

# Radio & Records

ISSUE NUMBER 410

THE INDUSTRY'S NEWSPAPER

NOVEMBER 27, 1981

## INSIDE R&R:

### FCC Reactions Mixed After EEO Order:

Some officials favor limited EEO role; others feel it cuts down effectiveness ..... 4

### WWWE Goes Country:

Confirming widely-circulated rumors, Cleveland A/C will make the move in December ..... 3

### United Stations Wins Million Dollar Ad Campaign:

U.S. Tobacco guarantees spots for new Country network ..... 8

### Birch Report Close-Up:

An examination of the ratings service some say might give Arbitron a run for the money ..... 10

### Roth Buys Reno Stations; SIT Snaps Up San Antonio Combo:

The week's key sales transactions ..... 3

### Disagreement On Daytimers Expansion:

NTIA proposal inspires approval from daytimers, questions and complaints from NRBA and NAB ..... 4

### Gale Johnson New KZOK GM:

Moves to Seattle AOR from KING GSM position ..... 3

### Scott Brenner, Mike O'Malley Take WKTK Positions:

Brenner upped to Broadcast Operations Director, O'Malley new PD from WOKV/Jacksonville ..... 3

### Jim Sellers, Louie Newman Promoted At Chrysalis:

Now head East and West Coast promotion for label ..... 3

### First Female CMA DJ Winner Now PD:

Jacki West promoted at WGTO/Cypress Gardens, FL ..... 3

### Dave Scott Named KOA PD:

Bob K resigns from Denver News/Talk outlet ..... 3

## KFMK CANCELS, KBLE WON'T USE SERVICE

### First Media Cuts Off Arbitron Support

First Media, whose Z93/Atlanta made news by cancelling its Arbitron subscription recently (R&R 9-11), has cancelled the contract for KFMK/Houston. In his letter to Arbitron Exec. VP/GM Rick Aurichio, First Media President Glenn Potter also stated, "Our new station in Seattle, KBLE, will not subscribe to Arbitron."

Potter explained to R&R, "Like many others in the industry, we are deeply dissatisfied with Arbitron's pricing policies." When asked if First Media's WPGC/Washington and KOPA/Phoenix would follow suit, Potter said, "Our arrangements in those markets terminate in March. If I were a betting man, I'd bet we'll

cancel Arbitron at that time."

A response to Potter from Aurichio cited research improvements, including speedier delivery, Quarterly Measurement, Expanded Sample Frame, and sample increases in many markets, as reasons for increased costs. Potter characterized the response as "insulting, really, and not addressing itself to the key questions."

### Warners Cuts Staff 10%

Warner Brothers Records let 10% of its staff go Tuesday (11-24) in a move caused by "current economic conditions," according to a label spokesperson. The cuts

## White House Tells FCC To Junk EEO Program

The White House's Office of Management and Budget has told the FCC to stop requiring stations to routinely file "10-point Model EEO Programs" with their renewal applications. The programs, detailing stations' observance of EEO guidelines, can only be required if "a station appears to be engaging in discriminatory practices" revealed in its annual employment reports (Form 395).

The FCC has the authority to override the OMB order within a

March 31, 1982 deadline, and plans to seek public comments on the OMB directive, as well as on other EEO proposals generated by the Commission itself.

Even if the Model EEO Program is kept as an investigative tool when problems are indicated, OMB wants three of the ten sections changed by:

- Deleting Section 6, which requires stations to report percentages of women and minorities in the local workforce. OMB believes the FCC can get this data from the U.S. Census Bureau.

- Deleting Section 7, which requires renewal applicants to submit updated annual employment reports (Form 395) if there have been changes since their last one was filed. "Review of the annual 395 should be adequate," OMB said.

- Relaxing Section 10, which now requires broadcasters to analyze in detail the effectiveness of their EEO efforts and explain any problems.

"Section 10 should be revised to simply allow the licensee to furnish a brief explanation of unusual circumstances that the licensee believes should be considered in reviewing the report," according to OMB. (For FCC reaction, see Page 4).

## Wander Returns To WJJD & WJEZ

Art Wander, former VP/National Programming for Plough Broadcasting, has been appointed Operations Manager of Plough's Chicago Country stations WJJD & WJEZ. Wander had been a Country consultant for the past year.

WJJD & WJEZ GM George Dubinetz told R&R, "We're very

happy to get Art back, because he and I have worked together for many years and he's one of the most knowledgeable programmers I've ever known. With WJJD going full-time and WJEZ the only Country FM in Chicago, it's really a tremendous challenge for Art to be able to get the maximum potential out of both radio stations." Dubinetz added that as soon as WJJD submits its field tests to the FCC for approval, the AM will go full-time "after 17 years of praying and hoping."

Wander commented to R&R, "I've known George for over ten years, and the chemistry is there to have a lot of fun in getting the job done. I'm certainly looking forward to renewing the friendship with George and the people of WJJD & WJEZ. 1982 looks like a great year for both stations. I have no changes whatsoever planned." Wander starts December 1.

## "EXPLORING COMPETITIVE OPTIONS"

### RAB Forms Ratings Committee

Moving to explore alternatives to Arbitron, the Radio Advertising Bureau has formed the All-Industry Radio Ratings Committee. The independent body will be co-chaired by Group W Radio President Dick Harris and Broad Street Communications President Fred Walker, with RAB President Miles David serving as Secretary-Treasurer.

David told R&R the committee will "explore options available in radio station ratings with a view towards achieving a more competitive and equitable marketplace for research on radio audiences." With that goal in mind, he added, the law firm of Well, Gotshal & Manges has been retained. An initial report is due at the committee's mid-January meeting. The committee is seeking financial support.

Other committee members include Susquehanna's Art Carlson, Century's Lynn Christian, Gannett's Joe Dorton, CBS's Bob Hosking, King's Jim Kime, Mutual's Marty Rubenstein, Double-day's Gary Stevens, Jefferson-Pilot's Cullie Tarleton, and NBC's Dick Verne.

## Arbitron Bows To Objections, Withdraws Milwaukee Winter Book

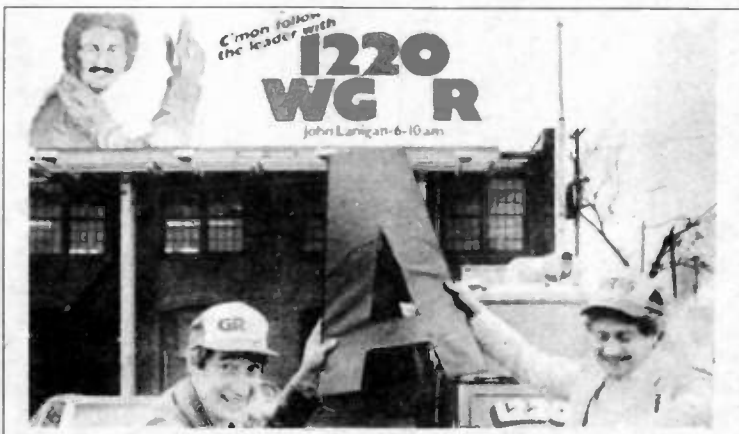
In an unprecedented move, Arbitron announced it will withdraw its intended new winter sweep in the Milwaukee-Racine market. In a breakfast meeting this week with managers of Milwaukee area stations, Arbitron Radio VP/Sales & Marketing Bill Livek stated

that since there was no marketplace support for the additional survey, Arbitron would not follow through on its implementation of a 10-week sweep there beginning in January.

Jack Lee, GM of WEMP & WMYX, had been the only Milwaukee broadcaster to sign for the additional survey. However, when no other support became evident, he asked to withdraw. Last Friday Arbitron agreed, leaving no support for the Arbitron plan.

Lee, who heads up the local broadcast group in Milwaukee (MARS), told R&R, "We really feel very good about this decision by Arbitron. Bill Livek admitted that Arbitron had probably made a mistake in announcing plans to go ahead with an extra sweep in Milwaukee. I think this was a smart, classy move on Arbitron's part."

Asked if the Milwaukee move might be duplicated in any of the eight other markets where a winter book is being inserted, Arbitron spokesperson Connie Anthes replied, "No, I don't think so. This was a case where we wanted to help a broadcaster out of a difficult situation. The circumstances here were special."



### "Letter Rip" For WGR

When the Buffalo Bills played the Cleveland Browns recently, WGR/Buffalo morning man Stan Roberts and WGAR/Cleveland morning man John Lanigan came up with an unusual bet. If Cleveland won, WGR would add an "A" to its billboard to make it "WGAR." If Buffalo won, WGAR would take the "A" off its billboard, becoming "WGR" for the day. Buffalo won, so Stan and John arranged a simulcast from WGAR's billboard site in downtown Cleveland, so listeners could hear each step in the dismantling of the WGAR "A." Pictured are Stan Roberts (left) and John Lanigan after ripping the "A" off the board. Nice promotion, "A"?

*ROLL THIS NUMBER!*

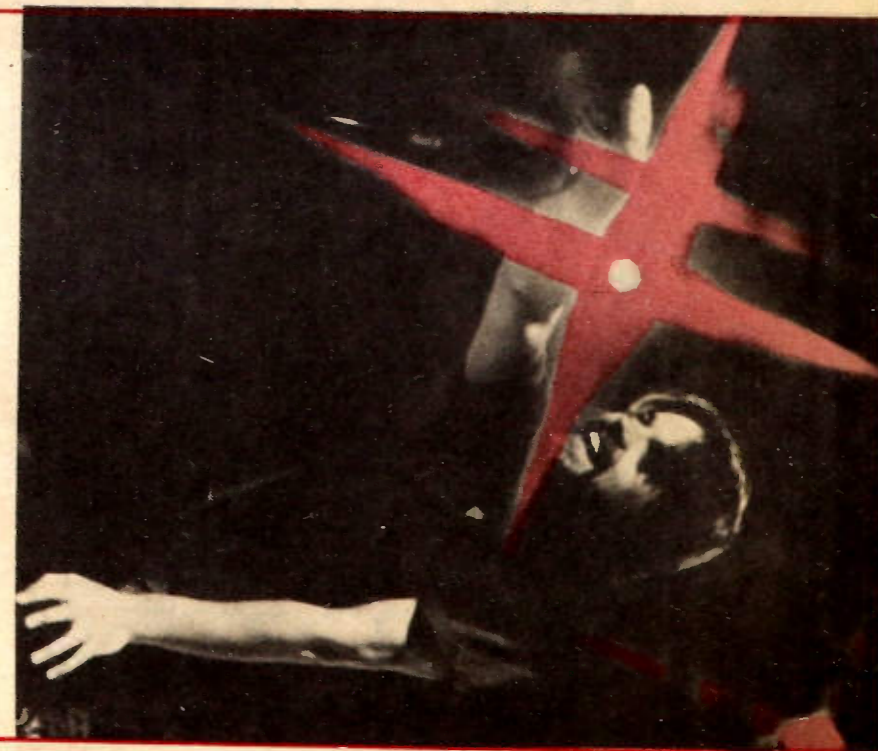
# **Bob SEGER**

*& the  
SILVER BULLET BAND*

***"FEEL LIKE A NUMBER"***

*THE SECOND SMASH SINGLE  
FROM THE PLATINUM-PLUS  
TWO-RECORD LIVE SET*

# **NINE TONIGHT**



PRODUCED BY BOB SEGER & PUNCH



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## WWWE Will Convert To Country

Prevalent rumors were confirmed last week when WWWE/Cleveland announced that it would drop its current A/C format in favor of Country on December 5. At the same time, VP/GM Tom Wilson and Operations Manager Norm "Oogie" Pringle confirmed the hiring of Rick McGuire and Ron Marron from WKTK/Baltimore for WWWE's new "Country 11" morning show.

Wilson said, "This will be one of the most exciting things that has happened in Cleveland radio in a long time. We're taking a style of music that's proven popular across the nation and tailoring it to the tastes and demands of the local market."

The new personality lineup for WWWE includes Rick & Ron in morning drive, Jeff Elliott moving from afternoons to middays, Larry Morrow shifting from mornings to afternoons, Pete Franklin's "Sportsline" at night, and Jack Reynolds for the overnight show. Ray Marshall, currently WWWE's midday personality, has been appointed Music Director and Assistant Operations Manager. He will also handle weekends.

Pringle indicated that WWWE's approach to Country would be "contemporary... professional, polished and very much mass appeal. Just about everyone can respond to country music if it's presented properly, and 'Country 11' will do just that."

WWWE, a 50 kw clear channel AM facility, is owned by Gannett. The station had been Adult/Contemporary since 1972.

## Johnson Joins KZOK As General Manager

Gale Johnson has been appointed General Manager at KZOK/Seattle. He comes to the station from the National & General Sales Manager position at KING in the same city.

Sterling Recreation Broadcast Division Director Cliff Hunter, who had been handling the GM duties following Norm Gregory's departure months ago, told R&R, "Gale has been in this market for 12 years, the last eight at KING. I'm very pleased to get someone with such a fine local reputation and contacts."

Johnson commented, "It was a great opportunity. There's plenty of room for growth here, and it looks like things are starting to happen; it's the place to be." Johnson takes up his new position December 1.

## Feller Exits As WYSP GM

Frank Feller, GM at WYSP/Philadelphia for 6½ years, has exited that position. Mel Karmazin, President of Infinity Radio, which recently took over the AOR station, told R&R, "I think Frank is a very nice fellow, but I felt a change in GM was warranted." Karmazin added, "I have no one in mind. I'll be interviewing people throughout the week."

FELLER/See Page 17

## This Week's Transactions

- Boston neurosurgeon David Roth has purchased KCBN & KRNO/Reno for \$3.8 million from Lorraine Walker Arms, with John Grady as broker. KCBN is a 1000 watt (250w nights) AM on 1230 kHz; KRNO has 60kw horizontal, 20kw vertical at 106.9 mHz. Roth, uncle of Van Halen lead singer David Lee Roth, bought WIRA & WOVV/Ft. Pierce, FL earlier this year; he said he became interested in ownership because he was too old to be an air personality any more (he put himself through medical school in that fashion).

- Capital Cities has completed its acquisition of WBIE/Marietta, and will change the calls to WKHX to go with its Country format. Price for the station was \$7.5 million.

- SIT Broadcasting bought KAPE & KTUF/San Antonio from SSS Broadcasting for \$3 million, with a projected takeover before Christmas. KAPE is a 500-watt daytimer at 1480 kHz; KTUF is a 3000-watt FM at 106.3 mHz licensed to nearby Terrell Hills.

- New York businessmen Herb Schnall and Jim Kane have acquired their first broadcast properties, WAFL-AM & FM/Milford, DE, for just over a million dollars from Mid-Atlantic Communications. Cecil Richards was broker. WAFL is a 500-watt daytimer at 930 kHz, while the FM has 3000 watts at 97.7 mHz.

## WKTK Promotes Brenner, Names O'Malley PD

Scott Brenner has been promoted from Chief Engineer to Director of Broadcast Operations at WKTK/Baltimore. At the same time, WOKV/Jacksonville PD Michael O'Malley was appointed WKTK's new Program Director.

Other changes within Key Broadcasting include Jay Cleaver joining WKTK as Director/Marketing from his Station Manager's position at WPTX & WMDM/Lexington Park, MD. WPTX & WMDM News Director Jack Kershaw has been upped to Station Manager, replacing Cleaver.

Explaining the programming changes in Baltimore, WKTK Exec. VP/GM Carl Brenner told R&R, "We're gearing up for a blitz attack on the A/C area, concentrating basically on putting a good, contemporary music station on the FM band. We'll be targeting 25-49 demographics and psychographics, which no one is doing. We'll be meeting the lifestyle needs of the people in Baltimore."

O'Malley, who will join WKTK December 7, had programmed WOKV for seven months. Reassuming the programming chores at WOKV, as well as continuing to program sister station WAIV/Jacksonville, is Reggie Blackwell.

## Sellers, Newman Promoted At Chrysalis



Louie Newman

Jim Sellers

Chrysalis has restructured its promotion department following the resignation of National Promotion Director Michael Abramson (R&R 11-13). Jim Sellers, a six-year label veteran who had been Midwest/Southeast promotion representative, becomes Manager/East Coast Promotion. Louie Newman, who recently joined Chrysalis to handle West Coast promotion, becomes Manager/West Coast Promotion.

Both Sellers and Newman will be responsible for contemporary and AOR promotion in their respective territories, which meet at the Mississippi River. Sellers will be based in New York and Newman in Los Angeles. Both will report to VP/Promotion Jack Forsythe.

## BOB K RESIGNS

### Dave Scott Joins KOA

Dave Scott has been named Program Operations Manager at KOA/Denver following the resignation of Bob K after 3½ years. Scott was most recently PD at WPLP/Pinellas Park, FL.

Commenting on his departure, K told R&R, "When I came here the station was kind of a sleepy music station, and I was also PD of KOAQ until a year ago when Jack Regan took over and it went live. KOA went News/Talk and has done extremely well, becoming number one. I've done just about everything there is to do, and I'm looking for a new

SCOTT/See Page 17

## CMA DJ Winner West Promoted To PD

Jacki West, the first female air personality ever to win the CMA's "DJ Of The Year" award, has been promoted to PD at WGTO/Cypress Gardens, FL, less than two months after receiving the award in the Small Market category. Acting PD Henry Jay becomes Music Director at the station.

West told R&R, "I'm so busy! I'm happy about it, but I really haven't had time to reflect on it because we've been without a PD



WEST/See Page 17

this week ...

11-27-81

### KKDA LEADS DALLAS IN NEW MEDIATREND

Plus ratings results from Birch, Arbitron, and more Mediatrends in 11 markets.

Page 12

### SATELLITES LIVE FOR COUNTRY

SMN's Jon Anthony and United's Ed Salamon detail the satellite revolution in Country radio.

Page 41

### ARBITRON DISCUSSES POLICY WITH RAB

Ethnic techniques, Qualidata, and response rates are topics at annual GOALS Committee meeting.

Page 10

### RECORD COMPANIES DEFEND A&R DECISIONS

Seven promotion people respond to criticisms from John Sebastian and other programmers that labels don't sign artists radio can play.

Page 31

### WYLD PRESENTS ITS CASE FOR NEW ORLEANS

After WAIL-FM was highlighted as New Orleans's Black radio leader, WYLD PD Brute Bailey examines the battle from a different perspective.

Page 47

### WHAT MAKES A GOOD MUSIC DIRECTOR

Following MD comments on promotion people, the tables turn as ideal MD qualities are discussed from the record side.

Page 45

### ARE RECORDS OVER THE HUMP OR FACING A SLUMP?

Top executives answer radio comments by presenting a rosy holiday sales picture.

Page 20

## features

Washington Report	4	Videoscope	16
What's New	6	Brad Messer	17
Ratings & Research	10	Picture Page	18
Street Talk	14	Opportunities	51
TV News	16	Marketplace	52

## formats

Contemporary Hit Radio	20	Adult/Contemporary	45
AOR	31	Black Radio	47
Country	41		

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# Washington Report

## Owners' Financial Quiz Taking Twice The Time Necessary?

The FCC should drop any consideration of the financial status of radio station buyers, according to Roy Stewart of the Broadcast Bureau. It now takes 60 days for most station sales to get FCC approval, and that time could be slashed to just over 30 days if the Commission would stop worrying about the financial qualifications of buyers, Renewal & Transfer Division Chief Stewart said Monday (11-23).



Allowing buyers to certify rather than document their finances and requiring three months instead of a year's cash-on-hand has already cut processing times and paperwork this year, Stewart told the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications.

## Pessimism Grows As Rio Talks Bog Down

Word from the Western Hemisphere AM conference in Rio de Janeiro is that after getting off to a quick start, the delegates have now become so bogged down in procedural details there's a distinct threat that when the meeting closes in late December, it will have accomplished little of the work it set out to do on drafting a five-year AM allocations plan. Privately, members of the U.S. delegation are said to be arriving at the view that they'll be lucky to finish fitting existing stations into the plan by the conference's end, let alone take action on future assignments.

## 45 Days Shaved Off Timetable For Creating New FM's

One of two 45-day steps which the FCC had labeled "useless" has been eliminated from the process of having a new FM (or TV) channel assigned to a community. Previously, when someone asked to have a new frequency assigned to a town or city, the Commission would announce acceptance of the application and allow 45 days for comments and replies from interested parties, such as other stations. This first step has been axed. According to the Commission, plenty of public notice and comment time is provided by the second step, issuance of a Notice of Proposed Rulemaking, with another 45-day comment period.

## Complaints Denied, Renewals Granted At St. Louis Stations

Rejecting charges that three St. Louis stations discriminated against black men by hiring only black women — because they would count under two minority categories for EEO purposes — the FCC has renewed the licenses of KXOK and WIL-AM & FM. Moreover, the Commission also pointed out that "statistical comparison of station employment with labor force figures is only an initial frame of reference. Determinative factors are the thoroughness of a station's EEO program and the licensee's good-faith efforts to make the plan work, not a mechanical comparison of percentages."



"Well, that's one way to get deregulation!"

The FCC was forced to shut down its entire operation, furloughing almost all of its 2000 employees, including the seven commissioners, on Monday (11-23). The action followed President Reagan's showdown confrontation with Congress which closed all nonessential government agencies for a day. The issue was resolved late Monday when a compromise short-term funding plan was reached.

## FCC Reacts To White House "Abandon EEO" Order

Broadcasters, 94% of whom called the FCC's EEO policies "impractical" in a recent NRBA survey, have picked up a powerful ally in the Office of Management and Budget (OMB), which is the White House's budget office (see Page 1). FCC reactions included the following:

Broadcast Bureau Attorney Steven Bookshester told R&R implementation of OMB's order to stop forcing stations to file EEO reports would reduce the "Model Program" to a "compliance tool" instead of also serving the FCC's existing broader goal of making broadcasters sit down and assess their own EEO efforts.

FCC Commissioner Jim Quello said he favors limiting FCC's EEO role to dealing with "proven abuses." Asked if he thinks the Commission will go along with OMB directive, he said yes, "depending on how it's phrased."

Both Quello and Commissioner Anne Jones emphasized the existing role of the Equal Employment Opportunity Commission (EEOC) to handle abusive cases. Moreover, Jones was critical of Chairman Mark Fowler's failure to brief the other Commissioners regarding the OMB order, which dates back to August.

### Postcard Renewal Form Starts Controversy

The Commission's Model EEO Program was opened up to OMB scrutiny earlier this

year when a minor change was suggested in connection with the adoption of the postcard renewal form.

OMB handed down its directive to the Commission in August, but has granted an extension through March 31, 1982 to permit resolution of the matter in the context of the FCC's ongoing EEO docket (#21474).

### Alternate Plan

Bookshester said one idea that may be floated for comments would be to put local workforce EEO statistics on computer, run station reports against those figures a year before renewal time, and send Model EEO Programs only to those stations found to be employing women and minorities in percentages beneath the local workforce levels.

He also told R&R that since the annual 395 reports, which are not affected by OMB's directive, show no EEO problems in 60% of all cases, Model EEO Programs filed with those stations' renewal applications are reviewed only for completeness, not for substance.

## Rivera's First Minority Meeting

The single biggest obstacle to minorities getting into broadcasting is the lack of available capital at a reasonable cost. That theme was sounded repeatedly Monday (11-23) in Washington as FCC Commissioner Henry Rivera convened the first meeting of his 36-member advisory committee exploring ways to increase minority ownership in telecommunications.

Minority ownership would double if a \$50 million pool of capital was available at fixed rates, the group was told by Herbert Wilkens, whose venture capital firm Syndicated Communications has helped minority entrepreneurs purchase 26 radio stations. Wilkens is chairing a panel focusing specifically on financing.

Wilkens reported that, because the FCC is behind minority ownership, banks have become "surprisingly" willing to back minorities over the past five years, but 20% interest rates have hampered acquisitions.

He praised the FCC's tax certificate policy, but slammed distress sales as a "boondoggle" that has left minorities with neglected, overpriced properties. Not so, countered FCC Renewal & Transfer Division Chief Roy Stewart, who said distress sales "have been effective" by eliminating non-minority competition for properties.

Since most minority buyers start out with AM properties, Wilkens believes, minorities would benefit from a quick AM stereo decision to help AM compete against FM's growing share of the market.



Pictured (l-r) are attorney Mickey Gardner, former FCC Commissioner Margita White, Commissioner Henry Rivera, and panel chairman Herbert Wilkens.

## Disagreement Erupts Over NTIA Daytimer Proposal

Daytime-only broadcasters are predictably enthusiastic about a proposal by the National Telecommunications & Information Administrative (NTIA) to extend operating hours and give daytimers a preference in winning new FM's. However, trade groups and engineers are worried that expanding daytimer hours may create massive new AM interference. That was the situation Monday (11-23) as the deadline passed for commenting to the FCC on whether it should act on the NTIA's daytimer relief petition.

Daytimers WKIE/Richmond; WASR/Wolfeboro, NH; and WAEC/Atlanta applauded NTIA's ideas, with WAEC President Michael Sears comparing his competitive position to being like a "runner in a race with only one leg. You can show up for the race, but nobody takes you seriously."

The harshest criticism was filed by NRBA and its engineer, Harold Kassens of A.D. Ring, who attacked NTIA's technical data as "seriously flawed," accused the agency of proposing use of signal strength curves only workable in Europe and Australia, and said half of the 619 communities NTIA claims are suffering under daytime-only service actually get many AM and FM nighttime signals from nearby

communities. The NRBA has asked the Commission to reject the NTIA plan in lieu of its own proposal.

The NAB and the Association for Broadcast Engineering Standards (ABES) expressed sympathy for daytimers and urged issuance of a wide-ranging Notice of Proposed Rulemaking, but also questioned NTIA's proposals on technical grounds. ABES warned against "quick-fix" solutions, while NAB urged "careful study and consideration" of the proposals.

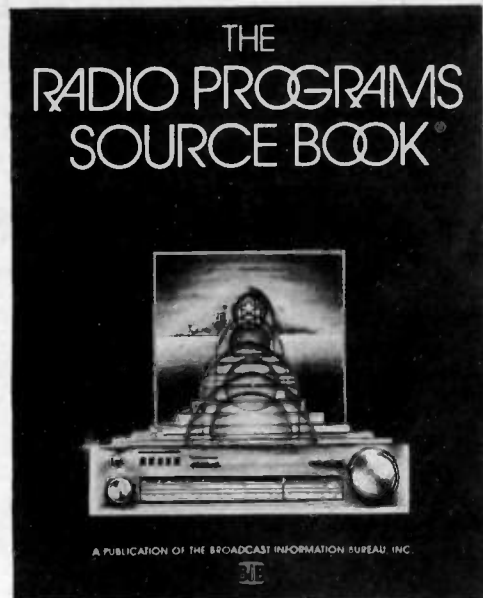
Meanwhile, on Tuesday (11-23) the NAB filed a request with the Commission urging it to "authorize an across-the-board increase of nighttime power for Class IV AM stations operating on local channels from 250 watts to 1 kilowatt."

# COMPARE

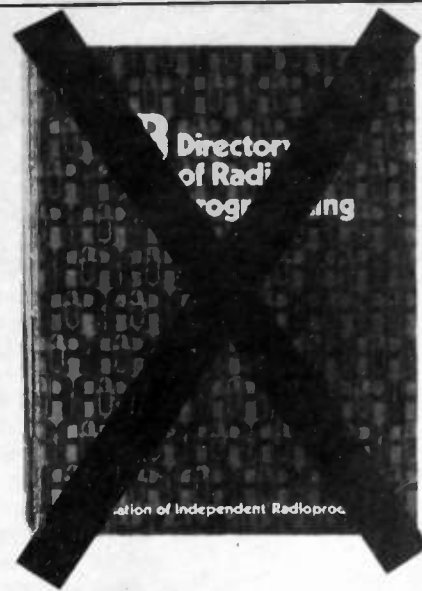
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Title \_\_\_\_\_

Company or Radio Station \_\_\_\_\_

AM/FM \_\_\_\_\_ Market Rank \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_



## "Wet & Dry" VCR Head Cleaning Cartridge Now Available

Until recently, "wet" videocassette recorder head cleaners failed to clean the entire tape path, ignoring the VCR's erase head and tape guides. Furthermore, many of the latest VCR's are equipped with a moisture sensing circuit that renders "wet-only" head cleaners useless. Unfortunately, many "dry" head cleaners are highly abrasive and contribute to accelerated head wear.



Now, Bib has developed a set of automatic head cleaners that can be used either "wet" or "dry." Both the "VE-22" and the "VE-24" models feature a special cleaning belt that's reportedly free from harmful levels of abrasivity and virtually lint-free. For increased efficiency, Bib's "Professional Video Tape Head Cleaning Fluid" may be deposited on the belt.

Simply insert the "VE-22" or the "VE-24" (pictured) into your VCR after every 30-40 hours of use and play it for 10 seconds. The cleaning cartridge will remove contaminants from the VCR's video heads and drum; the audio, erase and control track heads; the tape guides; and the pinch rollers.

For further information, contact Michael Craft at (214) 238-1224.

## NARM: 9-Months Disc Sales Up 4%

Based upon a nationwide survey of nearly 1000 retail record and tape stores, the National Association of Recording Merchandisers (NARM) reports that retail sales for the nine month period ending September 30 increased 18 percent over the equivalent period of 1980.

However, this increase (from \$303.4 million in 1980 to \$351.4 million in 1981) is inflated due to the 1981 survey including a substantial number of new stores, which were not in operation during the previous year. Were the survey to have restricted itself to comparable stores, sales would only be running four percent ahead of last year at this time.

Speaking unofficially, NARM Ex-

ecutive VP Joe Cohen noted that with the possible exception of midline titles, unit sales had decreased during 1981. Lou Fogelman, Chairman of the NARM Retailers Advisory Committee, also sounded a discordant note: "Although sales remain rather steady in dollars, we are not keeping up with inflation."

### Automotive Electronics Market Exploding

The 1995 model cars will contain an average of \$1380 in electronic equipment, according to a recent survey by Predicasts Inc., a Cleveland-based market research firm. Quite an increase from the \$250 per car in 1980. Predicasts estimates the total market for automotive electronics to top \$17 billion by 1995, compared with \$1.6 billion last year. Most of the predicted increase will come from added safety features.

## Which TV Spots Make Viewers See Red?

Which commercials most endanger the life of your TV set? A recent survey, conducted by **The Shopper Report**, found that the six most obnoxious spots are: 1) the **Anacin** commercial that shows a startled headache victim saying, "I didn't know Anacin had more pain reliever!" 2) the **Arthritis Pain Formula** ad featuring the elderly lady hoisting a frying pan, 3) **Donny and Marie Osmond** hawking **Hawaiian Punch**, 4) **Robert Young's Sanka** spots, 5) all ads for **Black Flag** insecticide, and 6) ditto for **Topol** tooth polish.

Other ads to score high on viewers' obnoxious-o-meters were **Brooke Shields'** too close for comfort sales pitches for **Calvin Klein** jeans, which were rated "highly offensive," as were ads for **Jordache** jeans. Curiously, spots for **Gloria Vanderbilt** jeans appeared to escape viewers' wrath.

### Sanitary Product Pitches Most Irritating

But, as a commercial category, ads for sanitary products (pads, shields and tampons) were the target of the most venom. The Shopper Report says this is due to the rash of ads for these products to surface in the wake of the toxic shock syndrome scandal.

A New York City-based ad agency, **Warwick, Welsh & Miller**, conducted a similar survey on sanitary product spots and came up with basically the same findings. According to an agency spokesperson, viewers are not offended by the commercials as much as they are by the category. Viewers also are perceived to have negative reactions to panty-hose ads simply because of what they feel to be the overly sexual nature of the product (I)

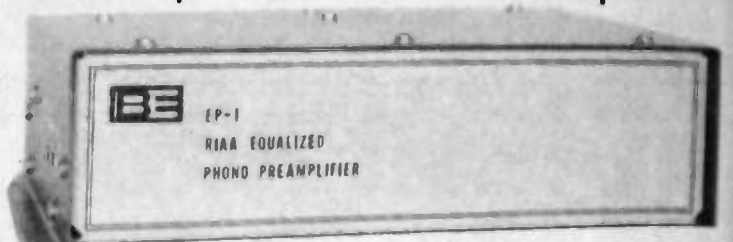


### "No Sweat" Exercise Method

Lose weight or develop muscles without working up a sweat? Sound impossible? Not according to **Steve Purdue**, a San Diego resident who has invented an exercise machine that purportedly enables you to work out while you read, listen to music, or even while you sleep.

Here's how it works: You attach the device's tiny conducting pads to your body and turn on the machine, which sends electronic signals to the targeted muscles, forcing them to contract. Purdue claims the effect is a gentle, tingling feeling that relaxes you and exercises you simultaneously. All without you lifting a finger.

## Broadcast Electronics Intros RIAA-Equalized Phono Preamp



**Broadcast Electronics Inc.** recently unveiled the "EP-1" stereo phono preamplifier, an RIAA-equalized model that features  $\pm 0.5$  dB conformance with the RIAA frequency response curve. The unit's total harmonic distortion is less than 0.01 percent over its 30 to 20,000 Hz range at a full output level of +21 dBm.

By making a simple jumper change, the "EP-1" can be converted from stereo to a dual-mono mode with 70 dB or greater channel separation. In addition, each of the device's audio and power conductors has been isolated with an independent RF filter network, to provide high immunity to the RF fields encountered within AM-FM-TV transmitter environments.

Although designed to be used in conjunction with 47k-Ohm cartridges, the "EP-1" can be easily adapted for use with other input impedances. Price: \$345.

For further information, contact Broadcast Electronics Inc. at (217) 224-9600.

## How To Protect Your Office Privacy

Probably the last thing you need is another staffer wandering into your office to waste your time in idle chatter exactly two minutes after the last person has finally left. The problem is compounded for those who either work in a semi-public or public office as well as those unlucky souls whose jobs require them to minister to the needs of a steady stream of people.

There is an answer. Create barriers with body language and an assortment of partitions, chairs, tables and other office furniture.

According to a recent survey, "Privacy In Public and Semi-Public Places," subtleties such as using books, plants, file cabinets and clocks are more effective than merely telling people to get lost. The study, commissioned by **GF Business Equipment Inc.** of Youngstown, OH and performed by the public relations firm of

**Ruder & Finn Inc.**, also advises using your office furniture to create a circuitous route to your desk.

Along with shoring up the battlements, the study suggests that you display family photographs and personal memorabilia to remind intruders that they have entered your territory. In addition, you should keep your responses brief, letting your tone of voice indicate your unwillingness to engage in conversation. You should avoid eye contact as well.

Another bit of body language to be used as a defense against interruptions is to keep your pencil hovering over your paperwork or your telephone poised near your ear. Furthermore, if you're standing when the unwelcome visitor arrives, don't sit down (if you're sitting, stand) and keep those chairs filled with notes, files, newspapers or clothing.

5

YEARS AGO  
TODAY

## Radio & Records

- ★ 23 COMPANIES GEAR UP TO INTRODUCE VIDEODISCS — Many predict mass market may be 15-20 years away.
- ★ BUNKY SHEPPARD NAMED VP/R&B PROMOTION AT MOTOWN.
- ★ NUMBER ONE FIVE YEARS AGO: "Tonight's The Night" — Rod Stewart (WB)
- ★ NUMBER ONE COUNTRY: "Thinking Of A Rendezvous" — Johnny Duncan (Columbia)
- ★ 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

# WDIZ

ROCK 100

Orlando

ary  
d

# High Profile Performance



## "SHE'S GOT A WAY"

A Breaker This Week in A/C.

24 New Adds

WSB	WRVR
WISN	WHIO
KPLZ	KKRD
WRIE	KBOI
WCTC	KKUA
WHAM	WLVA
WSBA	WFIR
WAFB	WWSA
WIS	WJBC
WSLI	KCRG
WVLK	KOLO
KAAY	
WRKA	

### CHR Activity.

33 New Adds

	KC101	KZ93
	WLAN-FM	WNAM
	V100	KIDD
	KBFM	KBBK
	KEEL	FM103
	WFMF	WLAM
	WJDX	WFOX
CKGM	WHHY-FM	KKQV
KEGL	WDOQ	KQIZ-FM
94Q	WBBQ	KPUR
KRLA	KSTT	KDVV
KIQQ	KIHK	KDZA
KYYX		
WTRY		
WDRC-FM	KRAV	

**A NEW SINGLE FROM THE  
GRAMMY AWARD-  
WINNING SONGWRITER.**

## "PERHAPS LOVE"

is the ballad  
now drawing national and  
international attention.

# PLACIDO DOMINGO

sings with John Denver in a  
lyrical duet:

Seen by millions on  
NBC's "Today Show."  
Critically acclaimed by  
the New York Times,  
Washington Post, and  
London Times.

## A MOST REQUESTED RECORD ON THESE AND OTHER NOTABLE STATIONS

A/C

WIP  
WFYR  
KMBZ  
KYXY  
WNAB  
WELI  
WSBA  
WGAC

WRVA  
WHBC  
WFMK  
WQUA  
KSL  
WJBC  
WSGW  
GR55

WRIE  
KCSW  
WAKR  
WLVA  
KPAT  
WJON  
KFQD

CHR

I95  
KIQQ  
WICC  
WHHY-FM  
WHBQ  
WRKR



John Denver courtesy of RCA Records.

# Networks/Program Suppliers

## U.S. Tobacco Slates Million Dollar Ad Campaign To Air Via United Stations

To help ensure that the newly-formed **United Stations** network doesn't "go up in smoke" immediately, the **U.S. Tobacco Company** has signed a deal guaranteeing the fledgling net at least one million dollars worth of advertising during 1982.

According to United Stations President **Nick Verbitsky**, U.S. Tobacco will highlight "Skool," "Copenhagen," and "Happy Days" smokeless tobacco products, with spots for these airing on both United's syndicated shows and the firm's satellite net, scheduled to begin broadcasting next spring. "Budweiser" beer has also signed on as a sponsor of United's syndicated shows.



### RADIO abc

**Frank Leoce** has been named Sales Manager for the **ABC Adult Radio Networks**, encompassing the Information, Entertainment, and Directions Exets. Leoce was most recently Executive VP/Sales Director for **Metromedia**.

Concurrent with Leoce's appointment, **Kathy Lavinder** has been named Manager/Radio News for the Entertainment Network, coming from her previous post as News Director for **WBZ/Boston**.

Meanwhile, **Robert Morrison** has been named Manager/Contesting & Special Projects for **ABC Enterprises**, where he will create and execute national campaigns for "Superadio." Morrison was previously with the Creative Services Department at **WABC/New York**.

### Progressive Radio Network

The "Laugh Machine," a radio comedy show consisting of 10 90-second programs weekly, will make its national debut on November 30. Over 50 A/C, CHR and AOR-formatted stations have already signed on to air the "Laugh Machine," which is available on a cash or barter basis from the New York City-based **Progressive Radio Network**.

Among the comedic talents to be showcased the first week of the show are: **Steve Martin**, **Rodney Dangerfield**, **Bill Cosby**, **Lily Tomlin**, **George Carlin**, and **Gallagher**. Rising comics **Alan Colmes** and **Joe Bolater**, recorded live at the Comic Strip club in New York, will also be featured. For further information, contact **Susan O'Connell** at (212) 585-2717.

### WESTWOOD ONE

**Thom Ferro** has been appointed National Sales Manager for **Westwood One's** Radio Station Sales Department. A two-year veteran of the programming supplier, **Ferro** most recently held a Regional Sales Manager position. Prior to joining **Westwood One**, **Ferro** served as PD at **Thom Ferro KAAK/Great Falls** and as MD at **KZOK/Seattle**.



### Syndicate It Inc.

"The Music Of Black America," a 24-hour radio special, will be available on a barter basis in February, 1982 from the Los Angeles-based programming supplier **Syndicate It Inc.**. Hosted by **KDAY/Los Angeles** PD/air personality **J.J. Johnson**, the program will consist of music and interviews with major recording artists from the R&B, jazz, and gospel fields.



According to **Syndicate It** President **Bob Dockery Jr.**, the "Music Of Black America" is designed to be aired either in one-hour segments or in its entirety. The program is scheduled for February to coincide with the celebration of "Black History Month" in the U.S. **RKO Radio Sales** will represent the program for advertising sponsorship. For further information, contact **Bob Dockery** at (213) 463-7198.

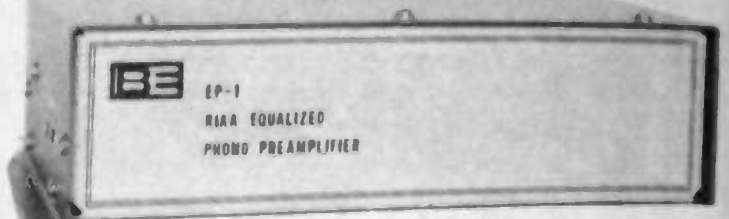
### UPI

**Dave Donovan** assumes the General Manager's post for the **UPI Audio Network**. Donovan previously managed **WGSO-WQUE/New Orleans**.

### NBC

**Nicholas Schiavone** has been elevated to VP/Radio Research for the net. An eight-year veteran of the organization, **Schiavone** most recently served as Director/Research for the **NBC Radio Network**. In his new post, he will be responsible for radio research for the **NBC Radio Network**, the **Source**, and the eight NBC-owned radio stations.

## Broadcast Electronics Intros RIAA-Equalized Phono Preamp



**Broadcast Electronics Inc.** recently unveiled the "EP-1" stereo phono preamplifier, an RIAA-equalized model that features  $\pm 0.5$  dB conformance with the RIAA frequency response curve. The unit's total harmonic distortion is less than 0.01 percent over its 30 to 20,000 Hz range at a full output level of +21 dBm.

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Although designed to be used in conjunction with 47k-Ohm cartridges, the "EP-1" can be easily adapted for use with other input impedances. Price: \$345.

### RadioRadio

The newly-created **CBS** network announced plans to offer an hour-long comedy show, "As We Speak," featuring the talents of three former **National Lampoon** personalities: impressionist **Andy Moses**, comedienne/playwright **Sarah Durkee**, and musician/producer/arranger **Jorvin Montanaro**.

The format of the show, produced for **RadioRadio** by **GK Productions**, will include a regular musical performer and a special guest host. Two screenwriters, **Chris Miller** ("Animal House") and **H.B. Glimore** ("All That Jazz" and "Saturday Night Fever") along with the "National Lampoon Radio Hour" 's **Louise Gikon** will script the shows.

### Mutual

An 18-week program covering **NCAA** basketball debuts November 30 via the **Mutual** network. The show reunites former **NBC-TV** sportscasters **Billy Packer** and **Al McGuire**.

**Mutual** also renewed its three-minute "On The Homefront" feature for the coming year. The program, aired twice each weekend, covers subjects such as home purchasing, ownership, and improvements.

### Good Life Syndicators, Inc.

**Tim Reid**, best-known for his portrayal of **DJ Venus Flytrap** on the "WKRP in Cincinnati" television series, has been named to host "Soul Sound Off," an R&B countdown radio program scheduled to debut on January 3, 1982.

Available from the Denver-based **Good Life Syndicators Inc.** firm, the weekly three-hour show will feature the nation's top 25 R&B singles along with **Tim Reid** "Sneak Previews" and "Flashbacks" as well as biographical information, anecdotes, music history, and artist interviews. **George Beaudet**, a 15-year veteran of the radio industry, will serve as Executive Producer.

"Soul Sound Off" will be available via disc on a barter basis. The package includes custom ID's and promos by **Tim Reid**. The debut installment will be a five-hour special, showcasing the top 50 hits of 1981. For further information, contact **Marie Costa** of **Good Life Syndicators** at (303) 629-1167.



### GLOBAL SATELLITE NETWORK

The **J. Gells Band** and **Survivor** will be the featured guests on the firm's "Rockline" show, airing November 30.

## Leisure Market Net Sets First 12 Stations

The **Leisure Market Network (LMN)**, a newly-formed radio firm developed to serve 12 exclusive resort areas, has announced its first 12 affiliates: **KSNO/Apen, CO**; **WHHR-FM/Hilton Head, SC**; **KSGT/Jackson Hole, WY**; **KTHO/Lake Tahoe, CA**; **KZFR-FM/Lake Tahoe, CA**; **KHEI/Kahului, HI**; **WIOZ-FM/Pinehurst, NC**; **KSKI/Sun Valley, ID**; **WIVI-FM/St. Croix, WI**; **WCRN-FM/St. Thomas, VI**; **KBCR/Steamboat Springs, CO**; **WIRD/Lake Placid, NY**; and **KVMT-FM/Vail, CO**.

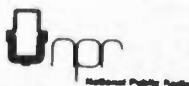
Headed by **John Hawks**, the Baltimore-based **LMN** claims that messages broadcast into these markets via **LMN** enables companies to target the wealthiest five percent of America's population without having to pay for reaching the remaining 95 percent. **Hawks** explains that the markets chosen were picked for their lack of fragmentation, which explains why wealthy markets such as **Southampton**, **Palm Beach** and **Palm Springs** were not included. **E.F. Hutton** is the first advertiser to sign on with the new net.



**Gladys Knight** will be featured on a one-hour, stereo-produced music special to be broadcast via the **RKO TWO** radio network on the weekend of November 28-29. The music and exclusive interview program will trace **Knight's** 30 years as a performing artist.



**KWST/Los Angeles**, **WABX/Detroit**, **WWDC/Washington, DC**; **WOVO-FM/Glasgow, KY**; and **KMJX-FM/Little Rock, AR**, have become affiliates.



A total of 17 journalism awards has been bestowed upon **NPR** programming recently, mostly for special series on "All Things Considered" and "Morning Edition." The honors include two 1981 Women At Work Broadcast awards for series on women coal miners and office health hazards as well as four 1981 Cindy awards for such programs as **NPR's** 90-minute documentary "Father Cares: The Last Of Jonestown," featuring actual tapes of the 1978 mass suicide in **Jonestown, Guyana**.

## Reps

### TR Torbet Radio

**Bob Lurito** has been named Project Director/Central Division for **Torbet**, coming from his previous post as a Vice President of **Buckley Radio Sales**.



Bob Lurito



**KWMT-KKEZ/Ft. Dodge, IA** and **WCHS-WBES/Charleston, WV** have joined the roster of **Eastman**-repped stations. **KWMT** is a Country outlet, while **KKEZ** and **WCHS** are Adult/Contemporary facilities. **WBES** is a Beautiful Music station.

### Selcom, Inc.

**WPKX-WVWX/Washington, DC**; **WAMO-AM-FM/Pittsburgh**, and **WWQM-AM-FM/Madison, WI** have become **Selcom** clients. The **DC** and the **Madison** outlets are Country formats, while the **Pittsburgh** stations program Urban Contemporary.



### BLAIR RADIO

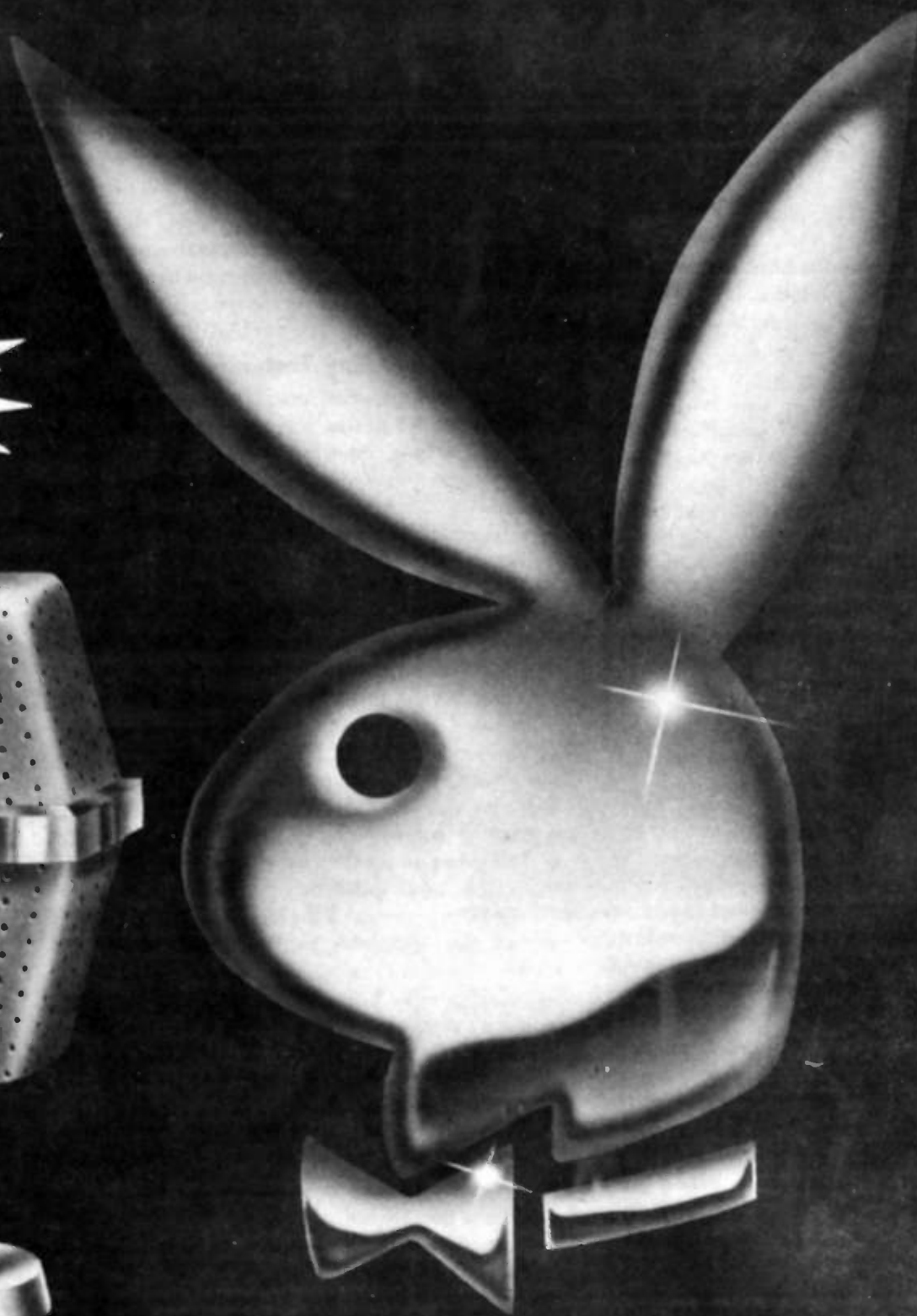
**Daren McGavren**, founder of **McGavren Guild** and current owner of **KAFY/Bakersfield**, has been appointed Senior VP/Special Projects for **Blair**.



**McGAVREN GUILD RADIO** **KIST/Santa Barbara, CA** signs on as a **McGavren Guild** client station. **KIST** is Contemporary-formatted.



**PREMIERING  
JANUARY  
1982**



# THE PLAYBOY ADVISOR

The wise and witty sage from the pages of Playboy Magazine takes to the air—ten times each week, in a series of 2-1/2 minute features, the Playboy Advisor offers counsel and consolation on a variety of subjects, from food, fads and fashion to sex, drugs, and rock and roll.

For exclusive broadcasting rights in your market, contact your WESTWOOD ONE representative now at (213) 204-5000.

**WESTWOOD  
ONE**

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

*"Sales managers will be interested in the innovations shown in Birch reports."*

## A Close-Up Look At The Birch Report

Dozens of letters and phone calls — that's what I've been receiving lately as broadcasters have been asking me about the **Birch Report**. As the industry's frustration with **Arbitron** becomes more noticeable, readers have been wondering, "What is Birch's methodology? Is the Birch Report a serious competitor to Arbitron? Is Birch only a programming tool or is there sales utility also? Why should we support Birch when **Trac-7** and **Burke** both peaked, then died, in 1979? How does Birch compare to Arbitron and **Mediatrend**?" And so on.

My wife Lynn (a former Arbitron Field Operations Manager at the Beltsville headquarters) and I had a conference call with **Tom Birch**, founder and President of the Birch Report, and pored over technical material he sent. Over the next several weeks, this page will use my research to answer some of the key queries posed above, as well as provide Birch's insights into other aspects of the radio ratings business. If you are serious about considering an alternative ratings service for your station, don't miss this series.

### Birch's Background

Tom Birch's history centers on two areas of expertise — research/data processing and radio programming. Over the years Tom has been involved in these interrelated areas, beginning with college and wrapping up in Miami. In 1979 Tom left his job as Program Director of **WQAM** to go full-time into the radio ratings biz, having been doing research/ratings consultation for several years prior to that time.

Since 1979 Birch has grown to become a major factor in the monthly ratings universe. The Birch Report is produced in approximately 35 major/medium markets on a monthly basis, with quarterly reports generated in about as many smaller markets. Birch's strength has been initially in the Southeast, close to the firm's Coral Springs, FL headquarters. However, Birch has announced plans to expand into all of the top 50 markets within the next six months. The Birch Report has become a major competitor to the formerly unquestioned king of the monthly ratings hill, **Mediatrend**, and in some markets agencies are even using Birch in conjunction with Arbitron when making buys.

### Birch Methodology

Birch generates its ratings based on telephone interviews that ask people to recall radio listening. According to Tom Birch, "Beginning December 1, when we institute major changes in our techniques, we'll be using an interview that takes about 6-7 minutes." In this interview people will be asked to recall listening between 6am-7pm of the day their interview call is placed, and to note any listening that occurred between the hours of 7pm-midnight the evening before.

Beginning December 1 Birch interviewers will talk to only one person per household, a departure from this previous practice of talking to everyone 12+ in a home. Arbitron measures all persons 12+ while **Mediatrend** samples just one person per home. Going to the one-respondent-per-household method allows the sample to be spread over more homes, allowing for better geographical dispersion of the survey.

In the Birch interviews, not only is listening data retrieved but also qualitative and product usage information is gathered. In a forthcoming issue I'll give you the industry's first look at data

pages from the Birch quarterly reports that will soon be sent to major markets, but in the meantime be assured that you sales managers out there will be interested in the innovations shown in Birch reports as a result of the telephone probing.

### Sampling Techniques

One question often posed is how do ratings services sample? In the case of Birch, much of the sample data base comes from the same source used by Arbitron, namely the telephone directory compilation by the **Metro Mail** firm of Lincoln, NE. According to Birch, the company's sampling involves three techniques. "The first phase involves designating a sample drawn from the listed telephone households, sorted by zip code. The second phase involves an attempt to sample unlisted telephone households by adding an interger to the last digit of the listed phone numbers that have been randomly selected for phase one. The third phase involves a 'buffer,' which is used when sample placement is not going well. If the interviewers are under quota in placing usable calls, another random interval is used to select homes for calls, and to generate another list of potential numbers that might reach unlisted."

Buffering is not a technique used to make aspirin more palatable to your stomach. In this context, buffering can often save a survey, and it is a method used by Arbitron and other ratings firms. In Birch's medium markets, where in-in-tab goal is approximately 1120, a two-week survey is normally used, while in larger metros (with an in-tab goal of 1780+) a three-week sweep is taken each month. If a buffer is needed, "We'll add a week to the survey to see that we achieve our desired goal," Tom Birch declares. He added that in perhaps six markets a notable buffer had been needed so far.

One final note on sampling. While Arbitron and Birch each have techniques to sample those who are not in their local directories, **Mediatrend** does not sample unlisted at this time.

### Field Operations

Field operations deal with that little-known but very vital aspect of research and ratings, namely the proper conduct of the survey in each respective market. A company may have the greatest methodology on paper but its execution in the metros may not be workable. In many cases, field ops can make the difference between a stable survey and a fluke book.

The Birch Report approach to field operations is to farm the work out to reputable telephone research banks in each area. Once references are checked, Birch then trains — over the phone — a supervisor at each local research firm. The supervisor in turn works with his or her staff to see that they properly implement the Birch interview and questionnaire.

While it is not necessarily the best system to have such a remote-control setup, Birch's approach is not all that different from Arbitron's. Arbitron will fly some metro supervisors to Beltsville for training, but once the survey is underway there is no full-time Arbitron professional on-site running each survey.

In recognition of the possible problems that can crop up under the type of field operations organization used by Birch, a rigorous validation procedure is implemented. While some ratings services will validate just one interview per week

## Week In Review

### Arbitron, GOALS Confer

Members of RAB's GOALS Committee spent several days last week discussing key research/ratings topics with Arbitron executives. RAB Vice President Dick Montesano told R&R, "This was a real good session, especially when you remember we are a research committee, not dealing with the pricing of Arbitron's service."

Among the key discussion items were Differential Survey Treatment (to be introduced next year for blacks, with Hispanics likely to be mailed diaries in 1983); Qualidata, Arbitron's product usage report ("Qualidata still appears to be a problem for Arbitron" says Montesano, due to low response rates); and the response rate decline in the spring survey (Arbitron suggested the perhaps poor staff training and the onslaught of Quarterly Measurement everywhere was to blame).

Besides the Arbitron discussions, elections were held for the GOALS leadership posts. Bill McClenaghan of ABC will remain as co-chair of the body and will serve with newly-elected Terry Drucker of CBS. Subcommittee chairpersons elected were Alan Tobkes of Eastman, Phyllis Leibert of NBC, and Carol Mayberry of Katz.

### Arbitron Council Deadline December 1

Nominations for the Arbitron Radio Advisory Council are due at the Washington, DC office of Arthur Young by December 1. Be sure to send in your choices as noted on the nominating forms sent out in mid-November. Some interesting nominees include Arbitron critics such as Jerry Rogers of WSGA/Savannah in the Contemporary (markets 51+) category; Jim Kime of KING/Seattle in the MOR (markets 1-50) group; Ted Dorf of WGAY-AM & FM/Washington in the Beautiful Music (markets 1-50) category; Herb Levin of WQBA-AM & FM/Miami in the Hispanic group; and Jim Eddens of KEZO/Omaha in the AOR bracket. According to Arbitron spokesperson Connie Anthes, the votes will be tallied and final ballots sent out — with the names of the two final nominees per category — in mid-December.

(per interviewer) Birch "will validate between 5-15% of the sample" for a market, trying to make sure that the interviewers have not fudged or made mistakes in handling vital questionnaires.

### Better Mousetrap?

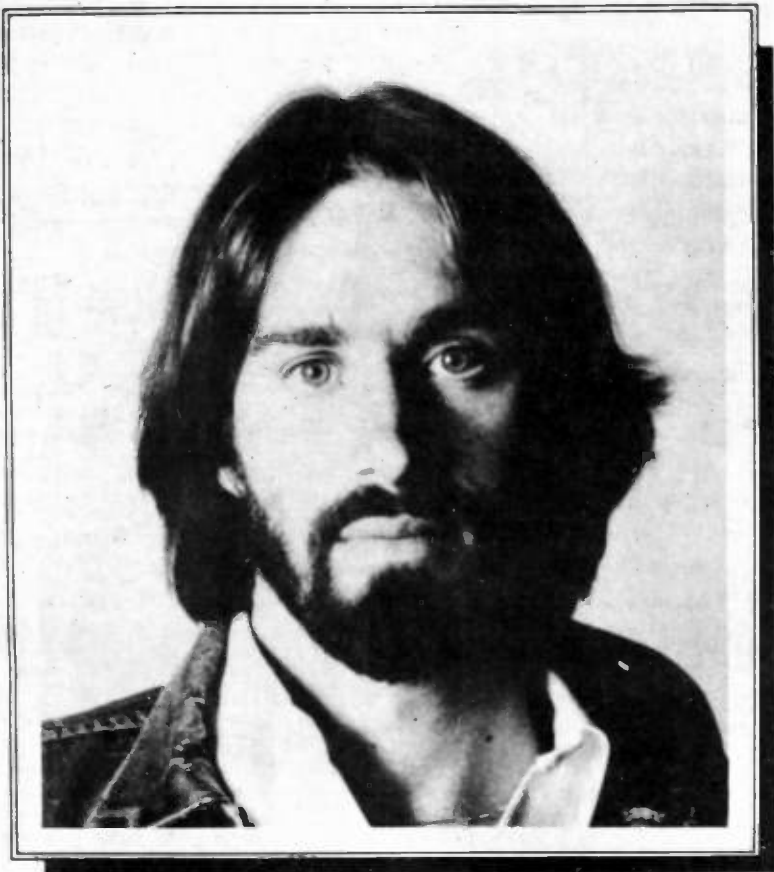
In a nutshell, it seems that Birch has looked at both Arbitron and **Mediatrend** and tried to improve on and borrow from each in order to build a better ratings mousetrap. The sampling of unlisted, the switch to calling just one person per household, and the dedication to interviewer validation are steps in the right direction. Next week we'll look to see what kind of estimates and biases these background steps lead to.

**Jhan  
Hiber**



# Warm Up For Winter

## DAN FOGELBERG



### “Leader Of The Band”

94Q add 28  
 KBEQ add  
 KEZR add  
 KZZP add  
 WPHD add 27  
 3WT add 39  
 WAEB add  
 K104 add  
 KBFM add  
 KEEL add  
 WZYP add  
 Y103 add 32  
 WDOQ add  
 WMAK-FM add  
 WAKY add 23  
 WZZR add  
 KIOA add  
 KZ93 add

WNAM add  
 WMEE add  
 WKDQ add  
 WDJX add  
 KBBK add  
 KRQ add  
 WFBG add  
 Q104 add  
 95SGF add  
 WFLB add  
 WGLF add  
 KKQV add  
 KILE add 39  
 KQIZ-FM add  
 KKLS add  
 WSPT add  
 KRNA add  
 KFMZ add  
 Q102 deb 31  
 KYYX on  
 KOPA on

WFBR deb 30  
 WPST deb 34  
 WKEE On  
 KLAZ deb 27  
 KXX106 deb 30  
 WAAY on  
 WOKI on  
 WBCY on  
 WCSC on  
 WRVQ on  
 WNCI 29-25  
 KNBQ on  
 WTSN on  
 WOMP-FM deb 31  
 WFOX on  
 WCGQ on  
 KSEL-FM deb 24  
 KATI deb 33  
 KYA on  
 KOZE deb 30

## BALANCE



### “Falling In Love”

CHR  
 KRLA  
 KFI  
 KYYX  
 KOPA  
 WHFM  
 92FLY  
 K104  
 KHFI  
 KBFM  
 KLAZ  
 WBBQ  
 WMAK-FM  
 KJ100  
 WVIC  
 WJXQ  
 KRQ  
 95XIL  
 WGLF  
 KILE

KVOL  
 KRNA  
 99KG  
 KENI  
 KSLY  
 KDZA  
 KQDI  
 KYA

A/C  
 WJMD  
 WLTA  
 97AIA  
 WCCO  
 KEX  
 KING  
 KPLZ  
 WRIE  
 WWYZ  
 WGAC

KCSW  
 WDEF  
 WSLI  
 WMAZ  
 WRVR  
 Y106  
 WHBY  
 WHBC  
 WHIO  
 KKRD  
 KKUA  
 KSL  
 WKZE  
 WSKY  
 KSEL  
 WORG  
 WJON  
 KFQD  
 KBOZ  
 KRKK



*Portrait*

# RATINGS REPORT

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# ARBITRON RADIO

## Grand Rapids- Kalamazoo METRO RANK 63

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4905

Spring '80		Fall '80		Spring '81	
1 WOOD-FM	15.1	1 WLAJ-FM	13.3	1 WLAJ-FM(A)	14.1
2 WOOD-AM	14.0	2 WOOD-FM	12.9	2 WOOD-FM(BM)	2.8
3 WLAJ-FM	9.1	3 WOOD-AM	12.2	3 WOOD-AM (AC)	8.3
4 WGRD-FM	7.7	4 WZZR-FM	8.3	4 WGRD-FM (R)	8.2
5 WZZR-FM	6.0	5 WGRD-FM	7.2	5 WCUZ-FM (C)	7.6
6 WCUZ-AM	5.9	6 WJFM-FM	6.4	6 WJFM-FM (AC)	6.3
7 WJFM-FM	5.8	7 WCUZ-FM	5.0	7 WCUZ-AM (C)	5.3
8 WFFX-FM	4.5	8 WCUZ-AM	3.7	8 WFUR-FM (R)	4.5
9 WFUR-FM	2.9	9 WZZR-FM	3.7	9 WZZR-FM (R)	4.3
10 WPLB-FM	2.8	10 WTWN-AM	2.7	10 WTWN-AM (AC)	3.1

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WLAJ-FM	1	WOOD-FM
2	WJFM-FM	2	WCUZ-FM
3	WCUZ-FM	3	WJFM-FM

## West Palm Beach METRO RANK 64

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4836

Spring '80		Fall '80		Spring '81	
1 WEAT-FM	14.6	1 WIRK-FM	13.0	1 WEAT-FM(BM)	14.9
2 WIRK-FM	11.4	2 WEAT-FM	12.2	2 WRMF-FM (A)	10.2
3 WPOM-AM	6.8	3 WRMF-FM	8.7	3 WIRK-FM (C)	6.7
4 WPBR-AM	5.7	4 WHYI-FM	6.5	4 WIZD-FM (A)	6.4
5 WRMF-FM	5.3	5 WNJY-FM	5.9	5 WPOW-AM (B)	6.4
6 WKQS-FM	4.5	6 WPBR-AM	4.9	6 WJNO-AM (AC)	4.6
7 WHYI-FM	3.9	7 WKQS-FM	3.7	7 WKQS-FM (BM)	4.1
8 WJNO-AM	3.3	8 WJNO-AM	3.6	8 WNJY-FM (BM)	3.5
9 WNJY-FM	3.0	9 WIRK-AM	3.3	9 WHYI-FM (R)	3.4
10 WIOD-AM	2.9	10 WEAT-AM	2.7	10 WLYF-FM (BM)	3.1

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WRMF-FM	1	WRMF-FM
2	WIZD-FM	2	WIRK-FM
3	WPOM-AM	3	WEAT-FM

## Greenville-Spartanburg METRO RANK 65

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4696

Spring '80		Fall '80		Spring '81	
1 WFBC-FM	11.7	1 WFBC-FM	12.7	1 WESC-FM (C)	12.4
2 WESC-FM	11.4	2 WESC-FM	12.3	2 WANS-FM (R)	12.4
3 WSPA-FM	10.8	3 WHYZ-AM	10.5	3 WSPA-FM (BM)	9.2
4 WANS-FM	9.7	4 WSPA-FM	9.5	4 WFBC-FM (R)	9.1
5 WHYZ-AM	6.6	5 WANS-FM	6.3	5 WHYZ-AM (C)	7.2
6 WESC-AM	6.2	6 WQOK-AM	5.6	6 WESC-AM (C)	5.8
7 WASC-AM	5.6	7 WGXL-FM	5.3	7 WSPA-AM (AC)	5.0
8 WQOK-AM	5.5	8 WFBC-AM	5.0	8 WQOK-AM (R)	4.6
9 WGXL-FM	5.5	9 WORD-AM	3.9	9 WFBC-AM (AC)	4.2
10 WSPA-AM	5.1	10 WSPA-AM	3.8	10 WORD-AM (R)	4.2

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WANS-FM	1	WESC-FM
2	WFBC-FM	2	WFBC-FM
3	WESC-FM	3	WSPA-FM

## Omaha METRO RANK 66

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4578

Spring '80		Fall '80		Spring '81	
1 KFAB-AM	27.2	1 KFAB-AM	28.0	1 KFAB-AM(AC)	23.5
2 KEZU-FM	11.0	2 KEZU-FM	10.8	2 KEZU-FM(A)	12.2
3 WOW-AM	10.2	3 KQKQ-FM	10.7	3 KQKQ-FM(R)	10.9
4 KESY-FM	10.1	4 WOW-AM	8.9	4 KESY-FM (BM)	9.3
5 KGOR-FM	9.3	5 KESY-FM	8.3	5 WOW-AM (R)	8.3
6 KOIL-AM	5.7	6 KGOR-FM	6.1	6 KOIL-AM (R)	6.6
7 KQKQ-FM	5.4	7 KOIL-AM	4.6	7 KGOR-FM (R)	6.4
8 KYNN-AM	4.8	8 KYNN-AM	4.5	8 KYNN-AM (C)	6.4
9 KYNN-FM	3.1	9 KYNN-FM	4.1	9 KYNN-FM (C)	4.2
10 KEFM-FM	2.1	10 KLNG-AM	3.2	10 KLNG-AM (B)	1.9

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	KEZU-FM	1	KFAB-AM
2	KQKQ-FM	2	KESY-FM
3	WOW-AM	3	WOW-AM

## Raleigh-Durham METRO RANK 67

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4452

Spring '80		Fall '80		Spring '81	
1 WPTF-AM	14.6	1 WPTF-AM	14.4	1 WRAL-FM(AC)	15.6
2 WRAL-FM	12.5	2 WRAL-FM	13.3	2 WPTF-AM(AC)	1.4
3 WQDR-FM	9.3	3 WQDR-FM	11.1	3 WYYD-FM(BM)	0.2
4 WSRF-AM	9.2	4 WLLF-AM	8.3	4 WQDR-FM (A)	8.2
5 WYYD-FM	9.0	5 WYYD-FM	7.0	5 WDUK-AM (B)	7.6
6 WKIX-AM	7.4	6 WKIX-AM	6.6	6 WSRF-AM (B)	6.7
7 WDUK-AM	7.3	7 WDUK-AM	5.7	7 WLLF-AM (B)	6.1
8 WDCG-FM	5.1	8 WTIK-AM	5.0	8 WKIX-AM (C)	4.9
9 WDNC-AM	2.8	9 WSRF-AM	4.7	9 WDCG-FM (R)	3.1
10 WYNA-AM	1.6	10 WDNC-AM	4.0	10 WCHL-AM (AC)	2.4

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WRAL-FM	1	WRAL-FM
2	WQDR-FM	2	WYYD-FM
3	WDUK-AM	3	WPTF-AM

## Tucson METRO RANK 68

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP (00): 4449

Spring '80		Fall '80		Spring '81	
1 KCUB-AM	13.6	1 KCUB-AM	11.7	1 KJYK-FM(BM)	2.7
2 KWFm-FM	9.4	2 KJYK-FM	11.7	2 KCUB-AM (C)	10.6
3 KJYK-FM	8.3	3 KCEE-AM	9.2	3 KLPX-FM (A)	8.5
4 KRQQ-FM	8.2	4 KWFm-FM	8.5	4 KRQQ-FM (R)	8.2
5 KTKT-AM	7.6	5 KRQQ-FM	7.0	5 KAIR-AM (BM)	8.0
6 KAIR-AM	6.5	6 KHYI-AM	7.0	6 KHYI-AM (R)	6.0
7 KHYI-AM	6.0	7 KTKT-AM	6.5	7 KCEE-AM (AC)	5.4
8 KTKT-FM	5.5	8 KAIR-AM	6.3	8 KWFm-FM (A)	5.4
9 KXEW-AM	5.1	9 KTUC-AM	5.2	9 KNDE-FM (M)	4.8
10 KTUC-AM	4.5	10 KTKT-FM	5.1	10 KTUC-AM (M)	4.2

Adults 18-34 Mon-Sun 6AM-Mid Adults 25-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	KRQQ-FM	1	KCUB-AM
2	KLPX-FM	2	KJYK-FM
3	KWFm-FM	3	KCEE-AM

A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk, U-Urban Contemporary.

## The Birch Report

### Kansas City

Average persons 12+, Monday-Sunday 6am-midnight Rolling Averages

WDAF, KYYS, KMBZ Remain In Double Digits; KPRS Leaps; KCMO Rises; KCEZ Up Strongly

	Aug./Sept.	Sept./Oct.
WDAF (C)	16.3	14.4
KYYS (A)	11.9	10.8
KMBZ (AC)	12.0	10.7
KBEQ (R)	9.8	8.4
KPRS (B)	6.6	7.8
WHB (AC)	7.9	6.8
KUDL (A)	7.1	6.7
KMBR (BM)	5.9	6.2
KCMO (N)	4.7	5.6
KCEZ (BM)	3.2	5.0
KCKN-FM (C)	4.2	4.3
KXTR (CL)	1.7	2.4
KJLA (BB)	.9	1.5
KSAS (A)	1.3	1.2

### Phoenix

Average persons 12+, Monday-Sunday 6am-midnight Rolling Averages

KDKB Takes First; KNIX-FM Slips To Second; KOY, KBBC Post Notable Gains

	Aug./Sept.	Sept./Oct.
KDKB (A)	9.6	10.5
KNIX-FM (C)	10.5	9.1
KOY (AC)	7.4	8.0
KZZP-FM (R)	7.5	7.6
KOPA (R)	6.3	6.9
KTAR (N)	6.6	6.4
KQYT (BM)	5.4	6.1
KUPD (A)	6.2	5.2
KBBC (AC)	3.7	5.0
KMEO-FM (BM)	4.7	4.9
KOOL (AC/O)	3.4	3.9
KUKQ (U)	3.5	3.3
KJJJ-FM (C)	2.8	3.0
KNIX (C)	1.4	2.3
KARZ (AC)	1.9	2.2
KJJJ (C)	1.4	2.0
KLFF (BB)	2.6	2.0
KZZP (R)	1.0	1.3
KHEP-FM (CL)	.8	1.1

### Tampa-St. Petersburg

Average persons 12+, Monday-Sunday 6am-midnight Rolling Averages

WRBQ Holds Top Spot; WQYK, WWBA Add Two; WQXM Loses Two

	Aug./Sept.	Sept./Oct.
WRBQ (R)	12.9	13.2
WQYK (C)	7.9	9.8
WWBA (BM)	7.3	9.3
WSUN (C)	7.9	7.5
WQXM (A)	8.3	6.5
WYNF (A)	6.2	6.0
WCKX (R)	5.7	5.8
WDAE (AC)	5.6	4.7
WFLA (AC)	3.7	4.5
WFLA-FM (BM)	4.6	4.1
WJYW (BM)	5.7	4.0
WPLP (T)	5.2	3.5
WTMP (B)	3.1	3.5
WNSI (N)	1.5	2.1
WWLF (BB)	1.1	1.7
WTAN (AC)	1.7	1.1

(Non-metro station) WSRZ (A) 3.7 3.8

### San Francisco

Average persons 12+, Monday-Friday 6am-midnight Rolling Averages

KGO Remains Dominant; KMEL Slips But Retains Second; Jumps Posted By KYUU, KABL, KNEW, KSJO

	Sept./Oct.	Oct./Nov.
KGO (T)	13.0	12.0
KMEL (A)	8.1	5.9
KCBS (N)	5.3	5.6
KSOL (U)	5.3	5.2
KFRC (R)	5.4	4.6
KOME (A)	2.8	3.3
KSFX (R)	3.8	3.3
KSFO (AC)	4.1	3.2
KABL (BM)	2.1	3.1
KNEW (C)	2.4	3.1
KYA (R/O)	2.7	3.0
KFOG (BM)	2.6	2.9
KABL-FM (BM)	2.2	2.7
KYUU (AC)	1.4	2.5
KNBR (AC)	2.7	2.4
KDIA (B)	2.9	2.3
KSJO (A)	1.3	2.3
KSAN (C)	2.7	2.2
KBLX (BB)	3.1	2.1
KIOI (AC)	2.3	2.1
KOIT (BM)	1.9	2.1

### MEDIASTAT

#### Philadelphia

Average persons 12+, Monday-Friday 6am-midnight Rolling Averages

KYW Slips From Double Digits; WDAS Soft; WCAU-FM Rebounds; WEAZ Grows

	Sept./Oct.	Oct./Nov.
KYW (N)	10.0	9.7
WDAS-FM (B)	9.8	8.5
WMMR (A)	7.1	7.6
WEAZ (BM)	5.2	6.2
WMGK (AC)	6.7	6.2
WWDB (T)	5.4	5.6
WCAU-FM (R)	3.3	5.3
WIP (AC)	5.5	5.2
WYSP (A)	4.8	4.7
WPEN (AC)	4.8	4.4
WIOQ (A)	5.0	4.1
WCAU (N/T)	3.2	3.8
WFLN-AM&M (CL)	3.8	3.5
WIFI (R)	4.0	3.3
WWSH (BM)	2.4	2.5
WDAS (B)	1.9	2.2
WFIL (C)	1.5	2.1
WHAT (B)	1.2	2.1
WUSL (C)	1.9	1.9

#### Dallas-Ft. Worth

Average persons 12+, Monday-Friday 6am-midnight Rolling Averages

KKDA-FM, KVIL-FM Climb To 1-2 Spots; KTXQ, KSCS Slip; WFAA On Rise

	Sept./Oct.	Oct./Nov.
KKDA-FM (B)	8.9	10.3
KVIL-FM (AC)	9.4	10.1
KSCS (C)	10.8	8.2
KTXQ (A)	8.9	7.4
KNOK-FM (B)	6.5	6.1
WBAP (C)	5.3	6.0
KEGL (R)	5.5	5.2
WFAA (N)	4.2	5.0
KMEZ (BM)	5.2	4.7
KZEW (A)	5.0	4.4
KRLD (N)	3.9	4.1
KOAX (BM)	3.3	3.9
KPLX (C)	2.8	3.6
KMGC (AC)	2.2	3.5
KFJZ (BB)	1.5	2.4
KESS (S)	1.5	2.0
KBOX (C)	1.2	1.3
KLIF (C)	1.3	1.3
KLTV (AC)	1.3	1.3
WRR (CL)	1.2	1.3

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**THE KNACK**  
FROM THE ADVENTUROUS NEW ALBUM  
**ROUND TRIP**

Produced by JACK DOUGLAS for November Music Productions, Ltd.



*A Special Announcement!*

## THE Rupert Holmes Full Circle Lottery

A numbered copy of Rupert Holmes' new album **Full Circle** will be sent to the Program Director at each R&R Adult Contemporary station. **Hold on to it!!!** It could be the lucky number to win you the grand prize including: \*A "Full Circle" trip anywhere in the continental USA (after Jan. 1, 1982) for a 3 days/2 nights weekend inc. airfare, first class accommodations, and \$500 spending money. And when you return, a round table banquet where Rupert Holmes himself will be host to "you" and a "Full Circle" of friends (11) in your home town!

THE LOTTERY starts next week in R&R with 65 numbers being printed showing stations still eligible for the grand prize. The following week only 10 numbers will be listed and the final week (issue date Dec. 18) the winning number will be announced.

Jeff Green and company at Radio & Records will be responsible for the random drawings.

\*If station policy dictates that a P.D. cannot accept the grand prize, then the grand prize may be used at the station for on-air giveaway.

FULL CIRCLE, the new Rupert Holmes album, contains the hit single "Loved By The One You Love." Produced by Rupert Holmes for The Holmes Line Of Records, Inc.

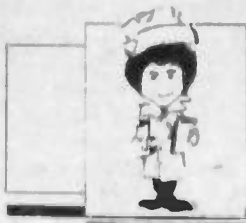


L.P. #5E-560

single #E-47225



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## STREET TALK

CBS Records has apparently decided *not* to sign Kenny Rogers to what was reported to be one of the most lucrative recording contracts in history. Why the change? When some sensitive details of the unsigned agreement between Columbia and Rogers were mysteriously printed in the New York Post, top CBS officials decided to take a pass.

What Top 10 market AOR station is about to switch consultants from Abrams to Pollack in what should be a most interesting competitive battle? Details on this one next week.

Street Talk hears that WHN/New York has offered the PD's slot to WWW/Detroit PD Dene Hallam. Dene, who is currently riding some strong ratings at the Motor City's leading Country outlet, will reportedly make a decision on the offer by next week.

### Birch Inks Bonneville

Bonneville International's 11 stations will all subscribe to the Birch Report under an agreement just concluded between Tom Birch and Bonneville's Executive/VP Joe Kjar. "We see this as a real breakthrough," Birch told R&R. "It will help us move up our timetable for measuring the top 50 markets." Birch plans to measure New York, Los Angeles, San Francisco and Dallas-Ft. Worth beginning in January.

Look... up in the sky... aren't those buzzards flying over KSAN/San Francisco? Word on the street is very heavy that Malrite will switch KSAN back to AOR once it officially takes over the Country station early next year.

Congratulations to Bob Pittman on scoring his VP stripes. Bob continues to be responsible for programming "The Movie Channel" and MTV, but now as Senior VP/Programming for Warner Amex.

We hear that a former AOR programmer, who's been doing mornings at a major market AOR recently, is about to rejoin the programming ranks at WLPX/Milwaukee.

Charles Warfield has received a well-deserved promotion from Comptroller of Inner City Broadcasting to VP/GM of the company's WBSL & WLIB/New York.

Here's a fun rumor that's been running around L.A. for the past few days... E/A President Joe Smith will become the next Commissioner of Major League Baseball! And naturally, when *that* happens, Bowie Kuhn will then be named head coach of the Los Angeles Lakers. Who starts these rumors anyway?

### Take Off!

WNBC/New York's Music Coordinator Roz Frank has been kicked upstairs... literally. She is now the airborne voice of station traffic reports from the new WNBC "N-copter." Lyndon Abell, who has produced the Don Imus morning show for the past two years, has been tapped as acting MD, but Street Talk hears that Lyndon has the inside track on the music job permanently.

KPRI/San Diego will have a new PD by year's end... Buster Bodeine will join the station from WIBZ/Parkersburg, WV, where he had been PD. Prior to WIBZ, Buster was on the air staff at WNAP/Indianapolis.

Jack O'Brien, formerly PD at PRO-FM/Providence, is the new Program Manager of WBOS/Boston. The station is currently A/C, but look for that to change in the near future.

The RKO Radio Networks and Drake-Chenault have pacted to offer RKO affiliates a weekly, three-hour countdown show hosted by WRKO/Boston PD Charlie Van Dyke. Entitled "The Music Magazine," the new show will debut January 3.

KOPA/Phoenix may or may not have offered KZZP/Phoenix's Jonathan Brandmeier its morning show, but all the newspaper publicity generated by the incident has caused current KOPA morning man Bob Simpson to resign effective December 23. Bob is now actively looking for another major market morning slot and can be reached through the station. And while we're in Phoenix... is KOPA's recent GM slot about to be filled by a programmer from Memphis?

Music Director/Production Director Mike Marion has been upped to Operations Manager at WTFM/New York, the station that continues to operate despite a protracted AFTRA strike.

### Casualties

Get well wishes to Columbia's George Chaltas, who injured himself in his first parachute jump. Thankfully, he was not seriously hurt. Also, hurry-back wishes to Boardwalk's Steve Brack, who is home recovering from surgery. No, George did *not* land on Steve while parachuting.

Greg Picciano segues from his MD slot at WLW/Cincinnati to the same position at WSB/Atlanta.

Regarding WRKS/New York's Arbitron hassles (R&R 11-20), no corrections of the summer book will be coming from Arbitron because "compensating errors" made in the station's favor make up for the alleged entry errors that WRKS discovered. However, WRKS is now facing another potential problem. When the station changed calls this summer from WXLO to WRKS, it ballyhooed the slogan "Kiss" all over the city, using a pair of lips as a visual identity. Hefel, which will take over WTFM soon, uses the "Kiss" slogan and logo at WIKS/Indianapolis and WXKS-FM/Boston. The company wants to use the logo in New York too, and has requested that WRKS cease using the "Kiss" campaign. Naturally, WRKS rejected the request, citing at least 22 other stations around the U.S. using the slogan, going back to 1948.

The irrepressible Joey Reynolds will be heard filling in on the morning show at KEAR-TH/Los Angeles next week. Is this possibly a permanent position for Joey?

### Time, And Time Again

K96/Provo was running the "\$10,000 Music Guarantee" contest... you know, "We play at least 51 minutes of music every hour, and we back it up with a \$10,000 guarantee." Well, last Friday night (11-20) a listener called, claiming that K96 had played only 50 minutes and 30 seconds of music between 8 and 9pm. A check of the station's skimmer tape led to a \$10,000 check made out to that attentive listener and a run on stopwatches at the local sporting goods stores.

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# GREG LAKE

**GREG LAKE**



WIFI	WICC	WDOQ
B104	WPST	CK101
JB105	WKRZ-FM	WBBQ
CKGM	WKEE	KX104
94Q	KZFM	WMAK-FM
KBEQ	KSET-FM	WOKI
KFI	KINT	WBCY
KIQQ	KBFM	WCSC
KEZR	KEEL	WSSX
KYYX	KXX106	WANS-FM
Q103	WAAY	WGH
92FLY	WZYP	KJ100
3WT	WHHY-FM	
WDRC-FM	BJ105	

WZZR	WFBG	KKLS
WJXQ	WCIR	WTRU
WLOL-FM	Q104	KRNA
WNAM	95SGF	99KG
KIDD	WFOX	KFMZ
KJRB	WCGQ	KDVV
KNBQ	WISE	KENI
KBBK	WFLB	KSLY
KCPX	KKQV	KDZA
KRQ	KILE	KATI
WJBQ	KSEL-FM	KOZE
WGUY	KVOL	
WTSN	KQWB	
13FEA	KKRC	

**“Let Me Love You Once”**

**The First Single**

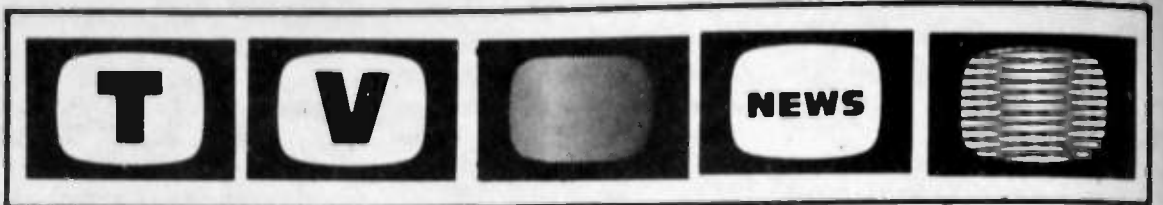


**Chrysalis**  
Records and Tapes

The single CHS 2571 The album CHR 1357  
Produced by Greg Lake



**ROCK 'N' ROLL WEDDING IN WASHINGTON** — Recently, former WPGC/Washington night rocker Don Geronimo married former WASH/Washington personality Freeda Wright. Shown at the reception (l-r) are Don Geronimo, WPGC's Waylon Richard and PD Steve Kingston, WASH PD Bob Hughes, an unknown female guest, WPGC's Dave Fox, Martha & Phil Quartererro of A&M Records; kneeling in front is Freeda.



## ABC Roars Back For Win

CBS's return to the top of the Nielsen ratings was short-lived, as ABC parlayed some strong series showings to its fourth victory in five weeks. ABC had an 18.8 average rating, with five series and the movie "Moonraker" in the top 10. CBS had the top two shows, perennials "Dallas" and "60 Minutes," but had only three of the top 10 and six of the top 20 en route to a 17.9 average. NBC had a strong week, with three specials in the top 20 (including Loretta Lynn's debut), finishing with a 16.2.

- |    |    |                              |    |    |                                 |
|----|----|------------------------------|----|----|---------------------------------|
| 1  | 1  | Dallas (CBS)                 | —  | 11 | Hart To Hart (ABC)              |
| 2  | 2  | 60 Minutes (CBS)             | 20 | 12 | Facts Of Life (NBC)             |
| 8  | 3  | Three's Company (ABC)        | —  | 13 | Loretta Lynn Special (NBC)      |
| 10 | 4  | Too Close For Comfort (ABC)  | —  | 14 | George Burns Special (NBC)      |
| —  | 5  | Moonraker (ABC Sunday Movie) | —  | 15 | Mary Popplns (CBS Sunday Movie) |
| —  | 6  | Bob Hope Special (NBC)       | 14 | 16 | Dukes Of Hazzard (CBS)          |
| 17 | 7  | Happy Days (ABC)             | 13 | 17 | Magnum, PI (CBS)                |
| —  | 8  | Dynasty (ABC)                | 18 | 18 | Real People (NBC)               |
| 19 | 9  | M*A*S*H (CBS)                | —  | 19 | The Fall Guy (ABC)              |
| —  | 10 | Laverne & Shirley (ABC)      | 11 | 20 | Love Boat (ABC)                 |



**BEAUTY IN THE BAHAMAS** — Q102 (WQTC)/Two Rivers, WI wrapped up their "Fun In The Sun" promotion by awarding the grand prize of an all-expenses paid trip for two to Grand Bahama Island. Shown (l-r) is PD Rick Sawyer, the winner, and MD Don Cook.



**WHERE THERE'S MIKE THERE'S LOUISE & RC** — RCA duo Louise Mandrell and R.C. Bannon sang their current single "Where There's Smoke There's Fire" on the "Mike Douglas Show." Pictured (l-r) are Douglas, Bannon, Mandrell, and cohort Tom Wopat of "Dukes Of Hazzard."

### Music On TV

Chris Christian, Natalie Cole, Daryl Hall & John Oates, Iron City Houserockers, Fred Knoblock, John Schneider, and the Spinners join Andy Gibb and Marilyn McCoo on "Solid Gold" the week of November 27. . . Slave appear on "Rock Concert" November 28 and "Soul Train" December 5. . . Brenda Lee and Paul Williams guest on "Barbara Mandrell" November 28. . . On that same date Eddie Rabbitt is featured on "America's Top 10". . . King Crimson make their first TV appearance since their reformation on "Fridays" December 4. . . "Dick Clark's New Year's Rockin' Eve '82" is back for its 10th year-end summation on ABC December 31, with Alabama, the Four Tops, Rick James, Barry Manilow, and Rick Springfield spotlighted. Dick Clark hosts the East Coast portions, while "Dallas" 's Charlene Tilton and "Dukes Of Hazzard" 's Tom Wopat are West Coast hosts.



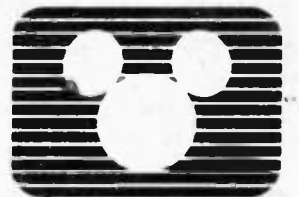
**TALK-A-THON RAISES BIG BUCKS** — Terry Fox, the one-legged Canadian jogger who, afflicted with cancer, tried running from coast to coast during 1980 before succumbing to his illness, was remembered recently by CKSA/Lloydminster, Alberta, Canada DJ Brian Kilbank. Brian went on the air for 24 hours and raised over \$8000 in pledges, which are being given to Canadian cancer researchers.



**SOMETHING FISHY IN IOWA CITY** — KRNA/Iowa City recently raised over \$24,000 in a shrimp sale, which benefitted the Kidney Foundation. The shrimp, all 700 pounds of it, was flown in fresh from the Gulf of Mexico and sold at two simultaneous remotes, one in Iowa City, and the other in Cedar Rapids. Shown here is KRNA personality Tom Hamilton between mouthfuls of shrimp.

## VIDEOSCOPE:

**GROUP W, DISNEY TEAM TO LAUNCH PAY CABLE SERVICE:** Westinghouse Broadcasting and Walt Disney Productions have teamed for a joint venture that will produce and operate a 16-hour-per-day, family-oriented pay cable programming service, scheduled to debut in 1982. Tentatively titled the "Disney Channel," the service will be delivered via two transponders on the Westar V satellite, to be launched in the fall of 1982. Approximately half of the channel's programming offerings will be original productions, with the remainder coming from the Disney film library and other sources. According to spokespersons for the two firms, the 16-hour day will begin in the early morning hours with programs for preschoolers and end with shows for "adults of all ages." Plans call for the two parent companies to invest about \$100 million in original programming over the next three to four years. Interestingly, the new joint venture will have exclusive use of the 250 feature films, 500 cartoons, and 27 years worth of network television shows and educational films that make up the Disney library; all pay TV licensing of that material expires July 1982. No marketing plans have been set, but sources indicate that the cost to subscribers will be equivalent to what they are now paying for similar cable services.



THE DISNEY CHANNEL

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## Scott

Continued from Page 3  
challenge. I've left on what I think are great terms."

GM Joel Day told R&R, "Bob's resignation is for what he called 'personal reasons,' and that's good enough for me. Dave is a very aggressive and creative programmer, and I know he will add a different dimension to our programming."

## Feller

Continued from Page 3  
Feller commented, "It's a new company, and they evidently want to do things their own way. They felt they want to establish a new direction and identity for the station. That's fine; it's a very amicable split. I'm turning over a hell of a radio station. It's a wink away from being a real winner. They have a marvelous staff and I hope they don't make any other changes."

Feller, who was WYSP's first employee in April 1971, serving as PD after a stint as a WIBG/Philadelphia air personality, said he was considering "many options."

Scott, a 17-year radio/TV veteran, commented, "I'm excited about the station and the people they have, and what I'm looking to do most is some innovative things like I've done here for the Denver area. GE has made a commitment to proving that broadcasting is a viable product. I'm happy to be part of that." Scott added that his appointment is effective December 7, and that WPLP Asst. PD Drew Hayes will supervise programming there along with Pres./GM Michael Spears.

## West

Continued from Page 3  
for so long. The main thing here is that everybody works as a team. I've got so much experience behind me in the other announcers. We must be doing something right according to the ratings, so we don't plan any major changes. This is my very first PD job, and I've been at the station going on four years. I feel on top of the world right now!" West added that WGTO is looking for an overnight personality.



**QUEEN OF THE AIRWAVES** — WJML/Petoskey, MI selected 190 listeners to join the staff for a dinner cruise on beautiful Lake Charlevoix. People drove from 200 miles away to participate.



**HOW DO YOU STOP THIS THING?** — WIP/Philadelphia wound up its "Month In The Country" promotion with a real rodeo. Evening personality Tom Laine (left) and Sports Director Merrill Reese (right) make their entrance on horseback. Other air personalities tried their hand at calf-roping and barrel racing. Not bad for Eastponers!

# BRAD MESSER



## Bigger, Better, More Complicated Errors

Some people cannot be fooled. You can blow smoke, do tricks with mirrors, and wrap them in doubletalk... but their good old common-sense brains just keep on seeing the naked truth. One friend who seems to have that ability says you don't need to study a sheet full of confusing numbers to tell which station is on top of the mountain... you just take a quick look at the parking lot because heavy metal or junkheaps tell the story you'll not hear in any sales presentation. Slick talkers can do tricks with numbers to make their station seem victorious, but it takes more than verbal posturing to fill a station parking lot with decent modern transportation, he says.

The concept of the ability to see the truth while those around you are misled by hype is probably plainest in the kids' story "The Emperor's New Clothes." Most of us secretly think we have the ability to see the truth whilst those about us stay confused, and that's a healthy attitude for individuals who earn their daily bread by virtue of convincing others that we know and understand what's going on; but the truth is we're sometimes not as hot as we think. Unfortunately, I personally am not as hot as I think, because I've made a couple of mistakes recently that were just outright stupid. And it took one of those guys who can see right through to the truth to see what I had done.

It happened in our new newroom. You ought to see it. Little TV screens which they want us to call CRT's, and flashing lights to notify us of everything but our pulse rates, mixed in with some state-of-the-art high speed tape machines, all interconnected in some computer program so easy to learn that a dummy can master the system in a few hours. (Well, dummies pick up stuff like that real fast. More intelligent types like me get lost in the subtleties and discussions of theory, so it has taken me many, many days to understand how to work all the knobs, sliders, keys, buttons and cursors.) A real little spaceship. Just enter your audio cuts into the computer, then punch some numbers and here comes the audio. It's wonderful during a newscast because you just tap a few keys on a control panel and the little TV screen tells you what's cued.

That's what I was doing when I made the big mistakes. I was reading copy and trying to punch keys simultaneously, so my next audio cut would be ready, and I glanced at the screen only to see the message BAD COMMAND! Not even BAD COMMAND. PLEASE TRY AGAIN. Just BAD COMMAND. Our computer is strict, I'll tell you. So I stopped reading, concentrated on tapping the correct keys rapidly, and while my listeners were hearing silence I was reading the new computer message OUT OF MEMORY.

I had dumped the computer. Blanked out its mind right in the beginning of a full-length newscast. Audio hopelessly lost and no way to get no cuts on the air. What're you gonna do? I winged the newscast by skipping the audio.

The plain-talking Truth Seeing friend walked into the little spaceship newroom when I got off, looked around at the flashing lights and little TV screens, and said it like it is. "Real radio progress!" he said. "Now that you guys have all this equipment, you're able to make state-of-the-art mistakes!"

Some people cannot be fooled.

## CALENDAR

### Sound Waves Get Around

**MONDAY, NOVEMBER 30:** Sound waves are used to find submarines, map mineral deposits, even explore the human body without surgery. The father of acoustics was German physicist Ernst Chladni, born 225 years ago today in 1756, who was first to measure the speed of sound at approximately 700 miles per hour.

People born on this date include Mark Twain, Winston Churchill, and Jonathan Swift.  
Dick Clark is 52. Abbie Hoffman is 45. George McArdle of the Little River Band is 27.

### No Housing Slump At Parker

**TUESDAY, DECEMBER 1:** The world's largest seller of houses and hotels began business 46 years ago today. I'm talking about very little green houses and red hotels, referring to Parker Brothers' first sales of the real estate board game Monopoly in 1935. When unemployed heating engineer Charles Darrow first offered his game to Parker Bros., they turned it down as "too complicated."

Larry Hagman's mother Mary Martin is 67. Woody Allen and Lou Rawls are 46. Lee Trevino is 42. Richard Pryor is 41. Bette Midler is 37.

### Most Successful American Car

**WEDNESDAY, DECEMBER 2:** America's most successful car was introduced on this date in 1927. It had a safety-glass windshield, three-speed transmission, four-wheel brakes and would cruise at 60mph while getting 22 miles per gallon. The Ford Model A convertible of 1927 sold for \$385 FOB Detroit.

The Atomic Age was born 39 years ago, when Enrico Fermi and his research team produced the first controlled chain-reaction at the University of Chicago. The bomb came three years later in 1945.  
Alexander Meigs Haig, Jr. is 67. Julie Harris is 56. Tracy Austin is 19.

### Heart Transplants Diminishing

**THURSDAY, DECEMBER 3:** The first human heart transplant operation was fourteen years ago today, when Dr. Christiaan Barnard saved the life of 55-year-old Louis Washkansky by giving him the heart of a 25-year-old female car wreck victim. Dr. Michael DeBakey now says transplants, instead of becoming commonplace, are being phased out because of their limited application and extremely high cost.

People born on December 3 include Charles Pillsbury (flour), John Ringling (circus), and Cleveland Abbe, the first American weather forecaster.  
Andy Williams is 53. Bobby Allison is 44.

### "City Ready To Celebrate!"

**FRIDAY, DECEMBER 4:** The New York Times headline 48 years ago today read "Legal Liquor Due Tonight, City Ready to Celebrate!" The only U.S. Constitutional Amendment ever repealed was ending, and liquor was becoming legal again after fourteen years (1933). Except for brief downturns, consumption of alcohol has climbed steadily across the forty-eight years since the end of Prohibition.

Beach Boy Dennis Wilson is 37. Opera star Maria Callas is 58.



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# THE PICTURE PAGE

## Morris Honored By UJA



Atlantic President Doug Morris was guest of honor at the 16th anniversary dinner dance held by the Music Industry Division of the United Jewish Appeal/Federation of Jewish Philanthropies. Pictured (l-r) are Morris, Big 7 Music VP Phil Kahl (dinner committee chairman), former Iranian hostage Barry Rosen, dinner committee co-chairman Monique Morris, and past honoree Atlantic Chairman Ahmet Ertegun.

## Kool & The A's



De-Lite/Polygram's Kool & The Gang were honored by the Oakland A's, who used "Celebration" as their theme song all year. Pictured at a plaque presentation are (l-r) Polygram's Larry Smith, group's George Brown, Polygram's Jeff Trager, group's Robert Mickens, Michael Ray, Clifford Adams, Ronald Bell, James Taylor, Robert "Kool" Bell, Dennis Thomas, and Amir Bayyan, A's VP Walter Haas, and group's Charles Smith.

## Party For Marty At Roxy



EMI America threw a special reception in honor of Marty Balin's recently-completed national tour, which ended at Los Angeles's Roxy. Pictured (l-r) are EMIA/Liberty's Gary Gersh, label VP Dick Williams, Capitol Group President Don Zimmermann, EMIA/Liberty VP Mark Levinson, Balin, and label VP Don Grierson.

## Midnight Star Time For E/A



Solar, E/A and WEA executives attended a showcase for Midnight Star at Los Angeles's Starwood recently. Pictured backstage are (l-r) group's Belinda Lipscomb, "WKRP"'s Tim Reid, group's Bo Watson, Melvin Gentry, Kenneth Gant, and Vincent Callaway, guest drummer Tony Wescott, group's Jeffrey Cooper, Solar President Dick Griffey, and group's Reginald Calloway and William Simmons.

## WB's Devo Hairdo Day (Gone Tomorrow?)



There was the Devo toupee at Warner Bros.' offices recently, as the group's management coiffed up large numbers of glossy Devo hairpieces for staffers to wear while devoting their attention to the group's promotion. The wigged-out quartet above stars (l-r) WB's George Gerrity, Devo manager Bill Gerber, and label's Bonnie Simmons and Tim Devine.

## Journey Makes "Escape" Platinum



Columbia's Journey received platinum plaques for their "Escape" album following a Nassau Coliseum/New York appearance. Pictured (l-r, standing) are Columbia VP's Arma Andon and Mickey Eichner, Sr. VP/GM Al Teller, group's Jonathan Cain, former VP Joe Mansfield, and label's Paul Rappaport; (l-r, seated) VP Hope Antman, and group's Neal Schon, Ross Valory, Steve Perry, and Steve Smith.

## Capitol Squires Squier Backstage



Billy Squier received prominent visitors backstage following his Madison Square Garden show. Pictured (l-r) are Capitol VP Bruce Garfield, Capitol Group President Don Zimmermann, Squier, Premier Talent President Frank Barsalona, and Premier VP Barbara Skydel.

## T-Birds In Texas



Chrysalis act the Fabulous Thunderbirds opened for the Rolling Stones on four Texas dates. Pictured after the show are (l-r) group's Jimmie Vaughn, Fran Christiana, and Kim Wilson, tour promoter Bill Graham, group's Keith Ferguson, and Takoma Records President and group manager Denny Bruce.

**THESE  
THREE  
RECORDS  
HAVE**



**BEACH BOYS**  
"Come Go With Me"

A/C **BREAKERS**

**BEACH BOYS**

**Come Go With Me (Caribou/CBS)**

63% of our reporters on it. Rotations: Heavy 2/0, Medium 42/7, Light 28/8, Extra Adds 7, Total Adds 22 including WASH, KULF, 55KRC, WOMC, WISN, KOY, KEX, KIXI, KPLZ, and 13 more. Debuts at number 24 on A/C chart.

WXKS-FM add	92FLY add	WJDX add 32	Z104 add	KQDI add	KHFI 30-27	WVIC deb 37
CFTR add	KC101 add 30	KXX106 add	WNCI add	KOZE add	WTIX 33-27	KSTT deb 30
Q105 add 32	Q106 add	WAAY add	13FEA add	KRLA on	WSGN 29-25	KCPX deb 30
WOKY add	WKEE add	BJ105 add	WCIR add	KFI on	WDOQ 29-23	WGUY deb 30
KIIS-FM add	KZFM add	KX104 add	Z102 add 35	KYYX on	WNOX 29-28	WGLF deb 39
KIQQ add	KROK add	WAKY add 22	95SGF add	WPHD 29-26	WSEZ deb 33	
KIMN add	KQ94 add	KOFM add	KATI add	WICC 28-26	WGH deb 19	



**BERTIE HIGGINS**  
"Key Largo"

KFI add	KOZE add	WBBO 20-16	WFLB deb 34	KCSW
KZFM add	Z93 deb 29	WMAK-FM on	WXLK on	WERC
WTIX add	94Q 25-21	WOKI on	WGLF on	WDEF
KLAZ add	WKTI 23-22	WCSC on	KILE on	WIS
KX104 add	KINT on	WANS-FM on	KVOL on	WMAZ
WNOX add	B97 deb 28	WGH on	KATI deb 34	WSM-FM
Z102 add 34	KQ94 on	KCPX deb 38	WSB	WQUE
KENI add	KXX106 30-27	Q104 28-24	KULF	WORG
KSLY add	WAAY 12-9	95SGF on	97AIA	
KQDI add	WDOQ 10-3	WCGQ 29-25	WARM98	



**SHEILA**  
"Little Darlin'"

KFRC on	WKRZ-FM add	WGH on	WJXQ add	WFLB add	
KEZR add	KSET-FM add	KJ100 add	KCPX add	KVOL add	
WPHD add	BJ105 add	WVIC add	WFBG add	KSLY add	CARRERE



Joel  
Denver

# Contemporary Hit Radio

INCREASED AIRPLAY ARTIST AWARENESS STRESSED

## Record Executives Forecast Brisk Holiday Sales

The day after Thanksgiving is traditionally the heaviest retail sales day every year. Up until now, the effects of a sluggish economy and double-digit inflation, coupled with the record industry's inability to effectively market to the 25+ audience, has drawn concern from the radio industry as well (see R&R 11-20, page 22).

This week, record sales and marketing executives reflect on the sales slump, with their eyes towards a healthier sales pattern as we draw closer to Christmas. They also give their viewpoints on what areas they need to improve upon to reach more people, and generate increased sales, with candid remarks about the roles radio, retail and rack operations play in the grand scheme of things.

### Vic Faraci, Executive VP-Marketing, Elektra/Asylum

"As good as things have been for us, I have to admit sales could have been better over the last several weeks; but I truly see a stronger sales pattern emerging. Our company has a strong commitment to reinforcing the idea of giving the gift of music for this holiday season," remarked Vic.



Vic Faraci

"The 25+ audience has got to feel more comfortable about walking into a record store. I think what needs to be improved is the ambience of the store. Certainly it's better than it used to be, but during daytime hours retailers might take

into consideration who is more likely to stroll through, and this might govern what they are playing in-store.

"I can't put the blame on retail or the racks for our problems, but I do think the buyers for the racks should continue to look at what the dominant stations are playing, and they need to expand their scope to other indicators of popularity and trends. Radio needs to broaden this area a bit more too. I realize money is tight, but if people were a bit more aggressive in the right areas, we would all benefit."

Vic also theorized, "I think people have gotten out of the habit of buying records. We as an industry must unite, reinforce, and reeducate the consumer on the importance and value of having recorded music in the home available on demand. After evaluating our present patterns of sales, it becomes necessary in the future for us to figure out ways of marketing directly to the consumers we are trying to reach by giving them something more than a poster.

"The enticement to buy, despite the economy, has got to be achieved. We have a new album called 'Swing' that will get some airplay, but we have a six-month campaign, aimed at the 25+ big band audience, that doesn't depend on radio airplay for success.

"On the other hand," concluded Vic, "without radio we couldn't have broken artists like Lee Ritenour, Greg Kihn, Debra Laws, and Hank Williams Jr., as we did this past year. It was because of aggressive programmers that these acts got the chance. I look for radio to continue to help us expose new product and to educate potential record buyers about this product."

### Dave Glew, Executive VP/GM, Atlantic

Disagreeing with Vic's statement on retail and rack buying patterns, Dave points out, "Anyone over the age of 25 will walk into a record store and make a purchase if they like the product. I believe they are going to buy what they like, and only the product is going to determine that. I know a lot of older folks up to age 50 that

have bought the Stones album. On the other hand, AC/DC appeals to a younger crowd. Someone over the age of 25 has a different set of priorities than buying a record album, since they most likely have a family to feed, and/or rent to pay. Records become less of an essential.

"I still maintain, though, that even at \$8.98 a record album is still the best entertainment buy available. Spend \$5 on a movie and what have you got? An hour and a half of entertainment, but when you leave the theater you're empty-handed. An album is something that can be listened to and enjoyed on demand, over and over again."

Conceding some problems with such a high list price, Dave said, "If anything, the price does cut a bit into multiple purchases. If you are a concertgoer, you can



Dave Glew

spend from \$40 to \$60 on an evening between tickets, a meal, gas, and parking, and might not have enough left over to buy the album you really want when you want it. This is a problem that is universal to the business and is a direct result of the economy.

"Atlantic is having the best year in its history, and for that we are thankful to great product flow from acts like the Stones, AC/DC, Foreigner, and Stevie Nicks, among many others. I feel the industry as a whole is on a comeback, but I doubt we will ever see the growth we saw in 1978; but then again the industry went through an incredible 10-year growth period.

"I'm a firm believer in the NARM campaign 'Give The Gift Of Music' and realize the importance of it in the industry's gameplan for growth. The mix of great product, tours, smart marketing and continued exposure of new and existing acts by radio are all vital to our future. We cannot continue to overpress and overdistribute product and expect retail and rack operations to be bullish on the market. They are operating according to the bottom line, and to me that's just what I have to do," concluded Dave.

Continued on Page 22

## CHR Reporter Profiles

Part Three

### WWWT-FM/Binghamton

PD: Scott Michaels (PD for two and a half years; previously with WAAL/Binghamton)

MD: Kent Darcie (first commercial radio job)

Phone: (607) 667-0371

Facility: 101.7 MHz; 3kw horizontal & vertical

Description Of Sound: We are a CHR with a slight emphasis on rock music, more so than A/C. Our main competitors are an AOR station and an automated A/C, so we basically go for a 12+ audience. 3WT is personality-oriented and active, so that the listeners get to know the people as being more than just faceless voices. As far as giveaways go, I try to keep the clutter to a minimum and create as many promo-



Scott Michaels Kent Darcie

tions that involve the listeners interacting with the personalities. Instead of handing out Stones tickets on the phone, we asked listeners to write in why they deserved the tickets. Winners were given their tickets via hand delivery to their homes by the jocks.

Winning Promotional Idea: Being heavily involved with the community, we take our annual raft race on the Susquehanna River and make a charity the beneficiary. This year the local Jaycees got almost \$14,000 as a result of our efforts. We get local merchants involved in signing up people for the race and we hand out awards to the best rafts, the ones most likely to sink, etc.

We also involved ourselves in a marathon to help build an animal shelter, and raised over \$4000. We've also contributed heavily to the MDA campaign, helping to raise thousands for Jerry's Kids.

### KSKG/Salina, KS

PD-MD: Denny Collier (PD for the past year; previously with KEYN-FM/Wichita)

Phone: (913) 825-4631

Facility: 99.9 MHz; 100kw horizontal & vertical

Description Of Sound: Here is this station in a small town that sounds major league to me and to people who have heard it. Fun is what I try and stress on the air. Exciting radio is a rare thing these days, because too many programmers are so conservative. The stations end up sounding like a bunch of "stuffed shirts" working the mike. Radio is turned on to excite the listener, and I'm not afraid of having a listener react to what we are doing. Everyone won't like everything



Denny Collier



KSKG STEREO 99

they hear, so you try and keep it light and easy to reach the most people. My jocks could only pull this kind of an act off if they do their show prep, which is very important to the sound of 99KG.

Winning Promotional Idea: In Salina we aren't real close to any huge cities, so consequently the teens here have very little to do. Every two months, the station hosts a huge dance with a particular theme tied to a holiday, for instance. Our recent "Monster Bash" drew over 1200 people who danced to live music and records. We gave away cash for the best costumes and for dance contest winners. The parents react very positively because we are giving their kids something constructive to do, so this promotion, which on the outside might look teen-oriented, actually reaches the adults.

# CHR **BREAKERS**



## **EARTH, WIND & FIRE** **“LET’S GROOVE”**

*This is a #1  
record in major  
markets across the  
country:*

**WBEN-FM 13K**    **KSET-FM**  
**WTIC-FM**    **KHYT**  
**Q104**

**It has the credentials  
that spell success in today’s  
tough radio marketplace.**

**WKBW 19-15**    **KSLQ 19-16**  
**WIFI 11-6**    **WZZP deb 19**  
**B104 8-4**    **WGCL 16-8**  
**WXKS-FM 3-4**    **Q102 35-28**  
**JB105 4-3**    **WKTI deb 15**  
**WPGC 7-5**    **KEARTH 3-3**  
**Z93 5-3**    **KRLA 1-4**  
**94Q 7-6**    **KFI 6-2**  
**Y100 6-5**    **KIIS-FM 3-2**  
**I95 8-7**    **KIQQ 2-2**  
**Q105 8-5**    **KFRC 1-2**  
**WCKX 10-7**    **KJR deb 22**  
**WDRQ 3-3**    **KOPA deb 30**  
**CKLW 2-3**

# ROCK & ROLL THAT WORKS!

## Top Ten

*Superstars National  
Chart 13-10  
(Based on Airplay & Sales  
Within Each Marketplace)*

## SRO RESPONSE

**CURRENTLY ON JOURNEY’S  
SOLD-OUT TOUR**

## **RADIO ACTIVE**

<b>WBEN-FM 28-26</b>	<b>KRNA add</b>
<b>CHUM 20-17</b>	<b>KATI add 35</b>
<b>KEGL 15-10</b>	<b>KYYA add</b>
<b>KBEQ deb 32</b>	<b>WPHD 25-20</b>
<b>KIQQ deb 38</b>	<b>WOKI 27-24</b>
<b>KZZP 29-26</b>	<b>WBCY 26-23</b>
<b>B97 add</b>	<b>WJXQ 10-8</b>
<b>WFMF add</b>	<b>WIKS deb 22</b>
<b>KQ94 add</b>	<b>WMEE deb 24</b>
<b>BJ105 add</b>	<b>KRQ deb 29</b>
<b>Z104 add</b>	<b>Q104 21-15</b>
<b>WGUY add</b>	<b>KKRC 29-23</b>
<b>WOMP-FM add</b>	<b>KENI 38-33</b>
<b>Q101 add</b>	<b>KOZE 15-13</b>
<b>WCIL-FM add</b>	

## **LOVERBOY** **“WORKING FOR THE WEEKEND”**



# Record Executives Forecast Brisk Holiday Sales

Give the gift of music.



Continued from Page 20

## Shelly Rudin, VP-Sales/Polygram

"Acts like Rush, Kool & the Gang, and the Bee Gees have really started to brighten our sales picture in the last couple of weeks. We were a bit concerned about things, but I'm feeling really positive about it all now for this holiday season. The weather has driven people inside to malls to do their shopping, and this has had a positive effect," commented Shelly.



Shelly Rudin

"One area of importance to me in increasing the sales picture is in catalogues. We sell a lot of Rolling Stones catalogue material, and the main buyers are over the age of 25. These people still like rock, and we have got to make our current rock music more appealing in a display to capture their attention while in a store. The Moody Blues have been rediscovered by an older audience and have been discovered by a new audience with their latest album."

Another area of concentration for Polygram is "those records with regional breakouts. Radio has got to be more aware of what is happening around it, and so does retail for that matter. Sales can be hurt by a slow rack, but in many parts of the country like the Midwest, it is virtually the only access to recorded music for the consumer, so they don't know the difference. The 'Endless Love' soundtrack is a good example of how the racks hurt themselves by being overcautious on a big seller. I know they suffered as a result," stated Shelly.

Looking towards the future, he forecast, "TV will get more advertising revenue in an effort to capture more of the 25+ record buyer, but radio will still command the lion's share of the dollars. We are also exploring new methods of in-store display advertising to make these campaigns more effective than ever before. I hope that radio will continue to be supportive and play new product. It is still the main source for exposing new artists."

## Joe Mansfield, Jr., Division VP-Contemporary Music, RCA

Agreeing with Vic, Dave, and Shelly on the recent sales picture, Joe elaborated, "Not only has it been slow, but there have really only been about two good shopping days each week. Saturday you can almost always count on, but the other day of good sales has been so variable, it makes it hard for the retailers to get a handle on it. People are really holding onto their money a lot longer now."



Joe Mansfield

Joe pointed out that retail philosophy has also changed to a degree that makes it harder to get display space. "Just a short time ago, stores all had hanging displays and mobiles which were quite catchy and at the same time costly. They accomplished their purpose, but ended up increasing the amount of shoplifting by a large percentage. Retailers want to have a clear line-of-sight in the stores."

"Now the problem is that there are just a limited number of display windows, and just so much wall space. Many times we go in and set up an elaborate display, only to find it removed in a day or two, replaced by a competitor. We then go and do the same thing. Display space is at a premium in stores. Once someone comes into a store, we entice them with these displays, or with in-store airplay.

"I tend to disagree that 25+ people aren't buying product. They just aren't buying as much as we would like, and we've got to find ways to stimulate them to do so. Look at Neil Diamond, Diana Ross, Barbra Streisand, and many rock artists like the Stones, Bob Seger, and Hall & Oates; they all sell to a wide demographic of buyers."

According to Joe, "Racks are not only slow, they are slowed even more at major department stores when product ends up sitting around for two and three weeks before being displayed. This happens because often there isn't one person in charge of the record department. Now some stores are hiring 'record specialists' to avoid these delays, as they realize a person who moves from department to department can't do a great job in a specialized area such as records.

"I'm confident that this holiday season will be a strong one, and that artists like Hall & Oates, Diana Ross, and the Royal Philharmonic Orchestra will carry us through into the fourth quarter. Records are still the best entertainment buy, and I hope that radio will help carry that message," concluded Joe.

## Bits

KOFM/Oklahoma City is giving away \$1000 bills in the Secret Serial Number contest. Listeners call in to guess at a ten-digit serial number on a mythical \$1000 bill.

WSSX/Charleston is holding the "Electronic Olympics," with 105 people competing on Pac-Man and Starcastle video games. Each player gets four plays, with the total scores stacked up against the national averages. The competition, which takes place at a local amusement center, offers a trophy and \$1000 worth of quarters to the grand prize winner.

KBEQ/Kansas City is "Rolling You To The Stones" aboard a bus to see Mick and the boys in their St. Louis concert. Also 92FLY/Albany is sending 50 people to a nearby Stones concert.

In Halloween action, WZOK/Rockford recently presented the "First Annual Halloween Blitz" featuring the Jefferson Starship with special guests the Greg Kihn Band for \$7.97. The station gave away Starship lead guitarist Craig Chaquico's custom made black Elite Dean guitar, last used to record the song "Find Your Way Back."

Various Haunted Houses sprang up nationwide. Here's a quick rundown of some of the activity: KFXD/Boise had over 6500 people go through their haunted house raising over \$12,500 for the March Of Dimes... KCBN/Reno raised money for Multiple Sclerosis with 1200 people contributing \$100 to the charity... I95/Miami held the "Campus Life Haunted House" this year in Dade and Broward Counties, with record crowds reported... Q101/Meridian night rocker Coyote Cooper did his show from the Jaycees Haunted House

each night from 7-midnight... and Q104/Gadsden raised over \$16,000 for its local Jaycees group with the "House of Horrors."

## Motion

Skip Thomas leaves WCIL-FM/Carbondale to join KINT/El Paso as air talent... Suzi Roach joins WLAM/Lewiston from WAGM/Presque Isle... Bob Ransom is the new MD at KQ94/Little Rock... Scott Summers joins KIDD/Monterey as Assistant PD, with Steve Ryan still holding down MD duties.

KOFM/Oklahoma City added some new staffers recently: new to middays is Lindy Cole from KLNK/Oklahoma City; John David Wells joins from KWOD/Sacramento to do afternoons; Doc Dalton comes from across town at KLTE to do evenings; plus Jim Wood from KJYO for all-nights; weekenders Linda Powell from KJYO and Charlie Stone from KXXY; and James Banzer from KOCY to do news, all from Oklahoma City. Station MD Chuck Morgan leaves the air to do full-time MD duties, and is taking music calls from 10am to 5pm CST Monday-Friday.

Mark Windsor, PD of WJZQ/Kenosha leaves to do nights at WZUU-AM/Milwaukee. The new PD is Commander Ken Keating, promoted from Assistant PD, and filling his duties is Doc Elliot from KDIC/Grinnell, IA... WKIS-AM/Orlando goes across town as PD of WLOF... Crazy Steve Randall joins KNBQ/Tacoma for afternoons from KISW/Seattle... And congratulations to WCAO/Baltimore morning man Scott Carpenter and wife Suzanne on the birth of their first child, Patrick Michael.



**RUN FOR THE GOLD** - It's the run for the gold record as Epic/Curb promotion rep Mark Tydell put on his jogging skivvies to deliver "Charlots Of Fire" by the Assembled Multitude to KEARTH/Los Angeles. Shown (l-r) are PD Bob Hamilton, Tydell, and MD David Grossman.



**"SHE SHOW" A SMASH** - What's a "SHE Show?" It stands for the Sport, Home and Energy Show hosted by WRLO/Antigo, WI. Thousands came by to see the latest in home computers, snowmobiles, and earth shelter homes, with the station giving away T-shirts and \$100 gift certificates good for purchases at the show. Pictured (l-r) during a remote broadcast is PD Jeff Thomas as he speaks with an unidentified sponsor of the show.



**PLATINUM & GOLD FOR Y100** - Capitol Records recently handed out a platinum album for Billy Squier's "Don't Say No" and a gold single for A Taste Of Honey's "Sukiyaki" to Y100/Miami. Shown (l-r) are MD Mark Shands, National Pop Promotion Manager Steve Meyer, PD Bill Tanner, and Miami rep Train Zimmerman.

CHP 'STMAS ALBUM  
NOE NOE NOE

Hey! Shaddap Yon Face!



Let us be the first!  
Merry Christmas  
&  
Happy New Year!

Single:

JINGLE BELL ROCK

Montage















Olivia Newton-John Physical (MCA) LP: Physical. Regional: 182/3 85%. Summary: 182/3 85%. Includes station call letters and signal strengths.

Police Every Little Thing... (A&M) LP: Ghost In The Machine. Regional: 188/0 87%. Summary: 188/0 87%. Includes station call letters and signal strengths.

Queen & David Bowie Under Pressure (Elektra) LP: Queen Greatest Hits. Regional: 130/4 80%. Summary: 130/4 80%. Includes station call letters and signal strengths.

Rolling Stones (continued) LP: Various tracks. Includes station call letters and signal strengths.

Sneaker (continued) LP: Various tracks. Includes station call letters and signal strengths.

Rick Springfield Love Is Alright (RCA) LP: Working Class Dog. Regional: 51/81 24%. Summary: 51/81 24%. Includes station call letters and signal strengths.

Olivia Newton-John Physical (MCA) LP: Physical. Regional: 182/3 85%. Summary: 182/3 85%. Includes station call letters and signal strengths.

Police Every Little Thing... (A&M) LP: Ghost In The Machine. Regional: 188/0 87%. Summary: 188/0 87%. Includes station call letters and signal strengths.

Queen & David Bowie Under Pressure (Elektra) LP: Queen Greatest Hits. Regional: 130/4 80%. Summary: 130/4 80%. Includes station call letters and signal strengths.

Dianna Ross Why Do Fools Fall In Love (RCA) LP: Why Do Fools Fall In Love. Regional: 182/1 85%. Summary: 182/1 85%. Includes station call letters and signal strengths.

Ringo Starr Wrap My Brain (Boardwalk) LP: Stop And Smell The Roses. Regional: 97/8 45%. Summary: 97/8 45%. Includes station call letters and signal strengths.

Barbra Streisand Comin' In And Out... (Col) LP: Memories. Regional: 144/17 67%. Summary: 144/17 67%. Includes station call letters and signal strengths.

Olivia Newton-John Physical (MCA) LP: Physical. Regional: 182/3 85%. Summary: 182/3 85%. Includes station call letters and signal strengths.

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Eddie Rabbitt Someone Could... (Elektra) LP: Step By Step. Regional: 107/32 78%. Summary: 107/32 78%. Includes station call letters and signal strengths.

Rolling Stones (continued) LP: Various tracks. Includes station call letters and signal strengths.

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Barbra Streisand Comin' In And Out... (Col) LP: Memories. Regional: 144/17 67%. Summary: 144/17 67%. Includes station call letters and signal strengths.

S. Nicks & D. Henley Leather & Lace (Modern/Atco) LP: Back Donna. Regional: 197/5 82%. Summary: 197/5 82%. Includes station call letters and signal strengths.

Quarterflash Harden My... (Geffen/WB) LP: Quarterflash. Regional: 188/5 87%. Summary: 188/5 87%. Includes station call letters and signal strengths.

Eddie Rabbitt Someone Could... (Elektra) LP: Step By Step. Regional: 107/32 78%. Summary: 107/32 78%. Includes station call letters and signal strengths.

Royal Philharmonic... Hooked On Classics (RCA) LP: Hooked On Classics. Regional: 108/26 49%. Summary: 108/26 49%. Includes station call letters and signal strengths.

Rod Stewart Young Turks (WB) LP: Tonight I'm Yours. Regional: 191/2 89%. Summary: 191/2 89%. Includes station call letters and signal strengths.

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Quarterflash Harden My... (Geffen/WB) LP: Quarterflash. Regional: 188/5 87%. Summary: 188/5 87%. Includes station call letters and signal strengths.

Rolling Stones Waiting On A... (RS/Atco) LP: Tattoo You. Regional: 148/81 68%. Summary: 148/81 68%. Includes station call letters and signal strengths.

Royal Philharmonic... Hooked On Classics (RCA) LP: Hooked On Classics. Regional: 108/26 49%. Summary: 108/26 49%. Includes station call letters and signal strengths.

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Luther Vandross Never Too Much (Epic) LP: Never Too Much. Regional: 58/0 27%. Summary: 58/0 27%. Includes station call letters and signal strengths.

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Rolling Stones Waiting On A... (RS/Atco) LP: Tattoo You. Regional: 148/81 68%. Summary: 148/81 68%. Includes station call letters and signal strengths.

Sneaker Mors... (Hands/ABC) LP: Sneaker. Regional: 56/8 26%. Summary: 56/8 26%. Includes station call letters and signal strengths.

Rod Stewart Young Turks (WB) LP: Tonight I'm Yours. Regional: 191/2 89%. Summary: 191/2 89%. Includes station call letters and signal strengths.

Luther Vandross Never Too Much (Epic) LP: Never Too Much. Regional: 58/0 27%. Summary: 58/0 27%. Includes station call letters and signal strengths.



Jeff Gelb

AOR

## Records Answers Radio

In last week's R&R interview with John Sebastian, he asked an open-ended question of the record industry: "Why do record companies continue to sign and release new wave, punk rock, and other esoterica when radio won't play it and the public won't buy it?"

That's a question I've heard again and again over the years I've been with R&R, from MD's and PD's all across the country. I thought it would be educational to take that question directly to the national album promotion representatives of many of the country's top record companies for their personal thoughts. Their candid responses were highly informative. As it turns out, John's question has many answers, as you'll see by reading on.

### Warner Bros.' George Gerrity

"From an economic standpoint, we're in the advantageous position of having signed possibly the cream of the crop of this kind of music, whatever you want to call it. Economically, this has been a profit-making venture for Warner Bros. Perhaps it has to do with a finely-tuned A&R staff that signs the correct acts. Some of this music

**"What's new wave? In 1964 the Rolling Stones were new wave."**

— Tunc Erim

may not fit the core audience John Sebastian is going after. However, in the case of acts like the Pretenders, Talking Heads, Devo, or B-52's, we have bands that have been or may still be considered 'new wave,' but which are considered major acts with WB. They're also consistent acts who already have, after two or three albums, very steady catalogue business.

"Considering the relative lack of exposure some of this music receives, we find it sells extremely well; there's definite interest at the retail accounts in this kind of music. Their interest is fostered by college radio's acceptance of it, and the dance clubs' dependence on it, along with the more adventurous AOR airplay.



"It's also worth noting the wide acceptance of some of these acts on Black and CHR radio. Kraftwerk, for example, with Black exposure on WBLS/Detroit along with pop exposure at CKLW, gave us a #5-selling single and a top ten-selling album in Detroit. Prince and Grace Jones also get exposure from Black radio in particular. They're acts that are very profitable for us.

"Smart record companies will sign acts that are already proven in a particular area. They're looking for acts with regional hits, because they know the chances of them making money in concentrated urban areas are very good. Acts like the Pretenders, Devo, or the B-52's, who had already released 7-inch singles before we signed them, had proven to some degree that they could be successful in certain areas once signed.

"Initially, when many of these deals are made, they're made on a much more realistic level than deals have been made in the last decade or so. It proves to be a fairly cost-efficient move, and if you have a hit, you make that much more off it. We've been able to get a lot of acts into that 100,000 range where we're in a developmental level with the group, and we're not really taking any sort of financial beating with that record.

"One last thought: if we just signed all the acts radio wanted us to sign, my job surely wouldn't be much fun, would it? Our interest is to be a well-rounded, multifaceted record label, which is in our best interests in today's economy."

### Atlantic's Tunc Erim

"What's new wave? In 1964 the Rolling Stones were new wave. The first two Beatles singles weren't touched in the country in 1963. When we signed Led Zeppelin, Yes, Emerson Lake & Palmer, Genesis, or King Crimson, everyone thought we were new wave because it was such unusual music. AC/DC's first album was played by three stations in the entire country. One of the first people to play it was Tony Berardini (who was in California at that time). Everyone else thought we were crazy to sign AC/DC; that they'd never happen. Well, ten million albums speak for themselves.

"Music is music and the record companies think they know what music people will like. So they sign acts, put them out, and let the public decide. In order for the public to make its decision, you need radio airplay. Radio is the judge and the public is the jury."



Tunc Erim

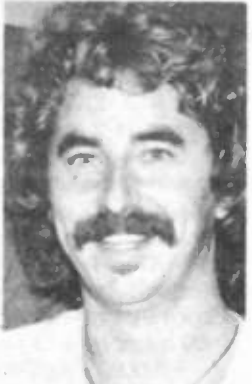
### A&M's Marko Babineau

"The reason A&M is getting involved in new wave or new music is because we are looking toward the future. The established record buyer is not buying records today the way he or she used to. In order for this industry to grow, we have to develop a new marketplace. These are the teens who are buying acts like IRS's Oingo Boingo, Cramps, Buzzcocks, and Wall Of Voodoo in substantial amounts.

"Because these acts, for the most part, do not receive airplay, A&M/IRS realized a new form of marketing had to be created. In the case of IRS, they have targeted directly towards the accounts, high schools, and teen press to sell their products. These new acts consistently sell anywhere from 20,000 to 50,000 copies.

"Remember, the Police were considered a new wave act until their third album, 'Zenyatta Mondatta,' exploded at radio and retail. As a matter of fact, we're going through the same building process right now with the Go-Go's. Here's a typical example of radio saying a flat 'no' and six months later, the act is breaking wide open.

"In essence, what I'm saying is that for a record company to survive today, it has to constantly pioneer new ways to establish acts. That's what this business is built on."



Marko Babineau

### Elektra/Asylum's Marty Schwartz

"Let's not forget that record companies deal with an artistic medium, meaning that we can not base our A&R decisions on computer or call-out research results. Therefore, the decision to sign and promote an artist is based on a group's musical originality and/or potential.

"We must be the opinionmakers for a musical style that is certain to continue to evolve."



Marty Schwartz

### Polygram's Jerry Jaffe

"First, I reject the thesis that record companies sign esoterica. Everything that is eventually established as mainstream must come out of a musical genre that is not in vogue at the moment.

"Second, I disagree that a lot of the acts not played on American radio would not find acceptance with the American public were they given the chance to hear them.

"Record companies have to consider the rest of the world when they sign bands. Acts like the Police, Talking Heads, and the Cars, who would not be considered the straight down the middle-of-the-rock variety that dominates radio, are very popular worldwide.

"I think there's a great prejudice against the younger bands, the ones who are into new music



Jerry Jaffe

instead of imitations of Foreigner. Younger bands usually have a much greater urgency to their music. They have something to say beyond talking about life on the road, the last girl they screwed, or the amount of wine going into their system. I listen to literally hundreds of tapes and albums from groups that have that neat, clean middle-of-the-rock sound who are literally here today and

**"We can not base our A&R decisions on computer or callout research results."**

— Marty Schwartz

gone tomorrow. They have no distinguishing quality to them. If I am going to make an A&R decision, certainly I want the act to have one foot in the mainstream, but I also look for that element that makes them stand out above the pack, and element of difference that will create an audience for the band. That element of difference is exactly what disqualifies these bands from American radio!"

### Columbia's Paul Rappaport

"First off, it's not clear that record companies are continuing to sign 'new wave' bands. The new wave, it seems to me, is a thing of the past.

"Secondly, it's a serious mistake to categorize in this fashion. I mean, who are these supposed new wave bands? Are they bands with

Continued on Page 32

Jeff Gelb

## Records Answers Radio

Continued from Page 31

songs that are only 2-3 minutes long? Are they new wave if they don't have a safe guitar edge to make them more commercial? Are the songs any less meaningful? Do they not work as well on radio? Do they not solicit hot phones? Who are 'they?' 'They' is the problem. We should discuss bands one by one, and their songs one by one. Are the Pretenders new wave? Is Devo? They both work on radio and sell records. And the most important question of all, what will their next record be like, after they're developed a bit.

"The major point to be made here is that record companies do not sign artists by categories, like so many of 'this' and so much of 'that.' Each band is signed based on someone's belief that the artist has something to offer that people will want to hear. Then it's our job to capture or transfer that particular offering to record. Of course we have to be



Paul Rappaport

knowledgeable about trends and share in them, as the art always reflects the times and the times always reflects back the art.

"But the true artists are found by looking at the artist alone, void of current fads in music. When we signed Billy Joel in the very early seventies, he did not fit the then-popular hip mold of 'far-out,' and certainly 'Piano Man' was not hard-edged rock. He was unique. He had his own sound, had a lot to say, and eventually, everyone wanted to hear his music. John Hammond signed Bruce Springsteen as an acoustic singer-songwriter, with a whole bunch of things stored up inside him that Hammond saw. Lo and behold, on the recording of the second album, Bruce showed up with an entire band. This was Bruce's next step toward what he was trying to attain with his music, which eventually evolved into 'Born to Run,' and further evolved into the kind of music he makes today. And you can't tell me that Clarence Clemons playing the tuba was in style then!

"So, we don't sign 'new wave' artists or 'heavy metal' artists by the bushel. We go artist by artist, and they hopefully grow into something special. John, you're not alone in your feelings; certainly, every hard rock station across America gives us a hard time when it comes to different-sounding music, and we do make some mistakes. My God, don't you think that sometimes I'm thinking, 'Oh no, I have to promote this?!' And let

me tell you, it's a lot harder promoting different sounds than being an MD who can simply say, 'No thanks, sorry, not for us.' But the first point is, you never know until it's tested (which I'm sure you can relate to). And, again, more importantly, you never know who or what these bands will become. Most interestingly, the bands or artists with the most different-sounding music usually have a very tough time in the beginning, but wind up carving the biggest niche for themselves in the end, because they are unique."

### Arista's Mike Bone

"I was at Mercury when Rush was getting started and John Sebastian was freezing his ass off in Minneapolis doing Top 40, and believe me, getting airplay on Geddy Lee's vocals was difficult. As a matter of fact, Denton Marr (now

**"Record companies do not sign artists by categories . . ."**

— Paul Rappaport

Sebastian-consulted) and I almost came to blows because the act drew 17,000 people in Cincinnati and WEBN refused to add the Rush '2112' album. Thank God that's all in the past now, but I feel the gist of what happened then may be slipping by John and others with this whole new music thing.

"There's a tremendous street awareness among active people, the trend-setters, for the new music, just as there was an active street awareness for Rush six years ago. To ignore it on an A&R level would be suicidal for any record company. At the same time, I don't think it wise for record companies or radio stations to devote their entire energies to this new music. Variety is the spice of life.



Mike Bone

"Regarding the allegation that these new acts don't sell, I would put the Bus Boys' net sale with little AOR airplay upside the net sale of Gary O' anyway. I applaud anyone that programs any new artist's album, whether it's Gary O' or the Bus Boys. The thing I think everyone should be more aware of is the trends that are emerging, because out of the trends come the movements that can change the shape of the entire music industry.

## COLOR

**STONES STUFF:** As the Rolling Stones tour starts to wind up, AOR's continue their promotional tie-ins with the shows. Giving away tickets are WQBK/Albany and WQFM/Milwaukee (which had listeners write the names of Stones cuts played over a five-day period to become eligible to win). "Magic" buses of listeners who won free tickets to see the band in nearby cities have been very popular: WIBA/Madison, WOUR/Utica, Y95/Rockford, KEZO/Omaha, and WIOT/Toledo all sent busloads of listeners to shows. WKQQ/Lexington came to the "Emotional Rescue" of two winning listeners, who received an expenses-paid trip to see the band, including transportation and accommodations. KQWB/Fargo auctioned off a pair of tickets to see the band to the benefit of a local charity; the tickets went for \$450. WAQX/Syracuse gave away 75 "Stones stashes," including albums, tickets, posters, pins and bumper stickers. And this week's most unusual Stones-related promotion took place in Muscatine, IA, where KFMH sent a winning couple to "Roxy's Maiden Voyage" tattoo parlor to obtain actual tattoos as prizes (over 150 couples entered the contest).

**QUARTERFLASH QUOTIENT:** WYMX/Augusta tied in with Geffen's Quarterflash to place ten pounds of quarters on display in a local record store. Listeners submitted their guesses as to the amount of displayed money to win it. The promotion had a unique kickoff: a "flash"-back weekend.

**WKZL NEW CAR GIVEAWAY:** WKZL/Winston-Salem gave away a brand new Firebird Esprit in a mystery riffs contest that was solved in 36 hours by a 19-year-old listener.

**PRIZE CRUISIN':** The WBYG/Kankakee Prize Cruiser just completed its summer-fall bumper sticker campaign, searching daily for vehicles displaying the station's bumper sticker. When stopped, winners received gifts including 6-packs of Pepsi, tickets for films and concerts, amusement park passes, T-shirts, and visors. Additionally, their license plate numbers were taken down and later read on the air. The license holders had 99 minutes to call the station and claim a larger prize: trips to the Bahamas, a \$3200 Pioneer stereo system, a Betamax, microwave oven, portable radios, and weekends at the Lake Geneva Playboy Club.

## EVOLUTION

WLAV/Grand Rapids PD Dave Logan has taken on additional responsibilities as Operations Manager for owners Shepard Broadcasting . . . WMYK-WZAM/Norfolk Program Manager John Heimerl has exited that post to form Video Wizards, a multi-media production company. He will continue to consult the two AOR's. Bill Simmons has been upped from MD to PD for the stations (he'll still do music as well) . . . Jay Noble has returned to KRKN/Anchorage as PD . . . Former WQDR/Raleigh PD Daniel Brunty has resurfaced as Assistant PD for KREM-FM/Spokane . . . Bill Hershey has joined KNCN/Corpus Christi from WTKX/Pensacola for airwork . . . Cal Campbell has joined the news staff of KNX-FM/Los Angeles from neighboring KLOS.

## UPDATE

The Henry Paul Band must really love KMET/Los Angeles: That's KMET newsperson Pat "Paraquat" Kelley astride the motorcycle on the band's new album cover. And don't miss the song "Hollywood Paradise," which includes the classic line, "I wanna meet Mary Turner! Hoo-Yah!" . . . Last week's major media event (for soap opera fans, anyway) was the wedding of "Luke" and "Laura" on "General Hospital." WYSP/Philadelphia and WEZX/Scranton both held TV parties for listeners at area clubs, with free champagne and cake directly following the TV ceremony . . . WBAB/Long Island just held its second annual rock marathon for Billy Joel's "Charity Begins at Home" organization. The 102.3-hourlong marathon included guest visits from Joel, Meatloaf, Gary U.S. Bonds, John Hall, and Henry Paul . . . WAQX/Syracuse has instituted a new programming policy called the "pick of the week," wherein a new act's album will be added to the station's medium rotation for a week, while the act's LP is discounted at area record outlets. If response warrants it, the station will keep the tested album in rotation . . . WXRT/Chicago conducted a rare group interview with all three members of Genesis while the band was in town for a show . . . Early congratulations to KBCO/Boulder Promotion Director Jesse Summers, who just announced he's marrying Joanne Forgione on December 8 . . . KSRR/Houston challenged Columbia's Journey to a benefit softball game that raised \$1188 to the T.J. Martell Foundation for Leukemia Research. Along the way, Journey beat the pants of KSRR staffers 15-7 . . . WLUP/Chicago just released its second "Chicago Rocks" album, recorded live at this year's Chicagofest . . . Two AOR's have changed office phone numbers. You can now reach WKZL/Winston-Salem at (919) 767-3705, and KMJX/Little Rock at (501) 224-6500.

## CONCERTS & CONVERSATIONS

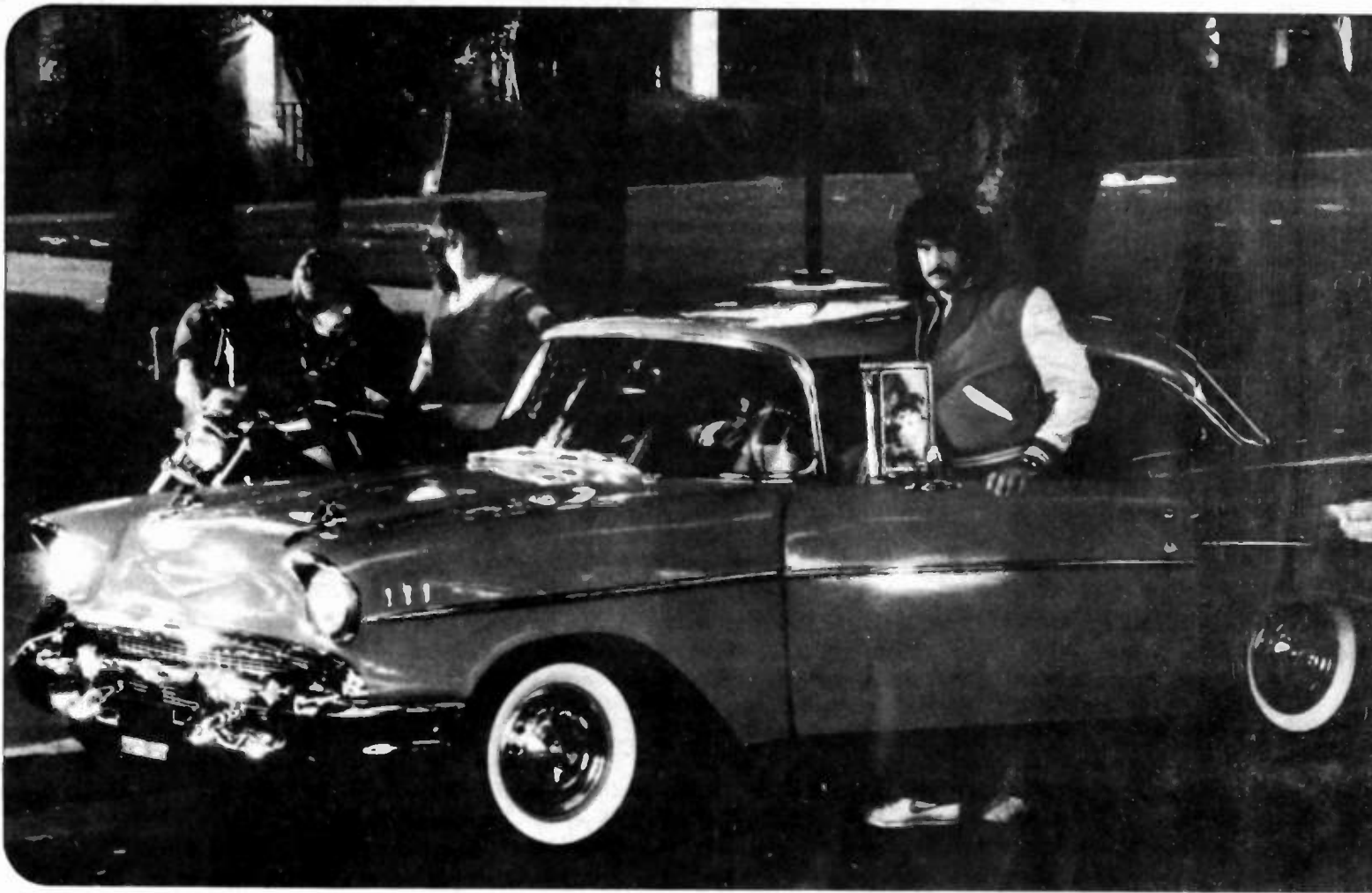
**BROADCASTS:** Hall & Oates, U2 on WBCN/Boston.

**CONVERSATIONS:** Balance on WDHA/North Jersey . . . Billy Squier on WIOT/Toledo . . . Nazareth, Eddie Schwartz, Prism, Journey on CITH-FM/Winnipeg . . . Moody Blues, Black Sabbath on CHUM-FM/Toronto . . . Def Leppard on KFMX/Lubbock . . . Billy Thorpe on KILO/Colorado Springs . . . Allman Brothers on WYMX/Augusta . . . Triumph, Diesel on WHKC/Evanstonville . . . Greg Lake on CHEZ-FM/Ottawa . . . Blackfoot, Def Leppard on KLAQ/El Paso . . . Romeo Void on KYTD/Santa Barbara . . . Rose Tattoo, Black Sabbath, Greg Lake, Foreigner, Lindsey Buckingham, Prism on Q107/Toronto . . . Hall & Oates on WYSP/Philadelphia . . . Lindsey Buckingham on WXRT/Chicago . . . Rosalind Collins on WRKI/Bridgeport . . . Chris Spedding, Sparks, Gary Myrick, Plasmatics on KROQ/Pasadena . . . Bill Wyman, Foreigner on WMMS/Cleveland . . . Triumph, Hall & Oates, Dave Edmunds on WNEW-FM/New York . . . U2 on WQBK/Albany . . . Bill Wyman on KWK-FM/St. Louis . . . Loverboy, Journey on KDKB/Phoenix . . . Greg Lake, Black Sabbath on CHOM-FM/Montreal.





*THERE'S A  
RISING STAR IN  
THE SOUTHERN SKY.*

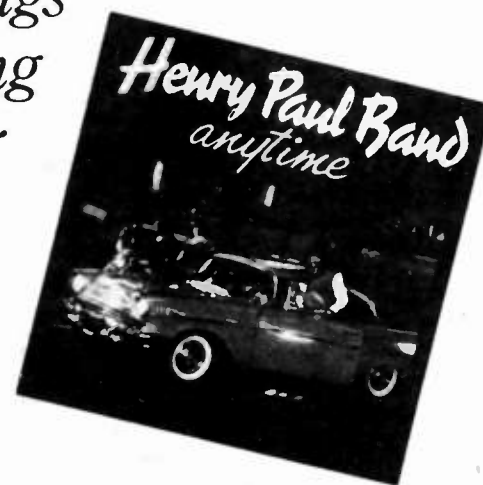


*Look towards the horizon and you'll certainly see a rock 'n' roll band whose exceptional talents emerge on an album as powerful as you'll ever hear.*

*The Henry Paul Band's "Anytime" features songs like the single "Keeping Our Love Alive," "Living Without Your Love" and a rocking "Rising Star (In The Southern Sky)."*

**HENRY PAUL BAND**  
**ANYTIME** SD 19325

*On Atlantic Records and Tapes.*



Produced by Kevin Beamish for Kevin Beamish Productions, Inc.

DIRECTION: MICHAEL KLENFNER

**AOR BREAKERS**

# Radio & Records . AOR NATIONAL AIRPLAY/40

# Chart Summary

## November 27, 1981

### 166 REPORTERS

Album cuts are listed in order of airplay preference.

11/20	11/13	11/6	10/30			
1	1	1	1	<b>ROLLING STONES</b>	Tattoo You (Rolling Stones/Atco)	"Fire" "Waiting" "Slave" "T&A"
5	4	2	2	<b>POLICE</b>	Ghost In The Machine (A&M)	"Every" "Spirits" "Journey"
3	3	3	3	<b>GENESIS</b>	Abacab (Atlantic)	Title "Reply" "Like" "Man"
9	6	5	4	<b>QUARTERFLASH</b>	Quarterflash (Geffen/WB)	"Heart" "Fool" "Right"
2	2	4	5	<b>FOREIGNER</b>	4 (Atlantic)	"Waiting" "Hero" "Break" "Night"
21	10	7	6	<b>J. GEILS BAND</b>	Freeze-Frame (EMI America)	"Centerfold" Title "Rage"
-	-	22	7	<b>CARS</b>	Shake It Up (Elektra)	Title "Victim" "Cruiser" "Since"
23	11	8	8	<b>LOVERBOY</b>	Get Lucky (Columbia)	"Working" "Over" "Lucky" "Jump"
8	8	9	9	<b>TRIUMPH</b>	Allied Forces (RCA)	"Power" "Fight"
4	5	6	10	<b>JOURNEY</b>	Escape (Columbia)	"Don't" "Stone" "Crying" Title
26	23	11	11	<b>OZZY OSBOURNE</b>	Diary Of A Madman (Jet/CBS)	"Flying" "Mountain" "R&R"
35	17	17	12	<b>QUEEN</b>	Greatest Hits (Elektra)	"Under Pressure"
-	26	15	13	<b>RUSH</b>	Exit... Stage Left (Mercury/PG)	"Closer" "Tom" "Radio" "Red"
6	7	10	14	<b>STEVIE NICKS</b>	Bella Donna (Modern/Atco)	"17" "Leather" "Stop" Title
27	15	13	16	<b>STEVE MILLER BAND</b>	Circle Of Love (Capitol)	"Heart" "Home" Title
-	27	18	16	<b>ROD STEWART</b>	Tonight I'm Yours (WB)	"Turks" "Tora" "Jealous" "Boy"
15	16	16	17	<b>GREG LAKE</b>	Greg Lake (Chrysalis)	"Attack" "Let" "Retribution"
7	9	12	18	<b>KINKS</b>	Give The People... (Arista)	"Destroyer" "Dial" "Better"
-	28	23	19	<b>NEIL YOUNG &amp; CRAZY...</b>	Re-Ac-Tor (WB/Reprise)	"Joe" "Pacific" "Star" "Motor"
24	19	20	20	<b>LINDSEY BUCKINGHAM</b>	Law And Order (Asylum)	"Trouble" "Johnny Stew"
12	13	14	21	<b>RED RIDER</b>	As Far As Siam (Capitol)	"Lunatic" "Curtain"
11	14	19	22	<b>BOB SEGER &amp; SILVER BULLET</b>	Nine Tonight (Capitol)	"Tryin'" "Hollywood" Title "Rock"
-	-	33	23	<b>BLACK SABBATH</b>	Mob Rules (WB)	"Turn" Title "Voodoo" "Sign"
10	12	21	24	<b>DAN FOGELBERG</b>	The Innocent Age (Full Moon/Epic)	"Cages" "Lost" "Moments" "Hard"
20	20	25	25	<b>SURVIVOR</b>	Premonition (Scotti Bros./CBS)	"Poor Man's Son"
18	24	26	26	<b>CHILLIWACK</b>	Wanna Be A Star (Millennium/RCA)	"My Girl"
-	-	27	27	<b>MOLLY HATCHET</b>	Take No Prisoners (Epic)	"Reunion" "Luck" "Power" <b>New Entry</b>
16	18	24	28	<b>JOHN ENTWISTLE</b>	Too Late The Hero (Atco)	"Talk" Title <b>→</b>
34	31	31	29	<b>JOHN HALL BAND</b>	All Of The Above (EMI America)	"Crazy" <b>→</b>
33	34	32	30	<b>RAINBOW - (EP)</b>	Jealous Lover (Polydor/PolyGram)	Title
17	25	29	31	<b>PAT BENATAR</b>	Precious Time (Chrysalis)	"Promises" "Just" "Fire" "Helter"
13	22	27	32	<b>ATLANTA RHYTHM SECTION</b>	Quinella (Columbia)	"Homesick" Title "Higher"
-	-	33	33	<b>HENRY PAUL BAND</b>	Anytime (Atlantic)	"Keeping" "Living" "Hollywood"
-	-	34	34	<b>SNEAKER</b>	Sneaker (Handshake/CBS)	"Don't"
31	30	30	35	<b>BILLY SQUIER</b>	Don't Say No (Capitol)	"Love" "Dark" "Stroke" "Daze"
-	39	-	36	<b>GO-GO'S</b>	Beauty & The Beat (IRS/A&M)	"Lips" "Town" "Beat"
-	-	36	37	<b>WHO</b>	Hooligans (MCA)	"Join" "Relay"
14	21	28	38	<b>ROSSINGTON-COLLINS BAND</b>	This Is The Way (MCA)	"Stop" "Straight" "Tashauna"
32	36	35	39	<b>HALL &amp; OATES</b>	Private Eyes (RCA)	Title "Can't" "Head"
29	32	34	40	<b>DONNIE IRIS</b>	King Cool (MCA)	"Rock" "Merilee"

AOR displayed continuing airplay interest in the "big three": STONES, POLICE and GENESIS. QUARTERFLASH gained a position as it acquired hot. GEILS showed increased hot as well. CARS jumped up substantially as last week's adds converted. LOVERBOY, TRIUMPH and OZZY held their own. QUEEN's album garnered 69 reports and the single grabbed 53 mentions to move it up nicely. RUSH and ROD increased in hot. YOUNG increased in all upper rotations as LINDSEY maintained. SABBATH climbed, showing growth in all rotations. SURVIVOR and CHILLIWACK held their own. MOLLY debuted handsomely with very strong adds. HALL gained in adds end mediums. RAINBOW's EP grew in medium and hot reports. PAUL debuted with strong adds (watch for this and Molly to jump next week as these adds convert to upper rotations). SNEAKER debuted with a strong showing for all rotations. GO-GO'S jumped back on the chart with new adds and potent hot. 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

	11/27	11/20	11/13	11/6	10/30
<b>1 MOLLY HATCHET</b>	<b>119/109</b>	<b>18/18</b>	0/0	0/0	0/0
Take No Prisoners (Epic)	M-7	M-0			
"Bloody Reunion"	H-3	H-0			
<b>2 HENRY PAUL BAND</b>	<b>98/94</b>	<b>3/3</b>	0/0	0/0	0/0
Anytime (Atlantic)	M-1	M-0			
"Keeping Out"	H-1	H-0			
<b>3 AC/DC</b>	<b>27/27</b>	0/0	0/0	0/0	0/0
For Those... (Atlantic)	M-0				
Title	H-0				
<b>4 DELBERT McCCLINTON</b>	<b>26/26</b>	0/0	0/0	0/0	0/0
Plain' From The... (Capitol)	M-0				
"Rooster Blues"	H-0				
<b>5 BLACK SABBATH</b>	<b>90/19</b>	<b>89/88</b>	0/0	0/0	0/0
Mob Rules (WB)	M-68	M-1			
"Night"	H-15	H-0			
<b>6 SNEAKER</b>	<b>67/18</b>	<b>51/17</b>	<b>38/19</b>	<b>21/9</b>	<b>23/22</b>
Sneaker (Handshake/CBS)	M-41	M-27	M-13	M-0	M-0
"Don't Let Me"	H-8	H-7	H-5	H-4	H-1
<b>7 BOBBY &amp; THE MIDNITES</b>	<b>43/13</b>	<b>42/15</b>	<b>29/10</b>	<b>29/27</b>	0/0
Bobby & Midnites (Arista)	M-24	M-20	M-13	M-1	
"Too Many"	H-8	H-7	H-5	H-1	
<b>8 JOHN HALL BAND</b>	<b>74/12</b>	<b>68/8</b>	<b>70/8</b>	<b>58/8</b>	<b>48/8</b>
All Of... (EMI America)	M-48	M-46	M-51	M-40	M-34
"Crazy"	H-14	H-14	H-11	H-8	H-6
<b>8 N. SCHON &amp; HAMMER</b>	<b>43/12</b>	<b>38/3</b>	<b>34/11</b>	<b>28/7</b>	<b>31/12</b>
N. Schon &... (Columbia)	M-25 J-3	M-28 J-3	M-19 J-3	M-20 J-1	M-17 J-2
"Wasting Time"	H-2	H-2	H-1	H-0	H-0
<b>10 PETER CETERA</b>	<b>31/10</b>	<b>28/12</b>	<b>17/6</b>	<b>13/4</b>	<b>11/10</b>
Peter... (Full Moon/WB)	M-14	M-9	M-8	M-8	M-1
"Livin' In The Limelite"	H-7	H-5	H-4	H-1	H-0
<b>10 EDDIE SCHWARTZ</b>	<b>28/10</b>	<b>23/19</b>	<b>12/11</b>	<b>2/1</b>	<b>1/0</b>
No Refuge (Atco)	M-17	M-4	M-0	M-0	M-0
Title	H-1	H-0	H-1	H-1	H-1
<b>12 GARY MYRICK &amp;...</b>	<b>23/8</b>	<b>23/12</b>	<b>15/7</b>	<b>14/13</b>	<b>5/5</b>
Living In A Movie (Epic)	M-13	M-9	M-7	M-0	M-0
Title	H-2	H-2	H-1	H-1	H-0
<b>12 COMMANDER CODY</b>	<b>8/8</b>	<b>1/1</b>	<b>0/0</b>	<b>0/0</b>	<b>0/0</b>
Love It Tonight (Peter Pan)	M-0				
Various Cuts	H-0				
<b>14 CARS</b>	<b>145/7</b>	<b>148/138</b>	<b>5/5</b>	0/0	0/0
Shake It Up (Elektra)	M-53	M-8	M-0		
Title	H-45	H-4	H-0		
<b>14 NEIL YOUNG &amp; CRAZY...</b>	<b>112/7</b>	<b>101/74</b>	<b>105/106/1/1</b>	0/0	0/0
Re-Ac-Tor (WB/Reprise)	M-78	M-67	M-0	M-0	
"Surfer Joe"	H-27	H-20	H-0	H-0	
<b>14 JOAN JETT</b>	<b>7/7</b>	<b>2/2</b>	<b>0/0</b>	<b>0/0</b>	<b>0/0</b>
I Love Rock... (Boardwalk)	M-0				
"Victim"	H-0				

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

## MEDIUM

	11/27	11/20	11/13	11/6	10/30
<b>1 GREG LAKE</b>	<b>116/85</b>	<b>118/89</b>	<b>116/95</b>	<b>108/81</b>	<b>99/74</b>
Greg Lake (Chrysalis)	A-0	A-4	A-2	A-9	A-16
"Nuclear Attack"	H-31	H-25	H-19	H-18	H-9
<b>2 NEIL YOUNG &amp; CRAZY...</b>	<b>112/78</b>	<b>101/67</b>	<b>105/0</b>	1/0	0/0
Re-Ac-Tor (WB/Reprise)	A-7	A-14	A-105	A-1	
"Surfer Joe"	H-27	H-20	H-0	H-0	
<b>3 JOHN ENTWISTLE</b>	<b>83/68</b>	<b>98/77</b>	<b>105/80</b>	<b>101/77</b>	<b>109/86</b>
Too Late The Hero (Atco)	A-0	A-0	A-1	A-1	A-2
"Talk Dirty"	H-15	H-21	H-24	H-23	H-21
<b>4 OZZY OSBOURNE</b>	<b>118/81</b>	<b>122/75</b>	<b>119/25</b>	<b>84/20</b>	<b>45/0</b>
Diary Of A... (Jet/CBS)	A-5	A-10	A-88	A-45	A-45
"Flying High"	H-52	H-37	H-8	H-5	H-0
<b>5 BLACK SABBATH</b>	<b>90/56</b>	<b>89/1</b>	<b>0/0</b>	<b>0/0</b>	<b>0/0</b>
Mob Rules (WB)	A-19	A-88			
"Night"	H-15	H-0			
<b>6 LOVERBOY</b>	<b>136/55</b>	<b>140/58</b>	<b>132/58</b>	<b>118/9</b>	<b>15/0</b>
Get Lucky (Columbia)	A-1	A-4	A-21	A-106	A-15
"Working"	H-80	H-68	H-43	H-3	H-0
<b>7 CARS</b>	<b>145/53</b>	<b>148/8</b>	<b>5/0</b>	<b>0/0</b>	<b>0/0</b>
Shake It Up (Elektra)	A-7	A-136	A-5		
Title	H-85	H-4	H-0		
<b>8 STEVE MILLER BAND</b>	<b>112/52</b>	<b>115/55</b>	<b>114/55</b>	<b>103/9</b>	<b>0/0</b>
Circle Of Love (Capitol)	A-3	A-4	A-14	A-89	
"Heart Like A Wheel"	H-57	H-56	H-45	H-5	
<b>9 RUSH</b>	<b>109/51</b>	<b>108/44</b>	<b>110/12</b>	<b>4/0</b>	<b>0/0</b>
Ext... Stage Left (Mercury/PG)	A-18	A-10	A-0	A-4	
"Closer"	H-54	H-44	H-8	H-0	
<b>9 ROD STEWART</b>	<b>118/51</b>	<b>112/43</b>	<b>112/9</b>	<b>0/0</b>	<b>0/0</b>
Tonight I'm Yours (WB)	A-5	A-13	A-93		
"Young Turks"	H-40	H-56	H-10		
<b>11 SURVIVOR</b>	<b>73/48</b>	<b>87/60</b>	<b>90/51</b>	<b>82/57</b>	<b>87/82</b>
Premonition (Scotti Bros/CBS)	A-0	A-3	A-2	A-2	A-5
"Poor Man's Son"	H-25	H-24	H-27	H-23	H-20
<b>11 JOHN HALL BAND</b>	<b>74/68</b>	<b>68/48</b>	<b>70/51</b>	<b>58/40</b>	<b>48/34</b>
All Of... (EMI America)	A-12	A-8	A-8	A-8	A-8
"Crazy"	H-14	H-14	H-11	H-8	H-6
<b>13 KINKS</b>	<b>101/44</b>	<b>118/50</b>	<b>124/48</b>	<b>127/47</b>	<b>137/48</b>
Give The People... (Arista)	A-0	A-0	A-1	A-0	A-1
"Destroyer"	H-57	H-66	H-75	H-80	H-87
<b>13 LINDSEY BUCKINGHAM</b>	<b>95/43</b>	<b>92/43</b>	<b>94/51</b>	<b>81/44</b>	<b>80/4</b>
Law And Order (Asylum)	A-8	A-3	A-4	A-14	A-75
"Trouble"	H-48	H-48	H-39	H-23	H-1

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## THE HOTTEST

	11/27	11/20	11/13	11/6	10/30
<b>1 ROLLING STONES</b>	<b>159/143</b>	<b>164/151</b>	<b>182/167</b>	<b>164/147</b>	<b>167/160</b>
Tattoo... (Rolling Stones/Atco)	A-0	A-0	A-0	A-0	A-0
"Heng Fire"	M-15	M-13	M-5	M-7	M-7
<b>2 POLICE</b>	<b>156/137</b>	<b>165/135</b>	<b>165/139</b>	<b>139/128</b>	<b>142/124</b>
Ghost In The... (A&M)	A-0	A-5	A-1	A-2	A-1
"Every Little Thing"	M-19	M-15	M-15	M-12	M-17
<b>3 GENESIS</b>	<b>160/128</b>	<b>160/124</b>	<b>159/127</b>	<b>161/120</b>	<b>163/110</b>
Abacab (Atlantic)	A-0	A-0	A-0	A-2	A-4
Title	M-32	M-36	M-32	M-29	M-39
<b>4 QUARTERFLASH</b>	<b>149/117</b>	<b>160/100</b>	<b>142/91</b>	<b>131/67</b>	<b>124/38</b>
Quarterflash (Geffen/WB)	A-1	A-5	A-8	A-12	A-28
"Harden My Heart"	M-31	M-45	M-45	M-42	M-60
<b>5 FOREIGNER</b>	<b>144/113</b>	<b>147/124</b>	<b>153/135</b>	<b>141/131</b>	<b>148/134</b>
4 (Atlantic)	A-0	A-0	A-1	A-0	A-0
"Waiting For A Girl"	M-31	M-23	M-17	M-10	M-14
<b>6 J. GEILS BAND</b>	<b>160/107</b>	<b>145/84</b>	<b>135/47</b>	<b>122/8</b>	<b>38/0</b>
Freeze... (EMI America)	A-2	A-4	A-12	A-88	A-38
"Centerfold"	M-41	M-57	M-76	M-18	M-0
<b>7 JOURNEY</b>	<b>124/99</b>	<b>136/118</b>	<b>143/117</b>	<b>138/117</b>	<b>139/119</b>
Escape (Columbia)	A-0	A-0	A-0	A-0	A-0
"Don't Stop Believin'"	M-25	M-20	M-26	M-15	

# AOR BREAKERS

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

## MOLLY HATCHET Take No Prisoners (Epic)

"Reunion" "Luck" "Power" "Respect." 72% of our reporters on it. Total album reports: 119. A-108, M-7, H-3. Debuted this week at number 27.

## MOLLY HATCHET TAKE NO PRISONERS



## HENRY PAUL BAND Anytime (Atlantic)

"Keeping" "Living" "Hollywood" "Brown." 58% of our reporters on it. Total album reports: 98. A-94, M-1, H-1. Debuted this week at number 33.



# Significant Action

- AL STEWART** . . . Indian Summer (Arista)  
Title "Cat" . . . Total: 43. A-5, M-29, H-9
- BOBBY & THE MIDNITES** . Bobby & The Midnites (Arista)  
"Losers" . . . Total: 43. A-13, M-24, H-6
- N. SCHON/J. HAMMERN** . Schon & J. Hammer (Columbia)  
"Time" "She's" . . . Total: 43. A-12, M-26, H-2, J-3
- LITTLE RIVER BAND** . . . Time Exposure (Capitol)  
"Easy" "Owl" . . . Total: 39. A-0, M-22, H-17
- MICHAEL SCHENKER GROUP** . . . MSG (Chrysalis)  
"Ready" . . . Total: 38. A-3, M-30, H-5
- BILLY JOEL** . . . Songs In The Attic (Columbia)  
"Miami" "Way" . . . Total: 37. A-0, M-21, H-16
- TOMMY TUTONE** . . . Tommy Tutone-2 (Columbia)  
"Jenny" "Shadow" . . . Total: 35. A-4, M-29, H-2
- SHOOTING STAR** . . . Hang On For Your Life (Virgin/Epic)  
Title "Breakout" . . . Total: 34. A-0, M-18, H-16
- DEF LEPPARD** . . . High 'N' Dry (Mercury/PolyGram)  
"Let" "Heartbreak" . . . Total: 33. A-1, M-25, H-7
- GRAND FUNK RAILROAD** Grand Funk Lives (Full Moon/WB)  
"We" "Y.O.U." . . . Total: 32. A-2, M-26, H-4

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

# JAZZ AOR

Last This Week

- 1 1 **CRUSADERS** . . . Standing Tall (MCA)  
Title "Sunshine"
- 2 2 **AL JARREAU** . . . Breakin' Away (WB)  
"Closer" Title
- 3 3 **TIM WEISBERG** . . . Travellin' Light (MCA)  
"Gettin'" "Why"
- 4 4 **SPYRO GYRA** . . . Freetime (MCA)  
"Telluride" "Strut"
- 5 5 **BOB JAMES** . . . Sign Of The Times (Tappan Zee/Col.)  
Title
- 6 6 **TOM COSTER** . . . TC (Fantasy)  
"I Give My Heart"
- 10 7 **ROSS TRAUT** . . . Ross Traut (Headfirst)  
Various Cuts
- 8 8 **PASSPORT** . . . Blue Tattoo (Atlantic)  
"Ragtag"
- 9 9 **EARL KLUGH** . . . Crazy For You (UA)  
"Ramble"
- 10 **GEORGE BENSON** . . . The G. B. Collection (WB)  
"Turn"

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

# REGIONAL AOR ACTIVITY

# EAST

### 104 WQPK Albany 518-462-5555

NO: ELLER BECKMAN  
NO: LIN BISHOP

ADD: PAT BEATS (PolyGram)  
DEBBY RECULIN (Capitol)  
HENRY PAUL BAND (Atlantic)  
MOLLY HATCHET (Epic)  
LORNA BERRY (PolyGram)  
JANIS CLIFF (MCA)  
WANDA (Columbia)  
QUANTUM (A&M)  
JOAN JETT (Boardwalk)  
JOEY CELLA (Columbia)

ADD: BRUCE COCHRAN (Mercury/Arista)  
STEVE MILLER BAND (Capitol)  
JERRY HANSON (Sire/WB)  
FRANCE (WB)  
PREVENCER (Sire/WB)  
NIGHT & NIGHTS (Arista)  
BONO GONDO (PolyGram/PolyGram)  
DAVE BRIDGES & THE (Epic)  
LARRY, BIRD & BIRD (PolyGram)

ADD: BRUCE COCHRAN (Mercury/Arista)  
STEVE MILLER BAND (Capitol)  
JERRY HANSON (Sire/WB)  
FRANCE (WB)  
PREVENCER (Sire/WB)  
NIGHT & NIGHTS (Arista)  
BONO GONDO (PolyGram/PolyGram)  
DAVE BRIDGES & THE (Epic)  
LARRY, BIRD & BIRD (PolyGram)

### 98 Rock wvyw Baltimore 301-889-0098

NO: UNDA DULOTY  
NO: TV FOUR

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### Most Added

**MOLLY HATCHET**  
Take No Prisoners (Epic) 33/31

**HENRY PAUL BAND**  
Anytime (Atlantic) 23/22

**JOAN JETT**  
I Love Rock... (Boardwalk) 7/7

**PETER CETERA**  
Peter... (Full Moon/WB) 12/6

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

### Medium

**GREG LAKE**  
Greg Lake (Chrysalis) 28/23

**NEIL YOUNG & CRAZY HORSE**  
Re-As-Tor (WB/Reprise) 27/19

**JOHN ENTWISTLE**  
Too Late The Hero (Atco) 22/19

**LOVERBOY**  
Get Lucky (Columbia) 31/14

**STEVE MILLER BAND**  
Circle Of Love (Capitol) 28/14

**JOHN HALL BAND**  
All Of The... (EMI America) 21/14

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

### The Hottest

**GENESIS**  
Abacab (Atlantic) 38/36

**ROLLING STONES**  
Tattoo... (Rolling Stones/Atco) 37/36

**POLICE**  
Ghost In The... (A&M) 35/34

**FOREIGNER**  
4 (Atlantic) 37/31

**J. GEILS BAND**  
Freeze... (EMI America) 37/31

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

### Dix 103 Albany 518-785-9800

NO: TON DIZ  
NO: ROX HEINE

ADD: LOVERBOY (Columbia)  
J. GEILS BAND (EMI America)  
"Rock On"  
ROLLING STONES (PolyGram)  
"Time To Rock"  
PETER CETERA (Full Moon/WB)  
"I'm In The Mood"  
AC/DC (Atlantic)  
"Hell Train" Title

ADD: LOVERBOY (Columbia)  
J. GEILS BAND (EMI America)  
"Rock On"  
ROLLING STONES (PolyGram)  
"Time To Rock"  
PETER CETERA (Full Moon/WB)  
"I'm In The Mood"  
AC/DC (Atlantic)  
"Hell Train" Title

### 97 Rock wvgo Buffalo 716-885-9700

NO: GEORGE HARRIS  
NO: PAUL HEINE

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WOCZ Boston 617-267-9090

NO: JOHN HALL BAND (EMI America)  
NO: TONY MARTIN (Sire/WB)  
NO: CHARLIE HILL  
NO: HALL & OATES (Arista)  
NO: PETER CETERA (Full Moon/WB)

ADD: JOHN HALL BAND (EMI America)  
"All Of The..."  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WCHN Hartford 203-247-1060

NO: DANIEL F. MYNDE  
NO: BOB BITTNER

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WBAB Long Island 516-587-1023

NO: BOB BUCKMAN  
NO: RALPH TORTORA

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WZZO Allentown 215-894-0511

NO: NICK REELY  
NO: BRUCE BOND

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### 104FM WBCH Boston 617-266-1111

NO: GEORGE HARRIS  
NO: PAUL HEINE

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WECM Claremont 803-542-7735

NO: SONG PANTANE

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### WBLM Lewiston-Portland 207-783-2065

NO: JIM DIAZ  
NO: NICK BISHOP

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

### chem 98 Rock FM Montreal 514-935-2425

NO: NICK BISHOP

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

ADD: HENRY PAUL BAND (Atlantic)  
"Living Without"  
MOLLY HATCHET (Epic)  
"Steady Revolution"  
TITLES  
GENESIS (PolyGram)  
"Rise Above Me"  
DAN FOULBERG (Full Moon/WB)  
RED RIDER (Capitol)  
TRUMPET (MCA)  
QUEEN (Epic)  
LOVERBOY (Columbia)  
NEIL YOUNG & CRAZY HORSE (PolyGram)

**WPLR**  
New Haven  
203-777-6617

WPLR-TV Channel 32

**WOL**  
Hartford  
860-234-5000

WOL-TV Channel 3

**WVBT**  
Virginia Beach  
804-687-1000

WVBT-TV Channel 10

**WVBT**  
New York  
212-886-7000

WVBT-TV Channel 10

**WVBT**  
New York  
212-886-7000

WVBT-TV Channel 10

**WVBT**  
New York  
212-886-7000

WVBT-TV Channel 10

**WVBT**  
New York  
212-886-7000

WVBT-TV Channel 10

**WVBT**  
North Jersey  
201-328-1055

WVBT-TV Channel 10

**WVBT**  
North Jersey  
201-328-1055

WVBT-TV Channel 10

**WVBT**  
Ottawa  
613-883-1910

WVBT-TV Channel 35

**WVBT**  
Philadelphia  
215-661-8100

WVBT-TV Channel 3

**WVBT**  
Philadelphia  
215-661-0933

WVBT-TV Channel 3

**WVBT**  
Philadelphia  
215-668-9480

WVBT-TV Channel 3

**WVBT**  
Pittsburgh  
412-582-5900

WVBT-TV Channel 3

**WVBT**  
Pittsburgh  
412-582-5900

WVBT-TV Channel 3

**WVBT**  
Poughkeepsie  
914-471-1800

WVBT-TV Channel 3

**WVBT**  
Rochester  
716-286-3200

WVBT-TV Channel 3

**WVBT**  
Rochester  
716-232-7650

WVBT-TV Channel 3

**WVBT**  
Rochester  
716-232-7650

WVBT-TV Channel 3

**WVBT**  
Scranton  
717-961-1842

WVBT-TV Channel 3

**WVBT**  
Scranton  
717-961-1842

WVBT-TV Channel 3

**WVBT**  
Springfield  
413-826-4198

WVBT-TV Channel 3

**WVBT**  
Syracuse  
315-472-0707

WVBT-TV Channel 3

**WVBT**  
Syracuse  
315-882-9538

WVBT-TV Channel 3

**WVBT**  
Toronto  
416-967-3445

WVBT-TV Channel 3

**WVBT**  
Toronto  
416-925-8666

WVBT-TV Channel 3

**WVBT**  
Toronto  
416-925-8666

WVBT-TV Channel 3

**WVBT**  
Utica-Syracuse  
315-797-0803

WVBT-TV Channel 3

**WVBT**  
Washington, D.C.  
703-634-0320

WVBT-TV Channel 3

**WVBT**  
West Virginia  
304-722-3308

WVBT-TV Channel 3

**WVBT**  
Westerly  
401-596-7726

WVBT-TV Channel 3

**WVBT**  
Westerly  
401-596-7726

WVBT-TV Channel 3

**WVBT**  
Worcester  
617-752-5611

WVBT-TV Channel 3

**WVBT**  
Worcester  
617-752-5611

WVBT-TV Channel 3

**SOUTH**

**ky99**  
Amarillo  
808-359-8581

ky99-TV Channel 9

**WVBT**  
Augusta  
404-722-1302

WVBT-TV Channel 3

**MOST ADDED**

**MOLLY HATCHET**  
*Take No Prisoners (Epic)* 31/29

**HENRY PAUL BAND**  
*Anytime (Atlantic)* 26/25

**NEAL SCHON, J. HAMMER**  
*N. Schon... (Columbia)* 11/8

**BOBBY & THE MIDNITES**  
*Bobby & The Midnites (Arista)* 8/7

**DELBERT McCLINTON**  
*Plain' From The... (Capitol)* 7/7

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 added it this week.

**MEDIUM**

**NEIL YOUNG & CRAZY HORSE**  
*Re-Ac Tor (WB/Reprise)* 28/24

**GREG LAKE**  
*Greg Lake (Chrysalis)* 30/21

**BLACK SABBATH**  
*Mob Rules (WB)* 26/18

**OZZY OSBOURNE**  
*Diary Of A... (Jett/CBS)* 29/16

**SNEAKER**  
*Sneaker (Handshake/CBS)* 19/15

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

**THE HOTTEST**

**POLICE**  
*Ghost In The... (A&M)* 34/31

**QUARTERFLASH**  
*Quarterflash (Geffen/WB)* 34/31

**ROLLING STONES**  
*Tattoo... (Rolling Stone/A&M)* 35/30

**FOREIGNER**  
*4 (Atlantic)* 33/26

**GENESIS**  
*Abacab (Atlantic)* 36/25

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.

**SOUTH ATLANTA**  
**96 Rock**  
404-325-0980  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Austin**  
512-474-8543  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Beaumont**  
713-727-0229  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Birmingham**  
205-870-9900  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Birmingham**  
205-933-9274  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Charlotte**  
704-392-6191  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Corpus Christi**  
512-855-4841  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**KTXQ Dallas-Ft. Worth**  
214-528-6500  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**KZEW Dallas**  
214-748-9898  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**The KLAO El Paso**  
915-544-8884  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Houston**  
713-526-4591  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Jacksonville**  
904-842-1055  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**KM4 KSMB Lafayette**  
318-232-1311  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Lexington**  
606-252-8894  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**MAGIC 105 Little Rock**  
501-224-8500  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**LRS 102 Louisville**  
502-585-5178  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Louisville**  
502-589-4400  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Lubbock**  
806-747-1224  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Miami**  
305-672-2500  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Miami**  
305-581-1580  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Memphis**  
901-726-0060  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**New Orleans**  
504-889-2424  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Norfolk**  
804-461-1194  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Norfolk**  
804-823-9687  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Orlando**  
305-645-1802  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Pensacola**  
904-438-7543  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Raleigh**  
919-832-8311  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Richmond**  
804-282-9731  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Roanoke**  
703-387-0234  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**San Antonio**  
512-223-8211  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Tampa**  
813-224-0742  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Tampa**  
813-878-0455  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**West Palm Beach**  
305-481-0090  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

**Winston-Salem**  
919-767-3705  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)  
ALBUQUERQUE (Capitol)

# MIDWEST

## MOST ADDED

**MOLLY HATCHET**  
*Take No Prisoners (Epic)* 29/25

**HENRY PAUL BAND**  
*Anytime (Atlantic)* 24/23

**AC/DC**  
*For Those About... (Atlantic)* 8/8

**SNEAKER**  
*Sneaker (Handshake/CBS)* 17/8

**DELBERT McCLINTON**  
*Pain' From The... (Capitol)* 5/5

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

## MEDIUM

**GREG LAKE**  
*Greg Lake (Chrysalis)* 26/20

**CARS**  
*Shake It Up (Elektra)* 38/18

**JOHN ENTWISTLE**  
*Too Late The Hero (Atco)* 20/18

**LOVERBOY**  
*Get Lucky (Columbia)* 34/16

**BLACK SABBATH**  
*Mob Rules (WB)* 24/16

**NEIL YOUNG & CRAZY HORSE**  
*Re-Ac-Tor (WB/Reprise)* 24/16

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

## THE HOTTEST

**GENESIS**  
*Abacab (Atlantic)* 39/32

**ROLLING STONES**  
*Tattoo... (Rolling Stones/Atco)* 37/32

**POLICE**  
*Ghost In The... (A&M)* 38/31

**QUARTERFLASH**  
*Quarterflash (Geffen/WB)* 35/27

**FOREIGNER**  
*4 (Atlantic)* 31/25

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

### Appleton

414-734-9226

PD: JOHN LAMON  
AD: JOE WILKIE

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Cleveland

216-781-9887

**WJLS 101.5**  
97.1 (FM)  
92.1 (FM)

### Bloomington

812-332-9292

PD: BOB WILSON  
AD: JOHN WILSON

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Columbus

614-224-1271

**Q-FM 96**  
96.1 (FM)

### Detroit

313-865-8100

**WJLS 101.5**  
97.1 (FM)  
92.1 (FM)

### Grand Rapids

616-468-5481

**WLAF 101.5**  
97.1 (FM)  
92.1 (FM)

### Lafayette

317-448-1566

**WXUS 93**  
93.1 (FM)

### Chicago

312-440-5270

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Davenport

319-328-2541

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Detroit

313-827-9505

**WJLS 101.5**  
97.1 (FM)  
92.1 (FM)

### Indianapolis

317-257-7565

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Madison

608-274-5450

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Chicago

312-828-9191

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### DeKalb

815-756-9250

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Evansville

812-422-5258

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Kankakee

815-939-4541

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Madison

608-249-9277

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Chicago

312-777-1700

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Duluth

218-728-8421

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Fargo

218-236-7900

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Kansas City

816-753-4567

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Milwaukee

414-276-2040

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Chicago

312-777-1700

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Detroit

313-398-1100

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Filnt

313-744-1570

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Lansing

517-393-1320

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

### Minneapolis

812-545-5601

**WZZM 101.5**  
97.1 (FM)  
92.1 (FM)

MIDWEST

KBMH Muscatine 319-263-2512. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Oklahoma City 405-831-8881. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Rockford 815-877-3075. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Terre Haute 812-238-2557. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Tulsa 918-664-2610. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Oklahoma City 405-528-5543. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Omaha 402-592-5300. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

St. Louis 314-842-1111. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Toledo 419-248-3377. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Winnipeg 204-775-0371. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

WEST

Albuquerque 505-285-8811. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Albuquerque 505-765-5400. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Chico 918-343-8481. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Denver 303-759-5800. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Eugene 503-484-4304. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Albuquerque 505-277-2855. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Bakersfield 805-832-1410. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Colorado Springs 303-634-4898. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Denver 303-694-1080. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Fort Collins 303-571-1232. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Apen 303-925-5776. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Boulder 303-444-5600. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Denver 303-936-2313. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Edmonton 403-428-8597. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Fresno 209-226-5991. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

Albuquerque 505-285-8811. Station logo and list of artists including The Beatles, The Rolling Stones, and Neil Young.

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AC/DC For Those About... (Atlantic) 8/8
BLACK SABBATH Mob Rules (WB) 18/5

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POLICE Ghost In The... (A&M) 43/41
QUARTERFLASH Quarterflash (Geffen/WB) 43/36
GENESIS Abacab (Atlantic) 47/37
JOURNEY Escape (Columbia) 40/33

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JOURNEY Escape (Columbia) 40/33

# KWES

## Gillette 307-862-5101

**KNLL**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## 98 Rock 808-524-7100

**98 Rock**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Los Angeles 213-557-7250

**KLOS 95.5**  
 PD: TONY HARRIS  
 AD: BOB BERRY  
 PD: TONY HARRIS  
 AD: BOB BERRY

## Los Angeles 213-464-5638

**KMET 94.7**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Los Angeles 213-469-1212

**KLAZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Missoula 406-728-5000

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Phoenix 602-633-8888

**KDKB**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Pasadena 213-578-0830

**KIQQ FM106.7**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Portland 503-855-9181

**KQON**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Portland 503-226-5000

**Kink**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Reno 702-329-9281

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Sacramento 916-448-4985

**KIQB FM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Sacramento 916-448-7548

**KKRO 97.9 FM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Salt Lake City 801-972-3030

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Bernardino 714-825-5020

**KCAL 96.7**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Diego 714-292-1380

**KGB-FM 101.5**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Diego 714-565-8006

**FM 106**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Diego 714-236-9872

**9IX FM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Luis Obispo 805-544-5093

**The Music FM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Jose 408-286-5400

**KJEO**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Francisco 415-391-9400

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Francisco 415-928-0104

**KSFX**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## San Rafael 415-456-1510

**KTM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Santa Barbara 805-963-1975

**KTMS-FM Rock 97**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Santa Barbara 805-963-1601

**KTYD**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Santa Rosa 707-544-5873

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Santa Maria 805-922-2158

**99 KXFM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Vancouver 604-684-7221

**CTFX**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Seattle 206-824-4305

**Rock 100**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Seattle 206-454-1540

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Seattle 206-223-3911

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Spokane 509-448-2000

**92.9 KREM-FM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Tucson 802-822-8711

**KZLZ**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Tucson 602-624-5588

**KWFM**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES

## Vancouver 604-684-7221

**CTFX**  
 PD: BOB BERRY  
 AD: JIMMY HAYES  
 PD: BOB BERRY  
 AD: JIMMY HAYES





**Carolyn  
Parks**

# Country

## RADIO'S NEWEST PIONEERS

# Satellite Technology Opens New Programming Doors

Using satellites to beam programming from one area to another is not a new development. However, utilizing the technology to feed live, 24-hour-per-day, 7-day-a-week programs to radio stations is a brand new concept that has intrigued me ever since Burkhardt, Abrams, et al. announced the formation of the Satellite Music Network this past April. High start-up costs for network operators and limited channel availability have limited the number of Country-formatted networks currently or soon available to just two. However, the impact of this type of plug-in programming could have as much of an effect on what we listen to as TV networks have had on what we watch, since the basic philosophy is the same — providing relatively low-overhead, high-quality programming to stations striving to remain competitive.

Since it is a fledgling field, I wanted to get my information from the two people in a position to speak authoritatively on it: Jon Anthony, PD of the Satellite Music Network's Country network, and Ed Salamon, head of programming at the newly-formed United Stations' network. Each gave me a glimpse into what could be the future of radio and a look at what present technology has to offer.

### A Ham Goes Network

Former WJJD-WJEZ/Chicago Operations Manager Jon Anthony has been a satellite booster for a long time, first as a ham radio operator and later as a radio engineer. "Ham radio has some satellites up, and I've played around with experimental radio myself on the amateur radio frequencies, so it's always been in the back of my mind that it would be great if broadcasting could get into something like that, radio in particular. I've been following it in the trades for quite some time and wondering whether I would ever have a chance at it when George Williams (our VP of Programming) called and about knocked me out of my chair when he wanted to talk to me."



Jon Anthony

Besides SMN's Country network, the company also programs an A/C and Beautiful Music format with plans to add a Black and MOR format in the near future. Sixteen of the nearly 100 station affiliates are on the Country format, and Jon notes that "More are coming on every day. The delay in getting them on the air is equipment. There's only a couple of satellite dish installing companies around, and some stations by choice want to wait until after the ARB's are over before they start with us."

With the obvious set-up costs involved plus a monthly fee, one would think that the service would be limited to the more lucrative or large-market stations. Jon explains that the contrary is true. "Our monthly fee is only \$1000, and set-up costs run in the neighborhood of \$10,000 for a dish and demodulator, but that's a one-time cost that can be amortized over a year. It's nominal when you consider that just one of the control boards that we're using costs \$20,000."

"There are many, many thousands of stations out there and a large percentage of them are losing money. Here's a way to offer good programming from an excellent outfit along with some excellent air talent. I think our service, our format, our execution would go in a small market, and it would work in a major market. It's a very similar format to an FM Country station with the

right balance of personality to music . . . I'd say it's a good 50/50 mix. You've got some individual monster stars in this country that you can probably mention on one hand, but I don't know if they could fit into something like this because they are 80% DJ and 20% music. It takes a person who can do the basics, who can also be a personality, but who knows when to make a point and how to get out cleanly. It also takes someone who can pay attention to detail because we run our own boards and have to send out system cues and timing. Several of my people have been program directors before.

### SMN Lineup

"Gary Semro, who came to us from KGA/Spokane, does the morning show. He was 'Personality of the Year' for two years while at WEEP/Pittsburgh. I'm on from 9-noon, followed by Don Bishop, formerly with WPGC/Washington and WCLR/Chicago. Afternoons we have Jim Morgan, who was at KCKN/Kansas City and a string of large stations in Dallas before that. Larry Watts is my evening guy from 8-midnight. He came from KLAK/Denver. My all-night lady is Barbara Wunder, who worked with me at WJJD-WJEZ and before that at WSUN/Tampa. Even my part-timers are excellent. We don't sacrifice anywhere."

The next logical question which comes to mind is how can personalities based in Chicago relate to their affiliates on the air, since one of the first rules of broadcasting is to be local. Jon explains some methods they use. "Gary has recorded a string of precise times for the morning show that are carted up, and the stations can drop them in between commercials, like 'Hi, it's Gary Semro, and it's 7:15 in the music city.' Little quickies like that. When he's live on the air, he'll say, 'It's ten minutes after the hour,' but we don't beat it to death."

"We also cut liners on tape and mail them to the affiliates. While I'm on the air, we even get as local as having the board operator in New Haven, CT jump in to do local weather, little promotions and contests just like a two-person show, all done very precisely. However, you do have to be careful what you say. You can't say 'Down in Alabama this week . . .' because in Alabama you're there. We just keep it as generic as possible and talk about current national events such as the shuttle landing. Mostly we talk about the music. There are no ten-second rules, but we like to be word merchants . . . say what you have to say, make it knock me out of my chair, and get out."

### Satellite Vs. Syndication

Jon mentions some of the advantages of satellite networks as opposed to syndication or commercial radio. "The quality is incredible. There isn't any tape on earth that can duplicate the quality we can deliver. Another advantage is if I get a hot mailout on a brand new record by someone like Kenny Rogers, I can drop it on the air as soon as I get it, and it's on all these stations simultaneously. If it's a syndicated outfit, it might take two to three weeks to get it into circulation. The best way to describe our service to a program director at one of our affiliates is that I am basically his music director and chief announcer. He doesn't have to worry about music. He doesn't have to worry about jocks not showing up on time or doing the right thing. He can concentrate on being creative and working with the sales department on promotions and things like that."

"Some of the stations who have been winging it and just getting by and not investing some of their money in their own product are going to have to invest and get a little better talent or promote a bit more. Network programming is going to increase the competition in these markets, not necessarily blow people out of work. I'm not knocking commercial radio at all. This is a whole new ballgame, and I think there's room for everyone to live and coexist peacefully."

Although United Stations is not on the air yet with its satellite network, the idea behind the formation of the company was sparked many months ago at a dinner between Nick Verbitsky and Dick Clark, two company

principals. Having been a station owner himself, Dick felt that there was a big need on the part of station operators to be provided with long-form programs, not just the two or three hours of programming currently available through syndication firms. This germ of an idea eventually led to United Stations' around-the-clock Country format, which is expected to debut sometime next spring.

Ed Salamon, former long-time WHN/New York PD and now Program Director for the network, feels that the operation will be a step above anything else now on the market. "It's a first-class operation for a couple of reasons. First of all, we lease directly with the satellite company; it's not a sub-lease situation. Secondly, these channels that we're leasing are our channels. They're not anybody else's backup channels. Plus we have our own backup channels that are ours alone, which is going a step further than most people would dream of going."

"Most of the satellite services that I'm familiar with cue by what they call sub-audible cue tones that are of a low frequency, so you can't hear them very well. What we're doing is to cue through an entire other sideband channel so that you won't be able to hear the cue tones at all on the air, which is very important for FM stations where the sound is of paramount concern."



Ed Salamon

### United Stations Continues Guest DJ's

"We're going to be operating out of Manhattan, which gives us some distinct advantages. New York's an attractive place to try to hire people as opposed to doing it from a smaller market. It also allows us to continue the guest DJ segments we've always done. Over the years at WHN we had just about everybody who was anybody. The fact that we've done this already in this market makes it very easy to continue doing it. In satellite it doesn't matter for distribution purposes where you do it from, but in a sense it does matter in terms of the kinds of people you can hire and in the ways you can work and interface with the entertainment community. We're trying to do things in a way that's very compatible with major market stations as well as medium and small market stations."

Although Ed was previously quoted as being interested only in major market affiliates, he clarified the statement for us. "What we're talking about is not doing a service that's geared at major markets but one that's major market caliber. We feel that the presentation we have on the air, the warmth and friendliness of the announcers will make it a warm country music compatible announcing approach that would fit in markets of all sizes, but one that even major market stations will want to look at and consider as an alternative."

The \$1000 a month fee is not the only way the firm collects revenue, as Ed explains. "We also retain the right to sell two commercial minutes per hour and have room enough in our clock for up to 16 minutes of local inserts per hour. We suggest that a station use only a maximum of 14 minutes of avails for commercials and use four 30-second avails to do local weather or whatever. However, we will be covering 16 minutes per hour with programming, so that if the stations do not break away there will be a record on the network and the listener will hear an extended music sweep."

### Maintaining Localization

"There are 20 windows per hour for local identifications, either a station jingle or our people will be voicing identifications for them to use. We're also going to provide stations the ability to break away from the network at either the top or bottom of the hour. This is important because in some markets they may have a very success-



# BREAKERS.

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

### JOHN ANDERSON

#### I Just Came Home To Count The Memories (WB)

On 70% of reporting stations. National Summary: Up 28, Same 19, Down 0, Debuts 18, Adds 15. R&R Chart: Debut 43.

### KIERAN KANE

#### It's Who You Love (Elektra)

On 67% of reporting stations. National Summary: Up 32, Same 18, Down 0, Debuts 14, Adds 11. R&R Chart: Debut 44.

### MEL McDANIEL

#### Preaching Up A Storm (Capitol)

On 64% of reporting stations. National Summary: Up 25, Same 22, Down 0, Debuts 15, Adds 10. R&R Chart: Debut 45.

### Most Added:

- ED BRUCE  
You're The Best Break... (MCA)
- T.G. SHEPPARD  
Only One You (WB/Curb)
- LACY J. DALTON  
Wild Turkey (Columbia)
- REBA McENTIRE  
Only You (And You Alone) (Mercury/PolyGram)
- DON WILLIAMS  
Lord, I Hope This Day Is Good (MCA)

### Hottest:

- ALABAMA  
Love In The First Degree (RCA)
- MERLE HAGGARD  
My Favorite Memory (Epic)
- GEORGE JONES  
Still Doin' Time (Epic)
- JOHNNY LEE  
Bet Your Heart On Me (Full Moon/Asylum)
- RONNIE MILSAP  
I Wouldn't Have Missed It... (RCA)

# MOST ACTIVE

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

- REBA McENTIRE "Only You (And You Alone)" (Mercury/PolyGram) 61/22**  
National Summary: Up 7, Same 19, Down 0, Debuts 13, Adds 22 including WOKQ, WNYR, KVET, WYDE, WWOD, KWKH, WSLR, WMNI, WKKN, KVOC, KMAK, KYTE, KEEN, WIXL-FM 45-30, KSO 38-28. R&R Chart: Debut 49.
- BOBBY BARE "Dropping Out Of Sight" (Columbia) 61/7**  
National Summary: Up 27, Same 18, Down 0, Debuts 9, Adds 7, WWOD, WBAM, WMNI, WKMF, WITL-FM, WKQC-FM, WPOR, KRRV 30-23, WSM 35-25, WFMS-FM 27-20, KEBC-FM 22-17, KEED 45-34, KMPS-AM-FM 4-29, WGNA-FM 31-28. R&R Chart: Debut 50.
- RODNEY CROWELL "Stars On The Water" (WB) 60/1**  
National Summary: Up 41, Same 11, Down 3, Debuts 4, Adds 1, WWCS-FM, WCAW 27-23, KIXZ 31-25, KLVI 8-6, WMC-AM 4-23, WOKK 29-16, WBAM 24-18, WIRK-FM 31-22, WSAI-AM-FM 39-34, WITL-FM 32-25, WTSO 29-23, KRDR 32-28, KRYS 4-36, KEEN 28-20.
- RAY PRICE "Diamonds In The Stars" (Dimension) 57/12**  
National Summary: Up 16, Same 19, Down 0, Debuts 11, Adds 12, WNRS, WHBF, WTHI, KFH, KWJJ, KSON-AM-FM, WWVA, WQIK-FM, WBAM, WSM, WQYK-FM, WKLM, WSLR 38-30, WTSO 43-37, KVOO 49-39, WPLO 4-30.
- ED BRUCE "You're The Best Break This Old Heart Ever Had" (MCA) 58/29**  
National Summary: Up 0, Same 20, Down 0, Debuts 7, Adds 29 including KKAL, KRDR, KCKC, WBGW-FM, WWVA, WPLO, KVET, WMC-AM, KNOE, WLWI-FM, WKLM, WMNI, WAXX, WDAF, KVOO.
- BOBBY GOLDBORO "The Round-Up Saloon" (Curb/CBS) 52/10**  
National Summary: Up 14, Same 20, Down 0, Debuts 8, Adds 10, KIXZ, KVET, WWOD, WBAM, KWMT, WTSO, WHBF, KLAC, KTRB, KSON-AM-FM, KRMD-AM-FM 31-24, KSO 31-25, KFH 40-33, KGA 4-32, WIXL-FM 27-18.
- LEE GREENWOOD "It Turns Me Inside Out" (MCA) 52/8**  
National Summary: Up 28, Same 9, Down 1, Debuts 8, Adds 8, KRMD-AM-FM, KBMR, WHK, WMNI, KLZ, KRYS, KEEN, WHN, KRRV 8-4, WESC-AM-FM 39-27, KYXX 28-18, WQYK-FM 6-3, WSAI-AM-FM 21-15, KFDI-AM 31-24, KEED 50-42, WIXY 12-9.
- JOHNNY DUNCAN "All Night Long" (Columbia) 51/3**  
National Summary: Up 27, Same 17, Down 0, Debuts 4, Adds 3, KKAL, KWJJ, KIXZ, KUZZ 41-36, KEED 47-29, KMPS-AM-FM 28-21, KLVI 34-25, WQIK-FM 43-37, KSO 28-22, KEBC-FM 44-34, WHBF 43-36, KFDI-AM 50-43. On: WNYR, WMAQ, WSAI-AM-FM.
- WILLIE NELSON "Heartaches Of A Fool" (Columbia) 49/8**  
National Summary: Up 15, Same 14, Down 0, Debuts 12, Adds 8, KWMT, WFMS-FM, WKKN, WIL-AM-FM, WCOS-FM, KHEY, WQIK-FM, WQYK-FM, KRAK 38-31, KEEN 33-28, WGNA-FM 44-39, KNOE 50-42, WSIX-FM 22-17, KRMD-AM-FM 37-29.
- WRIGHT BROTHERS "Family Man" (WB) 49/3**  
National Summary: Up 22, Same 17, Down 0, Debuts 7, Adds 3, KUZZ, WCOS-FM, WTSO, KRAK 48-41, WWVA 39-38, KRRV 4-33, WBAM 32-25, KYXX 4-35, WSAI-AM-FM 37-32, KSO 35-29, WIRE 12-9, KFDI-AM 49-40, KFH 37-30. On: KNIX-FM.
- BRENDA LEE "Only When I Laugh" (MCA) 43/3**  
National Summary: Up 19, Same 14, Down 0, Debuts 7, Adds 3, KRAK, KEEN, KGA, KRDR 30-25, WGNA-FM 27-24, KIXZ 43-36, WGTO 50-43, WBAM 27-21, WSIX-FM 18-13, WQYK-FM 4-34, WNRS 24-21, KVOO 37-30, KFDI-AM 42-33. On: WCXI.
- JOHN DENVER "The Cowboy And The Lady" (RCA) 41/8**  
National Summary: Up 8, Same 18, Down 0, Debuts 7, Adds 8, WOKQ, WYDE, WGTO, KWKH, WKQC-FM, WTHI, KKAL, KUZZ, WIXL-FM 38-28, WQIK-FM 42-38, KEBC-FM 50-46, KEED 35-28, KNIX-FM 38-30, KTOM 4-38. On: WCXI.
- GARY STEWART "She's Got A Drinking Problem" (RCA) 40/5**  
National Summary: Up 18, Same 11, Down 0, Debuts 6, Adds 6, KSO, KVEG, KYTE, KIXZ, WOKK, KEBC-FM 28-20, KRAK 36-32, KGA 35-29, WSEN 45-40, KRRV 35-29, KNOE 46-40, KYXX 37-29, WIRK-FM 22-14.
- BILLY SWAN "Stuck Right In The Middle Of Your Love" (Epic) 35/16**  
National Summary: Up 0, Same 12, Down 0, Debuts 7, Adds 16, KIXZ, KVET, WYDE, KWKH, WIRK-FM, WMAQ, KSO, WCXI, KFGO, WGE, WDAF, WKKN, KVOO, KEED, WPOR, WNYR.

## Others Getting Significant Action

- LACY J. DALTON "Wild Turkey" (Columbia) 29/25**  
National Summary: Up 0, Same 3, Down 0, Debuts 1, Adds 25 including WGTO, WBAP, WESC-AM-FM, WCXI, WFMS-FM, KEBC-FM, KEED, KWJJ, KEEN, WBGW-FM.
- MARTY ROBBINS "Teardrops In My Heart" (Columbia) 28/5**  
National Summary: Up 11, Same 10, Down 0, Debuts 2, Adds 5, WKMF, WKKN, KIXZ, WPLO, WESC-AM-FM, KEED 43-32, KCKC 8-8, KCUB 40-35, WIXL-FM 25-16, KVET 44-38.
- JOE STAMPLEY "Let's Get Together And Cry" (Epic) 25/15**  
National Summary: Up 2, Same 4, Down 0, Debuts 4, Adds 15 including WNYR, KVET, WQYK-FM, WSAI-AM-FM, KFGO, KRDR, KMPS-AM-FM, WIXL-FM 47-38, KIXZ 40-34, WBIX-FM 4-23.
- TOM JONES "Lady Lay Down" (Mercury/PolyGram) 24/10**  
National Summary: Up 1, Same 11, Down 0, Debuts 2, Adds 10, WCXI, WITL-FM, WKKN, KEED, KIXZ, KOKE-FM, KVET, KHEY, WSM, WIRK-FM.
- RONNIE ROGERS "Gonna Take My Angel Out Tonight" (Lifesong) 24/6**  
National Summary: Up 1, Same 13, Down 0, Debuts 4, Adds 6, WGTO, KHEY, WESC-AM-FM, KEBC-FM, WKKN, WWVA, KFEQ 34-25. On: WSIX-FM, KSO, KMPS-AM-FM.
- EDDY ARNOLD "All I'm Missing Is You" (RCA) 23/18**  
National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 18 including WBIX-FM, KRMD-AM-FM, KEBC-FM, KFDI-AM, K888, KMAK, KNIX-FM, KTOM, KGA, WBGW-FM.

## Radio & Records

# NATIONAL AIRPLAY/50

## November 27, 1981

THIRD WEEKS	TWO WEEKS	LAST WEEK	
10	6	3	1 JOHNNY LEE/Bet Your Heart On Me (Full Moon/Asylum)
8	4	2	2 MERLE HAGGARD/My Favorite Memory (Epic)
5	3	1	3 EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
14	7	4	4 GEORGE JONES/Still Doin' Time (Epic)
17	14	8	5 STEVE WARINER/All Roads Lead To You (RCA)
26	18	11	6 ALABAMA/Love In The First Degree (RCA)
15	11	9	7 LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
18	16	10	8 CRYSTAL GAYLE/The Woman In Me (Columbia)
20	17	12	9 BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
23	19	14	10 GENE WATSON/Fourteen Carat Mind (MCA)
36	23	17	11 RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
16	15	13	12 RICKY SKAGGS/You May See Me Walkin' (Epic)
8	6	7	13 JOHN CONLEE/Miss Emily's Picture (MCA)
3	1	5	14 HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
33	28	23	15 GARY MORRIS/Headed For A Heartache (WB)
31	27	24	16 MOE BANDY/Rodeo Romeo (Columbia)
38	31	25	17 STATLER BROTHERS/Years Ago (Mercury/PolyGram)
29	24	22	18 JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
41	35	28	19 MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
42	33	27	20 CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
1	2	6	21 BARBARA MANDRELL/Wish You Were Here (MCA)
35	29	26	22 DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
39	34	31	23 EARL THOMAS CONLEY/Tell Me Why (RCA)
43	37	30	24 JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
13	12	16	25 ANNE MURRAY/It's All I Can Do (Capitol)
44	38	34	26 EDDY RAVEN/Who Do You Know In California (Elektra)
46	42	35	27 MICKEY GILLEY/Lonely Nights (Epic)
25	21	18	28 TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
12	9	16	29 SYLVIA/Heart On The Mend (RCA)
47	44	36	30 DOTTIE WEST/It's High Time (EMI/Liberty)
50	46	37	31 REEVES & CLINE/Have You Ever Been Lonely (RCA)
-	47	39	32 KENNY ROGERS/Blaze Of Glory (EMI/Liberty)
24	22	21	33 GEORGE STRAIT/Down And Out (MCA)
9	13	19	34 MEL TILLIS/One-Night Fever (Elektra)
-	-	42	35 DON WILLIAMS/Lord, I Hope This Day Is Good (MCA)
-	-	46	36 T.G. SHEPPARD/Only One You (WB/Curb)
-	-	43	37 WAYLON JENNINGS/Shine (RCA)
-	-	45	38 LEON EVERETTE/Midnight Rodeo (RCA)
-	-	47	39 EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
-	-	44	40 RONNIE McDOWELL/Watchin' Girls Go By (Epic)
2	8	20	41 OAK RIDGE BOYS/Fancy Free (MCA)
32	30	33	42 WILLIE NELSON/Mountain Dew (RCA)
-	-	43	43 JOHN ANDERSON/I Just Came Home To Count... (WB) <b>New Entry</b>
-	-	44	44 KIERAN KANE/It's Who You Love (Elektra) <b>→</b>
-	-	45	45 MEL McDANIEL/Preaching Up A Storm (Capitol)
4	10	29	46 KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
45	43	40	47 BILLY "CRASH" CRADDOCK/Now That The Feeling's Gone (Capitol)
7	20	32	48 ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
-	-	49	49 REBA McENTIRE/Only You (And You Alone) (Mercury/PolyGram)
-	-	50	50 BOBBY BARE/Dropping Out Of Sight (Columbia)

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

- JOHNNY RODRIGUEZ "It's Not The Same Old You" (Epic) 22/13**  
National Summary: Up 0, Same 5, Down 0, Debuts 4, Adds 13 including KOKE-FM, KVET, WQIK-FM, WSM, WIRK-FM, WNRS, WGE, KRDR, KTOM, WOKQ.
- DIANE PFEIFER "Play Something We Can Love To" (Capitol) 21/12**  
National Summary: Up 1, Same 7, Down 0, Debuts 1, Adds 12, WNRS, WAXX, WHBF, KSSS, KEED, WIXL-FM, KOKE-FM, WGTO, KHEY, KNOE, KKYX, KWKH.
- JANIE FRICKE "Do Me With Love" (Columbia) 20/19**  
National Summary: Up 1, Same 0, Down 0, Debuts 0, Adds 19 including WCOS-FM, KIKK-FM, WSAI-AM-FM, KFEQ, KUZZ, KNIX-FM, KEEN, KMPS-AM-FM, KGA, WSEN.
- LOUISE MANDRELL & R.C. BANNON "Where There's Smoke There's Fire" (Epic) 20/6**  
National Summary: Up 1, Same 11, Down 0, Debuts 2, Adds 6, WWVA, WOKK, WCXI, WHBF, KFEQ, KVEG, KRMD-AM-FM 48-43. On: WPLO, WLWI-FM, KGA.
- TERRY GREGORY "I Can't Say Goodbye To You" (Handshake/CBS) 20/4**  
National Summary: Up 6, Same 8, Down 0, Debuts 3, Adds 4, WHK, WFMS-FM, KGA, KWKH, KLAC 46-43, KVET 43-38, WSIX-FM 24-21. On: KVOO, KHEY, WIRK-FM.
- CORBIN/HANNER BAND "Oklahoma Crude" (A&M) 19/8**  
National Summary: Up 1, Same 9, Down 0, Debuts 1, Adds 8, WYDE, WLWI-FM, KWKH, WAXX, WKMF, KVOO, KBY, KEED, KCKC 32-28.
- TENNESSEE EXPRESS "Little Things" (RCA) 17/11**  
National Summary: Up 0, Same 5, Down 0, Debuts 1, Adds 11, KBMR, WSAI-AM-FM, WAXX, KEBC-FM, KVOO, KFDI-AM, KGA, WGNA-FM, KRRV, WQIK-FM, WWOD.
- BOBBY SMITH "Too Many Hearts In The Fire" (EMI/Liberty) 17/3**  
National Summary: Up 1, Same 12, Down 0, Debuts 1, Adds 3, KKYX, WTSO, WTHI, WCAW 47-42. On: KOKE-FM, WSM, WIRK-FM, KFGO, KEBC-FM, KTOM.
- HELEN CORNELIUS "Love Never Comes Easy" (Elektra) 16/14**  
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 14 including KUZZ, KTOM, KMPS-AM-FM, KGA, WWVA, WYDE, WSM, KRMD-AM-FM, KBMR, WAXX.
- BILL ANDERSON "Whiskey Made Me Stumble..." (MCA) 16/7**  
National Summary: Up 0, Same 8, Down 0, Debuts 1, Adds 7, WPLO, WQIK-FM, KLRA, KKYX, KVOO, WSEN, WYII. On: WIRK-FM, KFDI-AM, WNYR.
- TOM CARLILE "Catch Me If You Can" (Doorknob) 16/2**  
National Summary: Up 6, Same 8, Down 0, Debuts 0, Adds 2, WITL-FM, KVOO, KFDI-AM 30-26, KEED 31-27, KRAK 40-37, KGA 38-30, KHEY 31-28, WQIK-FM 37-32.
- DONNA FARGO "Jacamo" (WB) 16/2**  
National Summary: Up 1, Same 11, Down 0, Debuts 2, Adds 2, WYII, KHEY, KRMD-AM-FM 41-39, WIRK-FM 4-40. On: WWVA, WESC-AM-FM, KSO, KGA.
- LACY J. DALTON "Everybody Makes Mistakes" (Columbia) 15/12**  
National Summary: Up 1, Same 2, Down 0, Debuts 0, Adds 12 including KBMR, WCXI, KSSS, KEED, KGA, WSEN, WOKQ, KNOE, KKYX, KCKC 30-21.
- CREDENCE CLEARWATER REVIVAL "Cotton Fields" (Fantasy) 15/11**  
National Summary: Up 0, Same 4, Down 0, Debuts 0, Adds 11, WSAI-AM-FM, KSO, WCXI, WQYK-FM, KVOC, KEED, KRAK, KGA, WYDE, KNOE, WTQR-FM.
- SUSIE ALLANSON "Hearts (Our Hearts)" (EMI/Liberty) 12/10**  
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 10, WPLO, KNOE, WLWI-FM, WSM, KRMD-AM-FM, KBMR, KSO, WAXX, KFDI-AM, WGNA-FM.
- KIN VASSY "When You Were Blue And I Was Green" (EMI/Liberty) 11/10**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WSIX-FM, KRMD-AM-FM, KBMR, KFGO, KEBC-FM, KFDI-AM, KSSS, WSEN, WBGW-FM, WIXL-FM.

# Country

## Pictures



**ATLANTA ATTRACTS WARINER & POWELL:** During a recent visit to Atlanta, RCA artists Steve Wariner and Sue Powell managed to attract a lot of attention, especially from WPLO's Len Anthony (second from left), and Johnny Gray (far right).



**HOYT FLIES INTO 'FRY COUNTRY' —** Hoyt Axton, one of the featured performers at the Fresno Fair, is pictured backstage with two KFRY staffers, midday personality Robert E. "Red Dog" Walker (left) and morning man/MD Bob Mitchell (right).



**MISSISSIPPI'S SON —** Most notable recording artists sign their contracts in the usual plush record company surroundings, but so far only one that we know of has inked his contract in the Governor's office! Who else but country humorist Jerry Clower, who renewed his five-year MCA agreement in Mississippi Governor William Winter's office. Jerry, who mentions his native state in almost every album he's made, was also the Governor's guest at a special dinner following the signing ceremony. Pictured at the accompanying press reception are (l-r) Governor Winter, Clower's personal manager Tandy Rice, Clower, and MCA VP Chic Doherty.

## Satellite Technology Opens New Programming Doors

Continued from Page 41

ful morning drive show that they would like to continue, and we certainly welcome and advise them to do that. In fact, we'd say, 'Let us take care of your station after morning drive and you can take the money you'd normally spend creating that programming and put it into promotion of the whole radio station or into personnel to make that morning show even better.'"

Although the network will be offering news and sports at the top of the hour, affiliates can maintain localization by cutting away during the soft feature-type segment to program its own local news. Ed notes that the whole concept of United Stations is "to create a dependable, first-class product a station can rely on around the clock yet provide them with the flexibility to remain local. While still being a pioneer in this area, we've learned from some of those people who've gone before us and have had some of the problems. We've gotten a lot of feedback and done a lot of marketing homework on this through talking to people who have been good prospects for other satellite services. Dick wants us to be the Rolls Royce of satellite services.

"The reason there's a need for this at all is because the qualified, talented people are just not out there. Radio station operators in a lot of medium and small markets are not making a lot of money, so they can't pay a lot of money to attract competitive people. Radio in the 50's had more of a glamorous image than it has today. Now the people who are interested in being 'stars' are going into TV or cable or motion pictures. They're not going to radio, so there's a lot of competition for those talented, creative individuals. Creating superstations like we're going to have will allow us to keep some of those people in radio.

"There was a quote at, I think, the NRBA this year which said that satellites were going to revolutionize radio as much as the advent of television did, meaning that radio is going to change. Whether it's good or bad, the one thing that's sure is that it has to be dealt with. Some people are going to take advantage of the new technology and some people are going to stay mired in the past."



## Biff Collie Inside Nashville

**MIDNIGHT RAMBLER:** Bobby Bare back from European tour in time for Thanksgiving . . . Charlie Daniels and the CDB's concert with the Nashville Symphony at the Opry House hailed as a highlight of the social season here . . . Boxcar Willie and the Glaser Brothers back home excited over the 16th annual WXCL/Peoria-sponsored audience appreciation gala last Sunday (11-22) . . . It's Chuck Morgan whose midnightly WSM trucker's show will originate at the Knoxville World's Fair next

year . . . Songwriters Dewayne Orender, Kelly Hartman, and Tim Williams's (KOKE/Austin) lawyers are preparing an injunction against PI-Gem Music and writers Kye Fleming and Dennis Morgan regarding copyright infringement on "I Wouldn't Have Missed It For The World," Ronnie Milsap's current chartbreaker. Orender, Hartman, and Williams wrote their song of the same name for Cedarwood Publishing in 1978 . . . "Hank's Place," a 600-seat bar modeled after Gilley's, was opened in the Tennessee-Kentucky town of Paris, TN, amid prayers, protests, and picketing of the local beer board by 100 or so Fundamentalists . . . Johnny Cash taped his family Christmas show with June Carter, John Carter Cash, Carlene Carter, and Andy Williams in Edinburgh, Scotland, including a visit to Falkland Palace, home of Cash's ancestor King Malcolm, who reigned almost a thousand years ago. It'll air December 10 on CBS . . . Anne Murray's first TV special will feature her family unit: her husband Bill Langstroth, their kids Dawn (2) and William (5), and other family members. The only "outsider" on that special will be Kris Kristofferson, they say . . . 15-year-old Kippi Brannon is showopener for Ronnie Milsap on a series of dates . . . Willie Nelson's Austin studio (at his Pedernales Country Club) closed? . . . Merle Haggard came to Austin for Sammy Allred for a 4-day KOKE radio promotion. Merle smiled and sang for 5000! . . . KOKE's Tim Williams says Atlantic Records is rumored to be opening an office in Austin.

**MERLE TRAVIS IS ALIVE & WELL:** Since being inducted into the Country Music Hall of Fame a couple of years ago, one of a generation's most-copied instrumentalists has been doing what comes naturally. He's made five new albums, appeared on Roy Acuff's Golden Anniversary as a performer, played over 200 dates per year and is currently readying a guest appearance on NBC's "Barbara Mandrell Show" next month. Ricky Skaggs, Emmylou Harris, Dolly Parton, and Jerry Reed's recent studio activities have included Travis tributes and classic songs. Reed's "Just The Way Merle Travis Used To Play" is in Bobby Goldsboro's new album. From the mid-40's to mid-50's, Travis's string of hit songs were staggering, and more than a few million-seller songs showcased the genius of Merle's guitar artistry. My favorite M.T. work is found in his "Walking The Strings" Capitol album from the early 1950's. Listen to that album and perceive, if you can, that there was only one instrument and one musician, playing everything you hear only one time (before multi-tracks, overdubs, etc.), and you will begin to grasp a spark of the brilliance his mind and hands have displayed. Yes, because of his genius and documented evidence of same, Merle Travis Will Always Be Alive and Well!

**NAMES-FACES-PEOPLE-PLACES:** Shel



**BROWN OFFICIAL SPOKESMAN —** Arkansas native Jim Ed Brown has been chosen as the official spokesman for the non-profit Arkansas Childrens Hospital whose motto is "no child is ever turned away." Seven-year-old patient Jenni Ray is pictured with the Country entertainer.

Silverstein "made it" in country with such commercial coups as "A Boy Named Sue" by Johnny Cash, and giants by Loretta Lynn, Bobby Bare, ad infinitum. But Shel was big long before as an artist and writer. That's why I'm anxious to read his "A Light In The Attic," a volume of poems by Shel Silverstein currently near the top of the best-seller list. He's somethin'! . . . Boomer Castleman produced a new David Houston album . . . Roy Drusky scored on tours to Europe, then back to Scotland . . . Tom T. Hall and Bill Anderson touring Canada together in December . . . George Jones the subject of a week-long, in-depth nightly TV profile feature on Nashville's new WSMV-TV. Wish you could see it . . . That new Music Row tourist complex, a \$2.5 million tourist-oriented animated theatre concept with a restaurant and a \$5 to \$6 million hotel, across from the Country Music Hall of Fame, will be developed by JMR (Joe M. Rodgers) Investments and RCY Development Group, the Freeman-Webb Co. and other individual investors. Construction's slated to start next March . . . Old friends of Floyd Domino (he used to play piano for Asleep At The Wheel) will be happy to hear that the Floyd Domino Band will be seen shortly on what is currently (according to the latest Nielsen ratings) the #1 daytime soap opera, "One Life To Live" . . . By the way, long ago West Coast pianist/sideman Earl Ball, who was a successful record producer at Capitol Records before he became a part of the Johnny Cash roadshow, is seen often in the new Peter Bogdanovich movie "They All Laughed," starring Audrey Hepburn, Ben Gazzarra and John Ritter . . . Mitchell Torok's "The Legend of Bear" is the real story in song of the life of Paul "Bear" Bryant. I enjoyed producing a record of the song on Torok last week.

**HAPPY TRACKS:** John Young, owner of KIBS/Bishop, CA, read on the air a preacher-compiled list of 457 sins! Since that date, he's been swamped with requests for the list, by people who are afraid they may have missed something!



**Coors Country News**  
This Week's Guests:  
**EDDIE RABBITT &  
JUICE NEWTON**

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





**Jeff  
Green**

# Adult/Contemporary

## What Makes A Good Music Director

Last week, I presented the views of three Adult/Contemporary music directors on the qualities of professional record promotion people, as part of our forum on improving relationships between radio stations and record companies. To complete the story, this week features four veteran A/C promotion executives, who share their insights on the talents of good music directors.

As you will distill from their statements, the key quality these representatives see as being the most valuable is *honesty*. Music directors who avoid being truthful or disguise their feelings with polite euphemisms help neither the labels nor themselves. It is no coincidence that radio's plea for an open "two-way street" is the identical goal the labels seek to provide: the most meaningful service to the industry, and more importantly, to the audience.

**Gertie Katzman,  
National Adult/Contemporary  
Promotion Director, Capitol Records**

I hate radio stations that depend strictly on research. It's like saying, "What's the guy next door doing?" A music director is supposed to know his format and the kind of sound he's trying to develop for his station. If you receive a great record that isn't selling worth beans and has nobody else playing it, but sounds good to you and you think it fits your station, honey, why not play it?

I spent over ten years as Music Director at WNEW/New York and previously at WIP/Philadelphia. We used to get all kinds of requests for great records that ended up being very valuable for us. I don't know if they sold and I didn't care! The sound was what was important and still is. Now that I'm working in the record business, I'm looking to sell records, sure. But ordinarily, an A/C music director shouldn't be concerned with that, by right.

All this talk about waiting on records until they're familiar is relative to each song. Familiar to whom? To me, and I'm sure to many adults, a familiar record is a *standard*, not something that's been out for so many weeks. You can't go by a handful of numbers and charts. You know a lot of those charts are worked over and pushed.

A good music director is someone with heart. I hate to sound chauvinistic, but I think women are more perceptive. They seem to have more feeling. Men are more research-oriented. A good music director is one who is willing to give a new record a shot even though it may not be doing anything nationally — that is, if he or she has the freedom to do that. Further, I don't mean a station should maintain a steady diet of unfamiliar records just because the music director likes them. There aren't that many great unknown records worth sticking your neck out over. You need to have a strong gut feeling for them.

I do understand today's music directors and the policies they must abide by. But I also believe there's too much research and not enough gut. Take the chance — you'll know within two or three weeks if you're right.

Do you know what the benefit of playing an unfamiliar record is simply because you believe in it? Good listening! That's all. But isn't that what a radio station's function is? Good listening is what it's all about.

**Cynthia Cox, Manager,  
National Adult/Contemporary  
Promotion, Polygram Records**

Since every radio station uses different criteria when they're looking at new music, it's important for

them to let us know what their individual guidelines are. Because I don't get on the road a lot, knowing this basis for consideration can help me promote the right record at the right time. It's much easier when I can work from this informed stance.



Cynthia Cox

One of my most important concerns with music directors is not being able to get a return phone call. It's professionally very rude not to return calls, and it's a consistent problem with some people. Sure, it's a music director's prerogative whether or not he wants to talk with someone, but it is my job to call that radio station, and to establish a good rapport. It's part of the MD's capacity to take these calls. If they don't like a particular promotion person, then it's up to them to say, "Hey, I don't want to deal with you anymore." But just to blow people off on a general level is a gross disservice to both promotion people and their own radio station.

I get very nervous when a music director gives me one-word answers or keeps switching criteria on me when I have the base he asked for the preceding week. It all gets down to being honest. I need that feedback. It's also a pain in the neck for him, I'm sure! He has to take 80 other calls a week — why waste both his and my time by making me keep hyping him continuously on

*"Do you know what the benefit of playing an unfamiliar record is simply because you believe in it? Good listening! That's all. But isn't that what a radio station's function is? Good listening is what it's all about."*

something he's not prepared to add until it's at a certain point, when he can come right out and tell me? Be up front and let me work within your guidelines. We all go in with more than one record a week, so if one's not right, perhaps another is. I don't promote by screaming at people, but by presenting facts and figures. With those music directors I feel closest to or have gained a real understanding of, I feel I can be straightforward and can tell them when I think they're not giving me a shot I deserve.

I prefer someone who does research. Callouts can work to your advantage or they can work against you. If a music director uses callouts as part of his research, it can be very positive. If one form of research is used as the sole criterion for adding records, it's ridiculous. I don't think any kind of research should be the strict guideline for new adds. There are music directors who won't add records until they're Top 15 in the charts — I think that's stupid. If a song fits their format and if the station has had previous success with similar kinds of records, it doesn't make sense or serve a purpose to wait. It isn't fair to the artist nor to the audience. However, this attitude works for a lot of big radio stations with big ratings, and there's not much you can say to convince them they're doing it wrong. I can only try to show the music director how well the record is doing and that it will help them to be on it, too.

**Lynn Gilbert, National Manager,  
Secondary & A/C Promotion,  
Columbia Records**

Good music directors are no different from good business people in any other industry. Honesty, integrity, a good feel for the music and an awareness of the industry overall always stand out. I particularly enjoy those who take time to listen to all of the music. After all,

we're dealing with people, not just vinyl. Sometimes I think we all need to take a deep breath and remember that the unknown on your turntable today could be a Breaker tomorrow. It is the job of the music director to make the choices that will affect a station's position in the market. It's my job to present our available product with as much information as possible. Always I am acutely aware of my integrity, and I try to be open and honest with everyone. I absolutely believe it is the job of the music director to make me aware of their needs. I have to know what they're looking for and what their profile is. For this reason, I often ask for airchecks.



Lynn Gilbert

I need to get honest opinions about our music. I don't want to be stroked — I want to be told truthfully if the record is happening for them or if it's right for their sound. Some folks are afraid to say what they really feel. It takes time to know them and get beyond all that.

Although the music director often has the final say on what gets added, I feel that everybody has an effect on the outcome of my records. Even the secretary and receptionist have an influence. You never know what or who will be the deciding factor.

**Polly Anthony, National  
Adult/Contemporary Promotion Manager,  
Epic/Portrait/Associated Labels**

First of all, a good music director requires a very, very good knowledge of his market, both on a psychographic and a demographic level. It's also important that the music director knows in what direction he's leading the station musically, what steps they're going to take to achieve that goal, and once they get there, how they plan to maintain it.

It's extremely important that they explain their philosophies to me. Knowing what a radio station is doing and what a MD wants in his musical direction alleviates me from running off at the mouth with information about a record he doesn't even care about. If



Polly Anthony

I'm promoting a station I know nothing about, I'm an idiot and so is the person for even taking my call. It's my responsibility as a professional to be curious, to inquire, and to learn as much as I can about a station. On the other hand, it's the MD's duty to impart knowledge. This way I can effectively serve them, help run great promotions, and know that when I do have a record for them that I know is right, they'll believe me. They'll trust my opinions.

One of my biggest bones of contention is that a great percentage of music directors don't have control over the music. What's worse, it sometimes takes several months to learn this. Too many MD's get swept up in the glorification of their title and aren't up front with you about who really makes the decisions. A lot of programmers use their music directors as buffers between themselves and the promotion people. I can understand that, but can only support it if the music director can effectively communicate my information and facts directly and without bias. That's the only way I know the PD is really getting any clear perspective from me.

Honesty is absolutely the key to the way we deal with each other. Since I make over a hundred station calls a week, I really appreciate an honest answer and truly respect those who will be truthful with me right from the beginning — not just about my records, but how I promote them as well.





**Walt  
Love**

# Black Radio

## BRUTE BAILEY RESPONDS

# The WYLD Side Of New Orleans

It seems as though the fuse has been lit about an article I wrote (R&R 10-2) concerning WAIL-FM/New Orleans and its Program Director, Barry Richards. Brute Bailey, Program Director for WYLD-AM & FM/New Orleans has asked to rebut some of the statements made by Mr. Richards. The following is Mr. Bailey's letter, and you will also see a demographic profile supplied by Allen Klein of Media Research Graphics.

Your feature article on WAIL-FM presented a very distorted and misleading impression of the New Orleans market. As a result, and on behalf of Inter-Urban Broadcasting, I am presenting the following information as our rebuttal to some of the allegations made by Barry Richards in that article.

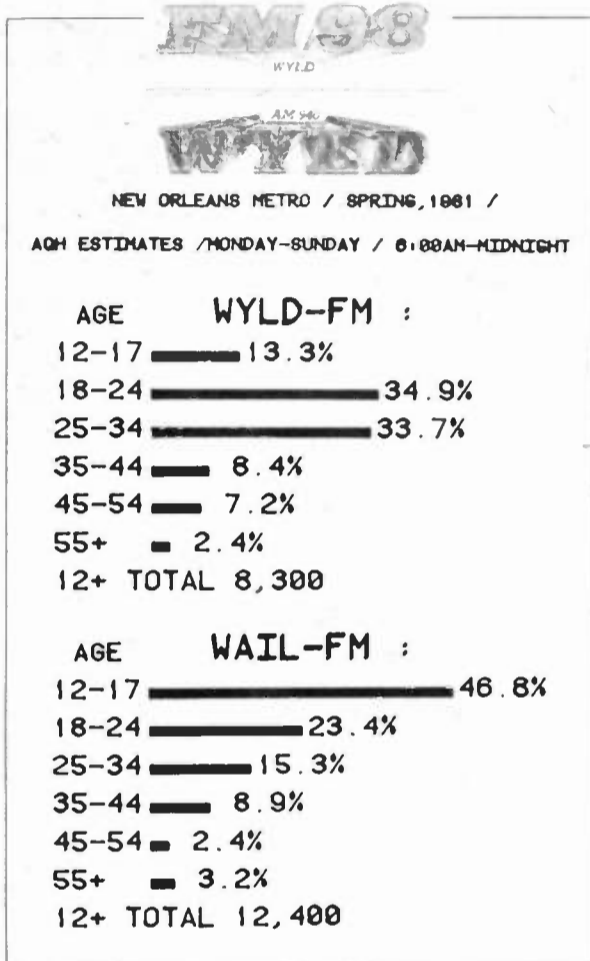
First of all, what may appear to be astronomical numbers for WAIL were a result of a 71% increase in teen average quarter-hour persons. These are not our primary demographic targets: in fact, the last Arbitron shows WYLD-FM leading WAIL in adults 18-34 and 25-54 Monday-Sunday 6am-12midnight.

Secondly, Richards implied that WAIL is the only outlet in this market programming black and pop music successfully to the general audience. On the contrary: WYLD-AM & FM both have a history of incorporating a true blend of the best music, including cuts by white artists which appeal to our total audience.

As for community involvement, WYLD surpasses WAIL's entire yearly commitment every two days. WYLD-AM & FM together program over 20 hours of religious and gospel music weekly, and our primary gospel announcer has been with the station for nearly thirty years. We are very involved with our audience.



**Brute Bailey**



By the way, WYLD is black-owned and operated, and that involvement includes "walking the streets" by the owners and management as well as by the announcers!

Richards also claimed that WYLD-FM has cut back on its jazz programming. We have never been a "Jazz station" per se, but Afro-American Classical music has always been a part of our distinctive sound, along with the more mass-appeal elements. Unlike WAIL, we pre-

sent a sophisticated blend of music which attracts listeners from the entire spectrum of adults in New Orleans, and jazz is a vital part of that blend. A personal trip to Arbitron in Maryland verified for me that WYLD-FM attracts almost twice as many white listeners as WAIL, and jazz was and is a major factor in that attraction.

The most accurate statement in the article was Richards's admission that his station has no real local news coverage. I find it strange for a station to profess heavy community involvement without a local news department. We take pride in our six-person news staff, a team which has made us one of two radio outlets in the city regularly breaking stories to the Associated Press with the help of a news vehicle for on-the-scene reports. We also feature daily informative vignettes on health and legal matters hosted by an MD and a lawyer, both of whom practice here in the city.

The article also stated that Ron Ash was at one time Program Director of WYLD-FM. Ron Ash was never an announcer on our FM; however, he was once midday air personality on our AM.

Finally, no station in this market can match the prolific creative and positive outlet of WYLD-AM & FM. When I was interviewed for the position of Program Director, I was informed that the mission of Inter-Urban Broadcasting was to create a catalyst for positive change. As the enclosed information (not to mention the word of any adult in New Orleans) will attest, we are accomplishing that mission better than all of our competitors combined.

Mr. Bailey also sent several letters supporting the station's contributions, which we unfortunately do not have space to print. Each person has his side of the story, especially when individuals are locked in such a hotly contested battle for audience. We thank Mr. Bailey for his response and his indulgence until we had the opportunity to print his letter. Once again I would like to encourage all of you to send us your stations' news and any photos of station events.

## Action

- Program Director J.J. Johnson of KDAY/Los Angeles will receive the American Jewish Committee's Institute of Human Relations Award at a dinner in his honor on Thursday, December 3, 1981 at the Beverly Hilton Hotel. The Institute of Human Relations Award is given to an outstanding individual whose career and ideals have helped in elevating the quality of life in our society.

- A "victory party" for WKTU/New York was held at the world-famous Roseland Ballroom in Manhattan to celebrate the station's regaining the title of New York's "number one" radio station. Top recording stars were on hand to make live appearances - some of the performers were Candi Staton, Kurtis Blow, the Mean Machine, Weeks & Company, and Karen Silver. WKTU recently pulled ahead of WBLB in the latest Arbitron ratings, as they continue to seesaw back and forth. In the future, it's going to get real interesting with WRKS breathing down both stations' necks.

- James Alexander, Music Director of WYLD-FM/New Orleans, and his lovely wife announced the

birth of their new daughter Shanee Nicole Alexander, born on 11-15, tipping the scales at 6 lbs. 10 oz.

- 93-WKYS/Washington along with Easter Seals announced another successful "Dance-a-thon" held last week in Washington, D.C. This event has proven to be a generating force for thousands of dollars in donations to aid crippled children.

- TV has needed the help of radio in the past, and such was the case last week, when WHUR/Washington did a simulcast in stereo of Howard University's first anniversary celebration for WHMM-TV, the school's television station. The show was hosted by entertainer Bill Cosby in the Howard University Cramton Auditorium. Also on hand were welterweight boxing champion Sugar Ray Leonard and his son Ray Jr., along with the LaVerne Reed Dancers and the Howard University Jazz Ensemble. The telecast was held during the 7pm-midnight hours because the TV folks wanted to take advantage of WHUR's large audience that tunes in to hear the "Quiet Storm" program, hosted by WHUR air personality Melvin Lindsey. Just for the record and

for those who don't know, "Quiet Storm" was originated at WHUR back in the early 70's. There are a lot of imitations in the country that have music shows called the "Quiet Storm," but their formats and music don't fit the image created by the original "Quiet Storm."

- Jim Maddox of the Satellite Music Network has asked us to put out the word that his Urban Black format is looking for on-air staff (experienced talent only). Send your tape and resume to: Jim Maddox, SMN, P.O. Box 877, Mokena, IL 60448.

- WGCI/Chicago Program Director Steve Harris tells us his station will be featuring the "Christmas Wish" contest this holiday season. To have your wish come true at WGCI, you must obtain a "WGCI Card of Gold," which then makes you eligible to be a winner. Steve says 200,000 cards have been distributed thus far. If you've never heard of the "Christmas Wish" contest before, or you want to know how it works, give Steve Harris a call at WGCI or call us here at R&R; someone around here will help you out!!

- KJLH/Los Angeles had a contest called "Fly For Miles" (Miles Davis) running for a week. Listeners had to answer as many questions about Davis's musical history by sending a postcard to the station. Anthony Rogers of Garden Grove was the winner of a trip to Acapulco for four days, plus 25 albums by Miles and tickets to see him at his L.A. concert.

# Black Radio

## BREAKERS

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

L.T.D.

### Kickin' Back (A&M)

64% of our reporters on it. Rotations: Heavy 4/0, Medium 19/0, Light 11/4, Extra Adds 2, Total Adds 6, KMJQ, WJMO, KSOL, WJAX, WTMP, KDIA. Moves 24-18 on the Black Radio Chart.

### TEDDY PENDERGRASS

#### You're My Latest, My Greatest Inspiration (Philadelphia International/CBS)

63% of our reporters on it. Rotations: Heavy 8/0, Medium 13/0, Light 12/5, Extra Adds 2, Total Adds 7, WDIA, WYLD-FM, WCIN, KSOL, WENN, WTLC, KUKQ. Debuts at number 20 on the Black Radio Chart.

## NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. ☑ indicates one of this week's Most Added new songs.

### JERMAINE JACKSON "I'm Just Too Shy" (Motown) 30/3

Rotations: Heavy 4/0, Medium 17/0, Light 7/1, Extra Adds 2, Total Adds 3, WEDR, WBMX, WANT, Heavy: WXYV, WHRK, WENN, WBLX, Medium: WDAS, WAOX, WVEE, WYLD-FM, WJMO, KDKO, KDAY, WWRL, WGIV, WPDQ, KOKY, WLOU, WOWI, WTOY, WKWM, WWWB, KUKQ. Moves 30-24 on the Black Radio Chart.

### TIERRA "La La Means I Love You" (Boardwalk) 30/3

Rotations: Heavy 4/0, Medium 14/0, Light 11/2, Extra Adds 1, Total Adds 3, WDIA, WLOU, WANT, Heavy: WAOX, WEDR, WYLD-FM, WVON, Medium: WXYV, WILD, WDAS, WOOK, WHRK, WGCI, WJMO, WSSJ, WENN, KOKY, WBLX, WOWI, WTOY, KUKQ. Debuts at number 28 on the Black Radio Chart.

### EVELYN KING "Don't Hide Our Love" (RCA) 29/1

Rotations: Heavy 3/0, Medium 18/0, Light 7/0, Extra Adds 1, Total Adds 1, WGCI, Heavy: WDAS, WAOX, WTOY, Medium: WXYV, WOOK, WVEE, WEDR, WYLD-FM, WCIN, KSOL, WSSJ, WWRL, WGIV, WKXI, KOKY, WLOU, WANT, WDAO, WKWM, KAEZ, WWWB. Debuts at number 29 on the Black Radio Chart.

### DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 28/5

Rotations: Heavy 8/0, Medium 14/1, Light 5/3, Extra Adds 1, Total Adds 6, WGCI, WVON, WJLB, WJAX, WKWM, Heavy: WWIN, WXYV, WAMO, WSSJ, WWRL, WWWB, KJLH, KDIA, Medium: WILD, WHRK, WAIL-FM, WDMT, KDKO, KDAY, KSOL, WKND, WPDQ, KOKY, WBLX, KACE, KUKQ. Debuts at number 21 on the Black Radio Chart.

### BOOKER T. "I Want You" (A&M) 27/2

Rotations: Heavy 2/0, Medium 17/0, Light 7/1, Extra Adds 1, Total Adds 2, WWRL, KOKY, Heavy: WVON, WENN, Medium: WXYV, WHUR, WAOX, WHRK, WEDR, WYLD-FM, WBMX, WGCI, WJMO, WJLB, KDAY, WJAX, WTOY, WDAO, WTLC, WWWB, KACE. Debuts at number 30 on the Black Radio Chart.

### DYNASTY "Love In The Fast Lane" (Solar/Elektra) 27/2

Rotations: Heavy 0/0, Medium 19/0, Light 7/1, Extra Adds 1, Total Adds 2, WWRL, KOKY, Medium: WXYV, WILD, WAMO, WOOK, WHUR, WHRK, WBMX, WGCI, WJMO, KSOL, WSSJ, WJMI, WLOU, WOWI, WTOY, WDAO, WTLC, KDIA, KUKQ.

### GROVER WASHINGTON JR. "Be Mine (Tonight)" (Elektra) 25/3

Rotations: Heavy 0/0, Medium 5/0, Light 14/7, Extra Adds 6, Total Adds 13, WHUR, WAOX, WAIL-FM, WYLD-FM, WCIN, KDKO, WKND, KOKY, WDAO, WKWM, WTLC, KAEZ, KACE, Medium: WXYV, WHRK, WSSJ, WWRL, WJAX.

### GAYLE ADAMS "Love Fever" (Prelude) 25/11

Rotations: Heavy 5/0, Medium 3/0, Light 12/8, Extra Adds 5, Total Adds 11, WAOX, WCIN, WDMT, WJMO, WATV, WGIV, WPDQ, WLOU, WTOY, WKWM, WTLC, Heavy: WHUR, WGCI, WWRL, WJJS, KJLH, Medium: WBMX, KDAY, KACE.

### GLADYS KNIGHT & THE PIPS "I Will Fight" (Columbia) 25/3

Rotations: Heavy 8/0, Medium 11/0, Light 5/2, Extra Adds 1, Total Adds 3, KSOL, WVOL, WANT, Heavy: WILD, WOOK, WAOX, WCIN, WWRL, WKXI, WDAO, WTLC, Medium: WXYV, WDAS, WHRK, WYLD-FM, WGCI, WVON, WJMO, KDAY, WSSJ, KOKY, WTOY. Debuts at number 28 on the Black Radio Chart.

### ROCKIE ROBBINS "I Believe In Love" (A&M) 24/3

Rotations: Heavy 2/0, Medium 13/0, Light 8/2, Extra Adds 1, Total Adds 3, WJMO, WKXI, WANT, Heavy: WGIV, WJMI, Medium: WXYV, WOOK, WHUR, WAOX, WBMX, WWRL, WATV, WOIC, KOKY, WTOY, WDAO, KJLH.

### ARETHA FRANKLIN "It's My Turn" (Arista) 22/5

## Radio & Records NATIONAL AIRPLAY/30

Three Weeks	Two Weeks	Last Week		
2	2	2	1	EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
1	1	1	2	KOOL & THE GANG/Take My Heart (De-Lite/PolyGram)
11	8	3	3	GEORGE BENSON/Turn Your Love Around (WB)
4	4	4	4	PRINCE/Controversy (WB)
3	3	5	5	SLAVE/Snap Shot (Cotillion/Atco)
23	14	10	6	PEABO BRYSON/Let The Feeling Flow (Capitol)
5	5	6	7	ISLEY BROTHERS/Inside You (T-Neck/CBS)
-	23	11	8	BAR-KAYS/Hit And Run (Mercury/PolyGram)
19	13	9	9	DIANA ROSS/Why Do Fools Fall In Love? (RCA)
7	7	7	10	COMMODORES/Oh No (Motown)
27	21	17	11	RUFUS & CHAKA KHAN/Sharing The Love (MCA)
24	22	13	12	CENTRAL LINE/Walking Into Sunshine (Mercury/PolyGram)
20	18	14	13	SHALAMAR/Sweeter As The Days Go By (Solar/RCA)
17	12	12	14	CHOCOLATE MILK/Blue Jeans (RCA)
8	11	15	15	ROGER/Heard It Through The Grapevine (WB)
-	-	23	16	SKYY/Call Me (Salsoul/RCA)
22	19	18	17	GWEN McCRAE/Funky Sensation (Atlantic)
-	-	24	18	L.T.D./Kickin' Back (A&M)
10	8	8	19	MELBA MOORE/Take My Love (EMI America)
-	-	20	20	TEDDY PENDERGRASS/You're My Latest... (Phila. Int'l/CBS)
-	-	21	21	D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
-	26	22	22	PHYLLIS HYMAN/Tonight You And Me (Arista)
9	9	16	23	LUTHER VANDROSS/Never Too Much (Epic)
-	-	30	24	JERMAINE JACKSON/I'm Just Too Shy (Motown)
-	-	25	25	GLADYS KNIGHT & THE PIPS/I Will Fight (Columbia)
-	-	26	26	TIERRA/La La Means I Love You (Boardwalk)
13	15	19	27	ONE WAY/Pull Fancy Dancer/Pull (MCA)
6	10	20	28	TIME/Get It Up (WB)
-	-	22	29	EVELYN KING/Don't Hide Our Love (RCA)
-	-	23	30	BOOKER T./I Want You (A&M)

New Entry →

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

### MOST ADDED

- GROVER WASHINGTON JR. (13)
- GAYLE ADAMS (11)
- CON FUNK SHUN (9)
- VERNON BIRCH (9)
- BOBBY WOMACK (8)
- PEABO BRYSON (8)

### HOTTEST

- EARTH, WIND & FIRE (42)
- KOOL & THE GANG (39)
- ROGER "Heard" (18)
- PRINCE (17)
- GEORGE BENSON (12)
- SLAVE (10) BAR-KAYS (10)

Rotations: Heavy 2/0, Medium 7/0, Light 11/3, Extra Adds 2, Total Adds 5, WJMO, WATV, WANT, WTOY, WTMP, Heavy: WVEE, WWRL, Medium: WILD, WAOX, WDIA, WKND, WLOU, WDAO, WTLC.

### STEVIE WOODS "Steel The Night Away" (Cotillion/Atco) 22/3

Rotations: Heavy 5/0, Medium 9/1, Light 8/0, Extra Adds 2, Total Adds 3, WLOU, WTOY, KUKQ, Heavy: WXYV, WOOK, WJMI, KOKY, WDAO, Medium: WILD, WHRK, WCIN, WDMT, WJMO, KDAY, WKXI, WOWI.

### BOBBY WOMACK "If You Think You're Lonely Now" (Beverly Glen) 21/8

Rotations: Heavy 10/0, Medium 3/0, Light 4/4, Extra Adds 4, Total Adds 8, WILD, WHRK, KMJM, KSOL, WKND, WJJS, WANT, WTOY, Heavy: WDIA, WBMX, WGCI, WVON, KDAY, WATV, WKWM, WWWB, KACE, KJLH, Medium: WDAS, WJLB, KDIA.

### ANGELA BOFILL "Something About You" (Arista) 21/7

Rotations: Heavy 2/0, Medium 8/0, Light 8/4, Extra Adds 3, Total Adds 7, KDAY, WKND, WPDQ, KOKY, WTOY, WDAO, KUKQ, Heavy: WWIN, WHUR, Medium: WVEE, WHRK, WJMO, KSOL, WWRL, WJMI, KACE, KJLH.

## SIGNIFICANT ACTION

### TIME "Cool" (WB) 19/7

Rotations: Heavy 5/0, Medium 5/1, Light 3/0, Extra Adds 6, Total Adds 7, WHRK, WAIL-FM, WVON, KDKO, WJJS, WTMP, KAEZ, Heavy: WJMI, WWWB, KACE, KJLH, KDIA, Medium: WWIN, WDIA, KDAY, WGIV.

### JONES GIRLS "(I Found) That Man Of Mine" (Phila. Int'l/CBS) 19/5

Rotations: Heavy 0/0, Medium 7/1, Light 9/1, Extra Adds 3, Total Adds 5, WAOX, WHRK, WSSJ, WDMT, WTOY, WTLC, Medium: WOOK, WEDR, KDAY, WSSJ, WWRL, WPDQ.

### BARRY WHITE "Beware" (Unlimited Gold/CBS) 19/1

Rotations: Heavy 8/0, Medium 8/0, Light 5/1, Extra Adds 0, Total Adds 1, WJAX, Heavy: WGCI, WVON, WSSJ, WWRL, WVOL, KJLH, Medium: WXYV, WHUR, WBMX, WOIC, WKXI, WBLX, WTLC, KACE.

### TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 17/2

Rotations: Heavy 1/0, Medium 11/0, Light 4/1, Extra Adds 1, Total Adds 2, WJAX, KUKQ, Heavy: WTLC, Medium: WXYV, WILD, WBMX, WCIN, WDMT, WJMO, KSOL, WSSJ, WKND, WOWI, WWWB.

### GO "Shake" (Arista) 17/1

Rotations: Heavy 3/0, Medium 7/0, Light 6/0, Extra Adds 1, Total Adds 1, WENN, Heavy: WVON, WKND, WWRL, Medium: WHRK, KDKO, KSOL, WJMI, WTOY, WDAO, KUKQ.

### SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 15/0

Rotations: Heavy 7/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WXYV, WAOX, WBMX, WGCI, WVON, WATV, KAEZ, Medium: WHUR, WEDR, WYLD-FM, WJMO, KUKQ.

### SKOOL BOYZ "Your Love" (Destiny) 14/2

Rotations: Heavy 0/0, Medium 8/0, Light 6/0, Extra Adds 2, Total Adds 2, WVON, WATV, Medium: WWIN, WDAS, WGCI, KDAY, WENN, WLOU.

### RICK JAMES "Ghetto Life" (Gordy/Motown) 14/1

Rotations: Heavy 5/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WTOY, Heavy: WILD, WOOK, KDKO, WENN, WOIC, Medium: WAIL-FM, WJJS, KDIA.

### LAKESIDE "We Want You (On The Floor)" (Solar/RCA) 13/4

Rotations: Heavy 1/0, Medium 5/0, Light 4/1, Extra Adds 3, Total Adds 4, WAOX, WKND, WTOY, KUKQ, Heavy: WOOK, Medium: WVEE, WHRK, WDAO, WTLC, KAEZ.

### RAY, GOODMAN & BROWN "How Can Love So Right (Be So Wrong)" (Polydor/PolyGram) 13/3

Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 2, Total Adds 3, WYLD-FM, KOKY, WJJS, Medium: WWRL, WPDQ.

### PEACHES & HERB "Bluer Than Blue" (Polydor/PolyGram) 13/3

Rotations: Heavy 1/0, Medium 5/0, Light 4/0, Extra Adds 3, Total Adds 3, WATV, WPDQ, WWWB, Heavy: WXYV, Medium: WOOK, WEDR, WJMO, WKXI, WLOU.

### AL JARREAU "Breakin' Away" (WB) 13/2

Rotations: Heavy 1/0, Medium 8/0, Light 5/1, Extra Adds 1, Total Adds 2, WWIN, WJMO, Heavy: WHUR, Medium: WDMT, KDAY, WSSJ, WJMI, KOKY, WANT.

### ZOOM "Saturday, Saturday Night" (Polydor/PolyGram) 13/2

Rotations: Heavy 5/0, Medium 5/0, Light 2/1, Extra Adds 1, Total Adds 2, WTLC, KUKQ, Heavy: WHUR, KDKO, KDAY, WJAX, WLOU, Medium: WAOX, WVEE, WBLX, KACE, KDIA.

### BRICK "Wide Open" (Bang/CBS) 13/1

Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Extra Adds 0, Total Adds 1, WTOY, Heavy: WOOK, Medium: WHRK, KDKO, WENN, WJMI, WVOL, WDAO.

### SYREETA "Quick Slick" (Tamil/Motown) 12/6

Rotations: Heavy 1/0, Medium 3/1, Light 4/1, Extra Adds 4, Total Adds 6, WAIL-FM, KDAY, WKND, WENN, WTOY, WTMP, Heavy: WGCI, Medium: WHUR, WVON.

### MIDNIGHT STAR "Tuff" (Solar/Elektra) 12/2

Rotations: Heavy 2/0, Medium 4/0, Light 6/2, Extra Adds 0, Total Adds 2, WTOY, WTLC, Heavy: WENN, WDAO, Medium: WCIN, KDAY, WJJS, KDIA.

### FUNN "School Daze" (Magic Records) 12/1

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WTOY, Medium: WVON, WJMO, WLOU, WTLC.

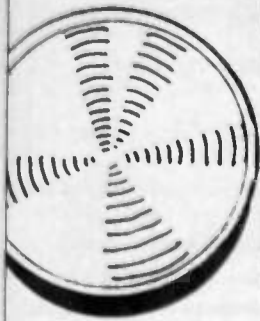
### ROGER "So Ruff, So Tuff" (WB) 12/0

Rotations: Heavy 7/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WDIA, WDMT, WJMO, WJAX, WKWM, WWWB, KUKQ, Medium: WWIN, KMJM, WGIV, WOWI.

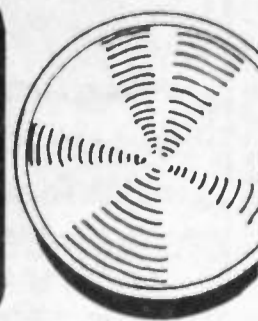
### KRAFTWERK "Numbers" (WB) 12/0

Rotations: Heavy 7/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WDMT, KSOL, WOIC, WJJS, WVOL, WWWB, KDIA, Medium: WVEE, WENN, WGIV, WOWI.





**The Music That's Moving The  
Dial Is Coming From One Station,  
Warner Bros. Records.**



**AND COMING IN LOUD  
AND CLEAR!**

**AL JARREAU**

The new single:

**"BREAKING AWAY"**

Follow-up to the Top 10 R&B/Pop smash,

**"WE'RE IN THIS LOVE  
TOGETHER"**

**THE TIME**

The new single:

**"COOL (PART I)"**

Hard on the heels of  
their Top 5 hit,

**"GET IT UP"**

**ROGER**

The new single:

**"DO IT ROGER"**

successor to the Number 1 Smash,

**"HEARD IT THROUGH THE  
GRAPEVINE"**

The Many Facets of Roger LP now gold...  
Roger is doing it!

**PATTI AUSTIN**

The new single:

**"EVERY HOME SHOULD  
HAVE ONE"**

The follow-up to the Top 10 hit,

**"DO YOU LOVE ME."**

Produced by Quincy Jones for Qwest Records

**ANDR E CROUCHI**

The new single:

**"HOLLYWOOD SCENE"**

from the multi-Grammy winning  
artist's album,

**"DON'T GIVE UP"**



**ERNIE WATTS**

The new single:

**"CHARIOTS OF FIRE"**

One of the most respected sax players  
meets the most acclaimed movie  
of the year.

On Qwest Records



ON WARNER BROS.

AND

QWEST RECORDS

# Black Radio

## Hottest

### November 27, 1981

EAST	SOUTH	MIDWEST	WEST
Earth, Wind & Fire Kool & The Gang Central Line Prince George Benson	Earth, Wind & Fire Kool & The Gang Roger "Heard" Commodores Bar-Kays	Kool & The Gang Earth, Wind & Fire Roger "Heard" One-Way Peabo Bryson Prince	Kool & The Gang Earth, Wind & Fire Skyy Prince

# Regionalized Adds & Hots

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

### EAST

**WXYV/Baltimore**  
Tim Watts

SUGAR HILL GANG  
CURTIS MAYFIELD  
D TRAIN  
AURRA  
TAANA GARDNER  
SOS BAND  
Hottest:  
CENTRAL LINE  
EW&F  
SKYY  
ADVENTURE  
SUGAR HILL GANG

**WWIN/Baltimore**  
Curtis Anderson

LIVE BAND  
VERNON BIRCH  
WHATNAUTS  
AL JARREAU  
Hottest:  
KOOL & THE GANG  
SUGARDADDY  
PRINCE  
EW&F  
D TRAIN

**WILD/Boston**  
Steve Crumbley

CON FUNK SHUN  
JERRY CARR  
CURTIS MAYFIELD  
BOBBY WOMACK  
VERNON BIRCH  
PURE ENERGY  
Hottest:  
CENTRAL LINE  
EW&F  
GWEN MCCRAE  
KOOL & THE GANG  
LUTHER VANDROSS

**WSSJ/Camden-Philadelphia**  
Gary Shepherd

TOM BROWNE  
STYLISTICS  
DONALD BYRD  
DENROY MORGAN  
LOWRELL SIMON  
GALAXY  
Hottest:  
EW&F  
KOOL & THE GANG  
GEORGE BENSON  
TEDDY PENDERGRASS  
HALL & OATES

**WKND/Hartford**  
Eddie Jordan

ANGELA BOFILL  
BOBBY WOMACK  
GROVER WASHINGTON  
CENTRAL LINE  
INVISIBLE MAN'S B  
SUZY Q  
LAKESIDE  
EMOTIONS  
REDD HOTT  
SYREETA  
Hottest:  
EW&F  
SLAVE  
KOOL & THE GANG  
BAR-KAYS  
GEORGE BENSON

**WWRL/New York**  
Wanda Ramos

BOOKER T.  
GENE DUNLAP  
DYNASTY  
MIKE & BRENDA  
KANO  
Hottest:  
GLADYS KNIGHT  
HALL & OATES  
CENTRAL LINE  
GEORGE BENSON  
SLAVE

**WDAS/Philadelphia**  
Joe Tamburro

LOWRELL SIMON  
TS MONK  
SUGAR HILL GANG  
KANO  
CON FUNK SHUN  
BRENDA WATTS  
PURE ENERGY  
Hottest:  
EW&F  
PRINCE  
KOOL & THE GANG  
ISLEY BROS  
CHOCOLATE MILK

**WAMO/Pittsburgh**  
J.C. Floyd

TEMPTATIONS  
Hottest:  
GEORGE BENSON  
EW&F  
PRINCE  
KOOL & THE GANG  
ROGER

**WOOK/Washington**  
Harry Boomer

none  
Hottest:  
CENTRAL LINE  
PRINCE  
ROGER  
CHOCOLATE MILK

**WHUR/Washington**  
Oscar Fields

AURRA  
GROVER WASHINGTON  
Hottest:  
AL JARREAU  
PATTI AUSTIN  
PATTI AUSTIN  
KOOL & THE GANG  
EW&F

### SOUTH

**WAOK/Atlanta**  
Larry Tinsley

LAKESIDE  
CON FUNK SHUN  
JONES GIRLS  
GROVER WASHINGTON  
VERNON BIRCH  
GAYLE ADAMS  
Hottest:  
EW&F  
KOOL & THE GANG  
ISLEY BROS  
BAR-KAYS  
BETTY WRIGHT

**WVEE/Atlanta**  
Scotty Andrews

SPINNERS  
ERNIE WATTS  
Hottest:  
EW&F  
BAR-KAYS  
SLAVE  
KOOL & THE GANG  
TEDDY PENDERGRASS

**WENN/Birmingham**  
Gene Wise

GO  
TEDDY PENDERGRASS  
SWITCH  
SYREETA  
CAPTAIN SKY  
ARTHUR ADAMS  
Hottest:  
EW&F  
RICK JAMES  
JEAN CARN  
OZONE  
CHOCOLATE MILK

**WATV/Birmingham**  
Stan Granger

GAYLE ADAMS  
DEBRA LAWS  
PEABO BRYSON  
PEACHES & HERB  
ARETHA FRANKLIN  
SKOOL BOYZ  
BT EXPRESS  
RUFUS & CHAKA  
STARPOINT  
LUTHER VANDROSS  
Hottest:  
SLAVE  
PRINCE  
KOOL & THE GANG  
COMMODORES  
EW&F

**WQIV/Charlotte**  
Chris Turner

SUGAR HILL GANG  
VERNON BIRCH  
TS MONK  
GAYLE ADAMS  
JIMMY ROSS  
Hottest:  
EW&F  
KOOL & THE GANG  
DENIECE WILLIAMS  
ROGER  
OZONE

**WQIC/Columbia, SC**  
Mickey Arnold

TYRONE DAVIS  
CARL CARLTON  
FATBACK BAND  
CANDI STATON  
LIVE BAND  
Hottest:  
KOOL & THE GANG  
TIME  
EW&F  
PRINCE  
COMMODORES

### MIDWEST

**WBMX/Chicago**  
Lee Michaels

JERMAINE JACKSON  
Hottest:  
KOOL & THE GANG  
PRINCE  
BOBBY WOMACK  
BAR-KAYS  
SHEREE BROWN

**WGC/Chicago**  
Pam Wells

HALL & OATES  
EVELYN KING  
Hottest:  
GAYLE ADAMS  
KOOL & THE GANG  
SHEREE BROWN  
PEABO BRYSON  
BOBBY WOMACK

**WVON/Chicago**  
Pam Wells

TIME  
HALL & OATES  
DENROY MORGAN  
TS MONK  
SKOOL BOYZ  
LOWRELL SIMON  
SUPERIOR MOVEMENT  
Hottest:  
BOBBY WOMACK  
CENTRAL LINE  
GEORGE BENSON  
BB&O  
KOOL & THE GANG

**WCIN/Cincinnati**  
Everett Cort

OODHOMA  
AURRA  
GROVER WASHINGTON  
TEDDY PENDERGRASS  
GAYLE ADAMS  
Hottest:  
KOOL & THE GANG  
ONE WAY  
CENTRAL LINE  
PEABO BRYSON  
EW&F

**WDMT/Cleveland**  
Freddie James

GAYLE ADAMS  
SKYY  
CON FUNK SHUN  
JONES GIRLS  
Hottest:  
ROGER  
SLAVE  
ONE WAY  
KOOL & THE GANG  
EW&F

**WJMO/Cleveland**  
Erik Stone

GAYLE ADAMS  
ROCKIE ROBBINS  
ARETHA FRANKLIN  
AL JARREAU  
LTD  
HAROLD MELVIN  
Hottest:  
KOOL & THE GANG  
JEAN CARN  
EW&F  
TIME  
ROGER

**WDAO/Dayton**  
Turk Logan

FOUR TOPS  
GROVER WASHINGTON  
ANGELA BOFILL  
VERNON BIRCH  
SUZY Q  
GERALDINE HUNT  
Hottest:  
PEABO BRYSON  
GLADYS KNIGHT  
LARRY GRAHAM  
STACY LATTISAW  
STEVIE WOODS

**WJLB/Detroit**  
J. Michael McKay

HALL & OATES  
Hottest:  
LUTHER VANDROSS  
LJ REYNOLDS  
PEABO BRYSON  
EW&F  
KOOL & THE GANG

**WKWM/Grand Rapids**  
Frank Grant

GAYLE ADAMS  
BB&O  
HALL & OATES  
LULU  
FUNK FUSION BAND  
GROVER WASHINGTON  
Hottest:  
ROGER  
EW&F  
ONE WAY  
TIME  
LUTHER VANDROSS

**WTOY/Roanoke**  
Donnie Deane

JONES GIRLS  
STEVIE WOODS  
SYREETA  
RICK JAMES  
LAKESIDE  
ARETHA FRANKLIN  
GENE DUNLAP  
SWITCH  
BRICK  
ANGELA BOFILL  
BOBBY WOMACK  
GAYLE ADAMS  
CAPTAIN SKY  
MIDNIGHT STAR  
MICHAEL HENDERSON  
FUNN  
TEENA MARIE  
Hottest:  
KOOL & THE GANG  
EW&F  
COMMODORES  
GEORGE BENSON  
RENE & ANGELA

**WANT/Richmond**  
Ben Miles

DIANA ROSS  
RUFUS & CHAKA  
EBONEE WEBB  
SPINNERS  
SKYY  
SHALAMAR  
BOBBY WOMACK  
ARETHA FRANKLIN  
JERMAINE JACKSON  
GLADYS KNIGHT  
CENTRAL LINE  
TIERRA  
ROCKIE ROBBINS  
Hottest:  
TIME  
ROGER  
EW&F  
KOOL & THE GANG  
DENIECE WILLIAMS

**WTMP/Tampa**  
Jerry Walker

SUGAR HILL GANG  
ED PERRELL  
CENTRAL LINE  
CON FUNK SHUN  
RICHARD D. FIELDS  
ARETHA FRANKLIN  
CHOCOLATE MILK  
LTD  
RUFUS & CHAKA  
SYREETA  
TIME  
Hottest:  
ROGER  
KOOL & THE GANG  
DIANA ROSS  
TEDDY PENDERGRASS  
SUGAR HILL GANG

### WEST

**WTLN/Indianapolis**  
Jay Johnson

TEDDY PENDERGRASS  
JIMMY ROSS  
MIDNIGHT STAR  
SOB BAND  
GAYLE ADAMS  
SPINNERS  
ZOOM  
GROVER WASHINGTON  
JONES GIRLS  
Hottest:  
KOOL & THE GANG  
EW&F  
PRINCE  
COMMODORES  
ISLEY BROS

**KAEZ/Oklahoma City**  
Lee Simpson

TIME  
GROVER WASHINGTON  
DONALD BYRD  
ERICA PERKINS  
PATTERSON TWINS  
SYLVERS  
Hottest:  
SHEREE BROWN  
ONE WAY  
ROGER  
KOOL & THE GANG  
WHISPERS

**KDKO/Denver**  
Byron Pitts

TIME  
RUFUS & CHAKA  
DONALD BYRD  
SHOCK  
FREDDIE HUBBARD  
GROVER WASHINGTON  
NORMAN CONNORS  
Hottest:  
KOOL & THE GANG  
PRINCE  
SHALAMAR  
SLAVE  
ISLEY BROS

**KDAY/Los Angeles**  
J.J. Johnson

PEABO BRYSON  
GARY U.S. BONDS  
STARPOINT  
ANGELA BOFILL  
SYREETA  
Hottest:  
EW&F  
KOOL & THE GANG  
SHALAMAR  
PRINCE  
WHISPERS

**KJLM/Los Angeles**  
Lawrence Tarter

AURRA  
PEABO BRYSON  
STARPOINT  
SYLVIA ST. JAMES  
MIKE & BRENDA  
Hottest:  
HALL & OATES  
TIME  
BOBBY WOMACK  
KOOL & THE GANG  
SKYY

**KACE/Los Angeles**  
Alonzo Miller

BAR-KAYS  
PEABO BRYSON  
GROVER WASHINGTON  
SWITCH  
SPINNERS  
MAIN INGREDIENT  
Hottest:  
ROGER  
TIME  
BOBBY WOMACK  
EW&F  
SKYY

**WWW/Saginaw, MI**  
Kerni Crockett

PEACHES & HERB  
CON FUNK SHUN  
DONALD BYRD  
FATBACK BAND  
Hottest:  
LUTHER VANDROSS  
PRINCE  
KOOL & THE GANG  
ROGER  
HALL & OATES

**KMMJ/St. Louis**  
Dick Edwards

BOBBY WOMACK  
SHALAMAR  
PEABO BRYSON  
Hottest:  
COMMODORES  
EW&F  
ROGER  
KOOL & THE GANG  
PRINCE

**KDIA/Oakland**  
Keith Adams

LTD  
SLAVE  
DIANA ROSS  
PEABO BRYSON  
Hottest:  
SKYY  
KOOL & THE GANG  
CHOCOLATE MILK  
EW&F  
ROGER

**KUKQ/Phoenix**  
Steve Smith

LAKESIDE  
TEDDY PENDERGRASS  
STEVIE WOODS  
THWENNYNINE/LENNY  
ZOOM  
FREDERICK KNIGHT  
FATBACK BAND  
ANGELA BOFILL  
Hottest:  
KOOL & THE GANG  
EW&F  
SLAVE  
BAR-KAYS  
GEORGE BENSON

**KSOL/San Mateo, CA**  
Bernie Moody

BOBBY WOMACK  
TEDDY PENDERGRASS  
SHOCK  
GLADYS KNIGHT  
LTD  
VERNON BIRCH  
Hottest:  
KOOL & THE GANG  
PRINCE  
CHOCOLATE MILK  
EW&F  
ISLEY BROS

# Opportunities

## Openings

### EAST

Full/part-time openings for CHR, TBR to Jim Smarone, R-104/WSPK, Box 1702, Plughessip, NY 12901. NY, CT & NJ need apply. EOE M/F (11-27)

Looking for PM drive jock, prog only. TBR to John Preley, PO, 166 Front St., Manchester, NH 03102. EOE M/F (11-27)

Morning drive jock needed for West Virginia AM station. Early advancement to PD for right person. Minimum 4 years experience. Call (304) 263-6307. EOE M/F (11-27)

Wanted News anchor reporter, no experience necessary, will train. TBR to Scott Davis, News Director, 7 Main St., Bangor, ME 04401. EOE M/F (11-27)

Update New York resort area looking for people experienced in both CHR and A/C. TBR Ned Young, WBZA-WHQ, Box 928, Glens Falls, NY 12001. EOE M/F (11-27)

WKAZ/Charleston, WV is accepting applications for future A/C openings. TBR to Jeff Whitehead, Box 871, Charleston, WV 25323. EOE M/F (11-27)

WBFR/Springfield needs Production Director. New state-of-the-art facility. TBR to Mark Osborn, Box 98, Springfield, MA 01101. EOE M/F (11-27)

WWYZ-FM82 Hartford's FM A/C music leader is looking for morning personality. TBR to most recent ratings. Dave Popovich, Box 3322, Hartford, CT 06103. (11-27)

Experienced morning man needed for aggressive small market AM. Good pay, benefits. TBR to Chip Massey, O.M., W8TH, Box 261, Williamsport, NY 76091. (11-27)

WRIB/Erie immediate 7-midnight top-notch one-on-one personality. Strong production. TBR to Jay Scott, Box 2072, Erie, PA 16512, or call (814) 799-6777. EOE M/F (11-27)

FM-87 opening for top-notch 7-midnight personality. Good production, no beginners please. TBR to Mel Edwards, Program Manager, WJAN-FM, 262 N. Queen St., Lancaster, PA 17603. (11-27)

Major CT album rock station with serious commitment to news looking for reporter with anchor experience. TBR to Box 989, Hartford, CT 06143-0889. EOE M/F (11-27)

WOCM/Hagerstown, MD looking for uptempo CHR personalities for all dayparts. TBR only to Gary Michaels, WOCM, 1750 Downsville Pike, Hagerstown, MD 21740. EOE M/F (11-20)

New England resort area station looking for experienced evening sports talk show host. TBR to WOCB, Box 688, West Yarmouth, MA 02673 or (617) 775-0800. EOE M/F (11-20)

**Account Executive.** If you are interested in earning \$25,000+ a year. If you have a minimum of 3 years radio sales experience. If you are a self-starting street fighter. If you want to work for a number one radio station and a first class operation. If you are looking for future advancement with one of the nation's most progressive radio groups, we want you! Only two openings available. Contact Walter Broadhurst, GSM, WKEE, Inc., P.O. Box 2288, Huntington, WV 25724. Immediately. EOE M/F (12-4) •

## Openings

### SOUTH

Entering Jackson, MS market with 100,000 watts - excellent rewards and incentives for temporary air talent. TBR to Kirk Sherwood, WQMB, Box 78, Vicksburg, MS 39180. (11-27)

Morning entertainer, 100,000 watt FM. Be a part of a winning team. TBR Steve Kelly, QMFM, Box 1780, Little Rock, AR 72203. No calls. EOE M/F (11-27)

Q104 (WQEN-FM) now accepting tapes for immediate openings. Looking for communicators with strong production. Clever "cooler" team player. Box 108, Gadsden, AL 35802. EOE M/F (11-27)

Mature, energetic professionals for all positions. TBR and salary requirements to Dave Ferraro, WLEQ, 98 Super Q Blvd., Rt. 22, Ft. Myers, FL 33908. EOE M/F (11-27)

### Southeast Top 50

market A/C PM drive announcer \$17.5-20k depending on ability. Must be versatile production pro. We're looking for the best and willing to take our time finding the right person. Send tape and resume to Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067

Position open for announcer/production. Participation in a conversational talk show would be a plus. TBR to Buddy Foster, KPAAL, Box 1787, Harford, TX 75045. EOE M/F (11-27)

AM/FM in Arkansas #2 market has immediate openings for mature professionals. TBR to Dave or Dan, Box 4180, Fort Smith, AR 72914. (601) 783-4108. EOE M/F (11-27)

A/C morning/Production Director. Active contributor. Creative/cooperative atmosphere. Opportunity/responsibility. Work with us, not for us. TBR 15-6AC, Box 70, Ft. Knox, KY 40121. EOE M/F (11-27)

We found one good one, need one more. Y102 FM CHR. TBR to Dan Rushin, PO, Box 2018, Toxiana, AR 76001. EOE M/F (11-20)

Need experienced female for future openings. Also future openings for informative personality announcer. Minorities encouraged. TBR to Joe Conway, GPM, South Tower, San Antonio, TX 78216. (11-20)

WORD morning newspaper personality. Local oriented/involvement. RFD network. Mobile units. Dedication and attitude important as talent. TBR Ron Brandon, Box 3287, Spartanburg, SC 29304. EOE M/F (11-20)

7-midnight rock jock for 100,000 watt, super tower, programming oriented top rated station. TBR to Dave Burdus, KBR, Box 3100, Ft. Smith, AR 72913. EOE M/F (11-20)

Bright morning team person needed for Arkansas most-listened-to popular music station. TBR to Dave Burdus, KBR, Box 3100, Ft. Smith, AR 72913. EOE M/F (11-20)

KWKC/Abilene, TX has immediate opening. TBR to Troy Landon, Box 2201, Abilene, TX 79604. Minorities encouraged to apply. EOE M/F (11-20)

WXAM/Charlottesville, VA looking for drive time performer. No beginners. TBR to WXAM, Box 1294, Charlottesville, VA 22902. EOE M/F (11-20)

WQID-FM/Gulf Coast. Dominated market for last 5 years. Looking for mature CHR delivery, strong production. TBR to Mickey Coulter, Box 4606, E304, MS 38931. (11-20)

## Openings

KKQV-FM/Wichita Falls, TX looking for professionals wanting to move up to a larger market. TBR: Mike Edwards, Box 4327, Wichita Falls, TX 76308. (11-20)

Expanding winning A/C air staff. #1 28-49 adults. Minorities encouraged. No calls. TBR: Jim Robertson, WRVW, 2272 Central Ave., Memphis, TN 38104. (11-20)

### MIDWEST

Wanted: News reporter/anchor for AM/FM in suburban Chicago. TBR to Rick Sellers, WYBW/WRD, 300 Commerce Dr., Crystal Lake, IL 60014. EOE (11-27)

KRMQ/Tulsa is looking for a newperson for AM drive. TBR to Jim Beck, NO, Box 418, Tulsa, OK 74101. (11-27)

Lansing metro WOTK Country needs communicators with strong production. Dave Conrad, PO, 1383 W. Paris Rd., St. Johns, MI 48879. (11-27)

WJNR-FM looking for morning drive or afternoon person. Good production. No hype. Must know music. 80,000 watts dayparted CHR/AOR. TBR to 219 East "A" Street, Iron Mountain, MI 49801. EOE M/F (11-27)

KNOX/Grand Forks, ND needs experienced broadcast journalist. No beginner! Competitive salary. TBR to ND, Box 1638, Grand Forks, ND 58201. EOE (11-27)

### \$30-40,000

For adult morning personality for upper Midwest Country giant. #1 rated station with heavy emphasis on information and personality. Please, no time and temp rock jocks. Must be able to work well with other member of morning team. Send T&R to Radio & Records, 1930 Century Park West, #291, Los Angeles, CA 90067.

KLSB, CHR FM looking for air personality. Experience necessary. TBR to Tom Huber, Box 1446, Measn City, IA 50401. EOE M/F (11-27)

Production/promotion minded PD, AM shift for #1 rated Country FM. TBR to WAXT, Box 111, Alexandria, IA 52001. 280,000 metro. (11-27)

KRNT-Q102/Des Moines wants experienced hard-working Production Director. TBR to Scott Huskey, KRNT-Q102, Box 1388, Des Moines, IA 50305. EOE M/F (11-27)

Need talented air personalities for weekends and overnights. Top 40 FM Chicago metro area. TBR to Steve Walters, WJLC, 4 South Genesee, Waukegan, IL 60085. (11-27)

Morning drive announcer, production duties. Good pay. TBR to Ed Hard, EYYY, Box 1728, Bismarck, ND 58502. No calls please. EOE M/F (11-27)

Experienced AOR announcer still wanted for #1 100,000 watt FM station in Duluth/Superior. Applicant must have decent production skills. Above average salary plus benefits. TBR to General Manager, KQDS, Box 8167, Duluth, MN 55806. EOE M/F (12-4) •

### Highly Rated Adult Contemporary

In Top 10 market is searching for a super entertaining morning drive air personality or team that can deliver the numbers. Must be entertaining, informative and relate well to a 20-45 age demographic. If you've got the talent and creativity, we've got the facility and promotion to make us both #1. Salary wide open. You owe it to yourself to explore this opportunity! Program Directors are invited to send blind air checks of competitors morning show. Send tape and resume (Blind tape only if a competitors morning show) to Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067. EOE M/F

SMN's Urban Black format looking for on-air staff (experienced talent only). TBR to Jim Maddox, SMN, P.O. Box 877, Moline, IL 60448. (11-20)

KJYO/Oklahoma City needs announcer for Schulte II format. Strong production. TBR to Jerry McCall, Box 1000, Oklahoma City, OK 73101. EOE M/F (11-20)

Looking for modern Country Program Director for a client in medium size market. TBR to Sherwood, Henne & Associates, 3125 Mapleleaf Dr., Glenview, IL 60026. EOE M/F (11-20)

## Openings

Adult communicator, afternoon drive. Good production, good money for right person. Large chain. TBR to salary requirements to Sid Wood, PD, WMAV, Box 460, Springfield, IL 62706. (217) 629-7077. EOE M/F (11-20)

Upper Midwest powerhouse needs news professional. Family-oriented community. News-oriented station expanding again. TBR to Jay Joiner, KFGO, Box 2906, Fargo, ND 58108. EOE M/F (11-20)

### WEST

Anchor/street reporter. Paid health, profit sharing plan. Aircheck, writing samples, resume to: Jim Cumberland, NO, KUUY/KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (11-27)

Production company seeking assistant. Prefer radio background. Resumes: Frank Jolla, Marine Music Productions, 777 Silver Spur, Suite 116, Rolling Hills, CA 90274. (11-27)

Experienced sales persons wanted for progressive soul station KJOP. Great opportunities. Contact: Jamal Wells. (208) 582-9973. (11-27)

Great Falls, MT 100,000 watt FM to sign on early 1982. Accepting applications for complete staff including Manager. Contact: William Reier, Box 80, Bozeman, MT 59716. EOE M/F (11-27)

Los Angeles radio opportunity! Join America's largest traffic reporting service! Metro Traffic Control. Call Rhonda Kramer or Jerry Healey at (213) 464-8400 immediately. (11-27)

KPYE (Y84)/Fresno ready for one more real good part-time for weekend and occasional overnight. Call Mike Berk. (209) 485-6294. EOE M/F (11-27)

Monterey Peninsula A/C-FM wants copy/production w/e plus air shift. TBR to GM, KMBY, Box 1271, Monterey, CA 93940. EOE M/F (11-27)

B-100/San Diego needs full-time morning news anchor. Journalism background desired. TBR to Cliff Albert, NO, B-100 FM, Box 80888, San Diego, CA 92138. EOE M/F (11-27)

Afternoon drive in Denver. BS/KLZ looking for seasoned air personality. TBR to Bill Bradley, PD, KLZ, 2149 S. Holly, Denver, CO 80222. EOE (11-27)

Part-time work available to announcers, minimum two years on-air experience. TBR: Tommy Goodwin, GM, NBC Radio, 1220 N. Highland Avenue, Hollywood, CA 90038. EOE M/F (11-27)

### Aggressive Company

is looking to fully staff a new FM powerhouse in Top 20 market. We need the most creative, talented people we can find for each shift. Good dollars and a chance to build a winner. A zany, fun morning show is a must. If you need a challenge, rush your tape today to Radio & Records, 1930 Century Park West, #289, Los Angeles, CA 90067

Part-time work available to announcers, minimum two years on-air experience. TBR: Tommy Goodwin, GM, NBC Radio, 1220 N. Highland Avenue, Hollywood, CA 90038. EOE M/F (11-20)

Very creative Production Director for #1 AOR station in Northwest. TBR to Beau Phillips, KISW, 1200 Stewart St., Seattle, WA 98101. No calls. EOE M/F (11-20)

Looking for afternoon newperson. Send TBR and writing sample to Eileen Hesson, KJZZ-KIOX, 1209 N. Chester Ave., Bakersfield, CA 93308. No calls. EOE M/F (11-20)

Morning man for Bakersfield's fastest growing station KGOE Radio, 5 years experience. Rush TBR: Mike Evans, P.O. Box 260, Bakersfield, CA 93302. EOE M/F (11-20)

All-new Class C FM needs evening jock for CHR/Rock format. TBR to Wayne Fuchs, KQ92, Rt. 1, Box 48, Paton, MT 59850. EOE M/F (11-20)

KREM/Spokane looking for reporter/anchor, aggressive attitude. TBR to Cheryl Nielson, ND, 4103 S. Regal, Spokane, WA 99203. EOE M/F (11-20)

PD/air person wanted for adult-oriented full service Country music station. TBR to Terrell Metheny, KUUY, Box 926, Cheyenne, WY 82001. EOE M/F (11-20)

Sales position. Begin at the beginning, small market. Great potential for the right one. Resumes to Search, Route 4, Box 94L, Santa Fe, NM 87501. EOE M/F (11-20)

Morning adult communicator who can do it better than I can. FM A/C Oldies format. Starter market. TBR: Search, Route 4, Box 94L, Santa Fe, NM 87501. EOE M/F (11-20)

The Mighty 690 needs experienced jocks for future full and part-time positions. Send TBR to Jeff Hunter, Mighty 690, 1259 Sixth Ave., San Diego, CA 92101. No calls please. EOE (11-20)

"Warm us up in the frozen North." CHR looking for Hip-Together air talent. TBR: Randy Robbins, KENI, 1777 Forest Park Drive, Anchorage, AK 99503. EOE (11-20)

## SUBSCRIPTION SERVICE

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First Class Mail  
50 issues

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## Radio & Records

1930 Century Park West, L.A., CA 90067



# Opportunities

## Openings

Great opportunity in Western Arizona. PM drive personality needed for top AM/PM combo. TBA: Rob Craig, KVOY, Box 228, Yuma, AZ 86384. EOE M/F (11-20)

13XU/Butte, MT has 7pm-12mid opening for on-air talent and production. Promotional minded station. Send TBA to Beau Stone, Box 3600, Butte, MT 59702 or call (406) 782-9111. EOE M/F (11-20)

## Positions Sought

Adult AOR PD. Start working on Spring book now. Will talk with small and medium markets. 12 years experience. CHRIS VAN DYKE. (306) 846-1266 or (306) 848-6182 evenings. (11-27)

JIMMY BYRD, 12 year veteran, 6 years programming experience, looking to relocate in Southeast. Currently PM drive KBEQ. Will consider programming or on-air. (913) 677-4702. (11-27)

Over 20 years of broadcast journalism, and I still want more! Looking to be a part of your news operation. Call J. PAUL HUDDLESTON. (501) 268-2974. (11-27)

### Young, Top 20 Market

afternoon drive personality with research background seeks first programming position in medium or large market. 10 years CHR and A/C experience, the last five doing afternoons in a major I've worked with some of the nation's finest PD's. Now it's my turn. If you want a confident, aggressive leader who is good with people and knows how to develop talent, inquire today. Inquiries to Radio & Records, 1930 Century Park West, #290, Los Angeles, CA 90067

7 years experience, available due to station sale. PD, MD, P-B-P, ukles expert, TV trivia buff. Want opportunity over market size. (217) 443-4188. (11-27)

## Positions Sought

Winner available. DANE MACAULAY, WJHQ, WSPR looking for PD/announcer position. CHR or A/C. Prefer East. (413) 738-0080. (11-27)

Dallas AOR jock seeks cosetel work. FL, CA, Gulf. AM Contemporary/Country experience. BIG MACK O'BRYAN, 6024 Landeend Drive, #2088, Dallas, TX 75231, (808) 738-0913. (11-27)

Are you looking for a workaholic? Well, look no more. K.C. currently WRQX, formerly WSML, WPCM, and WBOE available now. Call (910) 883-9824. (11-27)

Bay Area radio personality looking for major market on West Coast. PD and MD experience. Call RICHARD, (415) 627-2608. (11-27)

I've got a lot to offer, how about you? News, sports, P-B-P, 3 1/2 years experience. Call (301) 949-0722. (11-27)

NICK SOMMERB, formerly of Q103/Denver, K8PI, KTLK, WIFE, WAPE, seeks medium/large market programming or jock position. Call anytime. (303) 393-1676. (11-27)

13 years experience in Country looking for PD or mornings in medium market in the West. Call CHUCK, (506) 887-6521. (11-27)

Available now! Personality jock prefers Pacific NW/West Coast. No further East than AZ. Call (916) 842-2970. (11-27)

Very warm, natural personality. Looking for Top 50 A/C music station. Currently in Top 100 market. Call (402) 464-3395. (11-27)

Former Production Director for MT's #1 Country. Assist. PD for automated FM A/C wants to do the same for you. Call ED at (408) 453-3040. (11-27)

JERRY CURTIS formerly WNAP, WFYR looking for Midwest production or PD gig. Call (217) 423-6466. (11-27)

## Positions Sought

My first break can be your big break! Full-time or part-time, creative, love to entertain. N.E. preferred. (212) 863-0746. Production experience. (11-27)

Music of your life stationary I come Al Ham recom-mended. Currently employed in medium-major market. Seeking operational/programming position. Contact GARY, (201) 985-8623. (11-27)

Sports P-B-P team looking for college sports challenge. 13 years combined experience. For tape and more info, call JERRY (419) 878-4018. Midwest only (11-27)

Announcer 18 years experience, first ticket. Have worked C&W and other formats. Prefer FL or would go to another state in Southeast. BILL SMITHSON, (306) 448-1280. (11-27)

Creative and reliable AM man is trained and seeks best starting opportunity. Ready to go anywhere. (312) 423-9641. (11-27)

Results, ratings and rhythm. 8 year hustler. A.P.B. on all small and medium markets. Easy to relocate. Call D.J. at (216) 478-1208. (11-27)

Have pipes will travel. All work no play will stay. Don't delay, write today! RICHARD F. GILES, Route 4, Clare, MI 48617. All markets considered. 23 years experience. (11-27)

Custom image support systems: well sold production, community involvement. I seek any airstuff available. Top 20 markets please. Call J. KELLY, (303) 693-7008 after 8pm. (11-27)

Good low voice experienced CHR personality seeks new challenge. 10 years experience small and medium markets. East Coast preferred. Call CDSMIC, (516) 423-0187. (11-27)

Presently employed 3 year pro looking for live shift. Can do more than time and temp. Strong production and P-B-P. Call (518) 274-6262. (11-27)

## Positions Sought

Seasoned major market pro. On-air ready and prepared to program and take control of research and promotion. Prefer West. Call STEVE, (412) 373-8884. (11-20)

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines, 96 words).

### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12 00	\$20 00	\$25 00

\* Must run consecutive weeks

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# Marketplace

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Dr. Don Rose, KFRC, "Can't tell you all the times I've had the pleasure of recommending you to guys who inquire where I get my material."

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If you're having trouble finding the "right" job, put Pro't'call to work for you. We have many exclusive listings and we can find the job you want in the area you like at the salary you need.

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New Orleans, LA 70114

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Decals, Bumper Stickers, Posters, PR Kits, Media Kits, Promo Items

We do it all... by the piece or by the kit, complete and ON TIME! From your art & copy, or we'll develop it all for you!

FREE DETAILS — call or write now!

Action Decal, 320 E. 21st St., Chicago, IL 60616 (312) 842-4280

**CHRISTMAS PRODUCTION MUSIC LIBRARY**

10, 30, 60 Second Formats

Major Christmas standards tastefully arranged for radio and TV commercials.

- Ideal for voiceovers.
- Great production tool for commercials.
- Will increase spot sales.
- Music cues on disc or tape.
- Low licensing rates.

Also other music categories (i.e. "industrial, pop, contemporary," etc.)

★ **screenmusic west** ★

Contact  
(213) 934-2626 or  
(213) 932-9403

**Charlie & Harry**

If you need a morning show that's local, humorous, highly saleable, and priced right, call Program Director Bob West at KQAM, Wichita, KS (316) 838-7744. Ask him about the Charlie & Harry Program.

C&H Presents,  
P.O. Box 19628, San Diego, CA 92119  
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**RADIO JOBS!**

By missing us you probably missed over 3,000 additional job openings last year, up to 200 weekly Disc Jockeys, News, Engineers, Programming and Sales. This national computer list is \$6.00 for one week.

Special! Receive 5 consecutive weeks for only \$12.95... you save \$17.00!

American Radio Job Market  
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**Fabulous Funnies At Your Fingertips.**

Custom packaged for your convenience

Free Sample  
Write, **JOCK in the BOX**  
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Per Insertion	
1 Time	\$30.00
13 Insertions	\$25.00
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Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon two weeks in advance of publication date. Marketplace ads are non-commissionable.

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RADIO & RECORDS, 1930 Century Park West  
Los Angeles, Calif. 90067 (213) 553-4330

**Christmas 1981**

122 Christmas hits and seasonal songs in our Christmas Programming package. Available only to radio stations in mono or stereo with 25 Hz toning.

**The Music Directory**  
PROGRAMMING SERVICE  
Box 118, Indian Orchard, Massachusetts 01151 (413) 783-6526

**lola's lunch**

The fastest-growing Comedy Service in the industry.

Complimentary snack: "LOLA'S LUNCH"

Call (313) 434-6142  
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

**ARE YOU STUCK?**

At a station with a PD that won't teach you, critique you, or help you advance? Our staff of major and medium market programmers will help you with bi-weekly critiques and counseling. Also job placement assistance and total archcheck service... we'll help you put together a dynamite tape, any format.

Air Check Center, Inc. (318) 226-1890

**THE SALES EVENT OF 1981!**

**OPUS 81** Top 100 Special **FREE DEMO** of the Year

Toby Arnold & Associates  
4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

# Opportunities

## Positions Sought

**Top 5 market jock** formerly WYSP, looking for email to medium market programming gig. J.D., (216) 856-8990. (11-20)

**DAN SMIGROD**, formerly Promotion Director, Y-100/Miami is available now. Strong references. Call Dan at (305) 474-3178. (11-20)

**17 year vet #1 Kansas City**, overwhelming #1 Cocoa Beach. Double numbers as PD Ft. Pierce. Make your station famous OM. PD. (304) 234-7860. (11-20)

**Traffic, MD, radio personality**, AOR new music experience. New or small market station. Can handle dual positions. Call LYNX, (415) 441-8275. West Coast preferred. (11-20)

**JOE HAGER**, 18 year pro. KDWB, KSTP, WIFE, WDRC, Y-103, WAVZ, WMID, WAMS. Needs immediate position. Jock major market/PD major/medium market. (904) 721-8447. (11-20)

**Management, programming and superb production oriented**. Family man needs safe position. Now! 8 year pro, all-formats. Prefer West. FRANK, (209) 383-5395. (11-20)

**MARK McKAY**, playing out his option is a free agent! Bright, air/production personality for CHR, A/C or Jazz. Prefers Western small market. (714) 966-0637. (11-20)

**Adult communicator** looking. 8 years experience including PD. Call MIKE at (305) 269-2026. (11-20)

**Major market pro competitive PD** strong air talent seeking challenge, wants out of current dead end situation. West preferred. Let's talk. JOHN STONE, (415) 824-3865. (11-20)

**Major markets, 10 year large market pro**. PD's, personality. Top 40, AOR, A/C format with major consultants. West Coast or Northeast. BOB MacRAE, (706) 693-7356. (11-20)

**BARRY McCOY**, formerly WOHO/Toledo, WDUZ/Green Bay looking for air position in medium market also would consider PD. Call (419) 698-9705. (11-20)

**Experienced female talk show host**, Public Service Director and newscaster seeking challenging position in medium to major market. Contact VALERIE, (307) 235-0286. (11-20)

**Young, enthusiastic, dedicated professional**. Experienced A/C, Country, AOR entertainer. Looking for station to grow with. Anxious to move. For T&R, call MIKE RING, (216) 821-5174. (11-20)

## Positions Sought

**PD 10 year experienced pro** looking for Southern medium market. Super production, promos, leadership. Let's talk about winning. Call KEVIN, (216) 528-9866. (11-20)

**I can be very friendly**. Warm, mature one-to-one communicator will relocate for stable on-air position. Experienced talent. Call RICK, (203) 749-0215. (11-20)

**25 year old air personality** with over 3 years experience, looking for Midwest market opportunity. Call DAVE, (507) 354-4424. (11-20)

**Energetic ND**. Good writing/interviewing/announcing skills. Medium/large market news team. 6 years experience. Write ND, 52 Islandview Dr., Parkersburg, WV 26101. (11-20)

**5 years radio syndication sales** (automated music service and talk features). Looking for L.A. similar position. DOUG CRAMER, (213) 387-4708. (11-20)

**Creative, experienced, personality** looking for work in Central New Jersey area. Production wizard! Call ERIC anytime, (609) 723-7384. (11-20)

**TOM SULLIVAN** formerly FM-105/Charleston, WWW/Cleveland, 92Rock, WHLO plus others seeking afternoons or evening slot plus plenty of production. AOR or CHR. (304) 776-4977. (11-20)

**Morning personality A/C or CHR**. Major market experience. Characters, information and entertainment. Top 50 markets only. Track record, references. (804) 272-6439. (11-20)

**Superstars trained programming assistant** eager to move up. Background KISS 108/Boston, Abrams PD assistant. Ready now. Call GARRY KOOP, (201) 391-9445. (11-20)

**Talented news and sports reporter**. 8 years experience. Excellent P-B-P sports talk. Ready immediately any market. Call JIM, (614) 436-6133. (11-20)

**PD and AM drive**. Major market experience and success in both. Currently killing 'em in the morning. Available January 1st. (809) 397-8318. (11-20)

**Excellent news, sportswriter, announcer**. Solid interviewing, production skills, various work experience, small stations. San Francisco. I'm mature, intelligent, hard-working. Masters, NEIL, (415) 282-9319. (11-20)

**Experienced pro jock**. 1st class FCC. Small or medium market A/C, CHR. Excellent references. JOE BARTOSCH, 4701 N. Ozanam Ave., Chicago, IL 60656. (312) 456-4219. (11-20)

## Positions Sought

**Mature announcer with programming experience**, excellent ratings and references desires stable position in AOR, A/C. Currently in major market. Call JOHN, (802) 274-9820. (11-20)

**My favorite drink is vodka and Milk of Magnesia**, called a Phillips screwdriver. Humorous CHR announcer seeks medium market position. ROB, (919) 243-6493. (11-20)

**AOR jock/producer with 6 years experience** on-air, production awards, local agency production, PD and Production Director experience and desire to keep learning is ready to move up a notch. Interested? All I want are good people and good facilities. TIMMO, (618) 549-3808. (12-4) •

## Changes

### RADIO

**Dan Lusk** named Account Executive at WCFU/Chicago, IL formerly with WCFU/Chicago, IL

**Robert Faust** joins WFYR/Chicago, IL as Account Executive, formerly with WYEN/Chicago, IL

**John Kijowski** joins sales staff of KSD/St. Louis, formerly with KOUR/Manchester, IA

**Tom Furci** promoted to Director of Traffic and Continuity at WALL/AM-FM/Middleton, NY

**Joe Giarraputo** appointed Account Executive at WOR/New York, NY

**Lydia Rivas** promoted to Director of Traffic and National Sales Manager at WOR/New York, NY

**Jeff Chardell** joins WBBM/Chicago, IL as Retail Account Executive, formerly with WIND/Chicago, IL

**Kenneth Harvey** appointed Promotion and Merchandising Manager for KGA/KDRK-FM/Spokane, WA

**David Levitt** named Account Executive for WCX/Detroit, MI, formerly with CKLW-AM/Detroit, MI

**Daniel A. Smythe** joins WCAU/Philadelphia, PA as Account Executive

## Changes

### RECORDS

**Danae Schwimmer** promoted to Publicity Manager for Chrysalis Records.

**Kathie Wells** promoted to National Product Coordinator for Erect Records.

**Kathleen Clamens** appointed as Counsel for RCA Records.

**Christy Hill** appointed International Marketing Coordinator for MCA Records.

**Carole King-Jenkins** appointed National Dance Director for Destiny Records.

### INDUSTRY

**Jack Messenger** joins the sales staff of Katz Radio, formerly with KOGO-KPRI/San Diego, CA.

**Richard C. Wolter** appointed Executive VP, Columbia House Division.

**Janis Durr** appointed a Regional Video Sales Manager for MCA Distributing Corp.

### Miscellaneous

**WQTK** would like to receive Country/Rock from all labels. Send to Dave Conrad, 1383 W. Parks Rd., St. Johns, MI 48879. (11-27)

**KPAN** would like to receive any literature from music services for A/C and CBW. Write in c/o KPAN, Box 1757, Hereford, TX 79045. (11-27)

**WHTL-FM**, new A/C station needs singles from all sources. Dave Daniels, PD, P.O. Box 678, Whitehall, WI 54773. (11-20)

**KSM 99**, needs Country service from all labels. Send to Minton Miller, KSM 99 Radio, Palomar College, San Marcos, CA 92069. (11-20)

**KROE-FM/Sheridan, WY** needs A/C product from all sources. Please send singles and LP's to P.O. Box 5086, Sheridan, WY 82801. (11-20)

# Marketplace

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New & Active Continued from Back Page

LITTLE RIVER BAND "Take It Easy On Me" (Capitol) 58/54
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 58/9
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 52/2
RICK SPRINGFIELD "Love Is Alright Tonight" (RCA) 51/51
DON McLEAN "Castles In The Air" (Millennium/RCA) 50/9

SIGNIFICANT ACTION

SURVIVOR "Poor Man's Son" (Scotti Bros/CBS) 48/2
LULU "I I Were You" (A&M) 46/10
STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 42/1
BILLY SQUIER "My Kinda Lover" (Capitol) 39/20
BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 37/12
BALANCE "Falling In Love" (Portrait/CBS) 27/4
KENNY ROGERS "Blaze Of Glory" (Liberty) 25/4
TRIUMPH "Magic Power" (RCA) 24/0
FOREIGNER "Jukebox Hero" (Atlantic) 23/8
AL JARREAU "Breakin' Away" (WB) 21/8
ALABAMA "Love In The First Degree" (RCA) 17/4
HENRY PAUL BAND "Keepin' Our Love Alive" (Atlantic) 16/11
IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 16/3
BERMAINE JACKSON "I'm Just Too Shy" (Motown) 16/2
SHEILA "Little Delrin'" (Cameo/CBS) 15/13
DONNIE IRIS "Sweet Merilee" (MCA) 15/0
JENNIFER WARNES "Could It Be Love" (Arista) 14/9
RUSH "Closer To The Heart" (Mercury/PolyGram) 14/7
KINKS "Destroyer" (Arista) 14/2
EDDIE SCHWARTZ "All Our Tomorrows" (Atco) 13/11
SUE SAAD "Looker" (WB) 13/5
PRINCE "Controversy" (WB) 13/2
TIERRA "La La Means I Love You" (Boardwalk) 13/1
STEVE CARLISLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 12/2
DEL SHANNON "Sea Of Love" (Network/Elektra-Asylum) 10/8

RUPERT HOLMES "Loved By The One You Love" (Elektra) 43/10
OLIVIA NEWTON-JOHN "Physical" (MCA) 42/2
KENNY ROGERS "Blaze Of Glory" (Liberty) 41/10
SHEENA EASTON "You Could Have Been With Me" (EMI America) 39/22
QUARTERFLASH "Harden My Heart" (Geffen/WB) 34/6
STEVE CARLISLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 33/8
BALANCE "Falling In Love" (Portrait/CBS) 30/4
ROD STEWART "Young Turks" (WB) 29/4
ALABAMA "Love In The First Degree" (RCA) 22/7
KIM CARNES "Mistaken Identity" (EMI America) 22/3
NICOLETTE LARSON "Fool Me Again" (WB) 22/0
AL JARREAU "Breakin' Away" (WB) 17/8
BEE GEES "Living Eyes" (RSO/PolyGram) 16/2
STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 15/1
LITTLE RIVER BAND "Take It Easy On Me" (Capitol) 14/13
RINGO STARR "Wreck My Brain" (Boardwalk) 13/0
BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 12/8
VANGELIS "Titles" (Polydor/PolyGram) 11/4
GENESIS "No Reply At All" (Atlantic) 11/1
ADDRESS BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 11/0
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 11/0
SAILOR "Hat Check Girl" (Caribou/CBS) 11/0
CHILLIWACK "My Girl (Gone, Gone, Gone)" (Millennium/RCA) 10/1
BARBARA MANDRELL "Wish You Were Here" (MCA) 10/0
ROLLING STONES "Waiting On A Friend" (Rolling Stones/Atco) 9/5
T.G. SHEPPARD "Only One You" (WB/Curb) 9/4
JOURNEY "Don't Stop Believin'" (Columbia) 9/2
JERMAINE JACKSON "I'm Just Too Shy" (Motown) 9/0
GREG LAKE "Let Me Love You Once" (Chrysalis) 8/5
CARLY SIMON "Hurt" (WB) 8/5

COMING NEXT WEEK
INSIDE R&R:
THE BIRCH REPORT - ALTERNATIVE TO ARBITRON?
Continuing a series of close-ups on the new ratings contender.

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.

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Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as FOREIGNER, OLIVIA NEWTON-JOHN, COMMODORES, POLICE, ROD STEWART, STEVIE NICKS & DON HENLEY, DIANA ROSS, AIR SUPPLY, LINDSEY BUCKINGHAM, JOURNEY, QUARTERFLASH, NEIL DIAMOND, GENESIS, DARYL HALL & JOHN OATES, CHILLIWACK, BARRY MANILOW, DARYL HALL & JOHN OATES, GEORGE BENSON, STEVE MILLER BAND, J. GEILS BAND, GO-GO'S, PAUL DAVIS, BARBRA STREISAND, EDDIE RABBITT, ELO, EARTH, WIND & FIRE, QUEEN & DAVID BOWIE, CARB, ROLLING STONES, DAN FOGELBERG.

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as NEIL DIAMOND, BARRY MANILOW, COMMODORES, DIANA ROSS, FOREIGNER, BARBRA STREISAND, JUICE NEWTON, CHRIS CHRISTIAN, DON McLEAN, AIR SUPPLY, PAUL DAVIS, STEVIE NICKS & DON HENLEY, RONNIE MILSAP, M. POST, GEORGE BENSON, DAN FOGELBERG, STEVIE WOODS, ROYAL PHILHARMONIC ORCHESTRA, QUINCY JONES, EDDIE RABBITT, LINDSEY BUCKINGHAM, CRYSTAL GAYLE, SNEAKER, BEACH BOYS, DARYL HALL & JOHN OATES, BILLY JOEL, FOUR TOPS, AL JARREAU, ANNE MURRAY, MARTY BALIN.

ROLLING STONES (81)
LITTLE RIVER BAND (64)
RICK SPRINGFIELD (61)

SHEENA EASTON (48)
DAN FOGELBERG "Leader" (38)
BILLY JOEL (33)

MOST ADDED

DAN FOGELBERG (36)
JENNIFER WARNES (27)
EDDIE RABBITT (25)

CARPENTERS (24)
BILLY JOEL (24)
BEACH BOYS (22)

OLIVIA NEWTON-JOHN (121)
FOREIGNER (117)
ROD STEWART (70)

NICKS & HENLEY (70)
JOURNEY (63)
COMMODORES (58)

HOTTEST

NEIL DIAMOND (85)
FOREIGNER (59)
DIANA ROSS (54)

BARRY MANILOW (52)
COMMODORES (41)
BARBRA STREISAND (29)

BREAKERS

ROLLING STONES

Waiting On A Friend (Rolling Stones/Atco)

68% of our reporters on it. Moves: Up 29, Debuts 28, Same 28, Down 0, Adds 61 including WBEN-FM, PRO-FM, JB105, Q107, WPGC, CFTR, CHUM, Z93, 94Q, WLS, CKLW, KS95-FM, KRLA, KIIS-FM, 13K, KIMN, Q103, KOPA. See Parallels, debuts at number 29 on CHR chart.

EARTH, WIND & FIRE

Let's Groove (ARC/Columbia)

63% of our reporters on it. Moves: Up 81, Debuts 11, Same 25, Down 8, Adds 11, PRO-FM, 92FLY, 3WT, WAEB, WKRZ-FM, KHFI, WZZR, WLOL-FM, KKXX, KELO, KDVV, WBEN-FM 1-1, WCKX 10-7, 13K 2-1, WFMF 20-10, KIIK 16-11. See Parallels, moves 30-28 on CHR chart.

EDDIE RABBITT

Someone Could Lose A Heart Tonight (Elektra)

71% of our reporters on it. Rotations: Heavy 10/0, Medium 48/8, Light 28/12, Extra Adds 5, Total Adds 25 including WBEN, WTAE, WSB, WGAR, WOMC, KOY, and 19 more. Moves 29-20 on A/C chart.

BEACH BOYS

Come Go With Me (Caribou/CBS)

63% of our reporters on it. Rotations: Heavy 2/0, Medium 42/7, Light 28/8, Extra Adds 7, Total Adds 22 including WASH, KULF, 56KRC, WOMC, WISN, KOY, KEX, KIXI, KPLZ, and 13 more. Debuts at number 24 on A/C chart.

SNEAKER

More Than Just The Two Of Us (Handshake/CBS)

62% of our reporters on it. Rotations: Heavy 9/0, Medium 49/11, Light 18/5, Extra Adds 1, Total Adds 17 including KOY, KNBR, WNAB, WSBA, WRVR, WHIO, KRMG, and 10 more. Moves 30-23 on A/C chart.

BILLY JOEL

She's Got A Way (Columbia)

58% of our reporters on it. Rotations: Heavy 6/1, Medium 35/7, Light 31/15, Extra Adds 1, Total Adds 24 including WSB, WISN, KPLZ, WRIE, WSBA, WSLI, WHIO, KBOI, and 16 more. Debuts at number 26 on A/C chart.

12-34

NEW & ACTIVE

- JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 121/10
RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 113/12
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 106/26
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 100/9
RINGO STARR "Wreck My Brain" (Boardwalk) 97/6
BILLY JOEL "She's Got A Way" (Columbia) 98/33
SHEENA EASTON "You Could Have Been With Me" (EMI America) 87/48
GREG LAKE "Let Me Love You Once" (Chrysalis) 79/23
BEE GEES "Living Eyes" (RSO/PolyGram) 77/8
LOVERBOY "Working For The Weekend" (Columbia) 74/12
BEACH BOYS "Come Go With Me" (Caribou/CBS) 69/30
DAN FOGELBERG "Leader Of The Band" (Full Moon/Epic) 68/38
LUTHER VANDROSS "Never Too Much" (Epic) 69/0

25-49

NEW & ACTIVE

- DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 64/21
DAN FOGELBERG "Leader Of The Band" (Full Moon/Epic) 47/26
JENNIFER WARNES "Could It Be Love" (Arista) 47/27
PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 44/7
CARPENTERS "Three Good Old Dreams" (A&M) 43/24