KROQ had the budget of one of its primary competitors — how might this affect KROQ's ratings? "That's my favorite question," Carroll responded. "I think it would add one share to our ARB easily. TV spots, billboards, paying jocks \$40,000 a year instead of a Bakersfield scale."

"I think we can do it anyway, in the long run. A lot of the people who have been growing up as they've listened to us over the last two years have become accustomed to our music, our oldies and recurrents. Squeeze or Gary Numan will be their oldies! They're going to want to hear those songs when they're 19 or 20. We're beginning to see that already in the Mediatrends. So in the long run, we're gonna make it."

"In fact," he added as an afterthought, "it may almost be a negative at this point for KROQ to do a big bucks campaign. The word on the street is incredibly powerful for KROQ, and that may be all we need."

WXRT: Chicago's Finest Rock

Meanwhile, in Chicago, it appears a high-profile publicity approach may have helped WXRT obtain its best 12+ figure in two years. PD Norm Winer commented, "For the first time, we bought billboards in abundance, had our new



"...Our programming was valid aesthetically but not commercially ... We wanted to make our air sound more palatable to the masses while retaining our progressive image."

— Norm Winer

diamond logo plastered all over the city, and printed up a batch of new T-shirts. It gave us visibility beyond anything we'd done before.

"At Chicagofest, we had, for the first time, a broadcast booth, in addition to our usual Blues

Continued on Page 38

The Robert Klein Radio Show is no laughing matter

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KYLO	Alamogordo, NM	WKKI	Celina, OH	WHCN	Hartford, CT	KFMH	Muscatine, IA	KTMS-FM	Santa Barbara, CA
WPRR	Altoona, PA	WROQ	Charlotte, NC	WRLS	Hayward, WI	WNEW-FM	New York, NY	KMLS-FM	Santa Rosa, CA
KYTX	Amarillo, TX	WLUP	Chicago, IL	WMTU	Houghton, MI	WAOR	Niles, MI	KCBW	Sedalia, MO
KGLM	Anaconda, MT	WMMS	Cleveland, OH	WFYV	Jacksonville, FL	WMYK	Norfolk, VA	WXLR	State College, PA
WAPL	Appleton, WI	KITT-FM	Columbus, NE	KBIM-FM	Jonesboro, AR	WMEB	Orono, ME	WRFB	Stowe, VT
WAGQ	Athens, GA	WKGO	Cumberland, MD	KASK	Las Cruces, NM	WOCR	Oswego, NY	WAQX	Syracuse, NY
WZGC	Atlanta, GA	WXLP	Davenport, IA	KRLG	Lawton, OK	WPFM	Panama City, FL	WBDJ	Terre Haute, IN
KISM	Bellingham, WA	KAZY	Denver, CO	KIQY	Lebanon, OR	WTKX	Pensacola, FL	KZZK	Tri-Cities, WA
WVVO	Berryville, VA	WRIF	Detroit, MI	WKQQ	Lexington, KY	WIOQ	Philadelphia, PA	KWFM	Tucson, AZ
WAAL	Binghamton, NY	KDCK	Dodge City, KS	WBPZ	Lock Haven, PA	KOPA-FM	Phoenix, AZ	WOUR	Utica, NY
WVVV	Blacksburg, VA	WDOV	Dover, DE	KLOS	Los Angeles, CA	KMRJ	Pittsburg, KS	KVRF	Vermillion, SD
WFMV	Blairstown, NJ	WFON	Fond Du Lac, WI	WRBN	Macon, GA	WYNZ-FM	Portland, ME	KSXT	Walla Walla, WA
WKOY	Bluefield, W VA	KBKB-FM	Fort Madison, IA	KUUL	Madera, CA	WPDH	Poughkeepsie, NY	WWDC-FM	Washington, DC
WBGW	Bowling Green, KY	WGVL	Gainesville, FL	KMKF	Manhattan, KS	WPRB	Princeton, NJ	WXXY	Watkins Glen, NY
WRKI	Bridgeport, CT	KKDQ	Grand Forks, ND	WQFM	Milwaukee, WI	WRCN	Riverhead, NY	WBBO-FM	Waynesboro, MS
WZIR	Buffalo, NY	WKZL	Greensboro, NC	KDWB-FM	Minn/St Paul, MN	WKCX	Rome, GA	WBMI	West Branch, MI
KATK	Carlsbad, NM	WGRK-FM	Greensburg, KY	WLSQ	Montgomery, AL	KIXY-FM	San Angelo, TX	WERI-FM	Westerly, RI
				WVAQ	Morgantown, W VA			CHUM-FM Group (Canada)	

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Tom Hedges
KLOS, Los Angeles

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Jeff Gelb

KROQ And WXRT: Comparing Programming Philosophies

Continued from Page 36

Deluxe stage. Coming up, we'll be doing buscards drawing attention to our improved signal (we're moving transmitter sites this week)."

What signalled the change in promotional attitude at WXRT, long Chicago's progressive underdog? Winer replied, "Our last book was our second 1.3 in a row. We came to the realization that our programming was valid aesthetically, but not commercially. Given the state of the competition, we needed to do something that would make us noticed. But before we beefed up our outside visibility, we had to make some programming adjustments. We wanted to make our air-sound more palatable to the masses while retaining our progressive image. We could no longer afford to be as progressive as we had been in the past, progressive for the sake of being progressive. We remain more progressive than our competition, playing more varieties of music and still adding more new music. But now we're combining that with an extensive collection of AOR oldies, and we're dayparting more than ever before. All of this has made the station easier to listen to for a mass audience."

Death Or Evolution?

Is this another nail in the coffin of progressive rock radio or another step in its evolution? Winer responded, "I've always maintained that the nature of progressive radio is to evolve with the times. Today's progressive radio is different than that which died in the 70's at KSAN or flourished in the 60's. In terms of the relative nature of the progressive term, our competition is making it very easy for us to define progressive, because their approach is so limited in terms of the music they play and the manner in which it's presented. It makes it simple for us to hit them from the

left and from the right. We were the city's first station to play Diesel, the first AOR to try Kim Carnes. We may have been the first AOR in the country to play the Pointer Sisters.

"We don't want any teenagers. Our sales approach is qualitative, not quantitative. Now that we have some numbers, we want to continue to cater to 25+ while maintaining some 18-24's. We're going to spare them a lot of the music being played on the stations that are trying to reach everyone from teens to 40-year-olds. We don't have to play the loud heavy metal groups; in fact, that would turn off a large segment of our audience. When we do go off on musical tangents, they're very calculated, and done at a time of day when the chances are better that they'll be well-received."

For WXRT, the future looks good, prophesized Winer. "I'm hopeful. I think we're building a realistic audience base. Our combination of better reception and more accessible air-sound should result in more people turning to us. We still offer them an alternative that gives them more music and alternate forms of entertainment. One of those is news, which has become a lesser priority with our competition; it remains an area in which we excel. And in terms of the quantity of good music that comes out that simply doesn't get played on other radio stations, with our refined approach, we're hoping a wider audience will be receptive to it."

In these days, when the AOR consultants are (perhaps rightfully) getting the lion's share of attention for their successes in helping AOR reach a mass audience, it's refreshing to turn the spotlight on stations like KROQ and WXRT, whose programming ideals are direct links with our format's origins. Continued success!

COLOR

MORE STONES TIE-INS: KGB-FM/San Diego gave out 17,000 commemorative patches for the Stones' San Diego concert, interviewed Bill Wyman, and recreated the show song-by-song for listeners as the group played the set. WRKI/Bridgeport did a Stones A-Z and played one song twice. The first listener who called to identify that song won an expenses-paid trip to see the band in New York. KZEW/Dallas gave away a \$9000 1982 Charger 2+2 in conjunction with the Stones cut "Start Me Up." KOMA/San Jose recreated the Stones' set song-by-song from live albums, and reported on traffic and crowd conditions with the help of two leased helicopters. WPLR/New Haven flew fifty winners to see the band in Buffalo. Also sent to the Buffalo show was a WTUE/Dayton listener and his date, who won tickets and transportation in a Stones trivia quiz. KROY-FM/Sacramento and KICT/Wichita bused listeners to concert dates, while KRKN/Anchorage air personality Morgan Evans hand-delivered thousands of listeners' fan letters to the



STILL SOUPY AFTER ALL THESE YEARS: That's the name of comedian Soupy Sales's first album in a long time, being recorded for MCA. Pictured (l-r) at a recording session are visiting WPLR/New Haven air personality Joe "from Chicago," Sales, and WNEW-FM/New York air personality Meg Griffin.

group backstage during one of their concerts. DC101/Washington sent listeners on prepaid trips to see the band in three cities throughout the country.

MEASURING UP TO PAT BENATAR: KYTX/Amarillo, in conjunction with an area Pat Benatar concert date, held a contest asking listeners to "measure up" to Pat's measurements (height, weight, etc.). The winner received a backstage pass to meet the songstress.

HEAVY METALS: WGRQ/Buffalo pacted with Full Moon/Asylum in a contest that awarded winning listeners either a \$1000 "Heavy Metal" guitar or an ounce of gold, the "heaviest metal."

MEAT LOAF MAIN COURSE: KILO/Colorado Springs threw a Meat Loaf party in conjunction with Cleveland International/Epic and the newest album. Drinks were one cent to listeners with KILO Cards. A cookoff was also held, with the winning meat loaf chef winning 94 albums from the CBS catalogue.



Q102 KEEPS 'EM FLYIN': KTXQ/Dallas unveiled its own Q102 Skydiver at the station's "Last Day of Summer Free Concert & Races," which presented Columbia's Silver Condor in concert with three area bands. Listeners could also race their own cars on the 1/4-mile dragstrip. 55,000 showed up for the daylong event.

EVOLUTION

KSTM/Mesa has switched to AOR from A/C; Jeff Parets is PD... Glenn Stewart has exited as PD at WYMX/Augusta; GM Mills Filtzner is filling in as PD... Rick Fromme has been appointed GM at WKZL/Winston Salem from WHDH/Boston and the John Blair Company... Bill DeMore has been upped to Station Manager at KZOM/Beaumont, where he'll also remain PD... Jim Schuyler has exited as MD of WOVB/Ft. Pierce... Ralph Tortora has been named MD for WBAB/Long Island... Sandy Bannister has exited as Assistant PD at KPRI-FM/San Diego; Laura Wilkinson has replaced her as MD... Neil Lasher has exited a record rep job with EMIA to join the airstaff of WKLC/St. Albans-Charleston... John Carter has been named MD for WAAL/Binghamton... Inessa York has joined KGON/Portland for airwork... WQDR/Raleigh News and PA Director Dayle Rancer has been appointed VP to the Carolinas UPI Broadcasters Association's Board of Directors... KCPX/Salt Lake City has signed on as a Superstars affiliate station.

UPDATE

Just to prove it's the "station with balls," WAQY/Springfield is giving away various sports balls (golf, soccer, footballs, etc.)... WMMS/Cleveland world-premiered Lindsey Buckingham's new Asylum album in advance of its release date. The station stopped playing cuts from the album when it received a cease-and-desist order from the record company... Congratulations to WLIR/Long Island air personality Ben Manilla, whose documentary on Jim Morrison won an Armstrong award. Also receiving an Armstrong award was Jim Cameron, for a "Source Report" documentary he produced on Kent State... WTUE/Dayton morning team David Luczak and Dan Pugh set a new world's record for sitting in a vat of spaghetti. The duo survived their 53-hour 32-minute ordeal all for the good of the MDA, and immediately went out to dinner (not at an Italian restaurant, though)... WRIF/Detroit raised \$25,000 for Detroit public radio outlet WDET-FM in a multiband benefit concert featuring Mitch Ryder, the Look, and other bands, which drew 8000... WRKI/Bridgeport spiced up recent "classic rock" weekends with some interesting interview guests: for its Beatles coverage, the station spoke with "Shout" author Phillip Norman; for its Who special Keith Moon biographer Dougall Butler was consulted; Felix Cavaliere spoke on his times spent opening for the Jimi Hendrix group when Felix was a member of the Young Rascals... WDHA/North Jersey couldn't find a camera when EMIA's John Hall visited, so they used the next best thing: a xerox machine. Hall autographed a xerox copy of his head, which he placed in the machine without too much prodding from the station reps.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMJQ/Rochester presented the Look for 92 cents.

BROADCASTS: Santana and Jefferson Starship on KBCO/Boulder.

CONVERSATIONS: Swamp Dogg on KTIM/San Rafael... Black Flag on KXLU/Los Angeles... Jon Anderson on WYSP/Philadelphia... Southside Johnny on WDHA/North Jersey... Dakota, Molly Hatchet on WEZX/Scranton... Hall & Oates on KTMS/Santa Barbara... Frank Zappa, Van Halen on KMOD/Tulsa... Loverboy, Journey on WFYV/Jacksonville... Bill Wyman, Hall & Oates on KROQ/Pasadena... Pat Benatar on KDKB/Phoenix... Go-Go's, Jan Hammer, Billy Squier on WBAB/Long Island... Blackfoot, Felix Cavaliere on WRKI/Bridgeport... Blackfoot on KQRS/Minneapolis... Hall & Oates on KTYD/Santa Barbara... George Thorogood on KGB-FM/San Diego.



STARR QUALITY

THAT WARM, DELIGHTFUL SPIRIT
THAT'S UNMISTAKABLY RINGO.

**RINGO
STARR
STOP
AND SMELL
THE ROSES**

NBI-33246

WRITTEN AND PRODUCED BY
PAUL McCARTNEY,
GEORGE HARRISON,
HARRY NILSSON,
RON WOOD
AND
STEPHEN STILLS



FEATURING THE SINGLE, 'WRACK MY BRAIN',
WRITTEN AND PRODUCED BY GEORGE HARRISON

NB7-11-130

CATCH RINGO'S NATIONAL TELEVISION APPEARANCES
ON THE MERV GRIFFIN SHOW, THE TOMORROW SHOW AND GOOD MORNING AMERICA

RINGO WILL BE A FEATURED GUEST ON ROCKLINE OCTOBER 26th AT 8:30p.m. PDT

ROCKLINE



Rockline is a presentation of Global Satellite Network

GLOBAL SATELLITE NETWORK

WPLJ—NEW YORK
WLUP—CHICAGO
WRIF—DETROIT
KZEW—DALLAS
KSHE—ST. LOUIS
WKLS—ATLANTA
KPKE—DENVER
97X—CINCINNATI/OXFORD
KYYS—KANSAS CITY
KUPD—PHOENIX
WDZ—ORLANDO

WLRS—LOUISVILLE
WPYX—ALBANY
WFYV—JACKSONVILLE
KWFM—TUCSON
WGRO—BUFFALO
ACRN—ATHENS, OHIO
KLOS—LOS ANGELES
WYSP—PHILADELPHIA
WAVA—WASHINGTON, D.C.
KLOL—HOUSTON
WYNF—TAMPA

KGB-FM—SAN DIEGO
KGON—PORTLAND
WQFM—MILWAUKEE
WLVO—COLUMBUS
WNOR—NORFOLK
WSYR—SYRACUSE
Z-92—OMAHA
KYLT-FM—MISSOULA, MT.
WWCK—FLINT
XHMM-FM—MEXICO CITY (on tape)
RADIO HAURAKI—AUCKLAND, NEW ZEALAND
4 TRIPLE M-FM—BRISBANE, AUSTRALIA

WHERE YOUR LISTENERS TALK DIRECTLY
TO TODAY'S TOP RECORDING ARTISTS
ON OUR TOLL-FREE ROCKLINE.

Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

October 23, 1981

159 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for rank, last week, two weeks ago, three weeks ago, and album title/label. Includes entries like ROLLING STONES, FOREIGNER, JOURNEY, STEVIE NICKS, BOB SEGER & SILVER BULLET, POLICE, GENESIS, KINKS, DAN FOGELBERG, TRIUMPH, LITTLE RIVER BAND, PAT BENATAR, ATLANTA RHYTHM SECTION, RED RIDER, HEAVY METAL, ROSSINGTON-COLLINS BAND, BILLY JOEL, JOHN ENTWISTLE, SURVIVOR, ZZ TOP, CHILLIWACK, RICK SPRINGFIELD, QUARTERFLASH, DONNIE IRIS, DEF LEPPARD, BILLY SQUIER, ELO, GREG LAKE, HALL & OATES, DIESEL, ROD STEWART, SHOOTING STAR, NILS LOFGREN, RIOT, PRETENDERS, MAYDAY, BLUE OYSTER CULT, NOVO COMBO, JOHN HALL BAND, MOODY BLUES.

STONES maintained their lead in total and hot reports to stay in first airplay place. FOREIGNER and JOURNEY held rock steady. STEVIE resurged in total reports, aided by the new single. POLICE jumped nicely as adds converted to upper rotations. GENESIS inched up in totals and hits. BENATAR held rock steady as ARS and R-C inched up. ENTWISTLE jumped in mediums and totals, as did SURVIVOR. CHILLIWACK gained hits and total reports. QUARTERFLASH flew up in all rotations. IRIS maintained. LAKE debuted handsomely with heavy adds. STEWART's 45 had 59 reports. STAR inched up in hits. RIOT maintained as MAYDAY moved up in mediums and totals. NOVO grew in all rotations. HALL debuted with strong mediums. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold italic type are also current singles.

MOST ADDED section with columns for week, total, and rotation. Includes entries like GREG LAKE, QUARTERFLASH, ROMANTICS, GARLAND JEFFREYS, WHO, VIC VERGAT, JACK GREEN, KNACK, JOHN HALL BAND, N. SCHON, J. HAMMER, KING CRIMSON, POLICE, GENESIS, TOMMY TUTONE, NAZARETH, BENNY MARDONES.

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week.

MEDIUM section with columns for week, total, and rotation. Includes entries like JOHN ENTWISTLE, ROSSINGTON-COLLINS, SURVIVOR, ATLANTA RHYTHM, DONNIE IRIS, KINKS, RED RIDER, NILS LOFGREN, TRIUMPH, GENESIS, HEAVY METAL, CHILLIWACK, DEF LEPPARD, LITTLE RIVER BAND, RIOT.

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week.

THE HOTTEST section with columns for week, total, and rotation. Includes entries like ROLLING STONES, FOREIGNER, JOURNEY, BOB SEGER & SILVER BULLET, STEVIE NICKS, POLICE, DAN FOGELBERG, GENESIS, TRIUMPH, PAT BENATAR, LITTLE RIVER BAND, HEAVY METAL, BILLY JOEL, RED RIDER.

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.

EAS

WBAB 102.3 Long Island
916-687-1023

102.3

102.3 (FM) is a radio station in Long Island, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

97.1 FM Manchester
603-625-6915

97.1 FM

97.1 FM is a radio station in Manchester, New Hampshire. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WPLR New Haven
203-777-6617

WPLR

WPLR is a radio station in New Haven, Connecticut. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WYNY New York
212-988-7000

WYNY

WYNY is a radio station in New York City, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WPL95.5 New York
212-687-7777

WPL95.5

WPL95.5 is a radio station in New York City, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

103.5 FM North Jersey
201-328-1066

103.5 FM

103.5 FM is a radio station in North Jersey, New Jersey. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

103.5 FM Ottawa
613-563-1010

103.5 FM

103.5 FM is a radio station in Ottawa, Ontario, Canada. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WYSP 94 ROCK Philadelphia
215-688-9400

WYSP 94 ROCK

WYSP 94 ROCK is a radio station in Philadelphia, Pennsylvania. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WMMR Philadelphia
215-681-0833

WMMR

WMMR is a radio station in Philadelphia, Pennsylvania. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

102.1 FM Pittsburgh
412-662-6900

102.1 FM

102.1 FM is a radio station in Pittsburgh, Pennsylvania. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

104 Pittsburgh
412-362-2144

104

104 is a radio station in Pittsburgh, Pennsylvania. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WFPD Poughkeepsie
914-471-1500

WFPD

WFPD is a radio station in Poughkeepsie, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

102.1 FM Rochester
716-232-7800

102.1 FM

102.1 FM is a radio station in Rochester, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

107 Scranton
717-861-1842

107

107 is a radio station in Scranton, Pennsylvania. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

102.1 FM Springfield
413-526-4198

102.1 FM

102.1 FM is a radio station in Springfield, Massachusetts. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WOUR Utica-Syracuse
315-797-0803

WOUR

WOUR is a radio station in Utica-Syracuse, New York. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

DC 101 Washington, D.C.
702-878-0932

DC 101

DC 101 is a radio station in Washington, D.C. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

FM 105 West Virginia
304-722-3306

FM 105

FM 105 is a radio station in West Virginia. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WERI-FM 104 Westley
401-696-7728

WERI-FM 104

WERI-FM 104 is a radio station in Westley, Connecticut. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

WAAF Worcester
617-752-5811

WAAF

WAAF is a radio station in Worcester, Massachusetts. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

SOUTH

ky99 Amarillo
806-359-8561

ky99

ky99 is a radio station in Amarillo, Texas. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

wymx Augusta
404-722-1302

wymx

wymx is a radio station in Augusta, Georgia. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

MOST ADDED

GREG LAKE
Greg Lake (Chryslis) 18/18

QUARTERFLASH
Quarterflash (Geffen/WB) 21/11

VIC VERGAT
Down To The Bone (Capitol) 9/6

MAYDAY
Mayday (ABM) 11/8

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

MEDIUM

ROSSINGTON-COLLINS BAND
This Is The Way (MCA) 27/16

JOHN ENTWISTLE
Too Late The Hero (A&O) 19/18

SURVIVOR
Premiation (Scotti Bros./CBS) 18/16

DONNIE IRIS
King Cool (MCA) 18/15

RED RIDER
As Far As Siam (Capitol) 26/14

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

THE HOTTEST

FOREIGNER
4 (Atlantic) 30/29

ROLLING STONES
Tattoo... (Rolling Stones/Atco) 28/26

JOURNEY
Escape (Columbia) 29/25

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 28/22

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

WYNY

WYNY

6 Brock Atlanta
404-325-0960

6 Brock

6 Brock is a radio station in Atlanta, Georgia. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

102.1 FM Austin
512-474-8543

102.1 FM

102.1 FM is a radio station in Austin, Texas. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

TEXAS ROCK Beaumont
713-727-0229

TEXAS ROCK

TEXAS ROCK is a radio station in Beaumont, Texas. It is owned by the American Family Radio Network. The station's format is Contemporary Christian music.

SOUTH

Birmingham 205-870-9900. Includes station logo and a list of artists and album titles.

Jacksonville 904-842-1055. Includes station logo and a list of artists and album titles.

Lubbock 806-747-1224. Includes station logo and a list of artists and album titles.

Norfolk 804-623-9667. Includes station logo and a list of artists and album titles.

Tallahassee 904-386-5141. Includes station logo and a list of artists and album titles.

Charlotte 704-392-6191. Includes station logo and a list of artists and album titles.

Knoxville 815-525-8000. Includes station logo and a list of artists and album titles.

Miami 305-581-1580. Includes station logo and a list of artists and album titles.

Orlando 305-845-1802. Includes station logo and a list of artists and album titles.

Tampa 813-224-0742. Includes station logo and a list of artists and album titles.

Corpus Christi 512-855-4641. Includes station logo and a list of artists and album titles.

Lafayette 318-232-1311. Includes station logo and a list of artists and album titles.

Miami 305-872-2500. Includes station logo and a list of artists and album titles.

Pensacola 904-438-7543. Includes station logo and a list of artists and album titles.

Tampa 813-876-0455. Includes station logo and a list of artists and album titles.

Dallas-Ft. Worth 214-528-5500. Includes station logo and a list of artists and album titles.

Louisville 502-585-5178. Includes station logo and a list of artists and album titles.

Mobile 205-432-5572. Includes station logo and a list of artists and album titles.

Roanoke 703-387-0234. Includes station logo and a list of artists and album titles.

West Palm Beach 305-461-0099. Includes station logo and a list of artists and album titles.

Houston 713-797-0097. Includes station logo and a list of artists and album titles.

Louisville 502-589-4400. Includes station logo and a list of artists and album titles.

New Orleans 504-889-2424. Includes station logo and a list of artists and album titles.

Shreveport 318-425-8692. Includes station logo and a list of artists and album titles.

Winston-Salem 919-725-0556. Includes station logo and a list of artists and album titles.

Chicago 312-777-1700. Includes station logo and a list of artists and album titles.

Chicago 312-777-1700. Includes station logo and a list of artists and album titles.

Chicago 312-410-5270. Includes station logo and a list of artists and album titles.

Chicago 312-828-9191. Includes station logo and a list of artists and album titles.

Cincinnati 513-871-8500. Includes station logo and a list of artists and album titles.

MIDWEST. A large section listing various rock bands and their albums, including Greg Lake, Survivor, Foreigner, Journey, and The Rolling Stones.

Bloomington 812-332-9292. Includes station logo and a list of artists and album titles.

Chicago 312-777-1700. Includes station logo and a list of artists and album titles.

Chicago 312-410-5270. Includes station logo and a list of artists and album titles.

Chicago 312-828-9191. Includes station logo and a list of artists and album titles.

Cincinnati 513-871-8500. Includes station logo and a list of artists and album titles.

WILDWAVE
Wills
 101.1 FM
 Detroit
 313-863-1800

WILL'S
 101.1 FM
 Detroit
 313-863-1800

LAV-FM 97
 Grand Rapids
 616-458-5491

WIBA-FM Madison
 608-274-6480

KANT Oklahoma City
 405-831-8881

Wills 101.1 FM
 Cleveland
 216-781-9687

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Columbus
 614-224-1271

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Dayton
 513-224-1501

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Peoria
 309-874-2000

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Davenport
 319-326-2541

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Evansville
 812-422-5258

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Minneapolis
 612-739-4000

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Fargo
 218-236-7900

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Lansing
 517-393-1320

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Lafayette
 317-448-1588

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Muscatine
 319-263-2512

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 Rockford
 815-877-3075

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

Wills 101.1 FM
 St. Louis
 314-842-1111

WRIF 101
 Detroit
 313-827-9505

WFBQ 100.5 FM
 Indianapolis
 317-267-7665

WIBA-FM Madison
 608-249-9277

KANT Oklahoma City
 405-528-5543

MIDWEST

St. Louis

KWKZ
314-644-1380

Rolling Stones
The Rolling Stones (Capitol)
The Police (Capitol)
The Clash (Capitol)
The Jam (Capitol)
The Stranglers (Capitol)
The Pretenders (Capitol)
The Police (Capitol)
The Clash (Capitol)
The Jam (Capitol)
The Stranglers (Capitol)
The Pretenders (Capitol)

PFR fm 103

812-238-2557

Terre Haute
812-238-2557

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KMOD

918-864-2810

Tulsa
918-864-2810

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

T-95

316-722-8123

Wichita
316-722-8123

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

92.1 FM

204-775-0371

Winnipeg
204-775-0371

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

WEST

Anaheim

714-776-3896

KEZY 95.5
KICKS ASS

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

MOST ADDED

GREG LAKE
Greg Lake (Chrysalis) 28/26

QUARTERFLASH
Quarterflash (Geffen/WB) 29/11

WHO
Hooligans (MCA) 10/8

POLICE
Ghost In The... (A&M) 44/6

KNACK
Round Trip (Capitol) 5/5

MEDIUM

JOHN ENTWISTLE
Too Late The Hero (Atco) 28/24

ROSSINGTON-COLLINS BAND
This Is The Way (MCA) 31/20

ATLANTA RHYTHM SECTION
Gulnello (Columbia) 35/18

NILS LOFGREN
Night... (Backstreet/MCA) 22/18

THE HOTTEST

ROLLING STONES
Tattoo... (Rolling Stones/Atco) 49/47

STEVIE NICKS
Bella Donna (Modern/Atco) 48/38

FOREIGNER
4 (A&M) 44/38

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 40/32

JOURNEY
Escape (Columbia) 39/31

KEZY 95.5

907-277-2855

Anchorage
907-277-2855

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

94ROCK

505-785-5400

Albuquerque
505-785-5400

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KEM

916-343-8481

Chico
916-343-8481

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

106.6 KBPI

303-938-2313

Denver
303-938-2313

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KUCB

303-571-1232

Fort Collins
303-571-1232

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KRPN

303-925-5778

Aspen
303-925-5778

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

Q104

208-344-6363

Boise
208-344-6363

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KILO94

303-634-4698

Colorado Springs
303-634-4698

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

K97

403-428-8597

Edmonton
403-428-8597

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KALL

307-882-5101

Gillette
307-882-5101

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KFMG

505-265-8811

Albuquerque
505-265-8811

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KBCO

303-444-5800

Boulder
303-444-5800

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KAZY

303-759-5800

Denver
303-759-5800

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

KZL

209-228-5991

Fresno
209-228-5991

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders

FM 92

702-876-1480

Las Vegas
702-876-1480

Rolling Stones
The Police
The Clash
The Jam
The Stranglers
The Pretenders



Carolyn Parks

NOTES FROM A NASHVILLE NOVICE'S NOTEBOOK

First Impressions Of CMA Week

If you've ever run the Boston Marathon, taken in Disneyland, and tried to break the world's handshaking record all in a period of three days, you'll have some idea of what my first trip to the CMA convention in Nashville was all about. Those of you who have been through it before have probably already mastered the fine art of balancing a drink in one hand, a plate of hors d'oeuvres in the other (with a coat or handbag slung over one arm for good measure) while you're being introduced to someone who has his hand extended for the usual American greeting. Now I understand why the French prefer kissing on the cheek... it leaves the hands free.

Since the week was a maze of CMA, FICAP, BMI, SESAC, ASCAP, and record company events, I've decided to let the accompanying pictures tell the story and simply pass along those tidbits of information I've culled from my notebook. If this year's convention was your first or if you still haven't made it down to the home of country music, you might find the following hints, observations, and suggestions of some interest. And, even if you're an old hand at this, some of my thoughts may spark ones of your own, which could lead to an even bigger and better CMA next year.

HELPFUL HINT #1: When you finally get to your room (after a long, unairconditioned, bumpy flight through the Heartland of America) and the toilet starts to overflow as the towel rack falls apart, it is not a good sign. Further, when the fire alarm goes off in the middle of the afternoon and no one seems to know whether it's a false alarm or not, you may want to consider moving your room down to the first floor.

HELPFUL HINT #2: Don't carry a camera around with you. Not only will you never get in a picture, you'll be drawn into service taking them. However, do carry a tape recorder on your person at all times. You never know who you'll run into; and if you can keep your cool long enough to remember to press play and record at the same time, you may even get a usable interview for your station.

HELPFUL HINT #3: Dress casually whenever possible. It is much easier removing cocktail sauce from a pair of jeans than from a suede jacket.

HELPFUL HINT #4: Plan an itinerary. Shows and events tend to overlap, so unless you majored in sprinting, you'll probably miss a few.

OBSERVATIONS & SUGGESTIONS: Why can't everyone wear name tags, preferably ones that are readable from a reasonable distance? It would prevent

PARKS/See Page 48

Country



First CMA President Connie B. Gay presents Roy Acuff with the 1981 Founding President's Award.



During the CMA post-awards radio special, hosts Bill Anderson and Relp Emery are shown with Jerry Lee Lewis.



Proving that ugly is as ugly does, R&R's Jim Duncan (this year's No. 1 Ugly award winner), gives RCA's Wayne Edwards an "ugly facial" with barbecued beef as Tandy Rice looks on.



FICAP's Chuck Challman presents plaques to the 1981 Hell of Fame winners, Charlie Walker and Mrs. Dean Smith (who accepted the award given posthumously to her husband King Edward Smith IV, former FICAP President).

JIM DUNCAN

On The Road Again

Hi. Remember me? I used to work with you. It's good to be back with you. As I said when I departed this page more than a month ago, I'll be making some semi-regular appearances. My first assignment was the 1981 Country Music Week Convention.

For some reason, every convention becomes a new challenge. The main objective is to survive. Sometimes for the fun of it, I try to take it to an all-new limit. All in all it got pretty weird, but never really weird enough for me.

My official road trip started on Friday night in Los Angeles at the Rolling Stones concert. Then an early flight took me, KHJ personality Terry Moss, and Westwood One's Ken Rose (both of whom helped produce the CMA's "Post Awards Radio Special" with me) for a fast stopover in Las Vegas to get a voicer for the show. Our next stop was Houston to get together with co-owner Sherwood Cryer and some of the technical engineers at Gilley's. Ray Stevens was there that night, and someone actually got naked and ran across the stage during his performance of "The Streak." From Houston, a fast change of plans in Atlanta, then to Music City. Dropping off our luggage, we quickly went to the new Grand Ole Opry where rehearsals were going on for the CMA Awards Show. We did some more intros and outros for the Post-Awards on the NBC Radio network. The voicers were done by my friends Barbara Mandrell, Merle Haggard, Alabama, Oak Ridge Boys, Mickey

Gilley, Ronnie Milsap, Johnny Lee, Emmylou Harris and many more. Then our preproduction was dubbed at the WSM radio studios with the help of Tom Bryant and Mike Bohan. Hell, it's only two in the morning. There MUST be something we can do.

Before I knew it Country Music Week had begun. The TV and radio shows went off without any problems. I was happy for Barbara, Alabama, the Oaks for "Elvira," David Frizzell & Shelly West, Terri Gibbs, Grant Turner and all the other winners. Was sad to see the states of health of George Jones and Jerry Lee Lewis. But all in all it was a great night. More than 100 stations simulcast the awards show, 24 in Australia and New Zealand. Some 200 stations aired the Post-Awards special.

Just as the party faded from my mind, next thing I knew the CMA board meeting was called to order by Chairman Bruce Lundvall and President Tandy Rice. That night was the BMI Awards banquet. Dolly's "9 To 5" won the top honors and the Vanderbilt Marching Band played their version in the middle of the street on Music Row as we departed.

Wednesday, Jerry Reed knocked me out at the RCA show. Ditto, Dottie West at the Capitol/EMI-A/Liberty show. The CBS show was highlighted by Merle Haggard and newcomer Ricky Skaggs. Between shows each label had a social function.

Thursday, the CMA membership meeting, the FICAP Seminar with songwriter Paul Williams keynoting, the Radio Golf Invitational which I had to miss, but I understand WIST/Charlotte PD Bob Grayson

DUNCAN/See Page 48



During the CMA DJ luncheon the "DJ of the Year" winners were presented their awards by last year's winners. Pictured (top, l-r) are Larry Scott (1980, KLAC/Los Angeles), Bob Cole (1980, KOKE-FM/Austin), MCA recording artist Brenda Lee, and Lee Shannon (1980, WQIK-FM/Jacksonville, FL); (front, l-r) are Lynn Waggoner (1981, KEBC-FM/Oklahoma City), Tim Wilson (1981, WAXX/Eau Claire, WI), first radio Hall of Fame inductee and 38-year Grand Ole Opry announcer Grant Turner, CMA President Tandy Rice, and Jacki West (1981, WGTO/Cypress Gardens, FL).

Country

Parks

Continued from Page 47

the embarrassment of approaching the casually-attired gentlemen someone thought was the gardener and complimenting him on the beautiful flower displays only to find out he is the head of a major record label. Large print also discourages those awkward moments when you glance up and someone is staring at your chest.

Although it was a thrill to see the original home of the Grand Ole Opry, the Ryman Auditorium, why is the surrounding area littered with peep shows and adult movies houses discouraging exactly those tourists the Auditorium should attract, the families who come from all over to view this country music institution?

Country artists as a whole have got to be the least egotistical and most accessible of any I've ever encountered. On what other awards show do you hear the winners thanking their fans and the DJ's who play their records? Where else besides the CMA Convention (also aptly called the Disc Jockey Convention) do you find so many established and up-and-coming artists taking the time to sit down with individual DJ's to record station ID's, answer questions or just chat for a few minutes? These two-hour mini sessions were both well attended and are especially helpful to those smaller market radio people who seldom get the chance to interview the artists they're playing.

Although overlapping events are unavoidable, why not set up press tables towards the back of each room for those of us who want or need to attend several simultaneous events? In that way we could come and go without disrupting the proceedings.

THANKS & CONGRATULATIONS! To Gail Mitchell who so efficiently took the reins here in my absence. Without her assistance I would never have been able to meet so many of the wonderful people who attended this year's event and made me feel like an old friend of the family. . . To the "DJ Of The Year" winners, Lynn Waggoner of KEBC-FM/Oklahoma City, Tim Wilson of WAXX/Eau Claire, and Jacki West of WGTO/Cypress Gardens, all of whom work for R&R reporting stations! A special congratulations to Jacki, the first female so honored. . . To our own Jim Duncan, who came out a double winner this year. Not only was he awarded Wayne Edwards's coveted "Ugly Award," he is also the recipient of my own "Glib Tongue Award" for talking two very understanding Nashville policemen out of giving a ticket to three occupants of a car traveling a little over the speed limit whose driver had left his license at the hotel. Without our resident "con man" this column might have been written from the Nashville jail instead of on my trusty old typewriter. See you all next year!



Several radio stations broadcast live from Music City on convention week, including WBAP/Ft. Worth and WQJK-FM/Jacksonville. Bill Mack is pictured at left interviewing Hank Thompson and Merle Haggard while WWWW/Detroit PD Dene Hellam looks on; photo on right was taken during the WQJK broadcast as host Lee Shannon (seated left) interviews Sonny James and Brenda Lee with Mel Foree of Acuff-Rose and Bill Robinson of Musicworks standing by.



Keynote speaker Paul Williams is shown at the FICAP seminar with panelists (l-r) Dale Turner (WSAI/Cincinnati), Bob Cole (KOKE/Austin), Jacqueline Strickland (WMPS/Memphis), and "Uncle" Len Eills (WLJE/Valparaiso, IN).



National Sound Distributors hosted their famous Chili & Suds party with Lee Shannon taking the first bite as (l-r) Barbara Kelly, Joe Gibson, KFDI/Wichita's Don Walton, Lee Ann Shannon, Betty Gibson, and WKDA/Nashville's Fred Bucweit for their turn.

KLLL/Lubbock morning personality Johnny Walker interviews RCA's Charley Pride and Jerry Reed.



Pictured at the Polygram get-together are (l-r) R&R Country Editor Carolyn Parks, WHN acting PD Pam Green, KOKE/Austin's Tim Williams, Royce Kendall, WMAK/Springfield, IL's Sid Wood, WWL/New Orleans's Charlie Douglas, Jeannie Kendall, unidentified cowboy, KYNN/Omaha's Chris Taylor, Polygram's Frank Loffel, and WTSO/Madison, WI's Pat Martin.



One of the featured performers on the MCA show (and Horizon Award winner), Terri Gibbs, is pictured with manager Ed Penney.



Elektra's Helen Cornelius takes some time out from performing to conduct interviews during the artist/DJ taping session.

Duncan

Continued from Page 47

won again), good stuff from Terri Gibbs and the Oaks at the MCA show, the Warner Brothers cocktail party that night, followed by a superb show at a club called the Stockyard that featured newcomer Kieran Kane. A star is born!

Friday, the artist-DJ tape sessions, the CMA's luncheon where "DJ Of The Year" winners were given their awards and new "Hall of Famer" Grant Turner spoke. Congratulations to KEBC's Lynn Waggoner, WAXX's Tim Wilson and the first lady recipient of the award, Jacki West of WGTO. I was given the #1 Ugly Award from RCA's Wayne Edwards. In return, Wayne got a handful of barbeque beef from me on his face. (No bull!) That night Charlie Walker and the late King Edward Smith IV were inducted into the DJ Hall of Fame at the FICAP banquet. Musically, Brenda Lee and Bill Monroe were in top form.

To get back to Los Angeles to be on the air at KHJ, I had to miss Saturday's special lunch for CMA member DJ's at Tom T. Hall's home.

It was good to get back home again (I feel a John Denver song coming on), and it's good to be back on these pages again. (Thank you, Carolyn, for the space). It still feels great to love and be loved by Country Music!

A new and better sound in radio ...

The United Stations Country Music Network

offering the best in country music...
America's fastest growing sound.
7 days a week, 24 hours a day,
60 minutes an hour. Live by satellite.

A talented partnership committed to excellence and professionalism.

ED SALAMON
Vice-President/Programming

Again voted Major Market Country Program Director for 1981 by Billboard for his work at WHN. Produced for the Mutual Broadcasting System, "The Johnny Cash Silver Anniversary Special", (Billboard's 1981 Syndicated Special of the Year) and the record-breaking "Country Music Countdown-1980" co-hosted by Anne Murray.

NICK VERBITSKY
President

Recently, senior vice-president of stations and operations for the Mutual Broadcasting System; vice-president/general manager of WHN Radio, voted in 1981 by Billboard as Major Market Country Station of the Year.

DICK CLARK

Dick Clark is among the most successful of all radio, television and motion picture personalities. He is the innovative man behind many projects throughout the entertainment industry including his most identified success, "American Bandstand" ... one of the longest lived continuous programs in broadcast history.

FRANK MURPHY
Vice-President/Marketing

Recently, vice-president of station relations for the Mutual Broadcasting System, with many years of day-to-day contact with America's finest radio stations.



A TERRIFIC TRIO!



Anne Murray

From the album Where Do You Go When You Dream

"It's All I Can Do"

BB • 17 CB • 19 RW • 22 R&R • 19

Produced by JIM ED NORMAN for JEN Productions

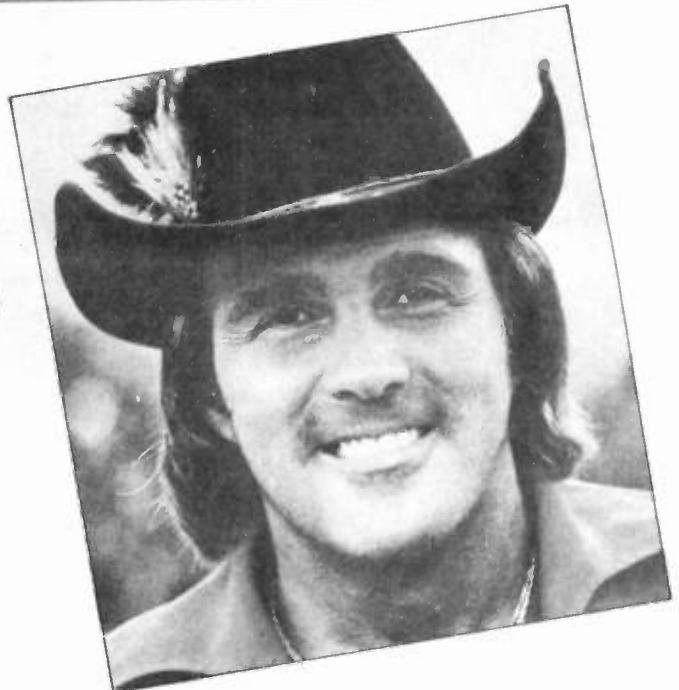
CRASH CRADDOCK

From the album Changes

"Now That The Feeling Is Gone"

BB • 52 CB • 49 RW • 50 R&R • NEW & ACTIVE

Produced by JIMMY JOHNSON for Muscle Shoals Sound Productions



JUICE NEWTON

From the album Juice

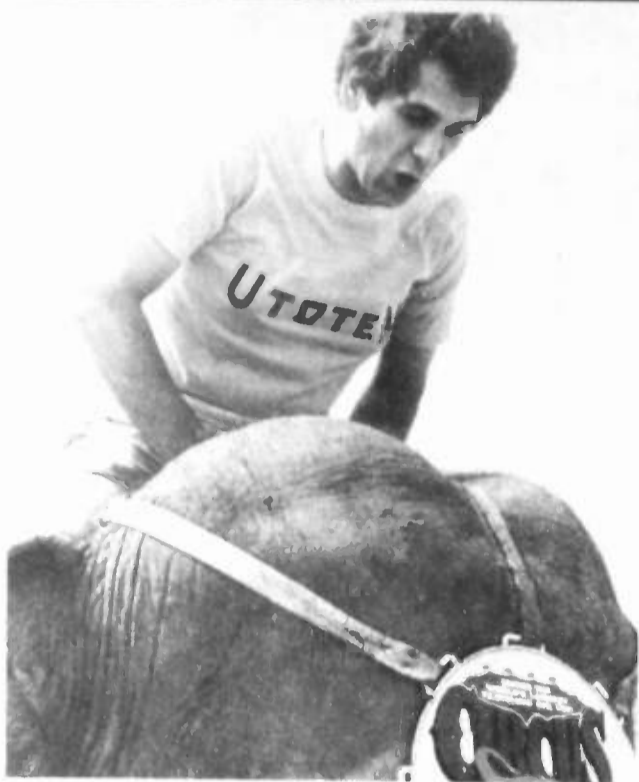
"The Sweetest Thing (I've Ever Known)"

BB • 58 CB • 56 RW • 55 R&R • NEW & ACTIVE

Produced by RICHARD LANDIS

Country

Pictures



PACHYDERM PARALYSIS: That's precisely what hit K95FM/Tulsa's morning man Bob Cooper when he climbed aboard the pictured beast for the first annual (and probably last!) Elephant Races to benefit United Cerebral Palsy. By the way, Bob lost the race; but he did win special mention for "most expressive look of fear."



KYGO LANDS LACY: Lacy J. Dalton was the featured artist at KYGO/Denver's free listener appreciation concert held on Labor Day. Pictured in the "family portrait" are (top, l-r) VP/IGM Steve Keeney, and staffers Steve Campbell and Kathy Smith; (bottom, l-r) PD Bob Call, KYGO's Jennifer Page, Becky Stewart, and Rick Jackson, Lacy, and staffers Bill Hartley, Toni Greenwood, and Bill Barwick.



BARE, REED KICK OFF CONCERTS: KIKK/Houston staffers are shown greeting Bobby Bare following the Real Free Country Concerts, cosponsored by the station and Coca-Cola of Houston. The two-day concerts, which drew between 10,000-14,000 fans per night, featured Bare and Jerry Reed, pictured on-stage.



KENNY & KIMBALL - WBGW-FM/Bangor, Maine PD Rich Kimball is seen here with Kenny Rogers following a recent concert at the Augusta Civic Center.



Biff Collie

Inside Nashville

NOW SHOWING: Domestic reunions for Jim Ed and Becky Brown, Hilda and Faron Young, and Harold and Lynn (Anderson) Stream. (That's nice!)... Eddie and Dearest Dean's 50th wedding anniversary... Ernest Tubb (more evident than in many years at the convention) looking like a million \$\$\$ and anything but 68!... Super pop songwriter Paul Williams, convention week-plugging his new "country"

album, said he and Little Jimmy Dickens spent one whole night shooting baskets! Paul (he spoke at the FICAP seminar) says Country radio is heading for purist traditional sounds again, and that we need more "crazy" air personalities. (Most people don't know what a radio "personality" is)... Slim Whitman says he'll be on the Johnny Carson late-nighter soon (must have a standing invitation)... Dick Shuey produced the 23rd annual Atlas Artist convention show and dance at Opryland's Gaslight Theatre with all of Atlas's acts... Porter Wagoner's new tour schedule matched by his increased visibility on such TVehicles as ABC's "Nightline," "Nashville Alive," and the "Bob Braun Show"... Former Nashville Tennessean staffer Jack Hurst, now a columnist for the Chicago Tribune, was the first recipient of the new Country Music Association Journalist Award.

MOST ACTIVE: Joe Stampley says he and Moe Bandy will not record together anymore, so will the Stampley/Bandy album(s) become collectors items?... The Oak Ridge Boys' Harvest Jam in Bill Golden's hometown of Brewton, AL was special; they'll do it again, I hear... DJ disappointment was not an uncommon reaction to the small number of "big stars" on convention shows this year. The artists get to showcase their acts better this way; but, for the same reason, show promoters evolved their packages into a dozen or more acts (because it draws people better than a few acts), the audience's appetite was often not satisfied... Somebody asked a fascinating question during convention: "What would happen to many/most Country stations if suddenly, for weeks on end, there were no trade charts. (Probably the same thing that would happen to the guy who told me he's just been made MD at his station and only knows two country artists (Crystal Gayle and Kenny Rogers)."

CLOSED FOR REPAIRS: Don Williams is on the mend from the spinal surgery that kept him from accepting his "Album Of The Year" award October 12... Willie Nelson's already moved his "Back to Work" schedule up from 1982 to late 1981... Moe Bandy flu'ed through convention week... Rosanne Cash off the performing schedule till the baby's born in January... Jerry Lee Lewis, "getting stronger every day" and gaining back some of the 40 pounds he lost last summer, says he thinks God saved his life 1) "So I could keep singin' that rock and roll," or 2) "So I could go into preachin'"... 22 million-seller songwriter Vaughn Horton, out of action for some time, spends this week in Nashville making new song demos (how about Bobby Bare for your "demo" singer?) Vaughn wrote "Sugarfoot Rag," "Mocking Bird Hill," "Muleskinner Blues," and more-more-more... Steve Gatlin's flu kept him out of convention circulation.

REFLECTIONS: Country Music Month 1981 saw the activities shifting to the Opry/Opryland complex from downtown while the convention's emphasis continues in the direction of administration/executive



and away from radio orientation, which was what started the whole thing in the first place... The Jim Reeves Museum is, though close to the mainstream of traffic and activity, another world. Housed at Evergreen, a plantation built during George Washington's tenure in office, the museum under the supervision of Mary Reeves, has recaptured the romance of Southern charm and beauty and incorporated the atmosphere of the world of Jim & Mary Reeves, complete with courtyard, pumphouse, spring colonial master bedroom, and a special radio room, with the actual equipment which Jim used on his first radio job at KGRI/Henderson, TX. Many radio stations have already broadcast from there, and Mary hopes to make it available to all stations who would like to originate broadcasts from Music City in the Reeves Radio Room... WLJE/Valparaiso, IN's Len Ellis and fellow CMA board member Tom T. Hall hosted perhaps the most important official function of the week for DJ CMA members-in-good-standing at Tom T.'s fabulous Fox Hollow farm Saturday (October 17). Attendance was restricted to radio people who are card-carrying CMA members... It continues to be obvious that the October affair in Music City is not headed in the direction of a "Disc Jockey Convention," to honor and bring together the radio people, both past and present. The resulting potpourri is a time of special fellowship, and honors (they have finally gotten around to at least letting the CMA DJ winners stand up in the TV audience). As a group of major/minor market DJ's agreed in a strictly informal moment: "October would be a good time for a DJ convention."

READY? Joe & Bill, two ballplayers, were in the big leagues together till Joe died. One day, ten years later, Bill looked down the street and saw Joe. "Zat you Joe?" "Yep Bill, I came back for awhile to give you some news. Uh, there's good news and bad news: The good news is... they play baseball in Heaven. The bad news... you're pitching next week!"



Coors Country News

This Week's Guests:
-RICKY SKAGGS-
TEDDY GENTRY of Alabama

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



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists radio stations and artists.

EAST

Table listing radio stations and artists in the EAST region, including Albany, NY, New York, NY, and others.

MIDWEST

Table listing radio stations and artists in the MIDWEST region, including Albany, IL, Columbus, OH, and others.

SOUTH

Table listing radio stations and artists in the SOUTH region, including Atlanta, GA, Nashville, TN, and others.

WEST

Table listing radio stations and artists in the WEST region, including Albany, CA, San Francisco, CA, and others.

NUMBER OF REPORTING STATIONS THIS WEEK: 108

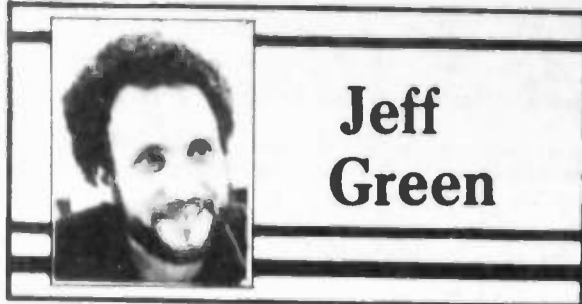
Hottest Tracks:

List of top tracks including 'Aln't No Sunshine', 'I'm A Lady', 'You Don't Know Me', etc.

List of top tracks including 'CRYSTAL GAYLE - Hollywood, Tennessee', 'TERRI GIBBS - I'm A Lady', etc.

List of top tracks including 'EDDIE RABBITT - Step By Step', 'CONWAY TWITTY - Mr. T', etc.

Most Requested: OAK RIDGE BOYS 'Fancy Free', BARBARA MANDRELL 'Wish You Were Here', etc.



Jeff Green

Adult/Contemporary

The A/C Battle In Seattle

The story is starting to become familiar: AM A/C full-service station dominates market for years. Along comes FM A/C station that plays only music, topples the giant and takes control of the ratings, perhaps permanently.

However, what happens when a market has four A/C outlets, all with legitimate strategies and different strengths?

Two are AM: one is evolving away from a heavy news image and is gradually introducing more contemporary music, including jazz; the other is a former CHR that is steering towards full-service. Two are FM: one is a high-profile music station that is proud of its other services; the other is a low profile all-music station with impressive ratings momentum. Roll it all together — and you have a picture of the current Seattle A/C battle — a race for the 25-49 demographics that is getting closer every Arbitron.

SPRING 1980

SPRING 1981

	25-49		25-49		
	Metro	Avg Qtr	Metro	Avg Qtr	
	Cume (00)	Hour Share	Cume (00)	Hour Share	
KOMO (AM)	1386	6.6	KOMO (AM)	1267	6.3
KING (AM)	1234	4.8	KIXI (FM)	778	5.2
KPLZ (FM)	640	4.2	KING (AM)	1151	4.6
KIXI (FM)	527	2.9	KPLZ (FM)	795	4.6

What used to be a 3.7 share and 86,000 cume separation has shrunk to a mere 1.7 share and 49,000 cume difference in a 12+ metro of nearly 2 million.

As could be expected, each of the programmers see their station as the one properly positioned to emerge from the pack as the 25-49 ratings winner this fall. Here's a look at Seattle's A/C programmers, with their descriptions of their own stations' profiles and expectations. I think you'll agree they're all winners.

KPLZ PD Jeff King

"Formatically, we define ourselves as Adult/Contemporary Hit Radio, as vague as that may be. We play a lot of very carefully researched oldies that appeal directly to 25-34's. That target of ours is very specific.

We also found, by virtue of our built-in native and Assistant PD Mark Ellis, that jazz is an incredible factor here in the Northwest. Several stations program jazz in this market and jazz acts do very well here. We began researching jazz a year and a half ago and began programming cuts by Grover Washington Jr., Earl Klugh, and many other mainstream artists that formerly were used as production music only. So our positioning is the right A/C currents, jazz, and key oldies. We combine that music with a very warm personable approach and the first full-service FM news department. We were the first station to emphasize oldies and for the last 18 months have been hosting the incredibly successful 'KPLZ 60's At Six' show — the most tuned-in feature in Seattle radio 18-49.

"I had never been one who believed in counterprogramming until I came to Seattle. I study all of my competitors' strengths very carefully. Overall, I think what makes us different is our jazz flavor, our strong oldies, and our aggressive emphasis on Seattle events and artists.

"For this book, the success of this station will not be primarily because of my efforts. I rely totally on the input of the people I work with. The elements that our passive research shows as being important are being emphasized tremendously during the ratings. We're aggressively promoting our most popular features, and es-



Jeff King

establishing a very visible position as the radio station that has been here all along for the 25-34's."

KOMO PM Ken Kohl

"We are clearly positioning ourselves not as an A/C station, but more specifically in a Contemporary/full-service vein. We're taking the best of what KOMO has been to this market for so many years as a full-service outlet and simply bringing it to the 80's. We're updating the music constantly and are starting to build our first research system.

"We're still not emphasizing the musical elements as much as the nonmusical, however. In terms of format positioning, I believe that to win you need to 'own' a format area and not go directly head-to-head against another station. I see KOMO 'owning' full-service radio in the Northwest.

"Musically, we play a certain amount of instrumental contemporary material, such as David Sanborn, Chuck Mangione and Tim Weisberg, as opposed to the more traditional jazz. We never refer to it on the air as jazz, however. Conversely, one of our competitors is openly promoting its jazz music.

"Because the sound of our station is so important to our presentation, we're much softer than the others. There's no way a 45-year-old is going to tolerate 'Bette Davis Eyes' or REO Speedwagon. Most of the other A/C's in town are playing these records. We're focusing 30-54, targeting the core of what I believe is the active adult in the Northwest. We're not going to try to compete on a musical level alone. Our music is that which will easily move back and forth between background and foreground. That's one reason I use the contemporary adult instrumentals. It gives us a chance to be background for one segment of the audience and foreground to another.

"We've improved our news sound dramatically and we are becoming very feature-oriented. There's an hour news block at noon that's almost as visual as network TV news. We are also strong on sports.

"The key to winning this Arbitron for us is very simple: it's positioning. We are making our full service statement very clear both on the air and in our TV spots — our very first, by the way. We are truly a most unique blend of news, information and contemporary adult music. With that positioning, I believe we will continue to prevail."

KIXI PD Don Simon

"Basically, we're an A/C FM music station that's a little conservative musically and in on-air presentation. We play most of the A/C hits but draw the line on a few that come over the air with a 'rough' musical treatment.

"Our music is constructed through callouts, sales research, trades, plus gut feel. Gut is very important, perhaps the most significant factor in determining new adds. Musically, our audience wants to hear the popular, familiar songs plus a liberal sprinkling of the music they grew up with, all packaged in a palatable music mix. Our success has been based in this presentation. As our logo, we've been calling ourselves 'KIXI Light' for years.

"Instead of gearing our air talents as heavy personalities, the image of our announcers is to be simply very warm and informative. They promote KIXI, not themselves. We don't feel the listeners we're trying to attract want heavy personalities. They've grown up, with ma-



Ken Kohl

tured musical tastes, and prefer a more discreet, tasteful announcer to a pounding, Top 40, joking jock.

"We play more music than our AM competition and see ourselves soundwise as being right in the middle between the other A/C's: not too hard or too soft. The format is designed to build long-span listening.

"To win, we think we're on the right track now. To earn new listeners, we plan some carefully conceived promotions and advertising. However, we don't feel we need to spend a lot of money or use gimmicks. So we use a low-profile approach because it allows our station to speak for itself. Very good progress has been made and we plan to remain consistent and exercise care to maintain the audience we have. We always want a person to be able to tune in and get what he expects to hear. We'll always stay true to that ideal — it's our prime objective."

KING PD Bruce Murdock

"The thrust of the station right now is as a full-service A/C facility. We have news, either local or network, at the top of the hour 24 hours a day, and a lot more news during drive times. Continuing a hallmark of KING, our music policy is very conservative and carefully researched.

"Aside from KOMO, I see the rest of our competi-

tion as primarily music-oriented. If those stations are taking a stab at any sort of service, it's only a cursory effort. As a 50,000 watt AM A/C station, we not only have to play the best music — and I'm convinced that we must — but we also have to provide the best array of services. Any AM station has to be service-oriented to survive. If you stay in a primarily music arena with several FM's in the market, you are going to get your earphones knocked off! There's got to be something else to make your station the one that A/C music listeners will seek out.

"I'm not going to compete only on a musical level, though I'll put my music, selection for selection, up against anybody's. Taking away audience from our competition as a full-service station can be done if you keep in mind that you must be both adult and contemporary — contemporary in a modern sense. We're constantly challenging the way we think about this format. There are no assumptions about KING that we haven't proven ourselves, nothing that is because it always has been. We're evolving continuously.

"Winning this Arbitron will come through both promotion and positioning, but more importantly by being simply the best KING we can be. Once we fulfill all our expectations and goals, KING will be the service-oriented A/C station to listen to, because there will be no weaknesses.

"I've got an exceptionally talented team of people here, both on and off-air. The spirit is high, and as Program Director and morning air personality, I'm just very excited to be where I am and to be working with everyone here."



Bruce Murdock



PILOTS OF THE AIRWAVES — WREC/Memphis's Fred Cook and John Powell are set to broadcast their show from this classic fixed-wing airplane flying above the city. GM Bill Thomas, who thought up the idea to promote his air traffic reports, wisely took out a sizeable insurance policy on his two top personalities.

Regionalized Adds & Hots

EAST Parallel One

WCBW/Baltimore
Neil Martin
AMIE MURRAY
Not test:
AIR SUPPLY
BARRY HAMILON
DAN FOGELBERG
FOUR TOPS

WROC/Boston
Mike Adams
COMMODORE
AMIE MURRAY
Not test:
FOUR TOPS
AL JARREAU
AIR SUPPLY
KENNY ROGERS
CHRIS CROSS

WDRB/Buffalo
Jury Rao
FOUR TOPS
MICK POST
C. CHRISTIAN
Not test:
CHRIS CROSS
DAN FOGELBERG
AL JARREAU
AIR SUPPLY
BARRY HAMILON
KENNY ROGERS

WDRB/Buffalo
Roger Christian
ARLAN DAY
LINDSEY BUCKINGHA
GEORGE BRISON
JUICE NEWTON
Not test:
CHRIS CROSS
BOB/ROCKIE
AIR SUPPLY
BARRY HAMILON
KENNY ROGERS

WTFB/New York
Frank Kelly
LINDSEY BUCKINGHA
STEVIE NICKS & ...
GEORGE BRISON
Not test:
CHRIS CROSS
BILLY JOEL
DAN FOGELBERG
AL JARREAU
FOUR TOPS

WTFB/Buffalo
Bob Russo
GEORGE BRISON
BUFFET HOLMES
NICK LOVE
Not test:
DAN FOGELBERG
QUINCY JONES
NICK POST
DIANA ROSS
JUICE NEWTON

WTAP/Pittsburgh
Dan Berns
QUINCY JONES
Not test:
COMMODORE
EDDIE RABBITT
MICHAEL STANLEY &
NICK POST

KDKA/Pittsburgh
Jim Harrington
BILLY JOEL
QUINCY JONES
Not test:
DIANA ROSS
HALL & OATES
DAN FOGELBERG
BOB SEGER
AL JARREAU
NICK POST

WWSW (TV)Pittsburgh
Mark Cronin
none
Not test:
none

WPRO/Providence
Gary Baranoff
NICK POST
DAVID GATES
BOB/ROCKIE
AL JARREAU
DAN FOGELBERG
AIR SUPPLY
FOUR TOPS
QUINCY JONES

WJLW/Washington, D.C.
Gary Robinson
NICK POST
BOBBIE HILSAP
EIN CARNES
BUFFET HOLMES
Not test:
FERRY ROGERS
AIR SUPPLY
BARRY HAMILON
DIANA ROSS
CARPENTERS

WABW/Washington, D.C.
Bob Dushman
AMIE MURRAY
RICKIE LEE JONES
POLICE
Not test:
DAN FOGELBERG
FOUR TOPS
COMMODORE
FORGIER
HALL & OATES

WEST Parallel One

KNOW/Denver
Lugh Starnes
FOUR TOPS
MARTY BALIN
Not test:
BOBBIE HILSAP
BOB/ROCKIE
JOURNEY
APT GARFUNKEL
LULU

KPLD/Denver
Mike Shannon
QUINCY JONES
Not test:
DAN FOGELBERG
FERRY ROGERS
CHRIS CROSS
AIR SUPPLY
NICK POST

ROY/Phoenix
Don Armstrong
GEORGE BRISON
WFAZ
MANHATTAN TRANSP
Not test:
DAN FOGELBERG
KENNY ROGERS
AL JARREAU
AIR SUPPLY
QUINCY JONES

KVEI/San Diego
Richard Paul
ROYAL PHILHARMONI
Not test:
AL JARREAU
DAN FOGELBERG
AIR SUPPLY
AMIE MURRAY
STEVIE WOODS

KPBA/San Diego
Loren Anthony
ADRISS BROS
Not test:
DAN FOGELBERG
AL JARREAU
AIR SUPPLY
NICK POST

KPBA/San Diego
Paul Douglas
STEVIE WOODS
LACY J. DALTON
Not test:
DAN FOGELBERG
FOUR TOPS
NICK POST
HALL & OATES
CRYSTAL GAYLE

Parallel Two

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

MIDWEST Parallel One

WYTC/Chicago
John Wetherbee
DIANA ROSS
Not test:
STEVIE WOODS
Not test:
CHRIS CROSS
SHEENA EASTON
EDDIE RABBITT
HALL & OATES
DAN FOGELBERG

WCLM/Chicago
Jack Kelly
C. CHRISTIAN
DIANA ROSS
Not test:
LIP
Not test:
CHRIS CROSS
BOB/ROCKIE
CHRIS CROSS
DAN FOGELBERG
AL JARREAU
FERRY ROGERS
QUINCY JONES

WFTO (10)W/Chicago
CJR State
DIANA ROSS
C. CHRISTIAN
Not test:
CHRIS CROSS
LULU
DAN FOGELBERG
QUINCY JONES
FERRY ROGERS

WBBM/Chicago
Jim Mann
DONALD & DENVER
ROBBIE HILSAP
Not test:
DAN FOGELBERG
AL JARREAU
AIR SUPPLY
BARRY HAMILON

WJAZ/Cape Cod, MA
Ken McGrath
KEN CARNES
PARLO CRUISE
C. CHRISTIAN
BOB/ROCKIE
HILSAP
None
None

WJAZ/Hagerstown, MD
E.J. Baumgardner
DIT BARD
DAN FOGELBERG
ROBBIE HILSAP
QUARTERFLASH
JOE FELICIANO
STEVIE NICKS & ...
JET
Not test:
DAN FOGELBERG
COMMODORE
BARRY HAMILON
KENNY ROGERS
AIR SUPPLY

WJAZ/Rochester, NY
Dave Lohr
none
Not test:
none

WQY/Rochester, NY
Walker Fritz
OAR RIDGE BOYS
Not test:
NICK POST
BARRY HAMILON
DIANA ROSS
FOUR TOPS
RIN CARPES

WHEW/Wheeling, WV
Amos Fox
PARLO CRUISE
JOE SCARBURY
DON MCLEAN
Not test:
AIR SUPPLY
HALL & OATES
QUINCY JONES
AL JARREAU
COMMODORE

Parallel Two

WJAZ/Cape Cod, MA
Ken McGrath
KEN CARNES
PARLO CRUISE
C. CHRISTIAN
BOB/ROCKIE
HILSAP
None
None

Parallel Three

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

SOUTH Parallel One

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

Parallel Two

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

Parallel Three

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

SOUTH Parallel One

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

Parallel Two

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

Parallel Three

WYZZ/Charlotte
Allyson
RICKIE LEE JONES
Not test:
JOHNNY LEE
JUICE NEWTON
Not test:
KENNY ROGERS
FERRY ROGERS
BARRY HAMILON
AIR SUPPLY
DAN FOGELBERG

**120 Current Reports
116 Last Week**

The following stations reported a frozen list this week:

**WMAZ/Macon
WHAM/Rochester, NY**

The following stations did not report this week and therefore their playlists were frozen:

**KVIL/Dallas
3WS/Pittsburgh**

NOTE: WABB/Mobile has changed format direction and has discontinued reporting.



**Walt
Love**

Black Radio

Action Across America

This week let's catch up on station events and promotions in the Black radio field, in words and pictures.

- **WCIN & WBLZ/Cincinnati** announced last week that the two stations would once again conduct a voter registration drive. Personalities from the two stations will encourage listeners to register at various locations through personal appearances. Program Director Mike Roberts said, "This is another one of our many efforts to become involved in the community in a positive way." This is the second year the station is putting a heavy effort into voter registration. WCIN also announced the scheduling of five Sunday political talk shows, allowing candidates to exchange ideas with listeners who will be able to call in their questions for discussion. The hour-long programs will air each Sunday in October until election day.

- **George Ware** has been appointed interim Executive Director of the Black Music Association (BMA). Ware, affiliated with the BMA since 1979 when he served as consultant for the Communications Division, had his responsibilities expanded in 1980 when he became director of all BMA programs. As Director of BMA Programs & Special Projects, he was directly responsible for the development of BMA chapters in major U.S. markets.

- **KNOK/Fort Worth, Texas** has requested a call letter change to KSAX. KNOK-AM's call letter change was requested by EGG Dallas Broadcasting, Inc., and these new call letters should go into effect around November 30.

- **Just recently WAOK/Atlanta** held a benefit fundraiser for the Sickle Cell Foundation of Georgia. The benefit was held at a local Atlanta nightspot, and special guests included Isaac Hayes, Jean Carn, Hamilton Bohannon, the SOS Band, Larry Blackmon of Cameo, and Sheree Brown.

- **KJLH/Los Angeles** began presenting a week-long tribute to Jackie Wilson, who collapsed on stage September 29, 1975 at the Latin Casino in Cherry Hill, NJ. Entertainers who took part in the tribute were Dionne Warwick, the Four Tops, Smokey Robinson, Jerry Butler, Gladys Knight, and the Spinners. Listeners were updated on Jackie's condition as well as hearing from his wife Harlean, his son Pete, plus some of the doctors and nurses who have treated Jackie over the years.

- **Program Director Gary Shepherd of WSSJ/Camden** held a luncheon for all local record promotion persons in the Philadelphia area at the Cherry Hill Hyatt in Cherry Hill, NJ. The luncheon was designed to make all of the record companies aware that there is a new Black-formatted station in the Philadelphia area.

- **KDIA/Oakland** will present a benefit Masquerade Party in support of the Bay Area's Black United Fund Campaign Drive for 1981-82. The event will be held on Halloween night and will be called "Freaks Night Out," with a masquerade party and costume contest featured. The event will take place at Goodman's Hall on Jack London Square in Oakland. The best costumed male and female, as chosen by a panel of celebrity judges for originality and uniqueness, will share \$1310 in cash. This fun fundraiser will also feature a selection of classic horror films and an apple-bobbing contest.

- **Chris Barry**, Music Director at **WJDY/Salisbury, MD**, gave us a call this week to let us know he is now ready to make contact with record company promotion persons in his new position. Chris was formerly with **WJJS/Lynchburg, VA**. The Program Director at **WJDY** is **J.P. Connor**, and the station has a new Urban Contemporary format that needs record service. Mailing address is P.O. Box 140, Salisbury, MD 21801; (301) 742-5191. Chris also mentioned he would like to communicate with other MD's and PD's around the country.

- **Roger Holloway**, former morning personality at **WTLC/Indianapolis**, is now with **WXRI/Indianapolis**. I understand he is also a full-time Minister with his own church, and can be reached through the Witness For Christ School in Indianapolis. Good luck to Roger in his new endeavor. Taking his place on the air at **WTLC** is **Tony Lamont**, now doing the 6-10am shift.

- **Marco Spoon**, former afternoon personality at **WGCI/Chicago**, is now the Music Director and afternoon personality at **WBMX/Chicago**.

- **Out in the Midwest at WVON/Chicago**, the saga continues. No longer with the organization are **Don Rasheed**, **Donald Palmer**, and **Debbie Scott** of **WGCI**, which is part of the same organization. I'm told by informed sources in Chicago that all three persons are now with **WBMX** in the same city. A final note on this Chicago situation - longtime Chicago air personality **Richard Pegue** is now in the newly-created position of Operations Manager for **WVON & WGCI**.

- **KMJQ/Houston** Program Director **Bill Travis** announced the acquisition of morning personality **Jim Snowdeen**, formerly of **WBLZ & WCIN/Cincinnati**. Jim is now doing the 6-10am show at **Majic 102**.

- **WTOY/Roanoke** has been conducting on-air interviews with leading music industry artists both live and by telephone hookups live. These artists include the **Temptations**, **Larry Elgart**, and **Patti Austin** thus far, with many more planned for the near future.

- **WKLR/Toledo** is no longer a Black-formatted station, but is now Country. **Chuck Roberts**, formerly of **WKLR**, is now doing afternoons at **KMJM/St. Louis**.



JAZZ IN DENVER: Jazz impresarios Dick and Maddie Gibson enjoyed a free jazz concert in Denver's Larimer Square with Program Director Bill Neal of Jazz station KADZ.



ALLEN SMILES WITH LaTOYA - KCOH/Houston's Wash Allen and Polygram's Bruce Knight pose with LaToya Jackson. The photo was taken in the KCOH studio.



VIDEO STARS AT WZAK - 93FM/WZAK/Cleveland recently awarded two Sanyo videocassette recorders as the grand prize in its "What Two Can Do" promotion. Pictured (l-r) are 93FM Program Director Harry O, the two winners, and 93FM Sales Manager Maria Wymer.



KGFJ WELCOMES FOUR TOPS - During their Las Vegas performance, the Four Tops made a special trip to Los Angeles to deliver their new album to KGFJ and reminisce with old friends. Pictured (l-r) are group's Levi Stubbs, KGFJ PD J.B. Stone, Polygram's Willie Tucker, group's Obie Benson, and Inner City VP and KGFJ & KUTE GM Hal Jackson.



BACKSTAGE POINTERS: The Pointer Sisters played the Los Angeles Greek Theatre recently. Pictured backstage (l-r rear) EJA's Jim Blevins and Joe Morrow, Sr. VP Jerry Sharill, Vice Chairman Mel Posner, VP Burt Stein, KJLH PD Lawrence Tanter, and EJA Sr. VP Kenny Buttice; (l-r center) Planet's Trevor Lawrence, Management III's Burt Zell, EJA Exec. VP Vic Faraci, June and Anita Pointer, EJA Chairman Joe Smith; and Magic Johnson of the Los Angeles Lakers; (l-r front) Planet President Richard Perry and Ruth Pointer.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

KOOL & THE GANG

"Take My Heart" (De-Lite/PolyGram)
SLAVE

"Snap Shot" (Cotillion/Atco)

EARTH, WIND & FIRE

"Let's Groove" (ARC/Columbia)

ISLEY BROTHERS

"Inside You" (T-Neck/CBS)

PRINCE

"Controversy" (WB)

LUTHER VANDROSS

"Never Too Much" (Epic)

COMMODORES

"Oh No" (Motown)

FOUR TOPS

"When She Was My Girl" (Casablanca/PolyGram)

MELBA MOORE

"Take My Love" (EMI America)

WHISPERS

"This Kind of Lovin'" (Solar/Elektra)

ONE WAY

"Pull Fancy Dancer/Pull" (MCA)

TIME

"Get It Up" (WB)

ROGER

"Heard It Through The Grapevine" (WB)

RONNIE LAWS

"Stay Awake" (Liberty)

CLIMBERS

Following are listed in order of their airplay activity.

CURTIS MAYFIELD "She Don't Let Nobody (But Me)" (Boardwalk) 64% reporting. Added at KMJQ. Heavy: WWIN, WXYV, WDAS, WAO, WCI, WJMO, WJLB, WSSJ, KOKY, KDAY. Medium: WILD, WAMO, WHUR, WVEE, V103, WDIA, WEDR, WAIL-FM, WYLD-FM, WBMX, WDMT, WJMI, WKXI, WPDQ, WVOL, WOWI, WKWM, WWWS, KJLH.

ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 61% reporting. Heavy: WILD, WOOK, WVEE, V103, WAIL-FM, WYLD-FM, WCI, WJMO, WJLB, WSSJ, WJAX, WPDQ, KOKY, WJJS, WOWI, WTOY, WTMP, WTLC, KAEZ, WWWS. Medium: WHUR, WDIA, WEDR, WBMX, WDMT, KMJM, KDAY, WATV, WENN, WANT, WKWM, KDIA, KUKQ.

DONALD BYRD & 125TH STREET N.Y.C. "Love Has Come Around" (Elektra) 61% reporting. Heavy: WXYV, WDAS, WAMO, WOOK, WHUR, WAO, WEDR, WCI, WDMT, WJMO, WJLB, KDAY, KSOL, WSSJ, WJMI, KUKQ. Medium: WWIN, V103, WYLD-FM, WGCI, WPDQ, KOKY, WBLX, WVOL, WOWI, WANT, WKWM, WWWS, KACE, KJLH, KDIA.

EBONEE WEBB "Something About You" (Capitol) 59% reporting. Added at KUKQ. Heavy: WAO, WVEE, WDIA, WVON, WGIV, WOIC, WKXI. Medium: WILD, WAMO, V103, WEDR, WBMX, WJMO, WJLB, KDKO, WKND, WJMI, WJAX, WPDQ, WVOL, WTMP, WKWM, WTLC, WWWS, KDIA.

TEDDY PENDERGRASS "I Can't Live Without Your Love" (Philadelphia International/CBS) 55% reporting. Heavy: WDAS, WAIL-FM, WYLD-FM, WCI, WJMO, WJLB, KSOL, WJAX, WPDQ, KOKY, WJJS, WOWI, WANT, WTOY, KACE, KUKQ. Medium: WXYV, WOOK, WAO, WVEE, KMJQ, WDIA, WDMT, KMJM, WSSJ, WATV, WENN, WTMP, WWWS, KJLH, KDIA.

GEORGE BENSON "Turn Your Love Around" (WB) 54% reporting. Added at WWIN, WXYV, WILD, WDAS, WAMO, WHUR, WAO, V103, WDIA, WEDR, WAIL-FM, WYLD-FM, WBMX, WGCI, WVON, WDMT, WJMO, WJLB, WKND, WGIV, WJAX, WPDQ, KOKY, WSSJ, WVOL, WOWI.

MAZE "Before I Let You Go" (Capitol) 52% reporting. Added at KMJM. Heavy: WDAS, WOOK, WEDR, WATV, KOKY, WLOU, WOWI, WTOY, WTLC, KUKQ. Medium: WWIN, WDIA, WAIL-FM, WYLD-FM, WGCI, WCI, WDMT, WJMO, WJJS, WANT, WTMP, WKWM, KAEZ, WWWS.

NATALIE COLE "Nothing But A Fool" (Capitol) 50% reporting. Added at WGCI, WPDQ, KOKY, KJLH. Heavy: WBMX, WDAO. Medium: WXYV, WDAS, V103, WEDR, WVON, WCI, WJLB, WWRL, KAEZ.

JEAN CARN "Love Don't Love Nobody" (TSOP/CBS) 50% reporting. Added at KOKY, WTOY. Heavy: WXYV, WILD, WAMO, WCI, WSSJ, WKND, WENN, WPDQ, WBLX, WVOL, KACE. Medium: WOOK, WHUR, WAO, WEDR, WJMO, WATV, WJAX, WKWM, WTLC, KJLH.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 50% reporting. Added at KTFM. Heavy: WILD, WDAS, WVEE, V103, WDIA, WAIL-FM, WYLD-FM, WSSJ, WENN, WGIV, WKXI, WPDQ, WBLX, WOWI, WTOY. Medium: WOOK, WCI, KDKO, KDAY, WKND, WJJS, WTMP, WKWM, KAEZ, KUKQ.

AL JARREAU "We're In This Love Together" (WB) 50% reporting. Heavy: WAMO, WHUR, WAIL-FM, WYLD-FM, WGCI, WSSJ, WKND, WENN, WJAX, KOKY, WJJS, WBLX, WVOL, WOWI, WANT, KAEZ, KACE, KJLH, KDIA, KUKQ. Medium: WOOK, WAO, WVEE, KMJQ, KMJM, KDAY, KTFM, WWWS.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 50% reporting. Heavy: WAMO, WOOK, WHUR, WVON, WJLB, WOIC, WJMI, WJJS, WBLX, WTOY, KACE, KJLH. Medium: WAO, WVEE, V103, WEDR, WYLD-FM, WBMX, WCI, WSSJ, KOKY, WVOL, WTMP, KAEZ, KUKQ.

CHOCOLATE MILK "Blue Jeans" (RCA) 48% reporting. Added at WBMX, WVON, WJLB, WATV, WJAX, WJJS, WVOL, WTOY, KUKQ. Heavy: WDAS, KSOL, WGIV. Medium: WWIN, WAO, V103, WEDR, KDKO, WKXI, WLOU, WKWM, WTLC.

WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 45% reporting. Heavy: WDAS, WDIA, WDMT, WJMO, WATV, WOIC, WKXI, WJAX, WPDQ, WJJS, WOWI, WTMP, WKWM. Medium: WVEE, WEDR, WAIL-FM, WBMX, KDAY, WVOL, WTOY, KAEZ, KDIA.

PEABO BRYSON "Let The Feeling Flow" (Capitol) 43% reporting. Added at WXYV, WILD, WDAS, WAMO, WVEE, V103, WBMX, WVON, KDKO, WATV, WGIV, WJAX, WOWI, WDAO, KAEZ. Heavy: WHUR. Medium: WAO, WGCI, WJLB, WVOL.

RENE & ANGELA "Wall To Wall" (Capitol) 43% reporting. Added at WOOK, WAO, WDMT, KDKO, KDAY, WKND, WTLC. Heavy: WAMO, WENN, KJLH. Medium: WWIN, WDAS, WEDR, WVON, WJLB, KSOL, WATV, WGIV, WTOY, WWWS.

ASHFORD & SIMPSON "It Shows In The Eyes" (WB) 43% reporting. Added at WANT. Medium: WWIN, WXYV, WILD, WDAS, WAO, V103, WYLD-FM, WCI, WDMT, KDKO, KDAY, WSSJ, WGIV, WJJS, WTOY, WTLC.

SPINNERS "You Go You Way (I'll Go Mine)" (Atlantic) 41% reporting. Added at WXYV, KDKO, KSOL, WOIC, WKXI, WPDQ, WOWI, WTLC. Heavy: WHUR, WBMX. Medium: WWIN, WAMO, WAO, WVON, WWRL, WGIV, WJJS.

DIANA ROSS "Why Do Fools Fall In Love?" (RCA) 41% reporting. Added at WAO, WYLD-FM, KSOL, WPDQ, WBLX, WDAO, KJLH. Heavy: WWIN, WXYV, V103, KDAY, WWRL. Medium: WJMO, WSSJ, WKXI, KOKY.

SHALAMAR "Sweeter As The Days Go By" (Solar/RCA) 39% reporting. Added at WWRL, WGIV, WTOY, KUKQ. Heavy: WHUR, KDKO, KDAY. Medium: WVON, KSOL, WSSJ, WOIC, WVOL, KACE, KDIA.

CENTRAL LINE "Walking Into Sunshine" (Mercury/PolyGram) 38% reporting. Added at WAMO, WJLB, KDKO, WJMI, WTOY, WKWM, KAEZ, KACE. Heavy: WBMX. Medium: WWIN, WILD, WDAS, WHUR, WAO, WEDR, WWRL.

TIERRA "La La Means I Love You" (Boardwalk) 34% reporting. Added at WJLB, KDKO, KSOL, WGIV, WJAX, KTFM, KJLH. Medium: WWIN, WDAS, WEDR, WWRL, WJMI, WKXI, KACE.

GWEN McCRAE "Funky Sensation" (Atlantic) 34% reporting. Added WAMO, WAO, WBMX, WWRL, WANT. Heavy: WWIN, WHUR, KAEZ. Medium: WXYV, WDAS, V103, WDMT, WJMO, WKND.

BOOKER T. "I Want You" (A&M) 32% reporting. Added at WWIN, WAO, WVEE, WEDR, WVON, WATV, WENN, KACE. Heavy: KDKO, KJLH. Medium: WHUR, WJLB, WVOL.

HAROLD MELVIN & THE BLUE NOTES "Hang On In There" (MCA) 32% reporting. Added at WILD, WVEE, WKND, WJMI. Heavy: WAO, WBMX, WVON, WGIV. Medium: WEDR, WGCI, WWRL, WBLX, WTOY.

POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 32% reporting. Added at WOOK, WAO, WSSJ. Heavy: WDAS, WVON, WENN. Medium: WVEE, WJLB, KSOL, WWRL, WOIC, WJMI, WBLX, KJLH.

BROTHERS JOHNSON "Dancin' Free" (A&M) 32% reporting. Added at WOIC. Heavy: WOOK, WBMX, WJLB, WTOY. Medium: WXYV, V103, WYLD-FM, WJMO, WGIV, KOKY, WLOU, WJJS.

ROGER "So Ruff, So Tuff" (WB) 32% reporting. Heavy: WWIN, WILD, WHUR, WAO, WDIA, WEDR, WJMO, WATV, WJAX, WPDQ, WBLX, WKWM, WWWS, KACE. Medium: WAMO, WTMP.

NEW & ACTIVE

PHYLLIS HYMAN "Tonight You And Me" (Arista) 30% reporting. Added at WGIV. Medium: WXYV, WDAS, WHUR, WAO, WGCI, WJLB, KDKO, WWRL, WJMI.

EVELYN KING "Don't Hide Our Love" (RCA) 29% reporting. Added at WVEE, WEDR, WCI, WKND, WATV, KAEZ. Heavy: KDKO, WGIV, KJLH. Medium: WDAS, KDAY, KSOL, WSSJ.

RICHARD "DIMPLES" FIELDS "I've Got Learn To Say No" (Boardwalk) 29% reporting. Added at WATV. Heavy: WWRL, WDAO. Medium: WEDR, WJLB, KDAY, WOIC, WPDQ, WLOU, WVOL, WTMP, KACE, KUKQ.

SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 27% reporting. Added at WEDR, WCI, WATV, WTLC. Heavy: WHUR, WGCI, WJLB, WENN. Medium: WAO, WYLD-FM, KAEZ, WWWS, KACE.

TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 27% reporting. Added at WLOU, KACE. Heavy: KDKO. Medium: WGCI, WVON, WSSJ, WWRL, WKXI.

PIECES OF A DREAM "Warm Weather" (Elektra) 27% reporting. Added at KMJM. Heavy: WAMO, WYLD-FM, WGCI. Medium: WDAS, WEDR, WSSJ, WATV.

LENNY WILLIAMS "Freefall (Into Love)" (MCA) 27% reporting. Heavy: WAO, KJLH. Medium: WWIN, WEDR, KDAY, WENN, WGIV, WJMI, WJJS.

RUFUS & CHAKA KHAN "Sharing The Love" (MCA) 25% reporting. Added at WAMO, WOOK, WAO, V103, WEDR, WAIL-FM, WSSJ, WGIV, WPDQ, KOKY, WTOY, WTLC. Medium: WXYV, WVOL.

BOHANNON "Let's Start II Dance Again" (Phase II/CBS) 25% reporting. Added at WOOK. Heavy: WJLB, WENN. Medium: WWIN, WILD, WAO, WVEE, WKXI, WLOU, WTOY, WTLC.

HOT CUISINE "Who's Been Kissing You" (Prelude) 25% reporting. Added at WLOU. Heavy: WEDR. Medium: WWIN, WXYV, WVEE, WGCI, WVON, WJJS, WANT.

New & Active Continued from Back Page

October 23, 1981

RICK JAMES "Super Freak" (Gordy/Motown) 50/1
Moves: Up 18, Debuts 1, Same 12, Down 21, Adds 1, KTSA, WFI 1-1, B104 9-8, JB106 17-9, WPGC 1-1, Z93 6-2, Y100 6-3, Q102 21-18, WRCK 11-9, KZFM 2-2, WANS-FM 2-1, WFBQ 8-8, WXLK 1-1, WGLF 9-8, WRKR 4-3.
DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 50/0
Moves: Up 18, Debuts 1, Same 13, Down 18, Adds 0, B104 24-21, Q102 33-31, Q103 on, WRCK 20-17, JMT on, KHFI 23-21, KQ94 33-28, WZOK on, WIKS 11-10, K98 18-12, WACZ on, Q101 3-2, KRRC 27-24, KFMZ 6-6, KCBN 17-12.

SIGNIFICANT ACTION

KIM CARNES "Mistaken Identity" (EMI America) 49/26
GEORGE BENSON "Turn Your Love Around" (WB) 48/25
STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 44/43
KOOL & THE GANG "Take My Heart" (De-Lita/PolyGram) 44/19
JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 43/7
ALAN PARSONS PROJECT "Snake Eyes" (Arista) 38/9
RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 38/20
TRIUMPH "Magic Power" (RCA) 35/7
SURVIVOR "Poor Man's Son" (Scotti Bros./CBS) 34/13
STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 34/7
PABLO CRUISE "Slip Away" (A&M) 32/5
KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 31/15
DAVID GATES "Take Me Now" (Arista) 24/0
RONNIE LAWS "Stay Awake" (Liberty) 23/1
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 22/20
JOEY SCARBURY "When She Dances" (Elektra) 22/2
DEBBIE HARRY "Jam Was Moving" (Chrysalis) 21/3
ARLAN DAY "I Surrender" (Pasha/CBS) 21/2
SAVOY BROWN "Run To Me" (Accord/Townhouse) 19/2
TIERRA "La La Means I Love You" (Boardwalk) 18/4
DANNIE IRIS "Sweet Merilee" (MCA) 18/8
CLIFF RICHARD "Wired For Sound" (EMI America) 18/1
JERMAINE JACKSON "I'm Just Too Shy" (Motown) 16/8
KINKS "Destroyer" (Arista) 15/4
JOHN ENTWISTLE "Too Late The Hero" (Atco) 12/7
DON McLEAN "Candles In The Air" (Millennium/RCA) 12/3
ANNE MURRAY "It's All I Can Do" (Capitol) 11/0
RUPERT HOLMES "Loved By The One You Love" (Elektra) 10/8
JEFFERSON STARSHIP "Save Your Love" (RCA/Grand) 10/1

RICKIE LEE JONES "A Lucky Guy" (WB) 32/4
Rotations: Heavy 1/0, Medium 18/3, Light 13/1, Extra Adds 0, Total Adds 4, WASH, KULF, WNAH, KOLE, Heavy: WSM-FM, Medium: 97AIA, KPLZ, WGAC, KCSW, WBT, WMAZ, WHLY, WHHC, KAFY, KWAV, WKZE, WSKY, WORG, WJON, KFQD.

SIGNIFICANT ACTION

ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 29/8
GEORGE BENSON "Turn Your Love Around" (WB) 28/22
BENNY HESTER "Nobody Knows Me Like You" (Myrrh) 24/4
RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 23/15
PABLO CRUISE "Slip Away" (A&M) 23/8
JOEY SCARBURY "When She Dances" (Elektra) 23/7
LINDSEY BUCKINGHAM "Trouble" (Asylum) 22/15
MANHATTAN TRANSFER "Smile Again" (Atlantic) 20/2
RITA COULDGE "The Closer You Get" (A&M) 18/1
STEVE NICKS & DON HENLEY "Leather & Lace" (Modern/Atco) 17/13
QUARTERFLASH "Harden My Heart" (Geffen/WB) 17/4
JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 16/5
ROD STEWART "Young Turks" (WB) 18/3
ARLO GUTHRIE "If I Could Only Touch Your Life" (WB) 16/1
ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 15/4
KIM CARNES "Mistaken Identity" (EMI America) 12/8
JOHN DENVER "The Cowboy & The Lady" (RCA) 12/8
SPYRO GYRA "Summer Strut" (MCA) 11/5
JOHN SCHNEIDER "Still" (Scotti Bros./CBS) 11/1
RUPERT HOLMES "Loved By The One You Love" (Elektra) 10/5
VIC ASHER "What Am I Gonna Do" (Velsi) 10/4
BOB SEGER "Trying To Live My Life Without You" (Capitol) 10/1
DIRT BAND "Fire In The Sky" (Liberty) 9/1
BARBARA MANDRELL "Wish You Were Here" (MCA) 8/3
DIESEL "Sausalito Summernight" (Regency/Atco) 8/1
RONNIE LAWS "Stay Awake" (Liberty) 8/1
PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 7/6
LUTHER VANDROSS "Never Too Much" (Epic) 7/2
HERB ALPERT "Manhattan Melody" (A&M) 7/1
DOBIE GRAY "Autumn" (Robox) 7/1
POLICE "Every Little Thing She Does Is Magic" (A&M) 7/1
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 6/8
GENESIS "No Reply At All" (Atlantic) 6/3

BREAKERS are those newer records judged to have the greatest level of station activity on any given week. NEW & ACTIVE includes songs reported by at least 50 CHR or 30 A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many reporters are on the record this week and, of those, how many added it this week. CHR stations report numbered playlists, and all possible moves are listed for each song (UP, DEBUTS, SAME, DOWNS, ADDS). A/C stations report by rotations (HEAVY, MEDIUM, LIGHT, ADD). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. Indicates one of this week's most added new releases. The number in parentheses immediately following the songs listed in the MOST ADDED and HOTTEST sections of the BACK PAGE indicate the total number of all our reporters in either CHR or A/C adding the song this week or noting that the song is among their five hottest.

COMING NEXT WEEK INSIDE R&B:

Is baseball knocking radio out of the ratings box?

Enlightened artists and record companies work together for common benefit.

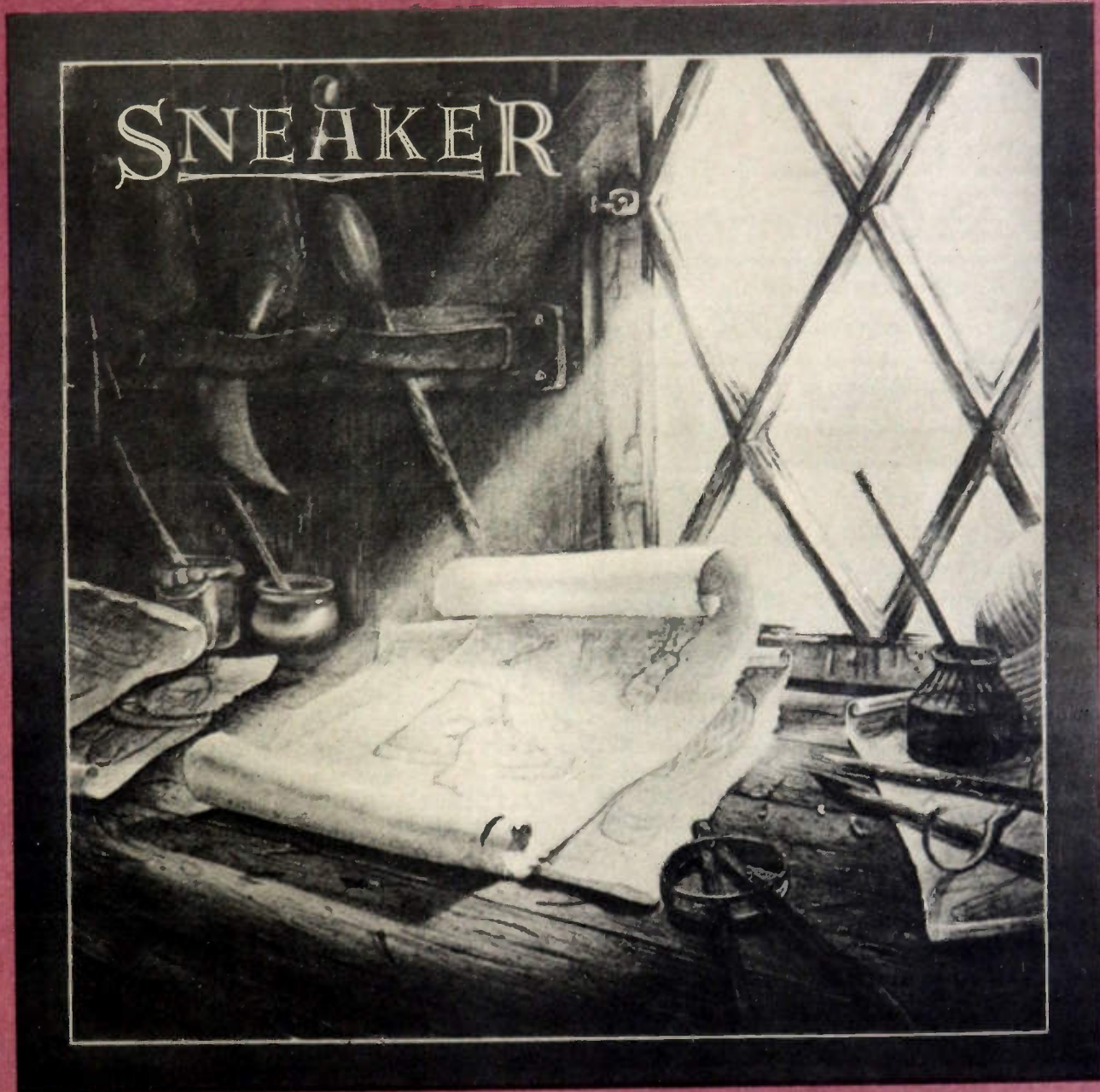
REMEMBER WHEN YOU LISTENED
OVER AND OVER WISHING THE MUSIC
WOULD NEVER END?

PROUDLY PRESENTING

Sneaker

FROM THEIR DEBUT ALBUM "SNEAKER"

FW 37631



AND THEIR DEBUT DOUBLE FORMAT SINGLE
"MORE THAN JUST THE TWO OF US"

PRODUCED BY JEFF BAXTER

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