

# Radio & Records

ISSUE NUMBER 320

THE INDUSTRY'S NEWSPAPER

FEBRUARY 22, 1980

## WJLB OWNER DISTRESSED BY DISTRESS PROCEEDINGS

### Booth Takes On FCC

Booth American, which operates WJLB & WMZK/Detroit, is currently undergoing prehearing meetings on its license fitness, but will not opt for a distress sale. "We believe we have a strong case, and we're not about to sell at a reduced price," VP John L. Booth told R&R. Distress sale permits a licensee to sell at below market value to a minority in order to avoid a license revocation hearing.

The Commission alleges that Booth allowed WJLB air personality Al Perkins to plug certain record groups he managed and that a WMZK Spanish-language talk show host plugged dances he promoted. Perkins resigned in 1978.

"We're proud of our service to

blacks and ethnics. WJLB has a black GM, and I'm upset that the Commission apparently feels I couldn't trust my GM to know what was going on at the station. What's the point of having minority management if the white licensee has to step in all the time?" Booth said.

#### FCC Refuses To Clarify Distress Sale

Booth had asked the FCC what effect a distress sale of WJLB & WMZK would have on its qualifications to remain the licensee of its other 11 properties. But the Commission refused to do that last Friday (2-15), saying it was not in a position to prejudge Booth's pros-

pects for retaining its other broadcast licenses.

"Multiple owners have to make a stand, because if they choose the distress sale route for one station, they might lose everything they own," Booth told R&R.

#### Hearing Set For April

The hearing will begin April 15 unless Booth asks the judge to dismiss the case. That motion would have to be filed at least 20 days before the hearing date. Without discussing legal strategy, Booth indicated he was hopeful the case would never make it to a hearing. FCC attorneys refused to comment on Booth's optimism, saying they were preparing their arguments.

## Dan Halyburton Appointed WQAM PD

Dan Halyburton, PD of Country-formatted WDGY/Minneapolis, has been transferred to another Storz station, Pop/Adult WQAM/Miami, as PD and afternoon drive air personality. WDGY GM Dale Weber told R&R, "It will be a couple of weeks until a replacement for Dan has been named here at WDGY. Dan will continue to consult this operation. He has been with the station since the Country-format kickoff September 2, 1977, and has been a super programmer for us. We obviously felt strongly enough about him to have him transferred to a station that needed some help. He has a great future with Storz."

Halyburton started his radio career in Florida at WGMA/Hollywood, with a stop along the way at Country station WWOK/Miami. For about eight weeks in 1978, Halyburton was PD of WGBS/



Dan Halyburton

Miami, but returned to WDGY after the brief stay.

Halyburton told R&R, "It's good to be home again. I'm looking forward to working with one of Miami's best AM signals. Right now we are leaning toward a Pop/Adult format, easing away from Top 40. I am here to keep the station heading in a direction to attract adults. We have increased the oldies and have plans for more community services in the area of news and public affairs."

WQAM had been without a PD since Tom Birch exited last June to work in the marketing and research field.

## Long, Pride Team Up To Buy Interest In KFOG

Long-Pride Broadcasting Co., a partnership between former TM Productions President Jim Long and country star Charley Pride, announced purchase last week of an interest in Cardinal Communications Corp. Cardinal, which purchased Beautiful Music station KFOG/San Francisco from General Electric, subject to final approval of the Cox/GE merger, is headed by former pro football star Gene Washington.

Washington commented, "I'm delighted to have Jim Long as a

principal in our company. His success in broadcasting and broadcast-related fields offers the company the kind of professionalism we need to look after our interests."

Long stressed that KFOG's format would not be changed. "Since I was a shareholder in KABL-AM-FM/San Francisco," he said, "I know what a formidable competitor KFOG is. It is without a doubt the best imaged radio station in San Francisco. We wouldn't think of changing from Beautiful Music."

**OFFICIAL**  
**KGMF**  
radio

YOU CAN CALL US KGMF OR YOU CAN CALL US K59  
OR YOU CAN CALL US KISS RADIO BUT OFFICIALLY  
WE ARE NOW KSS/K59

**STILL NUMBER ONE!**

**"When Hawaiian radio finally grew up we named it KDEO"**

**KDEO RADIO 94**

THE KDEO LINEUP

BEHIND THE SCENES

SET YOUR DIAL AT 94. IT ALL STARTS TODAY AT 2 P.M.

**KDEO RADIO 94**

**Advance Arbitron Results**

**SAN ANTONIO**  
KITY, KKYX Gain On Slumping KTSA

**MEMPHIS**  
WMC-AM Drops Five Shares

**BIRMINGHAM**  
WKXX Up Almost Four, Takes Big Lead

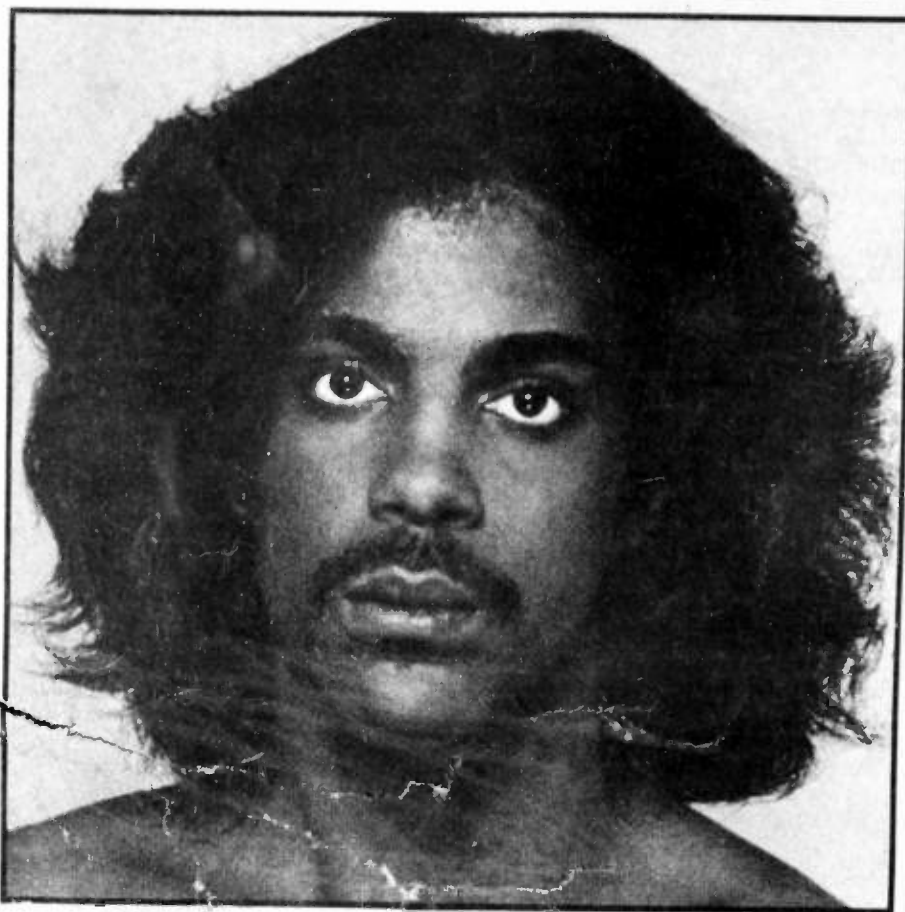
**ALBANY**  
WGY Dominates With Steady Book

**Plus January Mediatrends For Six Top Markets**  
**See Page 26.**

**HONOLULU RADIO'S IMAGE EXPLOSION** — Last week a "title wave" hit Honolulu, as one established and one new radio station splashed their new identities all over television and newspapers. Pop/Adult KGMF, the longtime ratings leader in town, announced a call letter change to KSSK ("Kiss Radio") with the ad pictured at left, featuring famed morning man Aku "explaining" the new image.

Meanwhile, the long-promised new Ron Jacobs-owned station (R&R 11-16-79) debuted on the air late last week, accompanied by a heavy TV campaign featuring former KHJ and KGB PD Jacobs, and a two-page newspaper spread. Formerly KAHU, the station was originally to be called KWAI, but has now come to life as "KDEO Radio" (former identity of KMJC/San Diego, as Jacobs, a veteran of both the Honolulu and San Diego markets, is well aware). KDEO is essentially structured Pop/Adult, with blocks oriented toward oldies, talk, and contemporary Hawaiian music. Jacobs, formerly morning man at KKUA/Honolulu, will handle the 2-6pm shift on KDEO.

TREAT YOURSELF TO  
ANOTHER **PRINCE** SMASH!



**“WHY YOU WANNA  
TREAT ME SO BAD?”**

PRODUCED BY PRINCE



ON WARNER BROS. RECORDS



# Radio in Rochester insults my intelligence

## Rochester Retailer Sticks It To Radio

The pictured bumper sticker, brainchild of Rochester-based retail record outlet owner Dick Storms and several friends, first appeared in the upstate New York city's marketplace about six months ago. The idea for the bumper sticker campaign developed, Storms told R&R, while the group was sitting around one night discussing their dissatisfaction with Rochester's current radio fare.

While Storms, whose Record Archives specialty record store caters to what he described as "a very large segment of people in this area with sophisticated musical tastes who are not being served by the local radio stations," has been selling the stickers at the store for 25 cents apiece (to cover printing costs), and claims to have put 2000 in circulation since the campaign's inception, the Rochester radio community views the effort with predictable detachment.

"It hasn't had any effect," said Bernie Kimble, PD at WMJQ, a "Superstars" AOR format, opting that "those people who would display that bumper sticker don't listen to us anyway — we're a mass appeal radio station. I've done radio that appeals only to music purists" (which is how he characterized Storms), Kimble continued, "and you end up with a 2 share. Our last book was an 11.8."

Ted Edwards, Music Director for AOR-formatted WCMF, likewise downplayed the bumper stickers'

impact on his station, noting that, "We've had no real caller response on the stickers. I see one on a car about once every three weeks."

Although confessing that he doubted whether anything would change as a result of the bumper sticker campaign, Storms summed up the campaign's objectives:

larger playlists and more on-air concentration upon developing artists.

Observed Edwards, "His store appeals to specialty groups, buyers of jazz, folk, bluegrass and new wave. Of course he wants us to play that kind of music on the radio — it sells his records."

### CANCER VICTIM'S WIFE WINS CONTEST

## KABC Grants Listener's Last Valentine Request

Valentine's Day is an unusual occasion to grant a dying man's last request. However, last week (2-14), Talk radio outlet KABC/Los Angeles did just that, awarding terminal cancer victim Joe Jurasek's wife and daughter a one-week, all-expense-paid trip to Hawaii in recognition of Joe's having won the station's Valentine's Day contest, which required listeners to submit the most heartwarming letter about their loved ones.

Knowing his condition was irreversible, Jurasek submitted a letter to KABC morning co-anchors Ken Minyard and Bob Arthur in which he detailed his situation. Last year, doctors had informed him he was suffering from a malignancy of the lymph system and that his life expectancy was about nine months. The disease swiftly

debilitated him to the point where he required constant care. Jurasek's letter also noted that his wife had been forced to sell the family home in order to meet his medical expenses. He asked that she be honored as "KABC's Lover Of The Year." Tragically, Joe never saw his wife collect her richly deserved winnings, as he passed away on February 9.

KABC VP/GM George Green commented, "One of the prime reasons why I am so proud to be manager of KABC is during situations and events such as this. That the station has evolved such a spirit of family and community that we can respond to a listener and make his last wish come true, fills me with tremendous joy and makes my life more worthwhile."

### OPINION LINE

## Big Bands Booming In Bay Area

Dear R&R:  
Your article "Big Band Aid" by Dr. Richard Lutz provides a timely viewpoint on this nostalgic topic. Having been involved with the "good ole sound" for several years as we researched and prepared a format for our consulted client, KMPX/San Francisco, I'd like to add some additional thoughts.

Dr. Lutz compares Big Band and Disco and assumes Big Band will meet the same dismal fate of Disco. The Big Band concept is not designed to replace Top 40 or be the next mass appeal format, but rather to fill a specific market need. It is a format to attract a unique audience.

From Appleton to Baltimore we've experienced the same phenomenon — extremely high local enthusiasm from listeners and advertisers. The Big Bands communicate, solve a problem in many markets and sell. In every market where we've gone to work with Big Bands, the reaction is the

same — businesses calling to buy radio, listeners writing great praise, and local media besieging the station.

Will it last forever? With a base of the timeless music of Glenn Miller, Tommy Dorsey, Frank Sinatra, Tony Bennett, and Benny

Goodman, we can evolve with the marketplace.

With nearly 18 months of success under our belts in San Francisco, we've already outlasted Disco.

James Kefford  
Exec. VP/GM, Drake-Chenault

## Blind DJ's Achievement

Dear R&R:  
I'm writing in response to Ken Mallory's letter ("Blind Broadcasters Search," R&R 1-18). I recently had a student who is legally blind by the name of Bill Horrick. Bill came into our broadcast program with the help of the Iowa Commission for the Blind and was, quite frankly, one of the finest students I've ever had the privilege to teach. Bill asked for no special treatment and with lots of hard work completed our ten-month course with a B+ average. Upon graduation, Bill went to

work at WZZC-FM/East Moline, IL as an announcer/automation operator.

I'm proud of Bill Horrick and I only wish some of my other students had the desire and motivation of this young man. To Bill, the old cliché "seeing is believing" unfortunately doesn't apply... change it to "success is believing," and it tells the story of Bill Horrick.

Rich Erickson  
Director of Broadcasting  
ART Technical College,  
Davenport, IA

**RADIO ON TV:**  
**PROJECTING THE PROPER IMAGE**  
Your Commercial May Look Pretty, But Is It Getting Your Point Across? Doug Jones Of The Frank Magid Co. Covers The Basics.  
Page 12

**FCC'S TYRONE BROWN SPEAKS OUT**  
Part I Of An Interview With The Outspoken Commissioner Details Recent Advances For Minorities In Broadcasting.  
Page 39

### this week ...

**THE WEIGHTING GAME**  
Why Arbitron weights samples, how it's done, and how it can affect you.  
Page 14

**A PROGRAMMER'S BOOK OF THE BASICS**  
PD Michael May's written a book on programming from the ground up, useful for beginners and old pros alike.  
Page 22

**AOR PROGRAMMERS COUNTERATTACK**  
PD's respond to Polydor VP Jerry Jaffe's claim that AOR stifles new music — and the fireworks begin here.  
Page 42

**EQUIPMENT — BEAUTIFUL MUSIC'S HIDDEN ESSENTIAL**  
Automation, playback, audio processing equipment and more — without the best your music can't be beautiful.  
Page 61

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# Washington Report

## FCC Toughens EEO Requirements

### Honolulu, St. Louis Stations Struggle To Clear Their Records

Effective April 1, the FCC will review EEO programs of stations with more than five employees if minority groups and women are not employed full-time at a ratio of 50% of their availability in the local work force. Stations with 11 or more employees must have 50% minorities and/or women in the top four job categories (managers, professionals, technicians and sales). In addition, stations with five to ten employees must have 25% minorities and women in the upper four job categories. All stations with 50 or more employees will be subject to a complete EEO review.

Previously, stations with five to ten employees were subject to review only if there weren't any female or minority employees. Stations employing 11 or more staffers had been subject to the 50/25 guideline, which meant 50% overall females and minorities with 25% in the top four categories.

### Washburn Dissents In Part

Commissioner Abbott Washburn said he agreed with most of the new guidelines, but found the 50/25 rule for stations with five to

ten employees "unrealistic." Washburn also said the Commission should have allowed more time for the new standards to go into effect.

### Sudbrink Gets Okay While Doubleday & LIN Respond

In related actions, the Com-

mission renewed Sudbrink Broadcasting's licenses for KPOI and KDUX/Honolulu after determining that the stations had hired, trained, and promoted significant numbers of minorities.

But Doubleday and LIN Broadcasting were both forced to respond to challenges against renewal of their St. Louis stations last week. The St. Louis Broadcast Coalition claimed KWK & WIL failed to serve the city's black community. Doubleday told the FCC KWK has provided adequate public affairs programming, and LIN submitted a list showing WIL's minority employment exceeds current FCC hiring goals.

## The Week In Review

- Booth American fights FCC; won't go distress sale route with Detroit station (see Page 1).
- FCC toughens EEO requirements.
- WCEV co-licensee gets OK to produce programming outside studios.
- FCC won't let Phoenix station stray from simulcast rules.

— Jonathan Hall

## Sales Talk

Look for Shamrock and SJR to reach agreement on a contract by March 1. Price still \$62 million plus \$5 million in assumed debts.

Since SJR is selling its stock, expect Shamrock Pres. Bruce Johnson to handle spinoffs. Probable sales will be WKTU-FM/New York (\$18 million), WYSP-FM/Philadelphia (\$9 million), WJMD-FM/Washington (\$7 million), WJIT-AM/New York (\$6-\$8 million), KNUS-FM/Dallas (\$5 million), and WUST-AM/Washington (\$1.5 million). Shamrock expected to hold on to WKLS-AM-FM/Atlanta, WQAL-FM/Cleveland, and KRLY-FM/Houston.

### WRNG Rings Sales Bell

Ring Radio Co., owner of News/Talk WRNG/Atlanta, has announced it will take bids for the station, although Ring President Charles Greene did add that the company was reserving the right to reject any or all offers. Greene cited ratings drops along with high prices for major market stations as reasons for the move. Ring is exploring other options, including acquisition of a sister FM facility in Atlanta.

### Blair's Spot Sales Up

Blair Radio's requests for spot sales were up four percent in the 25-54 category and 6.4% in the 18-34 demographics in 1979, Blair Sr. VP for Research Bob Galen said in a report this week to station managers. Almost a quarter of Blair's sales in 1979 were in 25-54, up from 19% in 1978. Sales in 18-34 were up from 13% to 19%. However, third most important demographic, 18-49, was down from 20% to 17%.

### Gannett Merger Still On Course

The FCC dismissed a petition filed by several citizens' groups to reconsider the transfer of control of Combined Communications to Gannett Co. and the spinoff of WHEV-TV/Rochester, NY from Gannett to Ragan Henry's BENI Broadcasting. The Commission said petitioners presented no new facts which warranted reconsideration.

### Metroplex Adds Two

WPIK and WKRA/Alexandria, VA have been sold by Carl Lindberg to Metroplex Communications of Cleveland for \$4 million. Metroplex Pres. Norm Wain says he'll make no changes in the station's Country music format or in personnel. Wain and Bob Weiss, Metroplex principals, recently sold KOAX/Dallas for \$7 million, a record for an FM at the time. They own WEZK/St. Louis, WHYI/Ft. Lauderdale, and WWOK/Miami.

### WMCA Finds Creative Way To Tell Its Story

"We proved people are listening to us," WMCA Asst. to the Pres. Rich Homberg told R&R. After pressure from management, Grey Advertising agreed to test WMCA listener response against WKTU. Commercials for Grey's client Revlon and its perfume "Charlie" asked listeners to write in for a free night on the town. The result — WMCA won.

### Good Marks For Sales Clinics

Over 100 Florida radio sales executives from Avon Park to Miami attended RAB's first sales seminar for the 1980's this week in Orlando. Next week, RAB travels to the Peachtree in Atlanta and the Drawbridge Motor Inn in Cincinnati.

## NEW MEANS FOR EEO COMPLIANCE

## Labor Dept. Offers Tax Cuts To Broadcasters

Radio broadcasters will soon be able to hire employees and be partly reimbursed for their salaries. It's part of the Labor Department's effort to involve the private sector in providing jobs for the disadvantaged. The Private Sector Initiative Program (PSIP) will be available nationwide by the end of the year.

"Because some broadcasters have found eligible minority recruits, it could help with EEO requirements," PSIP representative Rebecca Sweeny told R&R (see separate story, "FCC Toughens EEO Requirements"). Here's how it works:

A radio station recruits and trains an employee in various broadcasting skills, whether it's technical, writing for the news department or learning radio sales. The station is given a tax credit equal to 50% of the first year's salary, up to \$6000, and 25% of the second year's wages.

Funds are also available for equipment (tape recorders, for example) and instructors needed

to teach new skills. The employee must be recruited from several eligible groups including the handicapped, Vietnam vets under 35, and economically disadvantaged youths between the ages of 18 and 24.

Broadcasters wanting more information can reach Ms. Sweeny at 202-376-7296.

On another front, an attorney for three California handicapped associations filed a petition last week requesting that the handicapped receive the same privileges as minorities in regard to broadcast ownership — sellers to handicapped persons could receive tax breaks and the handicapped would be eligible for distress sales.

## FCC: At A Glance

### Shades Of KRLA — WCEV's 5 Years In Contention

Migala Enterprises was granted an FCC waiver February 7 to produce ethnic programming outside the WCEV/Cicero (Chicago suburb) main studios. "It's an arrangement you don't see too often these days, but WCEV has two licensees who share equally in the programming," said Migala attorney Jim Freeman of Washington communications law firm Pierson, Ball & Dowd.

"From 1pm to 10pm, my clients run ethnic programming, the Polish hour, the Lithuanian hour, the Italian hour, etc. The shows are produced within Chicago ethnic communities, so we had to get the FCC waiver," Freeman said. From 10pm to 1pm, WCEV is operated by Midway Broadcasting with a Black format.

WCEV used to be WVON/Cicero, owned by Globetrotter Communications, which divested the station in order to buy another AM in Chicago. Globetrotter's deal for the sale of the Cicero station fell through, and rather than lose its newly-acquired Chicago station, the licensee forfeited its Cicero facility and took the WVON call letters into the Chicago market.

Since 1975, eight applicants have battled for the forfeited license. Finally, Midway and Migala bought out the others and arrived at their joint programming agreement.

### Wisconsin Station Set For Hearing

Three Marinette, WI stations were designated for hearings last week (2-14). At issue is whether WMAM, WLST, and WCJL engaged in price fixing of advertising rates.

### NBMC Wants AM Frequency For Minorities

Either 530 kHz or 531 kHz should be set aside exclusively for minority ownership, according to a request for rulemaking filed by the National Black Media Coalition (NBMC). NBMC Research Director David Honig said the allocation of those frequencies would result in over 100 new AM stations. Honig claims black-owned AM stations tend to be at the cluttered high frequency end of the band, operate with low power and are often daytimers. "These facts are a source of great distress to black and other minority broadcasters. Our petition offers the Commission a rare opportunity to redress this wrong," Honig told the FCC.

### Assignment Of WAIT Affirmed

Despite a request for reconsideration, the Commission last week (2-15) upheld its decision to grant Century Chicago Broadcasting a license for WAIT/Chicago. Citizens' Committee on the Media wanted the license denied because they claimed "Animation," a public affairs program, was not a local live program as stated in WAIT's renewal application. But the Commission said since "Animation" featured unedited inter-

views taped before air time for the convenience of the guest, the program did fulfill its guidelines.

### KNIX-AM-FM Must Cease Program Duplication

Buck Owens Broadcasting, licensee for KNIX-AM/Tempe, AZ and KNIX-FM/Phoenix, has been given until March 6 to show how it will comply with the non-duplication rule. That rule states that if either the AM or the FM station is licensed to a community of over 100,000 the FM cannot devote more than 25% of its average program week to duplicate programming. KNIX has been permitted to duplicate 50% pending construction of a new FM facility. The Commission noted that KNIX had indicated previously that the new facility would be ready by October 1979. "Now saying they will not be ready to comply until May 1980 does not exhibit the type of expedition we expect," the Commission said.

### \$200,000 Committed For FCC Research

Several research projects dealing with radio will be part of a \$200,000 fund reallocation approved by the Commission last week (2-14). They are: 1) in the Office of Science and Technology, AM skywave field strength measurements for Central and South America and AM station assignment model 2) in the Broadcast Bureau, AM data base verification 3) in the Public Affairs Office, study of ownership by broadcast facilities by women. The work will actually be done by Ed Cardona's Minority Enterprise Division of the Broadcast Bureau.

FCC AT A GLANCE/ See Page 6



# FIRE LAKE

4836

the new single

*Bob Seger*  
*The Silver Bullet Band*

**THE BACK PAGE**

**BREAKERS**

**BOB SEGER**

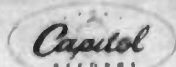
**Fire Lake (Capitol)**

82% of our reporters on it. Moves: Up 63, Same 28, Down 0,  
Adds 48 including WXLO, WKBW, WCAO, KRBE, WLCY,  
KBEQ, WGCL, KFI, KUPD, WOLF, WTRY, JB105, WFMF,  
Y95, WAPE, 95SGF, WRVQ, KOFM, KZ93, 92X, WHOT,  
KERN, KROY. See Parallels, charts at number 28.

Produced by Bob Seger & the Muscle Shoals Rhythm Section from the forthcoming album

A G A I N S T T H E W I N D

500-12041



© 1980 CAPITOL RECORDS, INC.

## FCC: At A Glance

Continued from Page 4

### Broadcasters Support Citizens' Group

Both the National Radio Broadcasters Association (NRBA) and National Public Radio (NPR) said recently they favor a proposal that would require the FCC to respond to petitions for rulemaking within 180 days. The request filed by the National Citizens' Commit-

tee for Broadcasting (NCCB) criticized delays on rulemaking, claiming they discourage public involvement in the regulatory process.

### Public File Update

Rules on local public inspection files have been clarified to specify that copies of public file material must be made available for machine reproduction by applicants for construction permits for new stations, as well as permittees or licensees of existing stations.

## People

### Portland, ME

Robert J. Tole has been named Station Manager of WPOR-AM-FM, a promotion from the Sales Manager position. Jon Van Hoo-genstyn, former account exec. at WLKW-AM-FM/Providence, replaces him. Tole had previously worked as an account exec at WRKO/Boston.

### Seattle

Gregg Hersholt has been appointed News Director at KJR, coming from a similar position at KPAM/Portland, OR.

### Jacksonville, FL

Joseph J. McCluskey has been named VP/GM of Rounsaville's WSNY-WAIV. He had been GM at WAPE.

### Tallahassee

Bob Badger has been appointed GM at WANM, having recently worked in sales at sister station

WGLF-FM. Previously he served as GM at WABY/Albany for eight years.

### Miami

James Butler has been promoted to General Sales Manager at Jefferson-Plant's recently-acquired WGBS & WLYF. He had been Local Sales Manager at WGBS, having earlier served in the same position at WLYF. Linda Scott, Local Sales Manager at WLYF since 1978, becomes Local Sales Manager for both stations.

# News/Talk

## WIND Helps Parents Cope With Chicago Teachers Strike

When teachers walked off the job in a budget dispute last month, WIND/Chicago went on the air trying to help parents continue their children's education without schools and teachers.

"Helping your child learn is a challenging responsibility, and also a very rewarding one. You can help your child by encouraging creativity and curiosity and asking questions, offering praise, showing enthusiasm and sympathy," begins a brochure called "50 Ways To Help Your Child's Education."

For example, Tip #6: Leave irresistible books around; Tip #17: A backyard mailbox for exchanging letters with the child next door, and for older kids; Tip #48: Discuss current events with your child over dinner.

"We've had 15 minutes of questions and answers with parents every afternoon on the Ed Schwartz show, and Mayor Jane Byrne was on answering calls about the budget crisis and explaining why teachers hadn't been paid," WIND Promotion Manager Ellen Manowitz told R&R.



### 50 WAYS TO HELP YOUR CHILD'S EDUCATION

WIND Radio, the Illinois Education Association/NEA, and the Brickyard Shopping Center believe that parents are teachers, too. Many parents feel that "real" learning is done only in school. But, parents should not forget the important hours children spend outside of school.

The message was originally presented as a PSA campaign last fall. As a result of WIND's entire efforts, Manowitz says a half million brochures have been distributed, including a recent Spanish translation requested by the school system.

## KOA Revives Live Radio Drama

Listeners switched on KOA/Denver at 9:30pm January 28 expecting to hear their favorite sports show, and instead apparently heard a talk show host being taken hostage. It wasn't a terrorist demanding to read a political statement or asking for ransom, though; it was a live radio play written by talk show host Pete Wehner and produced by a group of local actors.

KOA billed the half-hour drama as an experiment and provided free airtime. In place of commercials, PSA's were run for the Motion Picture and TV Fund, the Cancer Research Hospital in Lakewood, CO, and the Denver Center for the Performing Arts.

### Listener Response Positive

According to Promotion Manager Jim Hawthorne, of the 150 calls the station received about the play only two were negative. "One person objected to the word 'hell' on religious grounds and the second missed our sports," Hawthorne told R&R.

### Sponsor Search Is On

Armed with evidence of favorable listener response, Hawthorne hopes to sell the idea to local advertisers. Potential sponsors were invited to the station for a dress rehearsal, and a tape of the play was repeated Saturday (2-16) during a fund-raising drive for leukemia. "We hope requests for repeats of the broadcast will show there's a demand for locally-produced contemporary live drama," Hawthorne said. Pictured (l-r, standing) are engineer Ben Marrufo, Program Manager Bob Vee, Wehner, and engineer Dennis Bartholomew along with four of the show's actors (seated).



## News/Talk Personalities

John Gambling, WOR/New York's 20-year morning host, is pictured celebrating his 50th birthday February 5 with (l-r) daughter Sarah Jane, wife Sally, daughter-in-law Wendy, and model Peggy Palmer.



Also, Ed and Pegeen Fitzgerald, who've been talking on WOR for over 40 years, received DAR awards for broadcast excellence January 29.

In a conversation with WTAE/Pittsburgh personality Johnny Williams before the Super Bowl, KABC/Los Angeles talk show host Larry Van Nuys said if the L.A. Rams lost the game, he'd eat crow. He did — or at least Larry ate what he called crow's first cousin, supermarket chicken.

Joel A. Spivak, former WCAU/Philadelphia talk show host and WCAU-TV news anchor, joins WRC/Washington as 10am-1pm host. Former holder of that time slot Bernie McCain has been shifted to 7-10pm, while the station has dropped "Sears Radio Theater."



Larry Van Nuys

WXYZ/Detroit's Dr. Sonya Friedman will keynote the YMCA's 87th annual meeting later this month. Friedman, one of Detroit's outstanding businesswomen honored at last year's meeting, will help present this year's awards to 15 top women.

Owen Spann, KGO/San Francisco talk show host, offered listeners an opportunity to talk with leaders in the Middle East earlier this month via satellite hook-up from Cairo and Jerusalem. Guests included Egyptian Prime Minister Mustafah Kahlil and Israeli Prime Minister Menachem Begin.

Warren Maurer, KYW/Philadelphia VP & GM, presented an award to Jan Merrill, winner of the KYW Invitational Run. The event benefited Philly's Dept. of Recreation's track and field program.

B.R. Bradbury, former KPOL/Los Angeles News Director, has joined KAYO/Seattle as morning drive talk host. KAYO is one of two stations going Talk in the Seattle market. The other is KVI which just hired former KABC News and PD Bruce Marr to be Operations Manager (R&R 2-8) and affiliated with Mutual Broadcasting.

## Management Seminar For News Directors

Personnel management, planning, staff organization, problem-solving, and executive self-management will be on the agenda at a joint Management Training Seminar June 22-28 at the University of Pennsylvania's Wharton School of Business. Sponsors are the Radio/TV News Directors Association and NAB. Also on the curriculum at the week-long session will be discussion of budgeting and labor relations, and the law as it relates to broadcast news. RTNDA says the program is designed primarily for radio and TV news directors who have had that job for at least six months.

Tuition of \$775 covers lodging, materials, breakfast and lunch. Interested parties should contact Len Allen at RTNDA (202-737-8657) or Ron Irion at NAB (202-293-3532).





# ROBIN TROWER VICTIMS OF THE FURY

ROBIN TROWER  
VICTIMS OF THE FURY

RADIO & RECORDS  
ALBUM AIRPLAY/40  
AOR BREAKERS

Robin Trower's power trio successfully combines the "Bridge of Sighs" period with 10 new songs in the genre of the 80's.

Robin Trower is:  
Bill Lordan - Drums;  
James Dewar - Bass and Vocals;  
Robin Trower - Guitar



**Chrysalis**

Records and Tapes

the album CHR 1215

Co-produced by Geoff Emerick and Robin Trower

# WHAT'S NEW



## Chicago Radio Bestows "Windy Awards"

Winners of "Windy Awards" for the outstanding Chicago-produced radio commercials of 1979 were announced at the Second Annual Chicago Radio Broadcasters Association Dinner, held in Chicago recently. Some 800 radio and advertising executives attended the ceremonies, with special entertainment provided by Steve Allen.

Pictured at the presentation are the presenters of the "Windys" (front row, l-r) WDAI's Dana Alexander, Chicago Tribune columnist Gary Deeb, who hosted the affair; WBBM-AM's Sherm Kaplan, WIND's Clark Weber, and WJJD's Pete Porter; (back row, l-r) WBBM-FM's Allen Mitchell, WXRT's Terri Hemmert, WFYR's Fred Winston, WLOO's Mike Lewis and WLS's Larry Lujack. Not pictured are WBEE's Marty Faye, WCFL's Wanda Wells and WLAJ's Bernie Allen.

## Gannett Sets Profit, Revenue Records For 12th Straight Year

The Gannett Co. recently reported record profits and revenues for the 12th consecutive year. Operating revenue for the firm topped \$1 billion for the first time, rising nine percent to almost \$1.1 billion in 1979, up from \$979.5 million for the year previous. Gannett's net profits for 1979 swelled 19 percent to \$134.0 million, up from \$112.4 million for 1978.

During the fourth quarter of 1979, net profits for the firm rose 18 percent to \$41.6 million, up from \$35.1 million for the year-earlier period, while fourth quarter revenues climbed four percent to \$295.8 million, up from \$283.1 million for the equivalent period of 1978.



Tom Land

## WFIW's Land Chosen Fairfield "Citizen Of The Year"

Tom Land, owner of WFIW/Fairfield, IL, has been chosen 1980 "Citizen of the Year" by the Fairfield Chamber of Commerce. Land, who began the radio station 27 years ago, was cited for his accomplishments as a member of the First United Methodist Church and the Fairfield Memorial Hospital Board, as well as his participation in a variety of civic projects such as the city's beautification program, and his efforts on behalf of the community's senior citizens.

Presenting Land with his "Citizen of the Year" honor were: Fairfield Chamber of Commerce President Russell Blackford, Wayne County Press Publisher T.O. Mathews, whose paper was awarded "Business of the Year" at the same presentation; and Chamber of Commerce Board Member Bruce Gualdoni.

## Films Power WCI To Record '79

Powered largely by the success of "Superman," "Every Which Way But Loose," and "10" from its film distribution division, Warner Communications Industries reported record revenues and earnings for 1979. WCI's year-end revenues reached \$1.65 billion, up from \$1.24 billion for the year previous, while 1979 operating revenues rose to \$109 million, up from \$82 million in 1978.

During the fourth quarter, WCI's operating revenues topped \$33.7 million, up from \$26.3 million in the corresponding period of 1978, while fourth quarter revenues reached \$468.1 million, as opposed to \$387 million for the equivalent period of 1978.

WCI's music division was virtually the only soft spot in the firm's overall economic picture as year-end income for the division dropped 12 percent to \$81.7 million, although year-end revenues rose 18 percent to \$725.3 million.

### MARCH 3 ENTRY DEADLINE

## NBEA Announces Annual Awards For Editorial Excellence

The National Broadcast Editorial Association (NBEA), a professional organization representing editorial writers in radio and television throughout the U.S., has announced that all entries for the 1980 National Award for Excellence in Editorials must be received by March 3, 1980.

Competition is open to every radio, TV, and cable TV station in North America regardless of market size or NBEA affiliation. Each station must submit 12 editorials, one from each month of 1979.

Judging will be based on depth of

research, relevance and importance of subject matter, quality of writing, effectiveness of presentation and production, and impact on the issue under consideration. One radio and one TV award in each of three regions — Eastern, Central, and Western — will be chosen. These six winners will vie for the two national awards, one in both radio and TV, to be presented at the NBEA annual meeting in Washington, D.C., June 24-27, 1980. For further information and entry address for your region, contact Susan Veatch at WCBS/New York, 51 West 52nd St., New York, NY 10019.

## Used Broadcast Equipment Wanted

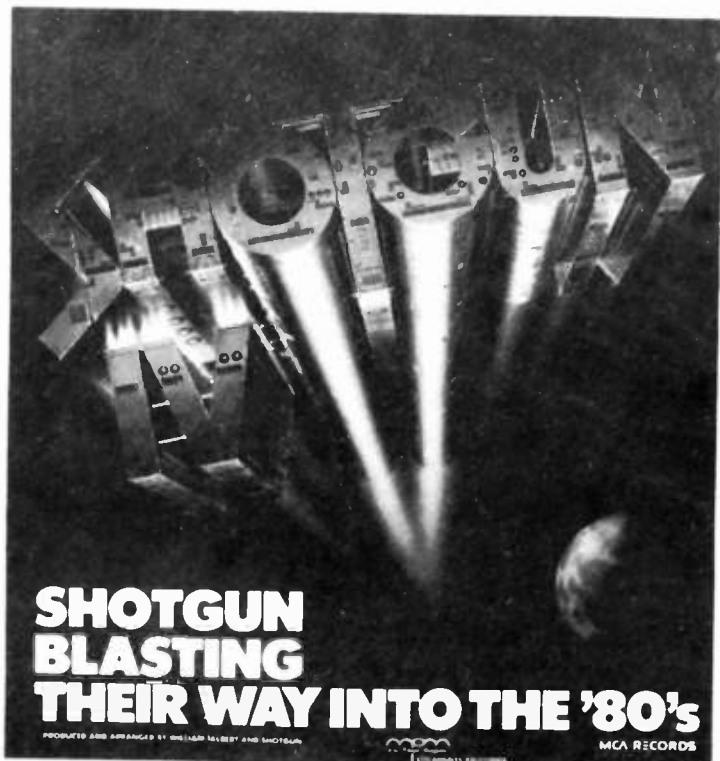
The National Association of Broadcasters, in association with the Pan American Development Foundation, is soliciting used broadcast equipment in good working order for shipment to radio stations in under-developed countries.

The "Broadcast Equipment Replacement Program," under the sponsorship of the NAB "International Committee," needs turntables, microphones, consoles, transmitters, tape recorders, and any related equipment donations, some of which may be tax-deductible. To contribute, provide equipment description, manufacturer, type, etc., to Jim Hulbert, Sr. VP of Station Services, NAB, 1771 N St. N.W., Washington, D.C. 20036, (202) 293-3500.

## NARM Conducting Computerization Survey

The National Association of Recording Merchandisers (NARM), in an effort to determine the current state of computerization in the retail and wholesale segments of the recording industry, is currently surveying all regular NARM members. Purpose of the questionnaire is twofold: to detect problem areas and set educational

levels for upcoming NARM conferences and workshops dealing with computers, and to discover the current state of computerization so that recording manufacturers will be more willing to bar code all recorded product in the future. For further information contact NARM at 1060 Kings Highway North, Cherry Hill, NJ 08034, (609) 795-5555.



**SHOTGUN  
BLASTING  
THEIR WAY INTO THE '80's**

PROMOTED AND ARRANGED BY WELLS LEBBY AND SHOTGUN

MCA RECORDS



# Play Two-Day



# Heart

## "Even It Up"

# MICHAEL JACKSON

## "Off The Wall"

WPEZ add  
CKGM add  
WGCL add 30  
KOPA add  
WBEN-FM add 36  
WICC add  
WGH add  
WNCI add  
Y94 add  
WFBG add  
14WK add  
V100 add  
WHHY add  
WCGQ add  
KSEL add  
KQWB-FM add 31  
KKLS add  
WEAQ add  
WROK add 17  
KBOZ add  
96KX on  
KRBE on  
94Q on

WLS on  
KDWB 27-19  
KSLQ 23-18  
WOKY 29-26  
KJR 15-7  
KIMN deb 29  
KUPD 29-24  
WPST deb 31  
WAEB deb 30  
Q106 on  
WHYN on  
14Q deb 31  
WKEE 34-25  
WFMF on  
KXX106 deb 27  
Y95 deb 34  
Y103 deb 37  
95SGF on  
WBBQ on  
WSKZ deb 30  
WVIC 37-31

KOFM on  
KZ93 on  
WNAP 22-16  
KERN deb 28  
KROY deb 27  
KJRB 22-17  
KCPX on  
KRSP 19-16  
KLUC 28-24  
KENO 27-24  
KRUX 33-27  
KRQ 22-17  
KTKT 21-16  
WIGY 18-12  
WCIR on  
WXIL on  
WAAY on  
G100 27-23  
WFOX deb 29  
WSEZ 39-36  
WISE on

WANS-FM on  
WROV on  
CK101 33-28  
KWIC 26-21  
KPUR deb 33  
KFYR on  
WAKX deb 31  
WRKR 37-31  
WSPT 24-19  
WNAM deb 29  
WRBR on  
KSLY on  
KCBN 34-30  
KYSN 34-25  
KDZA on  
KBDF deb 26  
KQDI deb 28  
KOOK on  
KFXD 30-29  
KRLC 21-17  
KBIM deb 26

WCAO add  
F105 add  
Z93 add  
CKLW add  
KSLQ add 30  
WTRY add  
WTIC-FM add 31  
KC101 add 26  
JB105 add 33  
WKBO add  
KTSA add  
95SGF add  
WLAC add  
KERN add  
KENO add 28  
KRUX add 36  
WGUY add  
WHEB add  
14WK add 30

WFLB add  
WKXY add  
KILE add 34  
WRBR add  
KDZA add  
KQDI add  
KBOZ add  
WXLO 18-13  
WRKO 20-17  
Y100 16-12  
Q105 17-15  
WLCY 19-15  
KEARTH 8-4  
KFI 13-11  
KFRC 15-7  
WFBR 22-16  
WBLI deb 29  
WHYN 25-24

14Q 25-24  
WKEE deb 35  
WSGN 16-11  
WAXY on  
Y103 23-18  
WSGA 7-4  
WBBQ on  
WHBQ on  
WRJZ 22-18  
WNOX 16-11  
WKIX 25-21  
WAYS 35-26  
WGH deb 21  
WRVQ 15-13  
WVIC 36-29  
KRAV deb 26  
WISM 23-19  
WOHO deb 22

KHJ 18-11  
Y94 deb 27  
KFXM 28-22  
KTKT on  
K104 38-35  
WFBG 31-25  
WYRE 29-25  
WAAY on  
WERC deb 22  
WROV on  
CK101 21-12  
FM99 deb 31  
KSLY deb 28  
KYSN 33-27  
KBDF 21-19  
KBIM 30-21

Produced by Mike Flicker, Connie, and Howie

Management and Direction by  
Ken Kinnear/Albatross Management Inc.

*Epic*  
ON

EPIC RECORDS

Produced by Quincy Jones for Quincy Jones Productions

Management and Direction by  
Weisner/DeMann Entertainment Inc. and Joe Jackson

# 'Thanks'... A Lot of Action

WKBW deb 27	WFMF 26-22	14WK add
WIFI 19-18	KXX106 27-24	WCIR on
WPEZ 30-28	WSGN 30-28	WXIL 19-16
CHUM 20-15	Y103 32-28	WAAV 22-20
KRBE 23-21	BJ105 40-33	WHHY deb 30
94Q 20-17	WSGA 28-25	WERC 26-25
Q105 22-20	WBBQ on	G100 on
WLCY 26-22	WLAC 26-22	WCGQ deb 29
KSLQ 25-22	WSKZ 24-21	WISE 22-19
KBEQ 39-29	WRJZ 13-13	WANS-FM 30-27
WGCL 26-25	WNOX 15-14	CK101 37-34
WOKY add	WAYS add	FM99 on
KFI 29-27	WGH on	WKXY 28-24
KJR 13-11	WRVQ 22-21	KILE 30-28
KIMN 26-23	WVIC 29-24	KSEL 13-12
KOPA 30-27	KOFM deb 28	KKLS add
KUPD 21-20	KWEN 26-22	WAKX add
WBEN-FM 33-26	KLEO 26-24	WRKR 32-28
WICC on	WNAP 25-23	WSPT 15-13
WPST 19-18	92X on	KDVV add
PRO-FM add	KERN on	KENI add
JB105 add	Y94 30-28	KCBN 40-37
WAEB on	KFXM deb 30	KDZA 27-24
Q106 on	KJRB 26-23	KQDI 26-23
WKBO add	KRSP 15-9	KBOZ add
14Q add	KRUX 19-14	KOOK on
WKEE 29-22	KRQ 29-27	KFXD on
KAUM 10-9	WGUY on	KBIM 23-8
KTSA 30-28	WFBG 15-14	

Plus these stations whose lists were unavailable at presstime:

WTIX	WOW
WNOE	WMEE
FM100	KTAC
WJDX	KMJC
92Q	KX104

## ZZ TOP



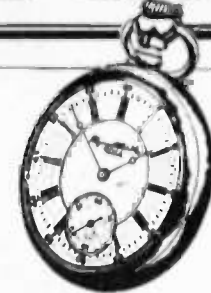
# "I Thank You"

Produced By  Bill Ham

On Warner Bros. Records



## STREET TALK



### Life Imitates Art, Or Vice Versa

No one could have been more surprised watching "Saturday Night Live" last weekend than the staff of KTIM/San Rafael, Ca. Seems the NBC TV show borrowed the station's call letters for a sketch about a radio station that billed itself as "K-TIM, your *all-time* radio station," where the jocks do nothing but take calls all day from listeners wanting to know the correct time!

Station MD Michael Knight reported to Street Talk that KTIM was deluged with phone calls during and after the show. Naturally listeners have now started calling the station asking for the correct time, so KTIM has responded by producing a new recorded ID which bills the station (a la NBC) as "your *all-time* station." Talk about a timely format... why this could sweep the country in no time... A new radio format; it's about time! (Sorry.)

Dan Spears, who was Y94/Fresno's PD from 1976 through its #1 book in April/May 1978, has returned to programming after a one-year rest. Dan is the new PD for KFRE/Fresno, the 50KW AM Pop/Adult station.

Charlie Fox has made a fast segue from KFI/Los Angeles to KHJ/Los Angeles. Charlie is currently doing an air shift for PD Chuck Martin.

Jerry Clifton and Eric Rhoads, co-partners in New World Communications, Inc., their radio consultancy firm, will open a New York City office very soon. The person who will run the NYC branch of New World should be officially named within two weeks.

Losing his afternoon man to WLS/Chicago is a mixed blessing for WGCL/Cleveland's PD Bob Travis. Bob's happy that Tom Kent is able to make such a positive career move, but WGCL now needs a strong PM drive replacement. Considering where Tom wound up, Bob should be hearing from some strong people very soon.

Jimmy "Doc" Rogers has rejoined the staff at B100/San Diego, moving from 91X/San Diego. Doc was Public Service Director and weekend announcer at B100 for over two years, before accepting the Assistant PD's job with 91X in 1978.

Our deepest sympathy to Jack Diamond, currently the Assistant PD at KYNO/Fresno, on the tragic death of his young wife Marion Rose Fischer. Jack and Marion were married less than a year ago in Boston, where they both had worked for WRKO. Marion, who was 25, died February 9th in Fresno from medical complications following surgery.

Bill Gable has resigned from CKLW/Detroit to accept the PD's job at CFTR/Toronto. Bill, who stepped down from the CKLW programming job to remain on the air in PM drive, now moves into the slot vacated by Reg Johns, who moved into the long-open PD position at F105/Boston. Bill will move to Toronto after a well-earned vacation in Hawaii.

In a real "on-again-off-again-on-again" story "Crazy" Dave Otto has resigned (again) as morning man at KOPA/Phoenix to join the now-being-assembled staff of KZZP/Phoenix. Western Cities VP of Programming Don Benson offered the morning slot to Otto (KZZP should debut March 1) and Dave accepted. Then, apparently having second thoughts, Dave decided to return to KOPA, with the station throwing a "Welcome Back Dave" party upon his return. Late last week Dave again changed his mind and decided to see if Benson's offer was still open. It was and Dave resigned again at KOPA and, unless things change one more time, he should be on KZZP when they debut in March.

The decision whether to move Phonogram/Mercury Records to New York or Los Angeles has apparently been made, and New York looks like the winner. And expect further major changes at the Polygram labels, especially in the promotion area.

Dave Thomson, former PD at KDWB/Minneapolis, has joined the air staff at Q107/Washington, DC.



### Welcome Back To Washington

It had to happen just when Dan Mason was trying to check into the Washington, DC Marriott Hotel. Dan, who recently left KTSA/San Antonio to rejoin First Media as GM of KFMK/Houston, was in Washington to meet with the First Media Corp. headquarters staff. Now, remember that First Media is owned by the Marriott Corp., the same Marriott people who own the hotel Dan is trying to check into.

Well, Dan can't get anyone to wait on him at the hotel's front desk, and he and WPGC/Washington PD Scott Shannon are just standing there when a young man in a Marriott uniform appears from the back room. The man apologizes for the delay explaining that he, and all the other members of the desk staff, were in the back room trying to call Q107/Washington. It seems that Q107, owned by ABC and a chief competitor to First Media's WPGC, was running a contest giving away \$10,000 to the 107th caller at the time, and the entire Marriott Hotel desk crew momentarily suspended hotel operations for a go at the dough. Dan eventually got checked in, but what a welcome!

**ELECTRIC  
WEENIE**

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

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

STEVE GIBBONS, KRNT . . . "My morning show is going great! The Weenie has got to be the best aid to radio since groupies."

Jocks... write today for free samples.



# THE BACK PAGE BREAKERS®

**TOMMY JAMES**  
**Three Times In Love (Millennium)**  
88% of our reporters on it. Moves: Up 83, Same 13, Down 2,  
Adds 15 including WLCY, KEARTH, WBBF, KEEL, WSGN,  
KZ93, KENO, KRUX, G100, KAAY, WROV, KBDF. See Par-  
allels, charts at number 27.

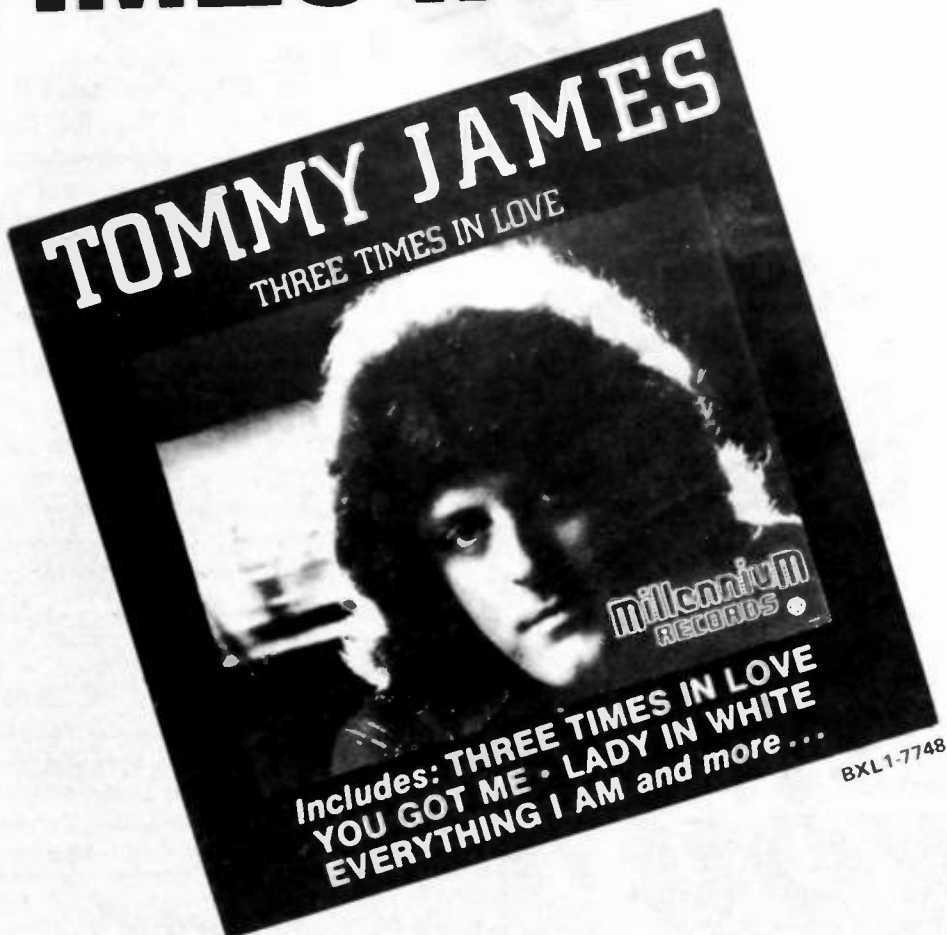
*Thank You Radio!*

**AND NOW**

# TOMMY JAMES "THREE TIMES IN LOVE"

His Debut  
Album For  
Millennium  
Records

Available Now!



Millennium  
RECORDS

Manufactured and Distributed by RCA Records

**P.S. WATCH FOR BRUCE COCKBURN NEXT.**

# Radio On TV: Getting Your Money's Worth

In the second installment of R&R's Radio On TV series, Robert W. Wood gets specific with a checklist of points to consider for radio stations contemplating TV spots, then talks with Frank Magid Co. Senior Research Associate Doug Jones about some common problems in image projection experienced by radio stations. Among the points brought out: beautiful scenery does not equate with a Beautiful Music image, alphanumeric ID's (XYZ103½, etc.) can confuse viewers, and a three-point itemization of what the audience needs brought out in a TV spot.

## Projecting The Proper Image

Doug Jones

The Frank Magid Co.

Those of us who study programming might find it helpful to consider the many varieties of input on radio stations. Personalities, News, Music, Weather, Sports, Spots, Jingles, Contests, Liners, and Promos all add up into that peculiar blend of elements which are identified under their "group name" — your call letters. The number of variables in any station's air product is incredibly high.

Why is it, then, that we think we've got the magic formula for the perfect way to translate this complex formula — one that's ever-changing, by the way — into 30 seconds of TV advertising?

Here's a list of questions. There are no answers. These are intended to show you some lines of alternate thought: to suggest that there are factors to consider which are often ignored.

1. We've all watched, and listened, as Billy Joel passed from his one oldie in the library to being center stage in the general public attention. Is Billy another Elton, and if so, should he be used in your audio track for your TV campaign?

2. You blew the budget creating spots with a flash of "Rumours" by Fleetwood Mac. With the new LP, "Tusk," is your spot outdated?

3. Do you dare use any jock pictures in your TV advertising since you hope to stretch the spot over two books and the staff might not be that stable — or secure? I once cut a spot in a top five market, for a legendary radio station. I was an on-camera announcer. And I asked the GM, at the session, why he didn't use his own people. He said they might not last very long. He was right.

4. Can you get away with a Monty Python approach?

5. Should you name your competitors in your "comparison" spot?

6. You are an oldies-dominant station. Do you use black and white video to "catch their attention and relate to those good old days?"

7. Should the spokesperson for your station be male or female?

8. How long should your call letters be visible?

9. Can you use a jingle on the TV spot?

10. Should you use *film* or *videotape*? Film seems to lend a dreamy quality, videotape a realism. Is sincerity and honesty possible to project on tape? Count, for a few minutes, all of the commercials you have seen on videotape (as an originating medium) which featured any on-camera product spokespersons. Have you seen any running on network television? Why not?

### Common TV Problems

Doug Jones is Senior Research Associate for Radio at Magid headquarters in Marion, IA. We discussed some of the common problems in radio's use of TV. Doug has hosted numerous focus groups on reaction to TV campaigns.

"A Pop/Adult station in Chicago was testing a TV campaign and we took their commercials, along with several others from out of the market, and showed them to focus groups. In this instance, in this market, in the age group of 25-49, the spot, an animation, was perceived as being associated with teens. It was regarded as of juvenile orientation. It had a strong recall, but the image projected was not necessarily the one desired.

"In Albuquerque, we tested for a Beautiful Music station. And we learned that the depiction of a beautiful environment did not tell what to expect from the station. There was no correlation."



When speaking to a researcher, you notice he qualifies everything for the sake of accuracy. In *this* case, for *this* market, for *this* spot, at *that* time . . . Still, there are some general conclusions, especially for someone like Doug Jones, who has seen such a large volume of research information.

Consider your spot in an information mode. Can the consumer base his or her consumption-decision on the information you've provided? If not, you could be in trouble. History has recorded many Madison Avenue commercials which were fun to watch, but sold no product.

### "Alphanumeric" Confusion

Many radio stations are jumping on the alphanumeric slogan bandwagon. But *are* these nicknames effective?

"It's absolutely amazing! Folks don't realize '13XX' is on the radio dial. There is no conscious relation to place on the dial in many cases.

"The audience is looking for basically three things:  
1) An accurate depiction of the station. The people are vehement in this desire. They want to know what the station is going to sound like, and by that I don't necessarily mean that they want to hear a clip of the station. They simply want to know what to expect. They want information for which they can make an intelligent conscious decision to listen or not to listen. And if you make a promise you can't deliver you lose them forever. Certain phrases can be misleading. 'The Best Music' for example, means different things to different people. It's meaningless, in this case.

"2) A clear location for the station. So where is it on the dial? And which dial — AM or FM?

"3) Visual engagement. People want something to look at which is interesting, entertaining perhaps, but not too demanding, not too cluttered with many, many elements."



# FOURCAST FOR HEAVY ROTATION



## **WILLIE NELSON** **"MY HEROES HAVE ALWAYS BEEN COWBOYS"**

KVIL deb 31  
 KBEQ 29-23  
 WKIX add  
 KIOA add  
 KRAV 23-22

KING on  
 KAAY add  
 KKXL 24-23  
 KFYP deb 19  
 KQDI 16-13



## **KARLA BONOFF** **"BABY DON'T GO"**

KJR 16-12  
 KING 18-16  
 WNOX on  
 KWEN deb 37  
 KRUX add  
 KQWB-FM 36-35

KKXL add  
 WAKX deb 33  
 KYSN deb 35  
 KBDF on  
 KQDI deb 30

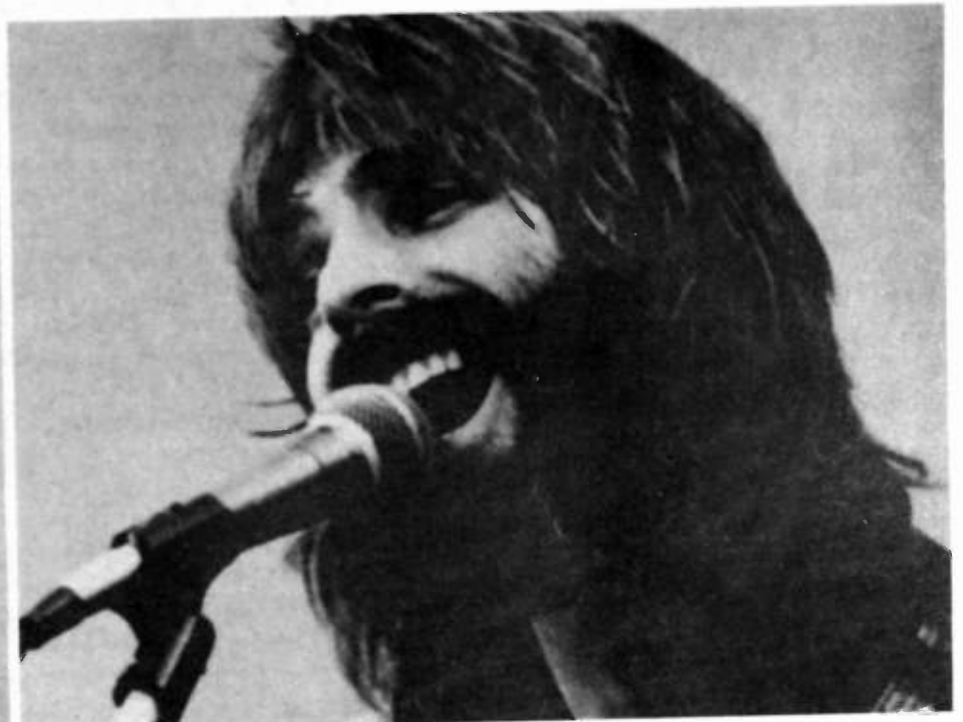


## **CRYSTAL GAYLE** **"IT'S LIKE WE NEVER SAID GOODBYE"**

KFI add  
 WKIX add  
 WZUU 21-20  
 KRLA deb 28  
 KTSA deb 29

KEEL deb 39  
 Y103 33-27  
 WAYS 29-25  
 WOHO deb 31

KCPX on  
 WHEB 40-35  
 WXIL on  
 WFLB on



## **KENNY LOGGINS** **"KEEP THE FIRE"**

94Q 14-11  
 KJRB add  
 WHHY add  
 CHUM deb 30  
 KEEL deb 40  
 Y103 add  
 BJ105 add 37  
 WSKZ add  
 WRJZ 31-27  
 WGH add

KWEN on  
 WNAP on  
 WZZP on  
 KCPX deb 26  
 KRSP on

KLUC deb 25  
 WIGY add  
 WFBG deb 40  
 WXIL deb 26  
 CK101 40-33

FM99 add  
 KPUR on  
 KKXL deb 29  
 KYSN on  
 KBDF deb 29

**THE HITS ARE ON  
 COLUMBIA RECORDS**



*"In some large markets there can be as many as three population estimates for each demographic cell."*

## Is It Worth The Weight?

Many broadcasters have contacted R&R and asked about the weighting procedure used by Arbitron to project listening estimates. There appears to be a good-sized body of confusion or misinformation on this topic, so perhaps this column can clear up for you some questions you've had about a complex area.

### Why Weight?

The purpose of weighting, whether used by Arbitron or any other research firm, is to stabilize the reliability of the estimates. Weighting allows a research company to try to better represent a proportional return of diaries or interviews, compared to the relevant population group. In theory, it helps the research report give you more reliable data.

The need for weighting ought to be apparent. In most surveys, the Census being the major exception, not everyone in a target population group can be polled. Thus, most surveys are of a type known as a representative random sample, wherein a designated number of interviews is projected to represent the whole of the relevant population group. Sampling is usually done on a basis proportional to the population cells — if, for example, you were measuring persons 12+ and 10% of that population was in the 18-24 cell, then a researcher would attempt to place 10% of the sample in that demographic. If a proportional random sample is not used, the cost of surveying everyone 12+ would be astronomical, and the logistics of such a survey would be mind-boggling. Broadcasters would probably receive their books in about six months.

### The Optimum Situation

Using Arbitron as an example, let's look at how weighting is supposed to work. Let's say that on page three of your local market report the population estimate for men 18-24 is 50,000. Arbitron estimates that this is approximately 10% of the metro 12+ population. For sake of example we'll say that your metro in-tab goal is 450 12+ diaries. 10% would be about 45-50 diaries. Thus, Arbitron may send out enough diaries to men 18-24 so that they will get back approximately 50 usable male 18-24 diaries. If this occurs, each diary will be projected to have a PPDV (persons per diary value) of about 1000 men 18-24, (50,000/50 diaries). The PPDV can be translated into cume value, and average quarter-hour estimates projected off this figure.

So far so good. A relatively stable PPDV has been generated and the estimates for men 18-24

should be not too far from reality, assuming everything else is done cleanly at Beltsville.

### The Reality (Sometimes)

Where weighting becomes a headache and a controversial area is when the diary return, for whatever reason, is not what the research firm expected. Diary returns that are too high or too low in a particular cell can have a fluke impact on the reliability of estimates — and have been known to cause certain GM's and PD's to wonder why they didn't follow their mothers' advice and go into some safe field like tightrope walking.

Let's use the above 18-24 situation as an example of what can happen with weighting. What if instead of receiving 50 usable 18-24 male diaries, the research company gets back 10? Now, the 50,000 population is divided by 10 diaries, not 50, with a resultant PPDV of approximately 5000, not 1000 as before. With each male 18-24 diary having a cume value of 5000, each diary is more important and the listening habits of each diary-keeper become magnified in the book. As a result the quality of the estimates suffers seriously.

### Ethnic Market Problems

Are you still with me? Okay, so far so good. But what happens in the more than 60 markets where Arbitron has determined that there is a significant black or Hispanic population? Sorry to say, it gets more complicated when you begin to dig into weighting.

In the example we cited earlier, males 18-24, there was a population estimate of 50,000 in the metro, without a large ethnic penetration into that figure. In some large markets though, there can be as many as three population estimates for each demographic cell. In a particular county, there can be population estimates for men 18-24 who are black, another estimate for young men who are Hispanic, and a third figure for others, usually non-ethnic. As a result, in markets where both black and Spanish retrieval procedures are used, this situation crops up. In other markets, perhaps there is only black retrieval used, so there will be two population figures for each cell in the metro counties — an estimate for black men 18-24 and for others 18-24, for example. In Southwestern markets or other Sunbelt areas, there may be just Spanish ethnic penetration, so the two population figures for each cell would be Spanish (men 18-24 for example) and others 18-24.

### Fresno Fiasco

When you begin splitting each demographic

## Week In Review

### Extended Measurement Dates Set, Through 1981

R&R has learned that the dates for the 12-week Extended Measurement surveys (otherwise known as Continuous Measurement) have been set through 1981. Previously noted in this column were the dates for the spring and fall sweeps this year — February 28-May 21, and September 4-November 26. The summer measurement for this year, largely affecting the top three markets and adjacent areas, will be taken between May 29-August 20.

In 1981, the Extended Measurement technique will be in place in many more markets. Dates for that survey year are as follows: winter will be taken beginning January 8-April 1; spring sweep will cover April 2-June 24; summer survey will be conducted June 25-September 15; and the fall survey will measure radio during September 24-December 16.

### ESF Added To 20 A/M '80 Markets

Arbitron has announced that the firm will be implementing the Expanded Sample Frame in markets 34-53, effective with the upcoming spring sweep. ESF is the Arbitron procedure for measuring listening in homes not listed in the local phone directory. The markets receiving ESF for the first in the A/M survey are Albany, Birmingham, Columbus (OH), Dayton, Ft. Lauderdale, Greensboro-Winston Salem, Hartford, Honolulu, Jacksonville, Louisville, Memphis, Nashville, New Orleans, Northeast Pennsylvania, Oklahoma City, Rochester, Sacramento, Salt Lake City, San Antonio, and Toledo.

### RAM Scores In New York City

RAM Research has recently made inroads in the top market with the signing of WNBC as a station client.

cell into two or three groups, you may find some pretty small sample sizes may result. This may in turn result in huge PPDV's (cume values) since fewer diaries may represent an ethnic population. An example of this occurred during my tenure at Arbitron. The O/N '77 Fresno report was affected by this type of anomaly.

In the mentioned Fresno report, there was only one in-tab diary received from the cell of Spanish women 35-44. Since Market Statistics Inc. had provided to Arbitron an estimate that there were 12,000 Spanish women 35-44, this lucky lady represented the entire population of that cell. With her cume diary value of 12,000, she had quite an impact on the book, as you might imagine. Every time she listened to a station, it was readily apparent. Fortunately this type of debacle does not occur very often.

### Complicated But Necessary

In this brief examination of the issue of weighting we have shown simplified examples of how this procedure can work, and has worked. In markets with ethnic retrieval — either black or Hispanic — diary values can fluctuate greatly depending on the amount of diary return. In non-ethnic markets, not as much instability occurs regularly, but the potential is there. However, unless broadcasters are willing to pay Arbitron or another research company much more money to conduct a more complete census of metro populations, weighting will always have its place. At least you can now begin to know how this procedure can influence the survey you receive from the big computer in Beltsville.

by Ihan Hiber

## Q&A

**We received an inquiry this week from a broadcaster in Detroit, where ESF was first implemented in the O/N '79 survey. He asked, "Why does Arbitron seem to come in with a higher percentage of ESF homes in-tab than are estimated to be in the metro?"**

*The pattern has been that in some markets Arbitron will, during the first ESF survey, generate more usable diaries from unlisted telephone homes than they expect to get. This is usually due to the local interviewing staff being more successful than expected in obtaining agreement from homes where people have unlisted telephones. After the local staffers have a survey under their belt they can adjust the number of homes sampled in the future sweeps to try and obtain a percentage of in-tab ESF diaries closer to the estimated amount of homes with unlisted telephones. You can look for a more reasonable return as the staff gets more experienced in dealing with ESF, but the first book may contain some unusual returns.*



# TWO & ACTIVE



## PRETENDERS "Brass In Pocket (I'm Special)"

CKGM add  
94Q 15-10  
KDWB add 28  
B100 on  
KJR on  
KUPD on  
WICC on  
WPST on  
PRO-FM 22-20  
Q106 on  
KEEL on  
KXX106 29-26  
WSKZ on

13FEA  
KJRB 27-19  
WLBZ on  
WIGY 33-27  
WAAY add  
WSEZ add  
WFLB add  
WANS-FM add  
WROV on  
CK101 34-27  
FM99 on  
KQDI on  
KRLC deb 30

Produced by Chris Thomas

ON SIRE RECORDS



Promoted and Marketed by  
Warner Bros. Records

## UTOPIA "Set Me Free"

WKBW add  
96KX on  
WPEZ on  
KRBE on  
94Q deb 29  
KBEQ add  
KEARTH add  
KJR on  
KIMN on  
KOPA on  
KUPD on  
WPST add  
WHYN add  
KX104  
KEEL add

KXX106 deb 30  
Y103 deb 38  
WBBQ deb 27  
WNOX add  
WVIC deb 40  
KZ93 add  
KCPX add  
KRSP on  
KLUC add  
WGUY add  
K104 on  
WFBG on  
WCIR add  
WISE add  
WFLB add

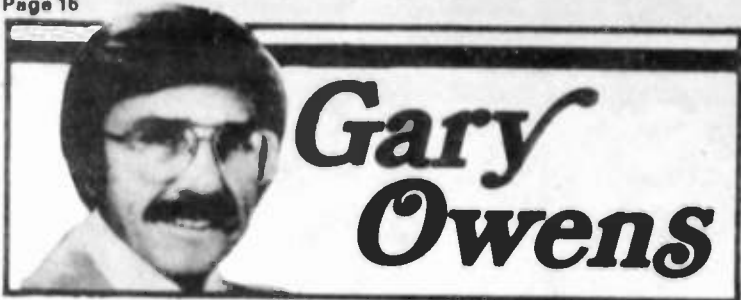
WANS-FM on  
WROV add  
FM99 add  
KQWB-FM add 38  
WRKR deb 37  
WSPT deb 28  
WNAM add  
WRBR add  
WGBF on  
KSLY on  
KYSN on  
KFXD on  
KRLC on  
KBIM deb 16

Produced by Todd Rundgren and Utopia  
for Alchemedia Productions

ON BEARVILLE RECORDS



Manufactured and Distributed  
by Warner Bros. Records



Albert Einstein made the comment, "Imagination is more important than knowledge." Perhaps old Al (as he was seldom called) was right. There are thousands of learned people with degrees more plentiful than a Yuma thermometer who don't make as much money as a plumber.

A man who certainly has made millions with his imagination was visiting the Gary Owens column recently. He not only is the head guy for America's most outrageous humor magazine, the National Lampoon, but also the Executive Producer of "Animal House," the Chairman of the Board for 21st Century Communications, and Supreme High Flooger for "Son of Animal House," now in the works out at Universal Studios.

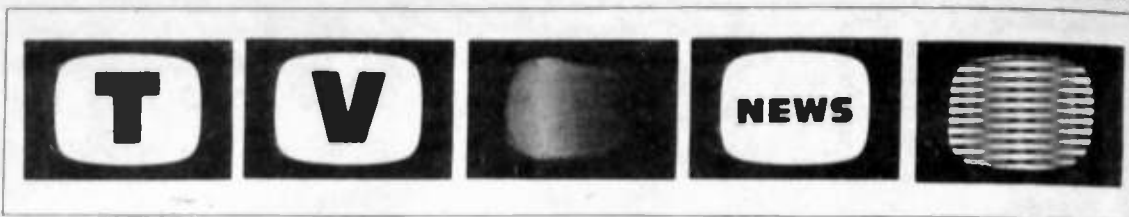
Matty Simmons is his name, and I'm proud to admit I've been a fan of his since the 50's when I first started receiving my subscription to Signature, the monthly magazine of the Diner's Club. Y'see, Matty not only was a humor columnist for the periodical, he was also one of the founders of the Diner's Club. (In the early 60's it was valued at 100 million dollars.) Matty also began Weight Watchers magazine... He owned the Philadelphia Warriors and brought the pro basketball team to San Francisco. Then in 1970, Matty really did it... he founded the National Lampoon! With a circulation hovering between 800,000 and a million readers per issue, the mag continues to be the one bastion of outrageous humor. Mad is fine too, but it's average reader is more in the 12-13 year old bracket, according to Matty, whereas the Lampoon's average reader is 24½. The many Lampoon

albums have done well. Their syndicated radio show, their merchandising items, and special issues — like the phony high school yearbook and the Dacron - Republican - Democrat, the put-on newspaper mock-up — are classics in our time.

The soft-spoken but pixie-like smile that Mr. Simmons speaks through is ubiquitous. He doesn't beat around the bush (well, I imagine he would beat around there if someone really wanted him to). He said they have been sued for hundreds of millions of dollars and have never lost. I asked him about one of the most satirical of all ads ever printed, the parody of the Volkswagen being able to float in the water.

The Lampoon pictured a VW in the middle of the water, floating, with the caption... "If Teddy Kennedy has been driving a Volkswagen, he'd be President today!" The ad copy was written by one of Matty's most talented writers over the past ten years... Anne Beatts. Matty said the Kennedys did not sue... and the only thing Volkswagen really was concerned about was that the Lampoon should let their readers know it was not VW that was responsible for the ad.

Many of their writers and cartoonists are from Canada. I wondered why? Matty said, "You have to be funny if you're from Canada... it's so cold you'd better be funny."



## Olympics Help ABC Speed-Skate To Victory

With four Winter Olympics' telecasts in the top 20, ABC took nine of the top 20 shows for the week ending February 17 and took home the Nielsen gold medal by 2½ points. ABC earned a 22.3 average rating, CBS, with only three shows in the top ten and seven out of 20, came up with 19.8, and NBC finished close behind with 17.9.

"Three's Company" gave ABC the week's top show, with the venerable "Happy Days" pulling its highest ratings of the season to finish a tenth of a point behind for second. The remainder of the top ten stacked up 3) "MASH" (CBS) 4) Winter Olympics (Saturday) (ABC) 5) "Little House On The Prairie" (NBC) 6) "Dallas" (CBS) 7) "Good Time Girls" (ABC), an impressive showing, 8) "Dukes Of Hazzard" (CBS) 9) "The Deep" (ABC movie, Part II), and 10) "Real People" (NBC).

CBS's "60 Minutes" made a rare appearance outside the top ten at 11th last week, thanks to the Olympics and a strong Disney showing with "Witch Mountain." It was followed by 12) "House Calls" (CBS) tied with Winter Olympics (Friday) (ABC) 14) "CHiPs" (NBC) 15) Winter Olympics (Wednesday) (ABC) 16) "Wonderful World Of Disney" (NBC) 17) "Alice" (CBS) 18) Winter Olympics (Sunday) (ABC) 19) "The Jeffersons" (CBS), and 20) "Eight Is Enough" (ABC). Right behind at No. 21 was "WKRP In Cincinnati"'s comedy/drama built around the tragic Who concert in that city.

**ARBITRON LISTS UHF, COLOR TV HOUSEHOLDS** — Continuing our rundown of Arbitron's 1979 TV household figures, we find that those equipped for UHF rose 2.3 million to 71.6 million, or 95% of the total. Leading the way are eight markets (the largest being Chicago) with 99% UHF penetration. Color set households are up 2.8 million to 64.4 million, or 85% of the total. Zanesville, OH leads the way with 95% color saturation.

**MUSIC ON TV** — James Brown appears on "Saturday Night Live" February 23... Andy Gibb joins the "Dinah" show February 22... Tom Petty appears on the first edition of "Hollywood Heartbeat" February 29... Lenny White is on "American Bandstand" March 15, "Dinah" the week of March 10, and "Mike Douglas" March 3... Cindy Bullens makes her first TV appearance on "American Bandstand" March 22... Patrice Rushen stops by "Dinah" the week of February 28, "Merv Griffin" March 7, "Mike Douglas" the week of March 17, and a "Soul Train" date to be named later... Sergio Mendes in on "Mike Douglas" March 13... David Gates guests on "Dinah" February 29.

## VIDEO SCOPE:

**VIDEO OVERVIEW:** More than 300 major studio films have been licensed for video-cassette sale with an estimated 10,000 "public domain" films, including at least 3000 X-rated tapes (which reportedly account for half the market), available as well. According to a recent Time-Life survey of VCR ownership, half of those who own a VCR have an average of four videocassettes apiece, most of which are purchased by mail. Meanwhile, in California, 30 libraries and public agencies are lending entertainment and educational materials on videocassettes, mostly free... **VIDEO IN PRINT:** Video, Home Video, and The Videophile are but three of the current magazines for video enthusiasts, with Video Review and Panorama, the latter from the publisher of TV Guide, upcoming for early 1980....

## ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

## Radio & Records

- ★ RICK SKLAR NAMED VP/PROGRAMMING FOR ABC RADIO.
- ★ STAN MONTEIRO NAMED VP/PROMOTION AT COLUMBIA — Replaces Steve Popovich, named VP/A&R; Montelro formerly National Promotion Director at Epic.
- ★ NUMBER ONE FIVE YEARS AGO: "Have You Never Been Mellow" — Olivia Newton-John (MCA)
- ★ NUMBER ONE COUNTRY: "Linda On My Mind" — Conway Twitty (MCA)
- ★ NUMBER ONE LP: "Blood On The Tracks" — Bob Dylan (Columbia)



# Felix: What's That Rascal Been Up To?

## "Only A Lonely Heart Sees"

The New  
Single By

# Felix Cavalier

**Dave Popovich, PD, FM97** . . . "Good 18-34 female base. Listeners are happy to hear Felix again."

**Russ Block, MD, Love-94** . . . "It's nice to have Felix back in the musical mainstream. Reminds me of the classic Rascals sound but updated for adult radio in the 80's."

**Steve Cooper, PD, WIFE** . . . "Seeing active phones on it immediately. The record is full of positives."

**Kris O'Kelly, PD, WHHY-FM** . . . "Good female record with a definite hook. Familiar sound. Upper demo requests."

**Bob Mitchell, MD, WICC** . . . "Felix's new single should be a Top 5 record."

WBBQ add	WSKZ on
WZZP add	WHEB 27-22
KRUX add	K104 35-32
WHHY add	WXIL deb 27
KX104 add	WFOX on
WLLL add	KBDF on
WGIR add	KOOK on
KUGN add	WWWE 28-23
KFOR add	KBLF 29-26
KMRJ add	WHBL 29-23
WBAL add	WSM-FM 23-18
WHAM add	WFOM deb 27
WISN add	WFAH deb 30
WBOW add	FM97 37-34
KC101 27-24	Y102 13-11
WICC 29-26	LOVE-94 32-27-24

On  Records



# NAZARETH



## "HOLIDAY" THE FIRST SINGLE FROM MALICE IN WONDERLAND.

Produced By Jeff "Skunk" Baxter.

KUPD	CHUM
WDRQ	KBOS
WCUE	KYLT
KPAM	KUJ
KRSP	WISE
WATO	KEIN
KOOK	KDZA
WALG	K102
WVOC	WEAQ
WHYN	KQWB
WRQK	KCRG
KRNA	KWWL
WHYL	KWSL
KJAQ	WDBR
WWDI	KHFI
WANS	KJOY
WXIL	KOBO
WICC	WVIC

**NAZARETH**  
ON A&M RECORDS & TAPES

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# Brad Messer



## You Feel A Draft In Here?

Two brothers hid in the cellar to avoid being drafted. When their eyes got used to the near-dark they discerned the shadowy form of their ancient uncle in a corner. One whispered, "Why are you hiding, Uncle? You're 90 years old!" He whispered back in fright, "They need generals too, don't they?"

This growing move toward draft registration is exactly the kind of story we report differently for different-aged audiences. It deserves a carefully thought-out editorial policy, not haphazard come-as-may stories whenever they happen to come off the teleprinters. Aware news reporters will take a few minutes to think about the target audience, so the amount and kind of coverage will be of greatest service.

The general idea of that is to realize grandparents and parents haven't the same information requirements as draft-age people (who depend on broadcasters for most of their input).

## The Search For The Top 25 Newspeople

I'm having a great time. I wish all my fellow newspeople could share the experience of hearing from all across the nation. What a wonderful bunch of people! As I go through the letters I find that, so far, no one has nominated himself or herself for inclusion in the Top 25. Every respondent has chosen a newscaster who "deserves recognition," and most of you have been refreshingly direct in rating your candidate's capabilities and skills on that 1-to-10 scale.

What's so pleasant about my job at this point, is reading through all the comments accompanying the entry forms. Those comments are overwhelmingly from intelligent, often cheerful people who show real dedication to radio in general and broadcast journalism in particular. For me this experience has been vaguely similar to visiting a lot of stations, because I've been able to feel the personalities of so many newspeople, PD's, GM's, record industry people, and jocks . . . from network to tiny town coast to coast . . . and it seems most of us are pretty much alike in what we try to accomplish and the degree of responsibility we feel our work deserves.

This is going to be nearly impossibly tough. If you haven't nominated someone for my informal Top 25 Newspeople list, please join in right away. Either photocopy the form from the January 25 issue, or just write out the name of your nominee with your reasons. I'm going to wait awhile to finalize the list because such good feedback keeps arriving.

Funny. One form came in blank. Letter attached from a real high-level news exec., who explained, "after reviewing zillions of tapes . . . I'm ready to pay megabucks for the results (of the Top 25 poll) just to restore my faith that there are any newspeople out there!"

Frustrating, trying to find quality news professionals, ain't it? This poll's result could be national exposure for many deserving but so-far-unrecognized newspeople in markets not widely noticed in the trades. So give someone who deserves it some trade recognition. Nominate a newsperson by mail right away:

Brad Messer  
Radio & Records  
1930 Century Park West  
Los Angeles, CA 90067

## Rip "N" Read

### Shorter Nights And Longer Days

**MONDAY, FEB. 25:** Many of us have a clear understanding of why the days are getting longer, because we once performed a simple experiment in which we shined a flashlight on an orange to represent the sun's rays on the Earth. (I have kind of forgotten the scientific reason but I do remember the orange being pretty good eating.) During February the days will have become about one hour longer, and next month will add 1 hour 10 minutes of official daylight.

George Harrison is 37 today. On this date in 1913 the income tax was established, and in 1862 Congress authorized the first "greenback" dollars (which promptly lost 61% of their purchasing power in just three years).

Sixteen years ago this evening Cassius Clay defeated Sonny Liston in seven rounds to become World Heavyweight boxing champion. The following day Clay announced his conversion to the Black Muslim religion and his new name, Muhammad Ali. That roughly translates "Praise to God." I'm told the literal translation is "praiseworthy the Most High."

On this date in the year 1836 — the year of the Battle of the Alamo, only 25 states in the United States — Samuel Colt got the patent on his pistol. He had designed it the year before. It had revolving cartridge cylinder, interchangeable parts, fast firing and small size. The Colt Revolver was an ideal weapon to use from horseback, a big factor in the victories over Indian warriors during the battles on the Great Plains.

### Fats Domino, Buffalo Bill, And Johnny Cash

**TUESDAY, FEB. 26:** What they have in common is their birthday today. Fats Domino is 52. Johnny Cash is 48. Buffalo Bill (William Cody) is dead, but he would have been 134 and probably too shaky to really enjoy a party.

### Wounded Knee A Faint Memory

**WEDNESDAY, FEB. 27:** On this day in 1973 American Indian Movement members seized Wounded Knee, SD, protesting their lack of control over their own destinies and a trail of broken treaties. After national attention degenerated to boredom, the end of the siege was barely noted ten weeks later.

Elizabeth Taylor Warner is 48 today. John Connally hits 63. Joanne Woodward turns 49. Ralph Nader is 46.

### Not The Last Day Of The Month

**THURSDAY, FEB. 28:** Three years in every four this is the last day of February, but not this time around. (You see, it has to do with the force of subatomic particulates in the ionized flow from the beam of a flashlight, against an orange some 93 million miles away. I think that's what the experiment proved.) The length of an Earth year is 365.2422 days, so every fourth year we insert *tomorrow* into the calendar to even it all up with a Leap Year February 29. That doesn't entirely take care of the problem. Every 3000 years or so we build up an extra day which must be deleted somehow. A problem we've delayed solving, and are spending absolutely *no* time worrying about.

131 years ago today the first shipload of anxious gold hunters arrived in California in the Rush of 1849. The Forty-Niners headed toward the American River (not even waiting long enough for their Levi's to be invented).

Birthdates: Joe South 1940, Linus Pauling 1901, Bernadette Peters 1948, Mario Andretti 1940.

### Leap Day

**FRIDAY, FEB. 29:** Not famous for historical events, unless you count the year 1288 when Scotland made it legal for women to propose to men.



# FELLINI

*Suzanne*

Includes the hit single  
"Love On The Phone"

NB 2242

From her debut album  
"SUZANNE FELLINI"

NBLP 7205

Heaven



Produced by Steve Burgh for Actual Music On Casablanca Record and FilmWorks

# Media Marketing

## Marketing Against Home Taping, II

Last week I discussed some of the possible reasons underlying the home taping phenomenon. Further, some suggestions were made regarding how recording companies could market against home taping by regarding it as a legitimate competitor. Possibilities for adjustments in product quality control, pricing, and distribution policies were considered as marketing weapons in the battle against home taping. This week, I will continue the marketing analysis by considering product and promotional strategies which may also prove useful in staving off sales losses to home taping.

### Keeping The Customer Satisfied

If we assume that there are only relatively small numbers of people out there taping for the pure enjoyment of it, then we are left with the conclusion that most home taping occurs because the customer is in some way dissatisfied with available prerecorded product. The dissatisfaction may be related primarily to the price factor, but it may also be related to a more subtle distinction — *value for the money*. By *value*, I simply mean that consumers implicitly trade off what they have to pay for what they get in return. The higher the price on a product, the more value which must be perceived in it for the consumer to be willing to make the purchase.

In fact, there is a phenomenon in marketing known as the *price-quality* relationship, which illustrates that many consumers actually use price as a means of judging product quality. This is true primarily for products where the consumers feel incapable of judging quality directly for themselves. The opposite may be true in the recording industry. Consumers may have strong preconceptions about the quality of a new album released by a superstar and be quite willing to pay the price for the prerecorded product. But will they pay the same amount for a new album by a little-known artist? *The perceived value for the money of the album is high for the established artist, but low for the newcomer.* Yet the prices are often identical.

One aspect of the value offered by prerecorded product relative to home taping is convenience, an important value in our society. It is much more convenient to purchase a tape than to tape for oneself, and that factor alone will probably exclude most consumers from the home taping market. What drives the convenience-oriented customer to begin taping? From our value-for-the-money perspective, if it isn't price, then it must be the product itself.

### Need For Product Innovation

Many consumers may use home taping as a means of "repackaging" favorite songs or artists into personal collections of "greatest hits." The success of K-Tel's records suggests that many people respond favorably to collections of songs which they really like. I have heard one industry "rule of thumb" which states that consumers generally have to perceive an album as having at least three cuts on it that are worth having before the purchase will be made. K-Tel albums have more than a dozen "hits" per al-

bum, and they sell well despite being "out-of-date" relative to the initial release of the songs included.

Record companies should more systematically investigate what "mix" of product consumers desire. Do most consumers really want an entire album of songs from just one artist? The answer may be "yes" if all the songs are at least minimally enjoyable. But what about an album that has only one or two good cuts on it? In that case, might the consumer be more favorable toward an album with one artist on one side, and a second artist on the other — or a mixture throughout? The 1977 release by RCA — "Wanted: The Outlaws" — featured Waylon Jennings, Willie Nelson, Jessi Colter, and Tom-pall Glaser and was a big seller even though most of the cuts on the album had been previously released. Incidentally, Tom-pall Glaser was not under contract to RCA, but to MGM, which suggests that recording companies could benefit by cooperating to package compatible artists that happen to be under contract to different companies.

One interesting possibility for "combination" albums would be to include two or three songs by a promising new artist on an album by a star. The album will sell on the merits of the star's material, but the new artist will gain valuable exposure that may be impossible to achieve via radio airplay. Of course, the new artist must be compatible with the established artist musically, or the plan may backfire. The songs by the new artist should also be as strong as possible, since this will be the artist's "calling card" to many consumers. This notion of packaging a star and a newcomer is really not so much different from the typical concert in which a lesser known group precedes the headliner on stage. In fact, live LP's might be the most appropriate setting for this admittedly generous gesture on the star's part. Many established artists may have a "protege" or some members of their backup musicians as possible candidates for inclusion in the album. Again, sufficient care must be exercised (maybe even some audience pretesting) to make sure that the new artist has enough audience appeal — there is nothing worse than introducing and promoting an inferior product.

In the end, the musical "value" which the prerecorded album or tape delivers is the main concern. What is of most value may vary across consumers and across listening situations. In some situations, the audience may want to focus on a single artist or group; in other cases, a variety of artists and types of music may be preferred. Understanding how, when, and in what situations people use records and tapes may provide important clues about how to package and market prerecorded music. If consumers can get exactly what they want in the way of music by purchasing prerecorded product rather than taping themselves, then I predict the convenience factor would dictate against home taping. However, if the prerecorded product isn't

"right on" and leaves customers dissatisfied, then home taping may, over time, increase its threat to prerecorded sales.

### Promotion And Advertising

One of the cardinal rules of advertising is that a dominant competitor never mentions a new or weaker competitor by name (for instance, in a comparative ad). That would suggest that it isn't wise for the industry to attack home taping directly — the less people hear about home taping, the better. It is still a relatively small chunk of the market.

Instead, the question is how can the industry try to more effectively advertise and promote the benefits of prerecorded music over home taping. This raises the more pressing issue of whether the industry has any actual advantages over home taping, other than convenience? And the answer may be that there is not enough of an advantage currently to allow effective promotion. But the creative talent in the recording industry could be unleashed to devise new marketing and promotional approaches.

For instance, one idea I've heard, is a promotion which consists of packaging an album of "mood" music with a bottle of wine, thus matching the musical product to one likely listening situation.

I am also told that the technology exists which would allow commercial production of cassette tapes on demand. For example, there would be a taping setup in a Fotomat-type booth with 200 or 300 different selections on a master tape. A consumer could drive up, select any 10 or 12 songs from a "shopping list" (just like building a pizza!) and drive away three minutes later with a customer-designed tape — two Linda Ronstadts, three Eagles, one Fleetwood Mac, etc., etc. The artists and recording companies would receive their royalties on the basis of the number of cuts re-recorded onto custom tapes. It sounds "futuristic," but it may soon be possible, and economically feasible. And if consumers want their music in that form, record companies ought to be at the forefront of delivering it to them in that fashion.

Record companies are currently facing a threat of unknown magnitude in the form of home taping. With rapidly advancing technology, other threats will be sure to arise. Sticking to the old ways of doing things may be the death knell for the industry as we know it. But an enlightened approach, which incorporates sound consumer research and then adjusts marketing strategies to meet consumer demand, can ensure continued success.

The recording industry should think of itself in broader terms, perhaps as a "musical entertainment delivery" mechanism, so that it is not left in the dust of modern technology which renders traditional prerecorded records and tapes an outmoded art form. So, rather than simply fight new market trends, the industry should analyze them, determine why they have occurred, and use that knowledge as an opportunity to serve the listening audience more effectively.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.





# WAYNE NEWTON IN ACTION

**"YEARS"** WA-108

WFIL 22-20 / WYZZ 18-15 / KEARTH 30-27 / KFI add /  
KOPA add / WIOG add / PRO-FM deb 30 / WHYN add /  
KEEL deb 37 / WLAC add / WTSN deb 20 / WFLB add /  
WIFI on / WRKO on / WTIX / WNOE / KLIF / KSTP /  
WBGN / WFLI / KCBQ / JB105 / BJ105  
KX104 / WQXQ / WGOW / WLOF / KULF / KCPX on /  
KRUX / WTOB / KCBN / WFBG / 13FEA /  
WORC / V-97 / WTAC / 96X / 3WD / WKKY /  
KRDG / KLBK

ETC. ETC. ETC. ETC. ETC. ETC.



Arles II Records / 21031 Ventura Blvd., Suite 901 / Woodland Hills, CA 91364 / Telephone (213) 340-9105



# TOP-40

## John Leader

PROGRAMMER/AUTHOR MICHAEL MAY

### Basics By The Books

Our industry has given birth to a number of "how to" books ranging from the highly technical to the very basic. Ordinarily another written offering wouldn't attract too much attention; it's not like a book on radio has a chance at the national best seller's list, but I have found a new book on radio basics that appears to be a cut above the rest.

The book is called "Building With The Basics - Radio Personality Development" and it was written by Michael May, currently the Program Director of KOOK/Billings, MT. The title of the book only tells part of the story, because Michael has taken a great deal of time to explain nearly every facet of radio, from getting your license to finding that next job.

#### Author, Author

After reading the book, I wanted to ask Michael a few questions about the research and development of his work. My first question was why did he write the book?

"Being what some people would consider isolated in Montana for the last five years made me realize that there was a need for a book on radio basics. The book is aimed especially at people who are not in a position to 'know somebody' willing to teach the basics to them. One thing I also saw a need for was a reference book outlining and defining the basic ground rules of the game.

"First of all . . . the fact that a score is kept and a game is played implies that there must be basic rules by which to play and score. The score is kept by Arbitron and the game is played on radio stations everywhere every day. Throughout the book I have tried to explain how Arbitron works in relation to radio and how radio can analyze the figures that Arbitron puts up on the scoreboard. But the book also recognizes that Arbitron may control the scoreboard but not the playing field. So, just because you have a knowledge of how the score is kept, you still need to know how to play the game to the best of your ability, and the best way to master any game is to first learn the basics. That's really what the book is all about."

#### Basic Logic

It's obvious in reading Michael's book that he spent a lot of time putting his ideas into logical order. He began outlining and researching in mid-1976 and didn't actually begin writing until over a year later. After a long period of rewriting, proofing, and editing, Michael's book was finally published in December of 1979. Incidentally, the book is entirely self-published, as is often the case with books of this nature.

There are no startling revelations to be found within the 169 pages of Michael's work, if in fact any exist within basic radio programming, but that was not the intent of the

*"If you learn the basics of entertainment and the basics of radio you can put the two together and come up with a good, entertaining radio show."*

book. Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it in a easy-to-comprehend text that I wish I could have read before I took my first radio gig.

As Michael told me, "I don't have any pretensions of being able to influence the personalities of, say, Charlie Tuna or Robert W. Morgan, because those people are operating way beyond the basics - although I do feel the book, even though it couldn't teach those people anything, could be a handy reference for the experienced personality. A new dictionary wouldn't teach Edwin Newman how to speak, but he might find some use for it."

#### Thoughts On Entertainment

Beyond his presentation of the basic elements of good radio, Michael goes one step further, which is why I think his book has more value than a primer. Michael makes some subjective comments on radio as an entertainment medium and speaks to the reader in terms of the entertainment value of what he or she does on the air.

Michael explained, "Radio has to be based on entertainment values. I believe that entertainment is the one thing some of us have forgotten in our all-consuming quest for research and the elimination of radio's so-called 'negatives.' Negatives don't necessarily come from disc jockeys, but they certainly can come from disc jockeys who are not doing things properly. And to me the word 'properly' means doing things based on a good sense of entertainment. If you learn the basics of entertainment and the basics of radio you can put the two together and come up with a good, entertaining radio show. If my book can help some people do just that, then I've accomplished what I set out to do."

The thought that entertainment may have taken a back seat to some of the other more rote facets of our radio business recently may cause some argument, but I happen to agree with Michael. Good radio programming, regardless of format, has certain basics that apply universally. One of those basics has to be entertainment for the listener. A common statement made regarding the total elimination of "negatives" within radio formats is, "taking away all negatives often removes both the chances of possible tune-out and any positive reason to tune in in the first place." In other words, totally researched and "cleansed" radio can sound bland and boring. And bland and boring are two words I would never want used in the same sentence with my station's call letters!



#### An Expert In Montana?

The obvious question about Michael himself would have to be, "If he's such a great radio expert, then why is he programming a station in Billings instead of New York or Los Angeles?" First of all, Michael does not claim to be an expert. Yes, he does outline some of the radio philosophies that have flourished in the past, but that knowledge is tempered by research, not by Michael's personal opinion.

In his own defense Michael told me, "As far as my expertise goes, the same basic ground rules apply in Billings that apply anywhere when it comes to solid radio programming. I don't think you have to be a ten-year veteran of major market radio to write about the radio basics. Remember too that I make no career guarantees to readers. It is not a quick course on instant fame and fortune. It is a compilation of basic radio knowledge that any person interested in radio as a career should know.

"I have stayed in Billings mainly for one reason; I get to play more. More aspects of radio programming are available to me in a market this size than, say, if I were to take an all-night jock job in Los Angeles. So, I'm getting to play the game more here and I'm learning a lot more day-to-day about the rules and how to better play the game than I would have in a mega-market situation. That's not to say that I wouldn't someday like to step up in market size, but, remember too that Billings has a lot to offer in terms of living cost and lifestyle."

#### The Bottom Line

I have never particularly been a big advocate of broadcasting schools. Not because they didn't teach anything - I believe they do - but because they often give students the false belief that once graduated, a big-money career is just moments away. I always felt the best way to learn radio was to just go on the radio. That's the way I did it, and I know a number of other currently successful personalities who started in exactly the same way. Naturally the problem that arises in the beginner's situation is who will teach the basics? If the radio rookie is lucky enough to land his or her first job working for a pro-

*"The most creative programming is likely to fall flat if air personalities disregard good radio basics."*

grammer that knows good basics and is willing to teach them, fine. However, and this situation could be more likely, if the newcomer enters that first job only to be surrounded by other relative newcomers, good radio basics could take years to learn.

I think Michael May's book is a well-written and thorough introduction to radio basics. As Michael said, "Creative radio programming can exist only at some point beyond the basics. In other words, the most creative programming is likely to fall flat if air personalities disregard good radio basics."

Michael will never get rich selling his book for \$10.95 and I wouldn't recommend that everyone in radio rush out and order a copy, because quite frankly the book is not for everyone. But, if you know someone who is interested in tackling radio as a career, you could save him some time by suggesting he read "Building With The Basics - Radio Personality Development." Michael has quite impressively organized most of the basic knowledge that many of us in radio took years to absorb.



**FINAL**

*The News*



# JOHN DENVER PLATINUM

Los Angeles... John Denver has a platinum beginning for 1980 with sales now beyond one million albums.

John Denver is the mass appeal artist for mass appeal radio.

JOHN DENVER

AUTOGRAPH



*John Denver*

**HE MEANS THE WORLD TO 23 MILLION PEOPLE.**

Management III: Jerry Weintraub  
Produced by Milton Okum  
Single: PB-11915  
Album: AQL1-3449



**RCA**

THE FUTURE NEVER SOUNDED BETTER

TOP-40



**G100 INVENTS "JAG RAG"** — To support the University of South Alabama Jaguars on the basketball court, G100/Mobile devised the "Jag Rag," a cloth creation modeled after the Pittsburgh Steelers' "Terrible Towel." Surrounded by the school's cheerleaders, G100 MD Scott O'Brien (center left) presents a framed rag to Coach Cliff Ellis.



**FAMOUS AMOS CHIPS AWAY AT BIG APPLE** — Radio played a big role in the recent opening of a retail cookie store within Famous Amos's cookie manufacturing studio in Nutley, N.J. Famous Amos bought a heavy schedule on WXLO/New York's Scotty Brink's morning show to promote the event and invited Brink to the celebration. Over 6000 people showed up for the event. Pictured at the party are (l-r) Wally "Famous" Amos, Mrs. Amos, Miss Teenage New Jersey Gloria Allson, and WXLO's Scotty Brink.



**MARCHING THROUGH MADISON** — It was the first annual Madison Christmas Parade complete with floats, marching bands, celebrities and beauty queens. WISM/Madison decked out its entire jock staff in Sgt. Pepper-like costumes for the parade and manned its own float. Shown after the event are (l-r) WISM PD Jonathan W. Little, Tom Wopat ("Luke Duke" of TV's "Dukes of Hazzard"), and WISM's Charlie Simon.



**CAVALIERE TREATMENT AT WICC** — Epic's Felix Cavaliere visited WICC/Bridgeport recently to appear on PD Gary Peters's afternoon show. Pictured (l-r) are Epic's Debbie Gould, Peters, Cavaliere, and Asst. PD/MD Bob Mitchell.

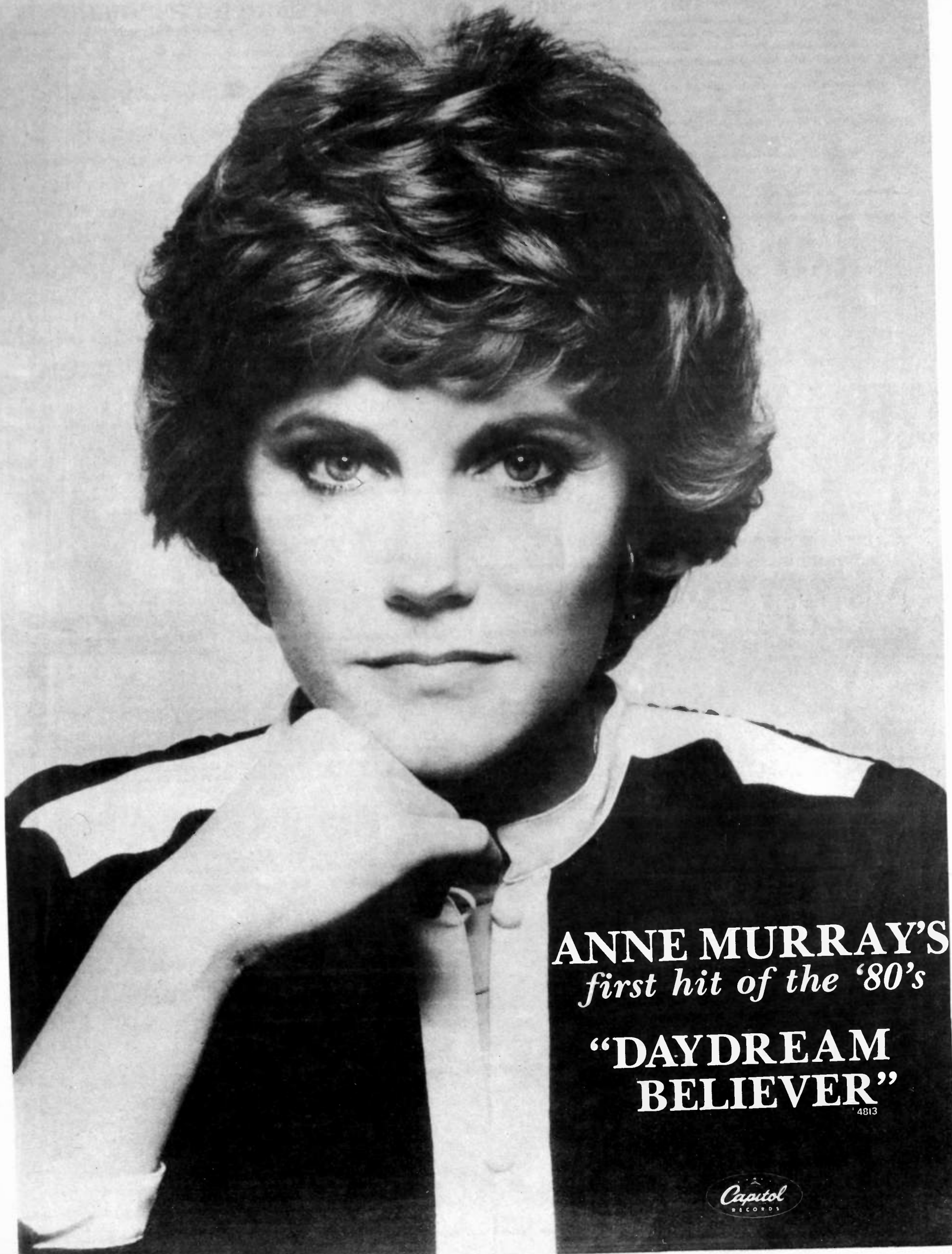


**CFTR IN "TOMB" WITH TUT PROMOTION** — CFTR/Toronto is sending a member of the city's Big Brothers Association and his youthful protegee to Cairo to see the original King Tut exhibition. Pictured with the winners and a British Airways rep is CFTR Creative Director Dan Plouffe (second from left).



**CHUM EXPERIENCES RUSH** — Geddy Lee, lead singer of Rush, visited CHUM/Toronto recently to guest with air personality John Majhor on his afternoon drive show. Pictured are Majhor (left), Lee (seated), and Perry Goldberg of Anthem Records, Rush's Canadian label.





**ANNE MURRAY'S**  
*first hit of the '80's*

**"DAYDREAM  
BELIEVER"**

4813



## October/November '79 Advance Arbitron Results

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Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures supplied by subscribing stations and verified by Arbitron.

**A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.**

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

### San Antonio

**KTSA Drops Two But Holds Lead; P/A KITY, Country KKYX Threaten; Spanish KCOR Drops; KONO Passes KTFM As Top 40 Runner-Up; N/T WOAI Scores Good Gain**

	A/M '79	O/N '79
KAPE (B)	4.1	1.7
KBUC (C)	3.0	3.2
KBUC-FM (C)	4.9	5.2
KCCW (C)	2.9	2.9
KCOR (S)	9.1	8.2
KEDA (S)	3.7	5.0
KITY (PA)	5.5	8.2
KKYX (C)	5.5	8.0
KMAC (PA)	1.3	1.3
KISS (A)	4.8	4.1
KONO (R)	4.6	6.0
KQXT (BM)	8.3	6.4
KTFM (R)	8.9	5.9
KTSA (R)	10.8	8.8
KUKA (S)	1.1	2.6
KVAR (S)	2.4	2.0
KZZY (R)	4.5	3.6
WOAI (N/T)	5.6	7.5
WOAI-FM (BM)	3.1	2.6

### Memphis

**Beautiful Music WEZI New Number One, WMC-FM Close Behind; After Format Change, WMC Drops 5-Plus; WHBQ Suffers Third Down Book; Country WMPS Scores Well; WHRK Passes WDIA As Both Climb; AOR WZXR Increases**

	A/M '79	O/N '79
KSUD (RL)	4	1.4
KWAM (RL)	3.7	2.5
KWAM-FM (C)	2.0	2.5
WDIA (B)	7.5	7.9
WEZI (BM)	10.4	10.9
WHBQ (R)	7.7	6.6
WHRK (B)	7.2	9.2
WLOK (B)	8.6	5.8
WLVS (R)	2.1	2.3
WMC (C)	14.0	8.8
WMC-FM (R)	10.1	10.5
WMPS (C)	3.8	6.3
WQUD (PA)	5.6	5.8
WREC (PA)	3.7	4.1
WVEE (N)	2.7	3.3
WZXR (A)	7.5	8.6

### Birmingham

**Big Jump For New Leader WKXX; WSGN Drops 3 1/2, WERC Rebounds Strong; Black WENN-AM-FM Maintain Overall Share, FM Dominates; Country Leader WYDE Drops Over Two, Still Leads Competitors**

	A/M '79	O/N '79
WAPI (PA)	3.3	2.9
WAPI-FM (BM)	4.0	4.3
WARF (C)	—	1.4
WATV (B)	4.5	5.0
WBUL (B)	1.0	1.0
WCRT (PA)	1.8	2.5
WDJC (RL)	2.2	3.4
WENN (B)	6.6	3.5
WENN-FM (B)	7.5	9.7
WERC (R)	5.1	7.9
WJLD (B)	5.1	3.9
WKXX (R)	10.1	13.8
WQEZ (BM)	7.0	6.4
WRKK (A)	5.8	5.7
WSGN (R)	10.2	6.6
WVOK (C)	4.9	3.3
WYDE (C)	6.3	4.2
WZZK (C)	3.9	3.8
WQEN (PA)	1.4	1.2

### Albany-Schnectady-Troy

**WGY, WROW Remain 1-2 Despite Slight Drops; Talk WQBK Biggest Winner, Gaining Two; Top 40 Turnaround WTRY Drops Three, Passed By WFLY**

	A/M '79	O/N '79
WCSS (PA)	.7	1.5
WFLY (R)	7.0	8.4
WGFM (R)	5.1	4.8
WGNA (C)	2.4	4.1
WGY (PA)	18.2	17.9
WHRL (BM)	1.6	2.0
WHSH (BM)	4.1	5.9
WOKO (R)	2.0	1.2
WPTR (R)	5.1	5.2
WQBK (T)	6.7	8.9
WQBK-FM (A)	4.5	3.3
WROW (BM)	12.8	11.1
WROW-FM (BM)	2.8	4.7
WTRY (R)	10.3	7.4
WWOM (D)	2.0	2.5

## January '80 Mediatrend Estimates

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All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Note: — \* denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

### Boston

**P/A Leader WHDH Continues Rise, WBZ Steady; News WEEI Gains Well; WVBF Up Strong; WCOZ Rebounds Dramatically; WJIB, WBCN, WXKS, WROR Down**

	Nov. '79	Dec. '79	Jan. '80
WHDH (PA)	10.2	15.7	16.7
WEEI (N)	6.6	6.9	9.8
WBZ (PA)	9.1	9.5	9.6
WVBF (R)	5.3	4.7	7.9
WCOZ (A)	8.6	2.6	6.8
WJIB (BM)	7.8	9.3	6.6
WBCN (A)	6.6	7.4	5.8
WXKS (D)	5.1	5.8	4.6
WEEI-FM (A)	5.7	4.8	4.4
WROR (PA)	2.2	5.2	3.7

### Washington, D.C.

**Dramatic Top 40 Flip-Flop; WPGC Drops 6, Blitzing WRQX Up Almost 6; WMAL New Leader; Disco WKYS Up 6; WOOK Continues Slide, WHUR Down; WAVA Nearly Doubles, Beats DC101; WASH Doubles**

	Nov. '79	Dec. '79	Jan. '80
WMAL (PA)	13.7	10.8	12.5
WRQX (R)	6.7	3.5	9.3
WKYS (D)	3.1	2.4	8.2
WGAY-FM (BM)	4.6	4.4	6.8
WHUR (B)	5.3	9.9	6.5
WPGC-AM-FM (R)	6.9	11.4	5.3
WASH (PA)	5.5	2.5	5.1
WAVA (A)	4.0	2.5	4.7
WOOK (B)	10.2	7.5	4.2
WTOP (N)	5.3	3.6	4.1

### Dallas-Ft. Worth

**Rocker KVIL Slips, Remains Slightly Ahead Of Steady KSCS; KFJZ, KBOX Continue Growth; KNUS Up 3, KTXQ, KFJZ, KMEZ Look Good**

	Nov. '79	Dec. '79	Jan. '80
KVIL (R)	9.5	13.6	10.5
KSCS (C)	9.8	10.1	10.1
KFJZ (PA)	5.3	6.0	8.0
WBAP (C)	5.3	7.9	7.3
KTXQ (A)	7.5	5.9	7.2
KRLD (N/T)	5.7	6.4	6.8
KKDA (D/B)	7.2	5.5	5.6
KMEZ (BM)	5.9	3.9	5.3
KNUS (R)	2.4	2.0	5.0
KBOX (C)	2.2	3.7	4.2

### St. Louis

**KMOX Remains Untouchable; Top 40 Combo KWK-WWWK Shows Signs Of Slippage; AOR KSHE Gaining Steadily; Country WIL Picks Up; KMOX-FM Continues Climb; KMJM Debuts In Top 10**

	Nov. '79	Dec. '79	Jan. '80
KMOX (T)	25.6	26.2	25.5
KWK/WWWK (R)	17.2	10.4	9.5
KSHE (A)	6.5	7.6	8.8
WIL (C)	5.0	4.9	6.6
KEZK (BM)	6.0	7.6	6.0
KMOX-FM (A)	1.8	3.3	5.0
WIL-FM (C)	4.2	7.0	5.0
KKOK (R)	2.9	4.7	4.8
KKSS (B)	4.9	5.6	4.3
KMJM (B)*	—	—	4.3

\*formerly KKSS

### Cleveland

**WMMS Slips, Still On Top; Country WHK Shows Impressive Upward Trend; News WERE Gains 3; WQAL, WGCL, WGAR Look Sharp; Gains For WJW, WWWE, WZZP**

	Nov. '79	Dec. '79	Jan. '80
WMMS (A)	12.4	14.7	11.9
WHK (C)	4.6	7.6	9.8
WERE (N)	6.4	5.6	8.5
WQAL (BM)	8.9	6.6	8.0
WGCL (R)	7.5	5.7	7.2
WGAR (PA)	7.3	4.3	6.8
WDOK (BM)	5.6	7.8	6.6
WJW (PA)	4.3	3.7	4.9
WWWE (PA)	3.4	3.7	4.6
WZZP (R)	2.8	3.2	4.3

### Denver

**KAZY Up Almost 4 For Lead; BM KLIR Steady In Second; Rebounds For KOSI, KBPI; KOAQ Rises Again, Beats KIMN**

	Nov. '79	Dec. '79	Jan. '80
KAZY (A)	9.0	6.7	10.5
KLIR (BM)	6.2	7.6	7.7
KOA (PA)	6.2	8.3	6.9
KOSI (BM)	9.2	4.8	6.7
KPPL (PA)	5.2	4.3	5.6
KVOD (CL)	4.8	5.5	5.6
KBPI (A)	5.4	3.1	5.2
KOAQ (R)	3.8	4.3	5.2
KHOW (PA)	7.2	4.7	4.5
KIMN (R)	6.3	6.3	4.3

What will my listeners get from THE WEEKLY TOP THIRTY besides the top thirty hits?

# Ask a Pro:

"Everytime I hear the program I learn something. The research, and the way it's presented, is really very, very well-done. I find myself the following week, using some of that information, either on the air or in conversation."

Ron Chapman, PD  
KVIL Radio, Dallas, Texas

*Drake  
Chenault*

## THE WEEKLY TOP THIRTY...

is a weekly 3 hour programming and sales tool the pros depend on... week after week, book after book. Drawing on the week's best hit music, combined with top guest stars, and unparalleled production techniques, THE WEEKLY TOP THIRTY is the world's fastest growing weekly radio show.

For availability in your market,  
**CALL TOLL FREE 800-423-5084**  
(California and outside the continental United States.)  
**Call 213-883-7400**

South Pacific Distribution, Grace Gibson-Sydney



PD-2062

# "Take That Look Off Your Face." It looks like a hit for Marti Webb.

*Tell me on  
a Sunday*



When they hear a phenomenal new singer like Marti Webb, some people applaud. Some send flowers. But Andrew Lloyd Webber, composer of *Evita* and *Jesus Christ Superstar*, and Don Black, Academy Award-winning lyricist, went one better. They decided Marti Webb was the perfect choice for their newly composed song cycle.

"Tell Me On A Sunday" is Marti Webb's debut album, but she's known in her native England as the new star of *Evita*. Her stage credits also include "Stop The World, I Want To Get Off," "Half A Sixpence" and "Godspell." And, with hit songs like "Take That Look Off Your Face," Marti Webb's star is just beginning to shine in the United States, too.

**"TELL ME ON A SUNDAY" FEATURING,  
"TAKE THAT LOOK OFF YOUR FACE" MARTI WEBB  
EARNS APPLAUSE, BOUQUETS AND NEW FANS.  
MUSIC BY ANDREW LLOYD WEBBER,  
LYRICS BY DON BLACK.  
ON POLYDOR RECORDS AND TAPES.**



"TELL ME ON A SUNDAY" STARRING MARTI WEBB.  
A METROMEDIA T.V. SPECIAL, COMING SOON.

PD-1-6260

EAST

Most Added Hottest

Eagles
Bob Seger
Air Supply
Dr. Hook
Pink Floyd
Queen
Spinners

ADS & HOTS

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

SOUTH

Most Added Hottest

Blondie
Bob Seger
Eagles
Dr. Hook
Pink Floyd
Queen
Spinners

EAST

PARALLEL ONE

98KX/Pittsburgh, PA
Jay Stone

EAGLES
JOURNEY
38 SPECIAL
CHRIS CROSS
BLACKJACK
Hottest
QUEEN 2-1
MICHAEL JACKSON 9-5
DAN FOGELBERG 19-7
NICOLETTE LARSON 12-8
RUPERT HOLMES 14-9

CHUM/Toronto, CAN.
Brad Jones

Hottest
PINK FLOYD 1-1
RSC 10-4
KNACK 16-7
TOM PETTY 17-8
BABYS 19-9

CKGM/Montreal, CN
Jim Connell

PRETENDERS
HEART
CLASH
Hottest
QUEEN 1-1
SPINNERS 8-3
DONNA SUMMER 9-6
ANDY GIBB 15-10
RUPERT HOLMES 18-12

WCAO/Baltimore, MD
Ron Riley

BOB SEGER
DR. HOOK
MICHAEL JACKSON
Hottest
SPINNERS 2-1
NEIL DIAMOND 12-9
TOTO 18-12
PINK FLOYD 28-22
CHUCK MANGIONE 30-24

WFL/Philadelphia, PA
Gerry DeFrancisco

KOOL & THE GANG
BILLY & SYREETA
CHARLIE DORE
AIR SUPPLY
Hottest
QUEEN 5-1
NEIL DIAMOND 13-10
ANDY GIBB 15-11
RUPERT HOLMES 20-16
RAY, GOODMAN & B 24-17

WFI/Philadelphia, PA
Steve Rivers

ROCKETS
JEFF, STARSHIP
FOREIGNER
Hottest
PINK FLOYD 1-1
QUEEN 5-2
TOTO 8-3
BABYS 15-9
KNACK 21-11

WKBW/Buffalo, NY
Jon Summers

PINK FLOYD
EAGLES
BOB SEGER
UTOPIA
Hottest
DAN FOGELBERG 2-1
PAT BENATAR 10-9
DONNA SUMMER 18-13
BILLY & SYREETA 24-16
SHALAMAR 26-22

WPEZ/Pittsburgh, PA
Mark Fritzen

EAGLES
HEART
Hottest
SPINNERS 4-1
DAN FOGELBERG 7-3
RUPERT HOLMES 12-7
DIRT BAND 15-8
PINK FLOYD 25-15

WPGC/Washington, DC
Jim Elliott

DR. HOOK
CHRIS CROSS
CHUCK MANGIONE
ANDY & OLIVIA
Hottest
PINK FLOYD 7-1
SPINNERS 13-9
STYX 16-10
MICHAEL JACKSON 20-15
DIRT BAND 29-24

WRKO/Boston, MA
Harry Nelson

JIMMY RUFFIN
BETTE MIDLER
FLEETWOOD MAC
DAVID GATES
PINK FLOYD
Hottest
SPINNERS 3-1
TERI DESARIO 6-4
DIRT BAND 8-5
DAN FOGELBERG 11-7
RAY, GOODMAN & B 25-15

F105/Boston, MA
Tom Connelly

BLONDIE
NICOLETTE LARSON
MICHAEL JACKSON
PAT BENATAR
Hottest
QUEEN 1-1
TERI DESARIO 7-3
SPINNERS 13-5
DAN FOGELBERG 10-7
PINK FLOYD 21-11

WXLN/New York, NY
Don Kelly

BLONDIE
BOB SEGER
PEACHES & HERB
EAGLES
Hottest
DONNA SUMMER 1-1
WHISPERS 11-4
KOOL & THE GANG 10-5
DAN FOGELBERG 14-10
MICHAEL JACKSON 18-13

PARALLEL TWO

14Q/Worcester, MA
Steve York

DR. HOOK
CLIFF RICHARD
AIR SUPPLY
NAVY, GOODMAN & B
DAN FOGELBERG (dp)
ZZ TOP (dp)
GARY NUMAN (dp)
Hottest
PINK FLOYD 3-1
DAN FOGELBERG 7-2
RUPERT HOLMES 12-4
SPINNERS 10-5
J. GEILS BAND 20-13

JB105/Providence, RI
Todd Chase

ZZ TOP
BOB SEGER
MICHAEL JACKSON
RAY, GOODMAN & B
Hottest
QUEEN 1-1
RUPERT HOLMES 15-7
PINK FLOYD 20-10
KOOL & THE GANG 21-13
J. GEILS BAND 27-15

PRO-FM/Providence, RI
O'Brien/Giovanni

DR. HOOK
RAY, GOODMAN & B
ZZ TOP
ROCKETS (dp)
Hottest
QUEEN 1-1
ANNE MURRAY 4-2
DAN FOGELBERG 7-3
KOOL & THE GANG 15-10
LINDA RONSTADT 20-14

WBHF/Rochester, NY
Dave Mason

TOM PETTY
TOMMY JAMES
LINDA RONSTADT
Hottest
QUEEN 5-1
DAN FOGELBERG 6-3
SPINNERS 11-9
PINK FLOYD 20-10
RUPERT HOLMES 22-16

WICL/Bridgeport, CT
Bob Mitchell

SHALAMAR
AIR SUPPLY
CHRIS CROSS
HEART
J. GEILS BAND
WAYNE NEWTON
CHARLIE DORE
BETTE MIDLER
Hottest
QUEEN 2-1
SPINNERS 8-4
LINDA RONSTADT 14-8
ANDY GIBB 12-9
RUPERT HOLMES 15-10

WKBO/Harrisburg, PA
Jim Buchanan

WHISPERS
MICHAEL JACKSON
AIR SUPPLY
JIMMY RUFFIN
ZZ TOP
Hottest
DAN FOGELBERG 2-1
RUPERT HOLMES 11-5
KOOL & THE GANG 12-7
PINK FLOYD 14-10
LINDA RONSTADT 17-12

WKEE/Huntington, WV
Gary Miller

WHISPERS
BOB SEGER
DR. HOOK
GARY NUMAN
Hottest
QUEEN 2-1
SPINNERS 7-3
TOTO 11-5
DONNA SUMMER 13-6
ANDY GIBB 18-9

WOLF/Syracuse, NY
Charlie Brown

EAGLES
TOM PETTY
CHRIS CROSS
BOB SEGER
Hottest
DONNA SUMMER 4-1
DAN FOGELBERG 5-2
RUPERT HOLMES 15-7
ANDY GIBB 17-8
PINK FLOYD 15-8

WPST/Trenton, NJ
Tom Taylor

EAGLES
JEFF, STARSHIP
UTOPIA
RUSH
Hottest
QUEEN 1-1
PINK FLOYD 8-5
LINDA RONSTADT 13-9
CHUCK MANGIONE 29-25
BLONDIE D 29

WTRY/Troy, NY
Don Perry

MICHAEL JACKSON
BOB SEGER
AIR SUPPLY
Hottest
PINK FLOYD 9-5
ANDY GIBB 16-10
TOTO 18-12
KOOL & THE GANG 27-17

WAEB/Allentown, PA
Jeff Frank

EAGLES
AIR SUPPLY
STEVIE WONDER
Hottest
TERI DESARIO 2-1
DAN FOGELBERG 5-2
NEIL DIAMOND 10-6
ANDY GIBB 14-7
STEVE FORBERT 13-9

WHYN/Springfield, MA
Ken Caporus

BLONDIE
EAGLES
DR. HOOK
WAYNE NEWTON
ROMANTICS
CHARLIE DORE
UTOPIA
CAPT. & TENNILLE
Hottest
QUEEN 1-1
DONNA SUMMER 9-2
ANDY GIBB 10-6
PINK FLOYD 16-7
MICHAEL JACKSON 25-24

KC101/New Haven, CT
Curt Hansen

MICHAEL JACKSON
BILLY & SYREETA
EAGLES
CHRIS CROSS
AIR SUPPLY
Hottest
DAN FOGELBERG 2-1
SPINNERS 7-3
KOOL & THE GANG 18-12
KENNY NOLAN 21-16
RAY, GOODMAN & B 29-20

WBFR/Baltimore, MD
Andy Sculinski

WHISPERS
DR. HOOK
YELLOW MAGIC ORCH
Hottest
DAN FOGELBERG 1-1
TOTO 14-8
MICHAEL JACKSON 22-16
TOMMY JAMES 24-18
GEORGE BURNS 26-19

WBEN-FM/Buffalo, NY
Roger Christian

DONNA SUMMER
PEACHES & HERB
SHALAMAR
EAGLES
HEART
BOB SEGER
Hottest
DAN FOGELBERG 1-1
PINK FLOYD 6-4
TOM PETTY 14-6
DONNA SUMMER 4-7
PEACHES & HERB A 16

WBHF/Rochester, NY
Dave Mason

TOM PETTY
TOMMY JAMES
LINDA RONSTADT
Hottest
QUEEN 5-1
DAN FOGELBERG 6-3
SPINNERS 11-9
PINK FLOYD 20-10
RUPERT HOLMES 22-16

WBLI/Long Island, NY
Bill Terry

BLONDIE
EAGLES
AIR SUPPLY
Hottest
SPINNERS 1-1
PINK FLOYD 5-2
DAN FOGELBERG 12-4
DONNA SUMMER 10-6
DIRT BAND 15-9

WTIC-FM/Hartford, CT
Rick Donahue

BABYS
BOB SEGER
CHRIS CROSS
MICHAEL JACKSON
Hottest
PINK FLOYD 4-1
SPINNERS 8-4
DONNA SUMMER 9-5
TOTO 10-6
LINDA RONSTADT 17-10

Q106/Ork, PA
Steve Gallagher

RAY, GOODMAN & B
AIR SUPPLY
DR. HOOK
BLONDIE
Hottest
QUEEN 2-1
PINK FLOYD 12-3
RUPERT HOLMES 15-9
NEIL DIAMOND 14-10
LINDA RONSTADT 26-12

PARALLEL THREE

14WK/Wheeling, WV
Rich Collins

BLONDIE (dp)
HEART (dp)
RUSH (dp)
ROCKETS (dp)
APRIL WINE (dp)
BOB SEGER
Hottest
DONNA SUMMER 4-1
DAN FOGELBERG 5-2
RUPERT HOLMES 15-7
ANDY GIBB 17-8
PINK FLOYD 15-8

K104/Erie, PA
Bill Shannon

ROCKETS
Hottest
BILLY & SYREETA 18-1
BARRY MANILOW D 5
ALAN PARSONS 24-10
J. GEILS BAND 15-11
OFF BROADWAY 19-14

WCIR/Beckley, WV
Ron Hill

CHARLIE DORE
CLIFF RICHARD
BLONDIE
JIMMY RUFFIN
Hottest
SPINNERS 1-1
TERI DESARIO 4-2
SHALAMAR 8-3
STEVE FORBERT 12-9
DAN FOGELBERG 13-10

WFBG/Allentown, PA
Tony Booth

OFF BROADWAY
RAY, GOODMAN & B
HEART
ROCKETS
JOHN COUGAR
Hottest
QUEEN 2-1
PRINCE 10-6
PINK FLOYD 16-9
MICHAEL JACKSON 31-25
CHRIS CROSS 35-29

WGUY/Hungary, ME
Chuck McKay

UTOPIA
EAGLES
MICHAEL JACKSON
Hottest
RUPERT HOLMES 3-1
DONNA SUMMER 7-3
TOTO 8-4
PINK FLOYD 10-6
DR. HOOK 19-10

WHBB/Portsmouth, NH
Rick Bean

MICHAEL JACKSON
MICHAEL JOHNSON
ENGLAND DAN & JFC
Hottest
QUEEN 2-1
SPINNERS 11-6
TOMMY JAMES 15-8
CHUCK MANGIONE 14-9
ISAAC HAYES 18-13

WJBO/Portland, ME
Chip Kelley

DR. HOOK
BOB SEGER
STARLAND VOCAL BA
Hottest
NEIL DIAMOND 2-1
SPINNERS 9-5
DONNA SUMMER 10-6
RUPERT HOLMES 13-9
CHUCK MANGIONE 14-10

WLBZ/Bangor, ME
Michael O'Hara

EAGLES
CHARLIE DORE
SUZANNE FEELINI
RAY, GOODMAN & B
AIR SUPPLY
Hottest
QUEEN 2-1
DIRT BAND 10-6
MOLLY HATCHET 12-9
PINK FLOYD 18-10
SPINNERS 17-11

WTSN/Dover, NH
Jim Sebastian

TOMMY JAMES (RA)
KOOL & THE GANG
Hottest
QUEEN 2-1
SPINNERS 8-4
RUPERT HOLMES 12-7
BARBRA STREISAND 13-10
CHUCK MANGIONE 18-14

WXII/Parkersburg, WV
Bobby Wayne

M. MANCHESTER
GARY NUMAN
NAZARETH
JIMMY RUFFIN
JEFF, STARSHIP
PINK FLOYD
JOURNEY
BOB SEGER
Hottest
PRINCE 3-1
RUPERT HOLMES 7-3
ANNE MURRAY 10-5
RAY, GOODMAN & B 14-7
DONNA SUMMER 16-9

WYRE/Annapolis, MD
Steve Kingston

CHUCK MANGIONE
DR. HOOK
BLONDIE
Hottest
QUEEN 1-1
SPINNERS 16-6
PINK FLOYD 19-10
TOTO 18-13
RUPERT HOLMES 21-15

WIGY/Bath, ME
Rogers, McKay

DR. HOOK
AIR SUPPLY
KENNY LOGGINS
GARY NUMAN (dp)
OFF BROADWAY (dp)
ROMANTICS (dp)
Hottest
QUEEN 1-1
TOM PETTY 8-4
LINDA RONSTADT 14-7
J. GEILS BAND 12-9
HEART 18-12

V100/Charleston, WV
Gary Mitchell

HEART
RUSH
CHUCK MANGIONE
RAY, GOODMAN & B
Hottest
QUEEN 2-1
ANDY GIBB 11-4
TOTO 10-5
BARRY MANILOW 12-8
PAT BENATAR 15-9

SOUTH

PARALLEL ONE

KRBE/Houston, TX
Clay Gish

KOOL & THE GANG
BOB SEGER
BLONDIE
JEFF, STARSHIP
LINDA RONSTADT
Hottest
QUEEN 1-1
CAPT. & TENNILLE 4-3
TOTO 14-10
LINDA RONSTADT 18-15
BABYS 21-18

KVIL/Dallas, TX
Mike Rey

NEIL DIAMOND
ANDY & OLIVIA
LINDA RONSTADT
CHUCK MANGIONE
TOTO
Hottest
DAN FOGELBERG 3-1
TERI DESARIO 6-4
DONNA SUMMER 16-9
ANDY GIBB 18-10
BONNIE POINTER 30-25

Q105/Tampa, FL
Pat McKay

FOREIGNER
Hottest
QUEEN 1-1
PINK FLOYD 10-3
RUPERT HOLMES 14-9
TOTO 15-12
SHALAMAR 21-16

WLCY/Tampa, FL
Beau Richards

TOMMY JAMES
CHUCK MANGIONE
BLONDIE
BOB SEGER
Hottest
PINK FLOYD 1-1
PAT BENATAR 11-7
MICHAEL JACKSON 19-15
ZZ TOP 26-22
DR. HOOK 30-23

Y100/Miami, FL
Robert Muzzy

RAY, GOODMAN & B
BILLY & SYREETA
RUPERT HOLMES
BLONDIE
FOREIGNER
Hottest
QUEEN 2-1
TOTO 8-4
MICHAEL JACKSON 16-12
SHALAMAR 20-15
NEIL DIAMOND 21-16

Z93/Atlanta, GA
Dale O'Brien

BLONDIE
MICHAEL JACKSON
Hottest
TOM PETTY 5-1
CHUCK MANGIONE 10-6
RAY, GOODMAN & B 15-10
BOB SEGER 23-15
CHRIS CROSS 25-16

Z97/Fort Worth, TX
Gary Mack

BLONDIE
Hottest
PINK FLOYD 1-1
TOM PETTY 5-2
PAT BENATAR 15-8
NEIL DIAMOND 16-9
STEVE FORBERT 19-14

94Q/Atlanta, GA
Jeff McCartney

PAUL DAVIS
CLIFF RICHARD
WARREN ZEVON (dp)
BRUCE COCKBURN (dp)
Hottest
PINK FLOYD 3-1
CHUCK MANGIONE 7-3
BLONDIE 19-9
PRETENDERS 15-10
M. MANCHESTER 24-18

PARALLEL TWO

HJ105/Orlando, FL
Terry Long

BOB SEGER
EAGLES
BLONDIE
KENNY LOGGINS
PAT BENATAR
CLIFF RICHARD
PINK FLOYD
KENNY NOLAN
JIMMY RUFFIN
FOREIGNER
Hottest
TERI DESARIO 6-1
STYX 9-3
QUEEN 14-7
RUPERT HOLMES 12-8
DAN FOGELBERG 19-14

KEEL/Shreveport, LA
Marty Johnson

BOB SEGER
TOMMY JAMES
CHRIS CROSS
PEACHES & HERB
UTOPIA
J. GEILS BAND
EAGLES
Hottest
QUEEN 1-1
PINK FLOYD 7-4
DONNA SUMMER 23-10
SHALAMAR 29-13
ANDY GIBB 21-17

KTSA/San Antonio, TX
Mike Scott

CHRIS CROSS
MICHAEL JACKSON
GARY NUMAN
CHUCK MANGIONE
Hottest
BETTE MIDLER 1-1
RAY, GOODMAN & B 7-2
SHALAMAR 16-7
SEQUENCE 22-19
KOOL & THE GANG D-21

KXX106/Birmingham, AL
Steve Davis

PAUL DAVIS
NICOLETTE LARSON
38 SPECIAL
CHARLIE DORE
JIMMY RUFFIN
Hottest
BLONDIE 2-1
PINK FLOYD 15-5
EAGLES 13-8
MOLLY HATCHET 14-10
CHRIS CROSS 20-16

WAPE/Jacksonville, FL
Paul Sebastian

BOB SEGER
AIR SUPPLY
RAY STEVENS
JIMMY RUFFIN
Hottest
DAN FOGELBERG 3-1
ANDY GIBB 11-6
SHALAMAR 16-11
MICHAEL JACKSON 16-11

WAXY/Ft. Lauderdale
Richard Hyrd

TOM PETTY
EAGLES
BLONDIE
Hottest
STEVE FORBERT 10-6
ANDY GIBB 14-10
SHALAMAR 19-15
RUPERT HOLMES 21-16

WAYS/Charlotte, NC
Roy Rosen

JIMMY RUFFIN
ZZ TOP
DAVID GATES
DR. HOOK
WHISPERS
Hottest
SPINNERS 2-1
SHALAMAR 7-4
KOOL & THE GANG 10-7
DOTTIE WEST 20-18
CHRIS CROSS 27-21

WBBQ/Augusta, GA
Bruce Stevens

PETER MCAN
WHISPERS
RAYDIO
GARY NUMAN
ROMANTICS
Hottest
PINK FLOYD 6-1
TOTO 8-3
BETTE MIDLER 10-5
CHRIS CROSS 23-15
LINDA RONSTADT 21-16

WFME/Baton Rouge, LA
Randy Rice

BOB SEGER
BLONDIE
Hottest
SPINNERS 1-1
TOTO 5-2
RUPERT HOLMES 12-5
LINDA RONSTADT 15-13
CHUCK MANGIONE 30-23

WGH/Norfolk, VA
Bob Canada

DR. HOOK
KENNY LOGGINS
RAY, GOODMAN & B
HEART (dp)
Hottest
DAN FOGELBERG 2-1
SHALAMAR 11-3
TOTO 13-5
RUPERT HOLMES 22-9
LINDA RONSTADT 19-10

WHRQ/Memphis, TN
Dave Nichols

EAGLES
AIR SUPPLY
Hottest
DAN FOGELBERG 2-1
QUEEN 4-2
DONNA SUMMER 16-9
KENNY LOGGINS 18-14
PINK FLOYD 20-15

WKIA/Raleigh, NC
Ron McKay

CHARLIE DORE
AIR SUPPLY
WILLIE NELSON
CRYSTAL GAVIE
DR. HOOK
EAGLES
ROBERTA FIACK (dp)
NARADA M. WALDEN (dp)
PATRICE RUSHEN (dp)
Hottest
DAN FOGELBERG 1-1
SPINNERS 4-2
PINK FLOYD 10-6
BILLY & SYREETA 12-7
DIRT BAND 13-8

WLAN/Nashville, TN
Rick Harris

WAYNE NEWTON
BABYS
MICHAEL JACKSON
BILLY & SYREETA
AIR SUPPLY
PATRICE RUSHEN
Hottest
QUEEN 7-1
DAN FOGELBERG 6-3
SPINNERS 16-8
TOTO 22-12
BARRY MANILOW 23-17

WRJZ/Knoxville, TN
Bob Kathan

PAUL DAVIS
BLONDIE
JIMMY RUFFIN
LINDA RONSTADT
RAY STEVENS (dp)
Hottest
QUEEN 1-1
NICOLETTE LARSON 12-8
SHALAMAR 21-11
DOTTIE WEST 32-14
DR. HOOK 34-19

WSGA/Savannah, GA
Bradly McGraw

PEACHES & HERB
AIR SUPPLY
DR. HOOK
Hottest
SHALAMAR 6-1
MICHAEL JACKSON 7-4
KOOL & THE GANG 10-7
RUPERT HOLMES 15-11
RAY, GOODMAN & B 17-12

WSGN/Birmingham, AL
John Reed

BLONDIE
TOMMY JAMES
FOREIGNER
BOB SEGER
Hottest
TERI DESARIO 3-1
QUEEN 5-2
ANDY GIBB 14-7
RUPERT HOLMES 15-9
MICHAEL JACKSON 16-11

Y103/Jacksonville, FL
Maja Piff

SPINNERS
KENNY LOGGINS
AIR SUPPLY
CHUCK MANGIONE
Hottest
DAN FOGELBERG 3-1
MOLLY HATCHET 6-4
KOOL & THE GANG 11-7
MI-BEX 27-20
RAY, GOODMAN & B 30-23

Y95/Tampa, FL
Pat Barry

BOB SEGER
BLONDIE
38 SPECIAL
GARY NUMAN
Hottest
DAN FOGELBERG 6-1
PINK FLOYD 10-2
QUEEN 8-3
STEVE FORBERT 15-10
PAT BENATAR 16-11

WRVQ/Richmond, VA
Bill Thomas

BLONDIE
FOREIGNER
BOB SEGER
Hottest
DIRT BAND 1-1
PINK FLOYD 11-5
J. GEILS BAND 20-16
BARRY MANILOW 21-17
CHRIS CROSS 27-22

KAUM/Houston, TX
Leslie Raboy

KOOL & THE GANG
EAGLES
CHRIS CROSS
BOB SEGER
Hottest
QUEEN 1-1
SPINNERS 12-5
RUPERT HOLMES 11-7
TOTO 17-10
SANTANA 19-11

KELPE/El Paso, TX
Stan Main

PINK FLOYD
RAY, GOODMAN & B
BABYS
TOM PETTY
Hottest
QUEEN 1-1
SPINNERS 12-5
RUPERT HOLMES 11-7
TOTO 17-10
SANTANA 19-11

WNOX/Knoxville, TN
Scott Majors

UTOPIA
CLASH
Hottest
TERI DESARIO 1-1
YELLOW MAGIC ORCH 3-2
NARADA M. WALDEN 10-6
WHISPERS 17-7
KOOL & THE GANG 14-8

WSKZ/Chattanooga, TN
David Carroll

KENNY LOGGINS
PAUL DAVIS
DR. HOOK
CHARLIE DORE
Hottest
DAN FOGELBERG 1-1
PINK FLOYD 8-2
TOM PETTY 11-5



MIDWEST Most Added Hottest

Eagles Bob Seger Air Supply Pink Floyd Queen Rupert Holmes

ADDS & HOTS

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

WEST Most Added Hottest

Eagles Air Supply Bob Seger Blondie Rupert Holmes Queen Spinners Pink Floyd Toto

MIDWEST PARALLEL ONE

CKLW/Detroit, MI Rosalie Trombly

MICHAEL JACKSON DAVID GAYES AIR SUPPLY ROBERTA FLACC

KRFQ/Kansas City, MO Kathy Rihs

BOB SEGER UTOPIA BLONDIE

KDWB/Minneapolis, MN Dave Hamilton

EAGLES AIR SUPPLY PRESTENDERS RUSH

KSLQ/St. Louis, MO Phil Irons

MICHAEL JACKSON BLONDIE

Q102/Cincinnati, OH Pat O'Brien

ROO & THE GANG EAGLES

WGCL/Cleveland, OH Bob Travis

RUSH BOB SEGER EAGLES

WLSA/Chicago, IL Steve Casey

DONNA SUMMER EAGLES

WOKY/Milwaukee, WI Jim Brown

CHUCK RANGIONE JIMMY RUFFIN

WZLW/Milwaukee, WI Bill Shannon

STEVIE WONDER PHOTO GLO

KWK/St. Louis, MO Bob Hattick

BARBY 1 1 RUSH 4-2

PARALLEL TWO

92X/Columbus, OH Buddy Scott

JOURNEY JEFF STARSHIP BOB SEGER

KIOA/Des Moines, IA A.W. Pantoja

WILLIE NELSON DOTTIE WEST

KOFM/Oklahoma City, OK Chuck Morgan

BOB SEGER BLONDIE

KRAY/Tulsa, OK Gary Reynolds

BOB SEGER BLONDIE

KZ93/Peoria, IL Keith Edwards

TOMMY JAMES BOB SEGER

WNOT/Youngstown, OH Dick Thompson

BLONDIE BOB SEGER

WVAP/Indianapolis, IN Diane Shannon

JOURNEY KNACK

WNCI/Columbus, OH Steve Edwards

PAT BENATAR HEART

WOHO/Toledo, OH Beau Elliott

ROO & THE GANG EAGLES

WVIC/East Lansing, MI Jim St. John

BLONDIE BEAT

WISM/Madison, WI Jonathon Little

LINDA RONSTADT CLASH

KEYN-FM/Wichita, KS Jeff Alan

SPINNERS DONNA SUMMER RUPERT HOLMES

WZZP/Cleveland, OH Bob McKay

TURLEY RICHARD FELIX CAVALIERE

KWEN/Tulsa, OK Dave Michaels

EAGLES PEACHES & HERB

BLONDIE QUEEN 2-1

WYFM/Youngstown, OH Jeff Tobin

PINK FLOYD SMOKEY ROBINSON

PARALLEL THREE

KFYR/Bismarck, ND Dan Brannan

EAGLES DAVID GAYES

KKLS/Rapid City, SD Kjar/Sherwyn

ZZ TOP BOB SEGER

KNRC/Sioux Falls, SD Brian Phoenix

EAGLES AIR SUPPLY

WAKX/Duluth, MN Bruce McGregor

ZZ TOP RAY, GOODMAN & B

WEAQ/Eau Claire, WI Rick Roberts

EAGLES HEART

WGBF/Evanston, IN Gene Michaels

CRUCH RANGIONE SHALAMAR

WNAM/Norwah, WI Jay Tyler

UTOPIA EAGLES

WRKR/Racine, WI Terry Green

CHRIS CROSS JEFF STARSHIP

WROK/Rockford, IL Tom Hunter

HEART BILLY & SYREETA

WSPT/Sheveta Point, WI Pat Martin

BLONDIE CLIFF RICHARD

WTRU/Muskegon, MI Bill Andrews

ROO & THE GANG CHRIS CROSS

WRRR/South Bend, IN Joe Lightner

MICHAEL JACKSON CHUCK RANGIONE

KDYY/Topeka, KN Todd Hoffman

EAGLES BOB SEGER

KQWB-FM/Fargo, ND Bill Richards

ROMANTICS NICOLETTE LARSON

WAKX/Duluth, MN Bruce McGregor

ZZ TOP RAY, GOODMAN & B

WAKX/Duluth, MN Bruce McGregor

ZZ TOP RAY, GOODMAN & B

WAKX/Duluth, MN Bruce McGregor

ZZ TOP RAY, GOODMAN & B

WEST PARALLEL ONE

8100/San Diego, CA Glen McCartney

QUEEN 1-1 PINK FLOYD 9 3

KEARTH/Los Angeles, CA Bob Hamilton

WHISPER EAGLES

KFJ/Los Angeles, CA Roger Collins

BOB SEGER WAYNE NEWTON

KFRJ/San Francisco, CA Garland Shultz

BLONDIE CLIFF RICHARD

KJRR/Spokane, WA Brian Gregory

FOREIGNER SHALAMAR

KROJ/Sacramento, CA Rick Shannon

BOB SEGER DR. HOOR

KRSP/Salt Lake City, UT Lorraine Winnegar

JOURNEY AIR SUPPLY

KRLX/Phoenix, AZ Bobby Rivers

MICHAEL JACKSON CHARLIE DORE

KLUPD/Phoenix, AZ John Sebastian

BOB SEGER JOURNEY

KING/Seattle, WA Bruce Murdoch

JACQUELINE DESHANNOH ENGLAND DAN & JPC

Y94/Fresno, CA Ray Appleton

HEART EAGLES

KERN/Bakersfield, CA Pete Shannon

CHARLIE DORE BOB SEGER

KFXM/San Bernardino, CA Craig Powers

CHUCK RANGIONE RAY, GOODMAN & B

KJRR/Spokane, WA Brian Gregory

FOREIGNER SHALAMAR

KROJ/Sacramento, CA Rick Shannon

BOB SEGER DR. HOOR

KRSP/Salt Lake City, UT Lorraine Winnegar

JOURNEY AIR SUPPLY

KRLX/Phoenix, AZ Bobby Rivers

MICHAEL JACKSON CHARLIE DORE

KLUPD/Phoenix, AZ John Sebastian

BOB SEGER JOURNEY

KING/Seattle, WA Bruce Murdoch

JACQUELINE DESHANNOH ENGLAND DAN & JPC

Y94/Fresno, CA Ray Appleton

HEART EAGLES

KENO/Las Vegas, NV Bill Alexander

MICHAEL JACKSON EAGLES

PINK FLOYD CHRIS CROSS

TOMMY JAMES BILLY & SYREETA

QUEEN 2-1 RUPERT HOLMES 10-5

KHJ/Los Angeles, CA Chuck Martin

Hottest: QUEEN 1-1 PEACHES & HERB 12-9

KLUC/Las Vegas, NV Dave Anthony

UTOPIA JOURNEY

PARALLEL THREE

KRDF/Eugene, OH Greg Lee

EAGLES AIR SUPPLY

KBIM/Roswell, NM Dr. Jay

DR. HOOR DAVID GAYES

KMIZ/Bozeman, MT Dennis Nichols

RICHARD JACKSON HEART

KCBN/Reno, NV Palmer Stewart

AIR SUPPLY BLONDIE

KDZA/Pueblo, CO Rip Arina

AIR SUPPLY MICHAEL JACKSON

KFXD/Boise, ID Charlie Fox

BILLY & SYREETA BLONDIE

KWOK/Billings, MT Michael May

BILLY & SYREETA APRIL WINE

J. GEILS BAND Hottest: QUEEN 2-1

RUPERT HOLMES 10-5 PRINCE 13-6

ANDY GIBB 16-10 DONNA SUMMER 20-13

Hottest: QUEEN 1-1 PEACHES & HERB 12-9

KQDI/Grand Falls, MT Barry Cooper

MICHAEL JACKSON FOREIGNER

KRLC/Lewiston, ID Steven Alan MacKelsie

GARY NURAN PAUL DAVIS

KSLY/San Luis Obispo, CA Read Ranger

AIR SUPPLY DR. HOOR

KYSJ/Colorado Springs, CO Mark Murray

EAGLES BLONDIE

KFNI/Anchorage, AK Kent Byus

BARBARA MANDRELL CLIFF RICHARD

KMIZ/Bozeman, MT Dennis Nichols

RICHARD JACKSON HEART

KDZA/Pueblo, CO Rip Arina

AIR SUPPLY MICHAEL JACKSON

KFXD/Boise, ID Charlie Fox

BILLY & SYREETA BLONDIE

KWOK/Billings, MT Michael May

BILLY & SYREETA APRIL WINE

J. GEILS BAND Hottest: QUEEN 2-1

RUPERT HOLMES 10-5 PRINCE 13-6

ANDY GIBB 16-10 DONNA SUMMER 20-13

Hottest: QUEEN 1-1 PEACHES & HERB 12-9

Hottest: QUEEN 1-1 PEACHES & HERB 12-9

# PARALLEL PLAYLISTS

**EAST**

**60/WGBO**

**Baltimore**

- 1 SPINERS/Rockin' My Way...
- 2 DAN FOGELBERG/Longer
- 3 STEVE FORBERT/Romano's Tune
- 4 QUEEN/Crazy Little Thing Co
- 5 SHALAMAR/Second Time Around
- 6 KOOL & THE GANG/Too Hot
- 7 TERE DESARIO/Yes I'm Ready
- 8 FLEETWOOD MAC/Sara
- 9 NEIL DIAMOND/September Morn
- 10 ANDY GIBB/Desire
- 11 DONNA SUMNER/On The Radio
- 12 TOTO/99
- 13 RUPERT HOLMES/Him
- 14 BARRY MANILOW/When I Wanted You
- 15 RAY, GOODMAN & B/Special Lady
- 16 BILLY & SYREETA/With You I'm Born...
- 17 ANNE MURRAY/Daydream Believer
- 18 BARBRA STREISAND/Kiss Me In The Rain
- 19 CHRIS CROSS/Ride Like The Wind
- 20 FALGOUT/Can't Tell You Why
- 21 YELLO/MAGIC OROU/Computer Games
- 22 PINK FLOYD/Another Brick In The Wall
- 23 CAPT. & TENNILLE/Do That To Me...
- 24 CHUCK MANGIONE/Give It All You Got
- 25 DIRT BAND/An American Dream
- 26 KENNY LOGGINS/This Is It
- 27 MICHAEL JACKSON/Rock With You
- 28 CLIFF RICHARD/We Don't Talk Anymore
- 29 BABY'S/Back On My Feet Again
- 30 TOMMY JAMES/Three Times In Love

ADDS: BOB SEGER/Fire Lake  
DR. HOOK/Sassy Eyes  
MICHAEL JACKSON/Off The Wall

ON: AIR SUPPLY/Lost In Love

**1050 chum**

**Toronto**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 QUEEN/Crazy Little Thing Co
- 3 STEVE FORBERT/Romano's Tune
- 4 JTC/Waiting Plans For Me
- 5 ATO/My Way
- 6 KENNY LOGGINS/This Is It
- 7 KNACK/Baby Talks Dirty
- 8 TOM PETTY/Refugee
- 9 BABY'S/Back On My Feet Again
- 10 RUSH/Spirit Of The Radio
- 11 SUGAR HILL GANG/Rapper's Delight
- 12 KENNY LOGGINS/Coward Of The County
- 13 AEROSMITH/Remember...
- 14 FLEETWOOD MAC/Sara
- 15 ZZ TOP/I Think You Are
- 16 HALL & OATES/Wait For Me
- 17 MAX WEBSTER/Paradise Skies
- 18 ALAN PARSONS/Damned If I Do
- 19 J. GEILS BAND/Come Back
- 20 LINDA RONSTADT/How Do I Make You
- 21 LED ZEPPELIN/Fool In The Rain
- 22 TROOPER/Janine
- 23 STYX/Why Me
- 24 TOM PETTY/Don't Do Me Like That
- 25 BRUCE COCKBURN/Tonyo
- 26 MAZURKA/Holiday
- 27 BOB SEGER/Fire Lake
- 28 GARY NUMAN/Cars
- 29 ROCKETS/Desire
- 30 KENNY LOGGINS/Keep The Fire

ADDS: NONE

ON: PAT BENATAR/Heartbreaker  
POLICE/Waiting On The Main  
ROMANTICS/What I Like About You

**FM 99 WXLO**

**New York**

- 1 DONNA SUMNER/On The Radio
- 2 SPINERS/Rockin' My Way...
- 3 QUEEN/Crazy Little Thing Co
- 4 STEVE FORBERT/Romano's Tune
- 5 KOOL & THE GANG/Too Hot
- 6 CAPT. & TENNILLE/Do That To Me...
- 7 MICHAEL JACKSON/Rock With You
- 8 SHALAMAR/Second Time Around
- 9 KENNY LOGGINS/This Is It
- 10 DAN FOGELBERG/Longer
- 11 ANDY GIBB/Desire
- 12 TERE DESARIO/Yes I'm Ready
- 13 MICHAEL JACKSON/Off The Wall
- 14 KENNY LOGGINS/Coward Of The County
- 15 BARRY MANILOW/When I Wanted You
- 16 FALGOUT/The Long Run
- 17 STEVE FORBERT/Romano's Tune
- 18 BILLY & SYREETA/With You I'm Born...
- 19 TOTO/99
- 20 RAY, GOODMAN & B/Special Lady
- 21 DIONNE WARWICK/Do Je Ju
- 22 ANNE MURRAY/Daydream Believer
- 23 FLEETWOOD MAC/Sara
- 24 NEIL DIAMOND/September Morn
- 25 RUPERT HOLMES/Him
- 26 CHUCK MANGIONE/Give It All You Got
- 27 LTD/Stranger
- 28 DIRT BAND/An American Dream
- 29 FESTIVAL/Don't Cry For Me
- 30 CHRIS CROSS/Ride Like The Wind

ADDS: BLONDIE/Call Me  
BOB SEGER/Fire Lake  
PEACHES & HERB/I Pledge My Love  
FALGOUT/Can't Tell You Why

ON: CHARLIE DORF/Pilot Of The Airwaves  
AIR SUPPLY/Lost In Love

**96 KX**

**Pittsburgh**

- 1 QUEEN/Crazy Little Thing Co
- 2 TOM PETTY/Don't Do Me Like That
- 3 SPINERS/Rockin' My Way...
- 4 LRB/Cool Change
- 5 MICHAEL JACKSON/Rock With You
- 6 KENNY LOGGINS/This Is It
- 7 DAN FOGELBERG/Longer
- 8 NICOLETTE LARSON/Let Me Go, Love
- 9 RUPERT HOLMES/Him
- 10 FOREIGNER/Head Games
- 11 CHUCK MANGIONE/Give It All You Got
- 12 ROBERT PALMER/Can't Stop Me
- 13 DIRT BAND/An American Dream
- 14 BARBRA STREISAND/Kiss Me In The Rain
- 15 LINDA RONSTADT/How Do I Make You
- 16 STYX/Why Me
- 17 NEIL DIAMOND/September Morn
- 18 TERE DESARIO/Yes I'm Ready
- 19 ANDY GIBB/Desire
- 20 STYX/First Time
- 21 BETTE MIDLER/When A Man Loves...

ADDS: 29 JOURNEY/Any Way You Want It  
30 SPECIAL/Rockin' Into The Night  
31 CHRIS CROSS/Ride Like The Wind  
BLACKJACK/Without Your Love

ON: RUSH/Spirit Of The Radio  
UTOPIA/Set Me Free  
STEVE FORBERT/Romano's Tune  
RAINBOW/All Night Long  
HEART/Even It Up

**WIPIL**

**Philadelphia**

- 1 QUEEN/Crazy Little Thing Co
- 2 TERE DESARIO/Yes I'm Ready
- 3 DONNA SUMNER/On The Radio
- 4 SPINERS/Rockin' My Way...
- 5 CAPT. & TENNILLE/Do That To Me...
- 6 DAN FOGELBERG/Longer
- 7 BARRY MANILOW/When I Wanted You
- 8 MICHAEL JACKSON/Rock With You
- 9 SMOKEY ROBINSON/Ourlin'
- 10 NEIL DIAMOND/September Morn
- 11 ANDY GIBB/Desire
- 12 STEVE FORBERT/Romano's Tune
- 13 ANNE MURRAY/Daydream Believer
- 14 KENNY LOGGINS/This Is It
- 15 DIRT BAND/An American Dream
- 16 RUPERT HOLMES/Him
- 17 RAY, GOODMAN & B/Special Lady
- 18 FLEETWOOD MAC/Sara
- 19 TOTO/99
- 20 WAYNE NEWTON/Years
- 21 NICOLETTE LARSON/Let Me Go, Love
- 22 TOMMY JAMES/Three Times In Love
- 23 CHUCK MANGIONE/Give It All You Got
- 24 EAGLES/I Can't Tell You Why
- 25 BARBRA STREISAND/Kiss Me In The Rain
- 26 COMMODORES/Still
- 27 RITA COOLIDGE/I'd Rather Leave...

ADDS: KOOL & THE GANG/Too Hot  
BILLY & SYREETA/With You I'm Born...  
CHARLIE DORF/Pilot Of The Airwaves  
AIR SUPPLY/Lost In Love  
CHRIS CROSS/Ride Like The Wind  
DR. HOOK/Sassy Eyes  
DAVID GATES/Where Does The Lovin'  
GEORGE BURNS/Wish I Was 18 Again  
JOHN DENVER/Autograph

ON: NONE

**WPGC**

**Washington D.C.**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 DAN FOGELBERG/Longer
- 3 STEVE FORBERT/Romano's Tune
- 4 QUEEN/Crazy Little Thing Co
- 5 NEIL DIAMOND/September Morn
- 6 EAGLES/I Can't Tell You Why
- 7 BILLY & SYREETA/With You I'm Born...
- 8 SHALAMAR/Second Time Around
- 9 SPINERS/Rockin' My Way...
- 10 STYX/First Time
- 11 TERE DESARIO/Yes I'm Ready
- 12 RAY, GOODMAN & B/Special Lady
- 13 TOTO/99
- 14 KENNY LOGGINS/This Is It
- 15 MICHAEL JACKSON/Off The Wall
- 16 SMOKEY ROBINSON/Ourlin'
- 17 FLEETWOOD MAC/Sara
- 18 ANDY GIBB/Desire
- 19 TOM PETTY/Refugee
- 20 ANNE MURRAY/Daydream Believer
- 21 RUPERT HOLMES/Him
- 22 KOOL & THE GANG/Too Hot
- 23 LINDA RONSTADT/How Do I Make You
- 24 DIRT BAND/An American Dream
- 25 WHISPERS/And The Beat Goes On
- 26 FOREIGNER/Woman
- 27 BARRY MANILOW/When I Wanted You
- 28 BLONDIE/Call Me
- 29 BOB SEGER/Fire Lake
- 30 TOMMY JAMES/Three Times In Love

ADDS: DR. HOOK/Sassy Eyes  
CHRIS CROSS/Ride Like The Wind  
CHUCK MANGIONE/Give It All You Got  
ANDY & OLIVIA/I Can't Help It

ON: BABY'S/Back On My Feet Again  
CHARLIE DORF/Pilot Of The Airwaves

**WVEZ FM 94**

**Montreal**

- 1 QUEEN/Crazy Little Thing Co
- 2 STYX/Why Me
- 3 SPINERS/Rockin' My Way...
- 4 TERE DESARIO/Yes I'm Ready
- 5 STEVE FORBERT/Romano's Tune
- 6 DONNA SUMNER/On The Radio
- 7 PHILIPPE/If I Wanna Be Your Lover
- 8 FLO/Last Train To London
- 9 TOTO/99
- 10 ANDY GIBB/Desire
- 11 B-S-2/S/Plenier Claire
- 12 RUPERT HOLMES/Him
- 13 PAT BENATAR/Heartbreaker
- 14 SUGAR HILL GANG/Rapper's Delight
- 15 NEIL DIAMOND/September Morn
- 16 SHALAMAR/Second Time Around
- 17 BURTON RATS/I Don't Like Mondays
- 18 KENNY LOGGINS/This Is It
- 19 DIONNE WARWICK/Do Je Ju
- 20 TOM PETTY/Refugee
- 21 FLEETWOOD MAC/Sara
- 22 PINK FLOYD/Another Brick In The Wall
- 23 JEFF. STARSHIP/Girl With The Hungry
- 24 MI-SEX/Computer Games
- 25 EAGLES/The Long Run
- 26 JOHN STEWART/Lost Her In The Sun
- 27 KOOL & THE GANG/Ladies' Night
- 28 CHRIS CROSS/Ride Like The Wind
- 29 ABBA/Chiquitita
- 30 BLONDIE/Call Me

ADDS: PRETENDERS/Dress In Pocket  
HEART/Even It Up  
CLASH/Train In Vain  
LINDA RONSTADT/How Do I Make You  
BARRY MANILOW/When I Wanted You  
BOB SEGER/Fire Lake  
KOOL & THE GANG/Too Hot  
CHUCK MANGIONE/Give It All You Got  
J. GEILS BAND/Come Back  
EAGLES/I Can't Tell You Why  
BABY'S/Back On My Feet Again  
FOREIGNER/Woman  
RUSH/Spirit Of The Radio  
ANNE MURRAY/Daydream Believer  
STONEISLAND/Do That To Me

ON: NONE

**WRKO**

**Boston**

- 1 SPINERS/Rockin' My Way...
- 2 ISAAC HAYES/Don't Let Go
- 3 QUEEN/Crazy Little Thing Co
- 4 TERE DESARIO/Yes I'm Ready
- 5 DIRT BAND/An American Dream
- 6 ANNE MURRAY/Daydream Believer
- 7 DAN FOGELBERG/Longer
- 8 BAYBROS/When I Wanted You
- 9 ANDY GIBB/Desire
- 10 KENNY LOGGINS/This Is It
- 11 RUPERT HOLMES/Him
- 12 J. GEILS BAND/Come Back
- 13 SHALAMAR/Second Time Around
- 14 RAY, GOODMAN & B/Special Lady
- 15 NEIL DIAMOND/September Morn
- 16 MICHAEL JACKSON/Off The Wall
- 17 KOOL & THE GANG/Too Hot
- 18 TOTO/99
- 19 FLEETWOOD MAC/Sara
- 20 LINDA RONSTADT/How Do I Make You
- 21 KENNY LOGGINS/Coward Of The County
- 22 CHUCK MANGIONE/Give It All You Got
- 23 BILLY & SYREETA/With You I'm Born...
- 24 CHRIS CROSS/Ride Like The Wind
- 25 AIR SUPPLY/Lost In Love
- 26 BLONDIE/Call Me
- 27 BOB SEGER/Fire Lake
- 28 TOMMY JAMES/Three Times In Love
- 29 BARBRA STREISAND/Kiss Me In The Rain
- 30 JIMMY RUFFIN/Hold On To My Love
- 31 BETTE MIDLER/When A Man Loves...
- 32 FLEETWOOD MAC/Think About Me
- 33 DAVID GATES/Where Does The Lovin'
- 34 PINK FLOYD/Another Brick In The Wall

ADDS: WAYNE NEWTON/Years

ON: NONE

**WKBW Buffalo**

- 1 DAN FOGELBERG/Longer
- 2 QUEEN/Crazy Little Thing Co
- 3 TOM PETTY/Don't Do Me Like That
- 4 SPINERS/Rockin' My Way...
- 5 PEACHES & HERB/I Pledge My Love
- 6 KENNY LOGGINS/This Is It
- 7 ANNE MURRAY/Daydream Believer
- 8 TERE DESARIO/Yes I'm Ready
- 9 PAT BENATAR/Heartbreaker
- 10 NEIL DIAMOND/September Morn
- 11 BARRY MANILOW/When I Wanted You
- 12 BETTE MIDLER/When A Man Loves...
- 13 DONNA SUMNER/On The Radio
- 14 GEORGE BURNS/Wish I Was 18 Again
- 15 TOM PETTY/Refugee
- 16 BILLY & SYREETA/With You I'm Born...
- 17 TOMMY JAMES/Three Times In Love
- 18 BETTE MIDLER/When A Man Loves...
- 19 KENNY LOGGINS/This Is It
- 20 NOLLY HATCHET/Filr'n' With ...
- 21 FLEETWOOD MAC/Sara
- 22 STYX/Why Me
- 23 ANDY GIBB/Desire
- 24 SHALAMAR/Second Time Around
- 25 DIRT BAND/An American Dream
- 26 BABY'S/Back On My Feet Again
- 27 J. GEILS BAND/Come Back
- 28 BLONDIE/Call Me
- 29 ZZ TOP/I Think You Are
- 30 TAVARES/Bed Times
- 31 TERRY/Don't Do Me Like That
- 32 TERRY/Don't Do Me Like That
- 33 CLIFF RICHARD/We Don't Talk Anymore
- 34 CHUCK MANGIONE/Give It All You Got
- 35 NEIL DIAMOND/September Morn
- 36 SHALAMAR/Second Time Around
- 37 BABY'S/Back On My Feet Again
- 38 TOM PETTY/Refugee
- 39 RAY, GOODMAN & B/Special Lady

ADDS: BLONDIE/Call Me  
NICOLETTE LARSON/Let Me Go, Love  
MICHAEL JACKSON/Off The Wall  
PAT BENATAR/Heartbreaker

ON: BOB SEGER/Fire Lake  
EAGLES/I Can't Tell You Why

**wifi 92**

**Philadelphia**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 QUEEN/Crazy Little Thing Co
- 3 TOTO/99
- 4 TERE DESARIO/Yes I'm Ready
- 5 STEVE FORBERT/Romano's Tune
- 6 DAN FOGELBERG/Longer
- 7 PAT BENATAR/Heartbreaker
- 8 NOLLY HATCHET/Filr'n' With ...
- 9 BABY'S/Back On My Feet Again
- 10 LINDA RONSTADT/How Do I Make You
- 11 KNACK/Baby Talks Dirty
- 12 TOM PETTY/Refugee
- 13 DIRT BAND/An American Dream
- 14 TOM PETTY/Don't Do Me Like That
- 15 BURTON RATS/I Don't Like Mondays
- 16 DONNA SUMNER/On The Radio
- 17 FLEETWOOD MAC/Sara
- 18 ZZ TOP/I Think You Are
- 19 KENNY LOGGINS/This Is It
- 20 J. GEILS BAND/Come Back
- 21 ANDY GIBB/Desire
- 22 TOMMY JAMES/Three Times In Love
- 23 TOMMY JAMES/Three Times In Love
- 24 RUPERT HOLMES/Him
- 25 38 SPECIAL/Rockin' Into The Night
- 26 GARY NUMAN/Cars
- 27 BARRY MANILOW/When I Wanted You
- 28 BILLY & SYREETA/With You I'm Born...
- 29 CHRIS CROSS/Ride Like The Wind
- 30 ROMANTICS/What I Like About You

ADDS: ROCKETS/Desire  
JEFF. STARSHIP/Girl With The Hungry  
FOREIGNER/Woman

ON: HEART/Even It Up  
J.D. SOUTHERN/You're Only Lonely  
JOURNEY/Lovin', Touchin'...

**Pittsburgh**

- 1 SPINERS/Rockin' My Way...
- 2 TERE DESARIO/Yes I'm Ready
- 3 DAN FOGELBERG/Longer
- 4 MICHAEL JACKSON/Rock With You
- 5 STEVE FORBERT/Romano's Tune
- 6 RUPERT HOLMES/Him
- 7 DIRT BAND/An American Dream
- 8 FLEETWOOD MAC/Sara
- 9 NEIL DIAMOND/September Morn
- 10 STYX/Why Me
- 11 TOTO/99
- 12 TOMMY JAMES/Three Times In Love
- 13 EAGLES/The Long Run
- 14 PINK FLOYD/Another Brick In The Wall
- 15 CLIFF RICHARD/We Don't Talk Anymore
- 16 CHUCK MANGIONE/Give It All You Got
- 17 BETTE MIDLER/When A Man Loves...
- 18 PAT BENATAR/Heartbreaker
- 19 LINDA RONSTADT/How Do I Make You
- 20 BABY'S/Back On My Feet Again
- 21 KOOL & THE GANG/Too Hot
- 22 KENNY LOGGINS/This Is It
- 23 TOM PETTY/Refugee
- 24 CHRIS CROSS/Ride Like The Wind
- 25 RAY, GOODMAN & B/Special Lady
- 26 NEIL DIAMOND/September Morn
- 27 NOLLY HATCHET/Filr'n' With ...
- 28 KNACK/Baby Talks Dirty
- 29 J. GEILS BAND/Come Back
- 30 J. GEILS BAND/Come Back

ADDS: EAGLES/I Can't Tell You Why  
HEART/Even It Up  
NOLLY HATCHET/Filr'n' With ...  
RAINBOW/All Night Long  
BOB SEGER/Fire Lake  
TOM PETTY/Refugee  
JOURNEY/Any Way You Want It  
RUSH/Spirit Of The Radio  
UTOPIA/Set Me Free  
AIR SUPPLY/Lost In Love

ON: NONE

**F-105**

**Boston**

- 1 QUEEN/Crazy Little Thing Co
- 2 DONNA SUMNER/On The Radio
- 3 TERE DESARIO/Yes I'm Ready
- 4 ANNE MURRAY/Daydream Believer
- 5 SPINERS/Rockin' My Way...
- 6 ISAAC HAYES/Don't Let Go
- 7 DAN FOGELBERG/Longer
- 8 MICHAEL JACKSON/Rock With You
- 9 SMOKEY ROBINSON/Ourlin'
- 10 DIRT BAND/An American Dream
- 11 PINK FLOYD/Another Brick In The Wall
- 12 STEVE FORBERT/Romano's Tune
- 13 ANDY GIBB/Desire
- 14 TOM PETTY/Refugee
- 15 FLEETWOOD MAC/Sara
- 16 BETTE MIDLER/When A Man Loves...
- 17 KOOL & THE GANG/Too Hot
- 18 KENNY LOGGINS/This Is It
- 19 EAGLES/The Long Run
- 20 TAVARES/Bed Times
- 21 CAPT. & TENNILLE/Do That To Me...
- 22 KENNY LOGGINS/Coward Of The County
- 23 CLIFF RICHARD/We Don't Talk Anymore
- 24 CHUCK MANGIONE/Give It All You Got
- 25 NEIL DIAMOND/September Morn
- 26 J. GEILS BAND/Come Back
- 27 RUPERT HOLMES/Him
- 28 TOTO/99
- 29 BARRY MANILOW/When I Wanted You
- 30 LINDA RONSTADT/How Do I Make You
- 31 SHALAMAR/Second Time Around
- 32 BABY'S/Back On My Feet Again
- 33 TOM PETTY/Refugee
- 34 RAY, GOODMAN & B/Special Lady

ADDS: BLONDIE/Call Me  
NICOLETTE LARSON/Let Me Go, Love  
MICHAEL JACKSON/Off The Wall  
PAT BENATAR/Heartbreaker

ON: BOB SEGER/Fire Lake  
EAGLES/I Can't Tell You Why

**MIDWEST**

**WZUD 96 FM**

**Milwaukee**

- 1 RUPERT HOLMES/Him
- 2 CHUCK MANGIONE/Give It All You Got
- 3 NICOLETTE LARSON/Let Me Go, Love
- 4 TOMMY JAMES/Three Times In Love
- 5 STEVE FORBERT/Romano's Tune
- 6 ANNE MURRAY/Daydream Believer
- 7 ANDY GIBB/Desire
- 8 DIRT BAND/An American Dream
- 9 QUEEN/Crazy Little Thing Co
- 10 BARRY MANILOW/When I Wanted You
- 11 SPINERS/Rockin' My Way...
- 12 NEIL DIAMOND/September Morn
- 13 DAN FOGELBERG/Longer
- 14 KOOL & THE GANG/Too Hot
- 15 MICHAEL JACKSON/Rock With You
- 16 JOHN STEWART/Lost Her In The Sun
- 17 FLEETWOOD MAC/Sara
- 18 BARBRA STREISAND/Kiss Me In The Rain
- 19 BILLY & SYREETA/With You I'm Born...
- 20 CRYSTAL GAYLE/Line We Never Sold...
- 21 EAGLES/I Can't Tell You Why
- 22 DAVID GATES/Where Does The Lovin'
- 23 AIR SUPPLY/Lost In Love
- 24 DR. HOOK/Sassy Eyes
- 25 TOTO/99

ADDS: STEVE WENDLER/Outside My Window  
PHOTO/No Her Heart  
JIMMY RUFFIN/Hold On To My Love

ON: BOB SEGER/Fire Lake  
CHRIS CROSS/Ride Like The Wind

**WWS**

**Chicago**

- 1 MICHAEL JACKSON/Rock With You
- 2 QUEEN/Crazy Little Thing Co
- 3 RUPERT HOLMES/Him
- 4 DAN FOGELBERG/Longer
- 5 CAPT. & TENNILLE/Do That To Me...
- 6 KENNY LOGGINS/This Is It
- 7 CLIFF RICHARD/We Don't Talk Anymore
- 8 KENNY LOGGINS/This Is It
- 9 TOM PETTY/Don't Do Me Like That
- 10 PINK FLOYD/Another Brick In The Wall
- 11 TERE DESARIO/Yes I'm Ready
- 12 DONNA SUMNER/On The Radio
- 13 FLEETWOOD MAC/Sara
- 14 SMOKEY ROBINSON/Ourlin'
- 15 BILLY & SYREETA/With You I'm Born...
- 16 CHUCK MANGIONE/Give It All You Got
- 17 DIONNE WARWICK/Do Je Ju
- 18 JEFF. STARSHIP/Jane
- 19 NEIL DIAMOND/September Morn
- 20 BOB SEGER/Fire Lake
- 21 KNACK/Baby Talks Dirty
- 22 STYX/Why Me
- 23 STYX/Babe
- 24 COMMODORES/Still
- 25 CHAP TRICK/Voices

ADDS: 12 EAGLES/I Can't Tell You Why  
HEART/Even It Up  
J.D. SOUTHERN/You're Only Lonely  
JOURNEY/Lovin', Touchin'...

ON: NONE

**98 KSLQ**

**St. Louis**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 TOM PETTY/Refugee
- 3 DAN FOGELBERG/Longer
- 4 DONNA SUMNER/On The Radio
- 5 SPINERS/Rockin' My Way...
- 6 LINDA RONSTADT/How Do I Make You
- 7 RUSH/Spirit Of The Radio
- 8 KOOL & THE GANG/Too Hot
- 9 QUEEN/Crazy Little Thing Co
- 10 ANDY GIBB/Desire
- 11 RUPERT HOLMES/Him
- 12 NEIL DIAMOND/September Morn
- 13 BABY'S/Back On My Feet Again
- 14 PAT BENATAR/Heartbreaker
- 15 JOURNEY/Any Way You Want It
- 16 38 SPECIAL/Rockin' Into The Night
- 17 HEART/Even It Up
- 18 EAGLES/I Can't Tell You Why
- 19 KNACK/Baby Talks Dirty
- 20 BARRY MANILOW/When I Wanted You
- 21 TOM PETTY/Refugee
- 22 ZZ TOP/I Think You Are
- 23 CHUCK MANGIONE/Give It All You Got
- 24 BOB SEGER/Fire Lake
- 25 TOMMY JAMES/Three Times In Love
- 26 LED ZEPPELIN/Fool In The Rain
- 27 NOLLY HATCHET/Filr'n' With ...
- 28 CHRIS CROSS/Ride Like The Wind
- 29 RAY, GOODMAN & B/Special Lady
- 30 MICHAEL JACKSON/Off The Wall
- 31 BLONDIE/Call Me

ADDS: 30, 31

**kbeq**

**Kansas City**

- 1 QUEEN/Crazy Little Thing Co
- 2 DAN FOGELBERG/Longer
- 3 DONNA SUMNER/On The Radio
- 4 KENNY LOGGINS/Coward Of The County
- 5 FLEETWOOD MAC/Sara
- 6 STYX/Why Me
- 7 PAT BENATAR/Heartbreaker
- 8 TERE DESARIO/Yes I'm Ready
- 9 TOTO/99
- 10 PHILIPPE/If I Wanna Be Your Lover
- 11 MICHAEL JACKSON/Rock With You
- 12 CHUCK MANGIONE/Give It All You Got
- 13 STEVE FORBERT/Romano's Tune
- 14 DIRT BAND/An American Dream
- 15 KOOL & THE GANG/Too Hot
- 16 TOM PETTY/Refugee
- 17 SPINERS/Rockin' My Way...
- 18 PINK FLOYD/Another Brick In The Wall
- 19 NEIL DIAMOND/September Morn
- 20 ANDY GIBB/Desire
- 21 RUPERT HOLMES/Him
- 22 LED ZEPPELIN/Fool In The Rain
- 23 RUPERT HOLMES/Him
- 24 WILLIE NELSON/My Heroes...
- 25 LINDA RONSTADT/How Do I Make You
- 26 CHAP TRICK/Voices
- 27 BETTE MIDLER/When A Man Loves...
- 28 BARRY MANILOW/When I Wanted You
- 29 NICOLETTE LARSON/Let Me Go, Love
- 30 ZZ TOP/I Think You Are
- 31 NOLLY HATCHET/Filr'n' With ...
- 32 HALL & OATES/Wait For Me
- 33 CHRIS CROSS/Ride Like The Wind
- 34 38 SPECIAL/Rockin' Into The Night
- 35 ANNE MURRAY/Daydream Believer
- 36 FLO/Last Train To London

ADDS: 31 UTOPIA/Set Me Free  
BLONDIE/Call Me

ON: AIR SUPPLY/Lost In Love  
EAGLES/I Can't Tell You Why  
DR. HOOK/Sassy Eyes  
JOHN DOLAN/Smile Paradise  
RUSH/Spirit Of The Radio

**WGLO 98**

**Cleveland**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 DAN FOGELBERG/Longer
- 3 QUEEN/Crazy Little Thing Co
- 4 KOOL & THE GANG/Too Hot
- 5 SPINERS/Rockin' My Way...
- 6 TOM PETTY/Refugee
- 7 PAT BENATAR/Heartbreaker
- 8 TERE DESARIO/Yes I'm Ready
- 9 DONNA SUMNER/On The Radio
- 10 MICHAEL JACKSON/Rock With You
- 11 KENNY LOGGINS/This Is It
- 12 STEVE FORBERT/Romano's Tune
- 13 ANDY GIBB/Desire
- 14 LINDA RONSTADT/How Do I Make You
- 15 KENNY LOGGINS/Coward Of The County
- 16 KNACK/Baby Talks Dirty
- 17 SHALAMAR/Second Time Around
- 18 BONNIE POITNER/I Can't Help Myself
- 19 BARRY MANILOW/When I Wanted You
- 20 BETTE MIDLER/When A Man Loves...
- 21 RUPERT HOLMES/Him
- 22 J. GEILS BAND/Come Back
- 23 EAGLES/I Can't Tell You Why
- 24 CHUCK MANGIONE/Give It All You Got
- 25 ZZ TOP/I Think You Are
- 26 JEFF. STARSHIP/Girl With The Hungry
- 27 BLONDIE/Call Me
- 28 KENNY LOGGINS/And Love...
- 29 PEACHES & HERB/I Pledge My Love
- 30 HEART/Even It Up

ADDS: 25, 26, 30  
RUSH/Spirit Of The Radio  
BOB SEGER/Fire Lake  
NOLLY HATCHET/Filr'n' With ...  
UNCLE VIC/Baby No That I've...  
TOMMY JAMES/Three Times In Love  
FOREIGNER/Woman  
AIR SUPPLY/Lost In Love  
CHRIS CROSS/Ride Like The Wind  
BABY'S/Back On My Feet Again  
SUZANNE FLEMMING/Love On The Phone

ON: NONE

**KWK**

**STEREO WK St. Louis**

- 1 BABY'S/Back On My Feet Again
- 2 RUSH/Spirit Of The Radio
- 3 RICK DEERINER/Goodbye
- 4 38 SPECIAL/Rockin' Into The Night
- 5 PINK FLOYD/Another Brick In The Wall
- 6 LINDA RONSTADT/How Do I Make You
- 7 DAN FOGELBERG/Longer
- 8 TRIUMPH/Lay It On The Line
- 9 APRIL WINE/I Like To Rock
- 10 JOURNEY/Any Way You Want It
- 11 STYX/Love In The Heart
- 12 BUENA VISTA/Prize
- 13 STYX/Lights
- 14 GAMMA/i'm Alive
- 15 SANTANA/All I Wanted
- 16 HEAD BOYS/The Shape Of Things...
- 17 OFF BROADWAY/Stay In Time
- 18 THE EVERETT/When I Was Young
- 19 BOB SEGER/Fire Lake
- 20 SHOOTING STAR/Tonight
- 21 EAGLES/I Can't Tell You Why
- 22 RICHIE FURRAY/I Still Have Dreams
- 23 FANDANGO/Blow It On The Night

ADDS: NONE

ON: DAN FOGELBERG/Phonix  
PINK FLOYD/Any Way You Want It  
BABY'S/Mighty Tenderous  
RUSH/Enter Noug  
OFF BROADWAY/Full Moon Turn Around  
JEFF. STARSHIP/Freesom At Point Zer  
STYX/First Time  
HEAD BOYS/Kickin' In The Pants  
BEAT/Don't Wait Up  
PAT BENATAR/We Live For Love  
SHOOTING STAR/It's On The Night  
UFD/Mystery Train

**Minneapolis**

- 1 PINK FLOYD/Another Brick In The Wall
- 2 PAT BENATAR/Heartbreaker
- 3 TERE DESARIO/Yes I'm Ready
- 4 DAN FOGELBERG/Longer
- 5 KENNY LOGGINS/This Is It
- 6 TOTO/99
- 7 BABY'S/Back On My Feet Again
- 8 STYX/Why Me
- 9 FOREIGNER/I'll Get Even...
- 10 TOMMY JAMES/Three Times In Love
- 11 STYX/Neaver Say Never
- 12 STEVE FORBERT/Romano's Tune
- 13 BARRY MANILOW/When I Wanted You
- 14 NEIL DIAMOND/September Morn
- 15 HALL & OATES/Wait For Me
- 16 BARRY MANILOW/When I Wanted You
- 17 DIRT BAND/An American Dream
- 18 SPINERS/Rockin' My Way...
- 19 ANNE MURRAY/Daydream Believer
- 20 DAVID GATES/Where Does The Lovin'
- 21 BOB SEGER/Fire Lake
- 22 BOB SEGER/Fire Lake
- 23 EAGLES/I Can't Tell You Why
- 24 TERE DESARIO/Yes I'm Ready
- 25 JEFF. STARSHIP/Girl With The Hungry
- 26 AIR SUPPLY/Lost In Love
- 27 PRETENDERS/Brass In Pocket
- 28 RUSH/Spirit Of The Radio
- 29 TOM PETTY/Refugee

ADDS: 24, 27, 29

**woky**

**Milwaukee**

- 1 QUEEN/Crazy Little Thing Co
- 2 DAN FOGELBERG/Longer
- 3 STEVE FORBERT/Romano's Tune
- 4 SMOKEY ROBINSON/Ourlin'











Table with columns for station, time, and program details for Linda Ronstadt.

LINDA RONSTADT How Do I Make You (Asylum) LP: Mad Love 140/2 82%

Table with columns P1, P2, P3 and rows for various stations and programs.

SHALAMAR The Second... (Solar/RCA) LP: Big Fun 97/12 87%

Table with columns P1, P2, P3 and rows for various stations and programs.

Table with columns P1, P2, P3 and rows for various stations and programs.

BOB SEGER Fire Lake (Capitol) LP: Against The Wind 139/48 82%

Table with columns P1, P2, P3 and rows for various stations and programs.

Table with columns for station, time, and program details for Linda Ronstadt.

Table with columns for station, time, and program details for Linda Ronstadt.

Table with columns P1, P2, P3 and rows for various stations and programs.

SPINNERS Workin' My Way... (Atlantic) 162/3 89%

Table with columns P1, P2, P3 and rows for various stations and programs.

Table with columns P1, P2, P3 and rows for various stations and programs.

Table with columns P1, P2, P3 and rows for various stations and programs.

DONNA SUMMER On The Radio (Casablanca) LP: On The Radio 137/3 81%

Table with columns P1, P2, P3 and rows for various stations and programs.

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T TOTO 99 (Columbia) LP: Hydra 148/1 87%

Table with columns P1, P2, P3 and rows for various stations and programs.

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Z ZZ TOP I Thank You (WB) LP: Duquello 98/12 58%

Table with columns P1, P2, P3 and rows for various stations and programs.

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Table with columns P1, P2, P3 and rows for various stations and programs.

Others Getting Significant Action

(Continued from Back Page)

KENNY LOGGINS "Keep The Fire" (Columbia) 25/8 Move: Up 11, Same 6, Down 0, Adds 8, Y103, BJ106, WSKZ, WGM, KJRB, WIGY, WHMY, FM99, 94Q 14-11. ROMANTICS "What I Like About You" (Nemperor) 26/7 Move: Up 7, Same 11, Same 0, Adds 7, WHYN, WBBQ, KJRB, WIGY, KQWB-FM, KKLB, KCBN, KFI 28-22, KUPD 25-23, WSP7 25-20. RUSH "Spirit Of The Radio" (Mercury) 25/8 Move: Up 8, Same 11, Down 0, Adds 8, KDWB, WGCL, WPST, 14WK, V100, KQWB-FM, CHUM 13-10, KWK 4-2, KSLQ 11-8, KUPD 15-8. PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 26/8 Move: Up 7, Same 12, Down 0, Adds 8, CKGM, KDWB, WAAY, WBEZ, WFLB, WANS-FM, 94Q 15-10, KJRB 27-19. TURLEY RICHARDS "You Might Need Somebody" (Atlantic) 23/2 Move: Up 14, Same 7, Down 0, Adds 2, WZZP, WANS-FM, 94Q 8-6, KXX106 11-8, WAYS 31-19, WCGQ 29-21. JEFFERSON STARSHIP "Gin With The Hungry Eyes" (RCA/Grunt) 22/12 Move: Up 4, Same 6, Down 0, Adds 12 including WFI, KRBE, WGCL, WPST, 82X, KFKM, WXIL, WRKR, KRCL. WHISPERS "And The Beat Goes On" (Solar/RCA) 21/7 Move: Up 13, Same 1, Down 0, Adds 7, KEARTH, WFBR, WKBO, WKEE, WBBQ, WAYS, KFKM, WXLO 11-4, Y100 37-30, KRLA 19-14. PATRICIE RUSHEN "Haven't You Heard" (Elektra) 19/3 Move: Up 10, Same 6, Down 0, Adds 3, WLAC, WKIX, WFLB, Y100 23-20, KEARTH 23-16, WSGN 20-17. JOURNEY "Any Way You Want It" (Columbia) 18/10 Move: Up 2, Same 6, Down 0, Adds 10, 96KX, KIMN, KUPD, WNAF, 92X, KRSP, KLUC, WXIL, KKSL, WAKX, KWK 22-10, KSLQ 27-18. WAYNE NEWTON "Years" (Aries II) 18/8 Move: Up 5, Same 7, Down 0, Adds 6, KFI, KOPA, WICC, WHYN, WLAC, WFLB, WFL 22-20, KEARTH 30-27. BLONDIE "The Hardest Part" (Chrysalis) 18/2 Move: Up 11, Same 4, Down 1, Adds 2, 97X, KBIM, WKEE 24-20, KXX106 2-1, WSGN 27-20, WCGQ 28-19. JIMMY RUFFIN "Hold On To My Love" (RBO) 15/11 Move: Up 1, Same 3, Down 0, Adds 11, WRKO, WZUU, WOKY, KFRC, KIMN, WKBO, KXX106, WAYS, WVIC, WCIR, WXIL. CLIFF RICHARD "Carrie" (EMI America) 15/8 Move: Up 2, Same 7, Down 0, Adds 6, 94Q, KXX106, WSKZ, WRJZ, WFOK, WANS-FM, WAKX, KRCL. MELISSA MANCHESTER "Fire In The Morning" (Arista) 14/6 Move: Up 6, Same 3, Down 0, Adds 6, WXIL, WFOK, WKKY, KKXL, KBOZ, 94Q 24-18, WHEB 13-10. GEORGE BURNS "Wish I Was 18 Again" (Mercury) 14/0 Move: Up 6, Same 7, Down 1, Adds 0, KEARTH d-29, WFBR 28-19, WKIX d-28, WJBO d-21, WTRU 11-6. PAUL DAVIS "Do Right" (Bang) 13/13 Move: Up 0, Same 0, Down 0, Adds 13 including 94Q, KXX106, WSKZ, WRJZ, WFOK, WANS-FM, WAKX, KRCL. OFF BROAOWAY "Stay In Time" (Atlantic) 13/3 Move: Up 3, Same 7, Down 0, Adds 3, WIGY, WFBQ, WRKR, KWK 19-17, K104 19-14. FELIX CAVALIERE "Only A Lonely Heart Sings" (Epic) 13/3 Move: Up 5, Same 5, Down 0, Adds 3, WZZP, KRUX, WHMY, K101 27-24, WICC 29-28. CRYSTAL GAYLE "It's Like We Never Said Goodbye" (Columbia) 13/2 Move: Up 8, Same 3, Down 0, Adds 2, KFI, WKIX, KRLA d-28, Y103 33-27, WAYS 29-28, WHEB 40-35. KARLA BONOFF "Baby Don't Go" (Columbia) 11/2 Move: Up 7, Same 2, Down 0, Adds 2, KRUX, KKXL, KJR 15-12, KING 18-16. WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 10/3, Move: Up 6, Same 1, Down 0, Adds 3, WKIX, K10A, KAAY, KVIL d-31, KBEQ 29-23, KRAY 23-22, KODI 18-13. APRIL WINE "I Like To Rock" (Capitol) 10/2 Move: Up 3, Same 3, Down 2, Adds 2, 14WK, KOOK, WFBQ 27-24, CK101 30-26, KQWB FM 32-27.

Radio & Records 1930 Century Park West, Los Angeles, CA 90067 Tel: (213) 553-4330

DANCEMUSIC RADIO HOTTEST WHISPERS "And The Beat Goes On" (Solar/RCA) SPINNERS "Working My Way Back To You" (Atlantic) KOOL & THE GANG "Too Hot" (DeLuxe/Mercury) RAY, GOODMAN & BROWN "Special Lady" (Polydor) MICHAEL JACKSON "Off The Wall" (Epic) NEW & ACTIVE CHUCK MANGIONE "Give It All You Got" (A&M) BROTHERS JOHNSON "Stomp!" (A&M) FESTIVAL "Don't Cry For Me Argentina" - Evita (RSO) GO "Standing Ovation" (Arista) QUEEN "Crazy Little Thing Called Love" (Elektra) ANDY GIBB "Desire" (RSO) BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) LIPPS, INC. "Funkytown" (Casablanca) VAUGHAN MASON & CREW "Bounce, Rock, Skate, Roll" (Brunswick) TAVARES "Bad Times" (Capitol) REPORTING STATIONS: EAST: WKU/New York, NY, Paul Zarcone, WCAU/Philadelphia, PA, Roy Perry, WZZD/Philadelphia, PA, Mark Serras, WKYS/Washington, DC, Donnie Simpson. SOUTH: KSET/El Paso, TX, Chuck Kelly, WPEG/Charlotte, NC, Len Van Poole, WOKF/Tampa, FL, Scott Robbins. MIDWEST: WDMT/Cleveland, OH, Richie Paletta, WDAI/Chicago, IL, Mary Kug, KJLW/Kansas City, MO, Mark Gelder. WEST: KTLK/Denver, CO, Bruce Blasson, KKCS/Colorado Springs, CO, Jed Blakovich, KUTC/Phoenix, AZ, Alicia Torres, KMYT/Tucson, AZ, Rich Brother Robin, KSPX/San Francisco, CA, Jim Smith, KIS-FM/Los Angeles, CA, Mike Wagner.

Say What You Feel! Your Comments Are Welcome, Signed Or Anonymous. Selected Comments Will Be Published Each Week. All Signed Comments Will Be Verified Before Publication. CALL THE R&R OPINION LINE 213-552-3525



# BILLY PRESTON & SYREETA



" A SMASH!  
#3 PHONES, ALL ADULTS.  
THIS SONG IS A MUST  
POWER FOR ADULT DEMOS.  
IT'S AN AUDIO CLIMAX!"  
- JIM SUMPTER K104 FRESNO

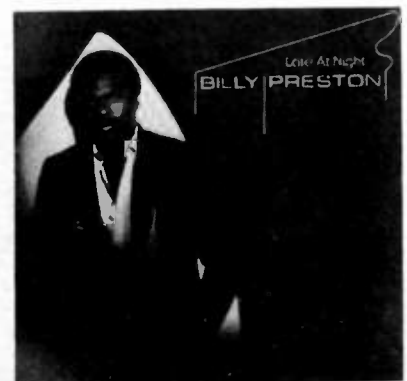
## "WITH YOU I'M BORN AGAIN"

M-1477F

The smash single from  
"Late At Night," the  
new album from Billy Preston

(Written by Carol Connors and David Shire)

On Motown Records & Tapes



# THE PICTURE PAGES

## Arista Announces AWB Inking



The Average White Band has just signed a longterm contract with Arista Records, with a debut LP for the label due in the spring. Pictured at the signing are (l-r) AWB members Onnie McIntyre, Hamish Stuart, and Alan Gorrie, Arista President Clive Davis, and AWB's Roger Ball, Malcolm "Molly" Duncan, and Steve Ferrone.

## Photoglo Signing Exposed



20th Century-Fox Records has announced the signing of Photoglo. Pictured at the signing are (l-r) producer Brian Neary, Photoglo, and 20th Century-Fox President Neil Portnow.

## Nash Makes Solo Flight



Graham Nash's first solo album for Capitol Records, "Earth & Sky," has just been released. Pictured discussing the event are (top row, l-r): Capitol VP Bruce Wendell, Capitol/EMI-A/JA Records Group Chairman Bhaskar Menon, Graham Nash, Capitol President Don Zimmermann, and Capitol VP's Rupert Perry and Helmut Fest. Seated are (l-r) members of Nash's management firm Harlan Goodman, R. Mac Holbert, and John Hartmann, and EMI Music's Leslie Hill.

## Flirtin' With Molly



After a concert at UCLA's Pauley Pavilion, Epic Records' Molly Hatchet felt like cutting up. Pictured are (l-r) manager Pat Armstrong, producer Tom Werman, and Molly Hatchet's Dave Hlubek.

## 3-D Gives Bottom Line Depth



Native New Yorkers and Polydor artists 3-D recently premiered their first single, "Telephone Number," from their newly-released debut album at the Bottom Line. Congratulating the group backstage are (front row, l-r): 3-D's Nick Stevens, Polydor's Bill McGathy, Polydor Exec. VP Dick Kline, and Polydor's Randy Roberts and Cynthia Cox. In back row are (l-r): group members Ted Wender, Rick Zivic, and Mike Fink; Polydor Records President Fred Haayen; 3-D road manager Andy Justin; band member Keiv Ginsberg; and 3-D manager John Doumanian.

## UA Signs Dayton



United Artists has announced the signing of namesake-based band Dayton. Pictured at the signing are (seated, l-r) group members Richard Goldman and Shawn Sandrige; (standing, l-r) UA VP Don Grierson and UA GM Varnell Johnson.



# 2 FOR 1

## CHARLIE DORE

### "Pilot Of The Airwaves"

WXLO on  
 WKBW on  
 WFIL add  
 WPGC on  
 KVIL on  
 KRBE on  
 Z93 29-25  
 KEARTH 28-24  
 KFI on  
 KIMN add  
 WFBR on  
 WICC add  
 WHYN add  
 KX104  
 13FEA  
 KXX106 add  
 WSGA 34-30  
 WHBQ on  
 WKIX add  
 WAYS deb 33  
 KERN add  
 KRUX add  
 WLBZ add  
 WCIR add  
 WAAY add  
 WSEZ deb 35  
 WISE add  
 WROV on  
 CK101 add 39  
 KKXL add  
 WSPT deb 30  
 KRLC add



## NICOLETTE LARSON

### "Let Me Go, Love"

WFIL 25-21  
 F105 add  
 Y100 34-31  
 CKLW 28-27  
 KDWB 17-13  
 KBEQ 36-28  
 WZUU 12-3  
 KRLA 28-25  
 KJR deb 23  
 KOPA 21-18  
 WBLI on  
 WTIC-FM on  
 KC101 26-23  
 JB105 30-27  
 WKBO 24-22  
 WHYN 23-21  
 KXX106 add  
 WAXY on  
 Y103 12-9  
 BJ105 22-18  
 WRJZ 12-8  
 WKIX on  
 WAYS 24-23  
 KOFM deb 30  
 WNAP 17-15  
 WZZP 19-14  
 WOHO deb 29  
 Y94 13-12  
 KING 16-14  
 KJRB 24-21

KENO 24-21  
 WJBQ 15-11  
 WTSN 21-16  
 WHEB 30-20  
 WFBG 37-35  
 WCIR 26-25  
 WXIL deb 24  
 WAAY 8-6  
 WCGQ 25-18  
 WSEZ 27-26  
 WISE 26-23  
 WANS-FM 37-34  
 KAAY 21-19  
 KILE 33-19  
 KQWB-FM add 28  
 KKXL 6-5  
 KFYR on  
 KKLS deb 24  
 WAKX 25-20  
 WRKR 12-8  
 WEAQ 23-21  
 WTRU 29-25  
 KENI 21-18  
 KSLY 29-25  
 KDZA on  
 KBDF 9-5  
 KQDI 24-22  
 KBOZ 12-6  
 KFXD on



Plus these stations whose lists were unavailable at presstime:

92Q  
 KLIF  
 WTIK  
 WNOE  
 Z98  
 WJDX  
 WOW  
 WMEE  
 KGW  
 13FEA  
 WTMA  
 KSTT

PRODUCED BY  
 BRUCE WELCH AND ALAN TARNEY  
 ON ISLAND RECORDS

Manufactured and Distributed by Warner Bros. Records



PRODUCED BY TED TEMPLEMAN  
 ON WARNER BROS. RECORDS

# THE PICTURE PAGES

## Kenny Gambles On Riviera



Capitol and EMI-A/UA execs and friends recently welcomed UA's Kenny Rogers at his Las Vegas Riviera Hotel opening. Shown backstage are (l-r): Kenny's manager Ken Kragen, Capitol/EMI-A/UA Records Group Chairman Bhaskar Menon, Rogers, Capitol President Don Zimmermann, Rogers's producer Larry Butler, and EMI-A/UA President Jim Mazza.

## Arista Knows How To Love Phyllis



Arista recording artist Phyllis Hyman promoted her current LP, "You Know How To Love Me," with an appearance at NY's City Center. Pictured congratulating her on opening night are (l-r): Arista President Clive Davis, Arista VP Richard Smith, and Arista's Andre Perry.

## Life In The Fast Lane



Warner Bros. artists Robin Lane and the Chartbusters recently performed at the Whisky in Hollywood as a tune-up for their debut album. Pictured backstage are (l-r) group member Leroy Radcliffe, Warner Bros.' Tim Devine and Bonnie Simmons, Robin Lane, producer Joe Wissert, and manager Mike Lembo.

## Garrett Turns Over New Leif



The Hereditary Disease Foundation recently raised over \$25,000 through the efforts of Honorary Chairman Leif Garrett, when he headlined a February 3 concert at the Civic Auditorium in Bakersfield, CA and cohosted the \$150-per-plate post-concert dinner. The Foundation is seeking a cure for Huntington's Disease, a hereditary and terminal illness which claimed composer/folksinger Woody Guthrie, among others. Pictured at the post-concert dinner are the three hosts of the affair (from l-r): Lt. Governor Mike Curb, Leif Garrett, and Ted Fritts, co-publisher of the "Bakersfield Californian."

## Graham Welcomes Babys



Concert promoter Bill Graham paid a visit to the Babys performance in Oakland and met with the Chrysalis recording artists backstage. Shown are (l-r) manager Cip Rachlin, Harry Schmert, Bill Graham, Pickwick Distributors' Andy McQuade, and group members John Waite, Johnathan Cain, Steven Schmert, Walter Strocker, and Tony Brock.

## Happy Birthday, Valentine



The Textones recently threw a party for their band member Kathy Valentine, with many musicians in attendance. Shown are (l-r) Textone Carla Olson, Moon Martin, 20/20's Steve Allen, Textone Mark Cuff, the Knack's Doug Fieger, and Valentine.





# Black Radio

## Bill Speed

### Supporting The Minority Voice — An Interview With FCC Commissioner Tyrone Brown

Tyrone Brown is regarded as the leading activist on the FCC as far as supporting the rights of minorities to be heard over our broadcast facilities nationwide. He is an eloquent supporter of the minority voice in broadcasting, and in the interview below discusses why increased minority participation is good for the nation as a whole, as well as talking about the issues of deregulation, equal employment, and the future of minorities in the coming technological age.



Tyrone Brown

**R&R:** Why isn't there harsher punishment given to station owners who are forced to sell their stations? When they sell them to a minority they can go across town and buy another station . . .

**TB:** That's not quite the way it works. The harshest punishment, to use your words, that can be imposed on a station owner is the loss of the license. That, in fact, is not a punishment. The FCC is not in the punishment business. What we have to determine when stations come before us for renewal of licenses or when questions arise about the operation of those stations is whether the station owner is meeting the affirmative obligations imposed under the Communications Law such that they can retain the privilege of being the licensee of a broadcast station. When a station licensee violates the rules and regulations for policies of the Commission such that we are required to conduct a hearing of whether that licensee should continue, we do permit under our distress sale policy the licensee to sell the station to a minority group rather than going to a hearing. So far, in every instance where we've done that, the results of the sale were that the licensee left broadcasting. What we are interested in is getting licensees out of the business of broadcasting where they have shown that they are not prepared to follow our rules and regulations. Beyond that, we're not into precedent punishment.

**R&R:** After all these years, all of a sudden in the last two years there has been a heavy push for EEO. Do you think it's because of yourself and a few other blacks who are in a position now to make that stick?

*"On every major equal employment policy question we have had a unanimous endorsement by all members of the Commission for the actions that I wanted the Commission to take. I'm proud of my colleagues for that and I'm proud of what I've been able to accomplish in that area."*

**TB:** I think that is certainly true. I would say that the kinds of changes that you've seen and the Commission's enforcement of our EEO rules and regulations are part of the result of the fact that Charles Ferris, our Chairman appointed two years ago, is strongly committed to a policy of affirmative action/equal employment in broadcasting and because I am strongly committed to the same goal and because we have been able to convince the other five members of the Commission that that is the proper policy, the correct policy. That it is an indirect way of affecting ultimately what goes out over the air without the Commission getting involved in direct program censorship. I should add that I have found on every major equal employment policy question that has come before the Commission since I have been there, we have had a unanimous endorsement by all members of the Commission for the actions that I wanted the Commission to take. I'm proud of my colleagues for that and I'm proud of what I've been able to accomplish in that area.

**R&R:** Along the same lines, what specifically have you done to enforce the FCC's EEO stance?

**TB:** In the past two years, the Commission has become much more willing to impose sanctions on broadcasters who have defective equal employment programs, programs which are not accomplishing their goals. Week after week as license renewal applications come before us and we find that broadcasters are not performing as our rules and policies require, we impose sanctions. Since I've been on the Commission, we have imposed the sanction of a short-term renewal on more than 40 broadcasters. That means that rather than getting the normal three-year license renewal, the broadcaster gets a one-year renewal period to improve its minority employment profile, and to improve its affirmative action recruitment efforts. We take another look at that licensee at the end of the one-year period. Since I've been at the Commission in a number of cases we've imposed goals and timetables — six-month, one-year requirements on broadcasters where we feel that the equal employment program clearly is not working. And we have had a couple of blatant cases where we have set licensees for hearings on their renewal applications in situations where we felt that the programs were woefully inadequate.

#### Deregulation Stance

**R&R:** What is the Commission's stance on deregulation and how it relates to non-commercial stations; for example, college stations? What will happen to those stations?

**TB:** The Commission, as you know, has a proceeding underway which looks for some degree of deregulation of commercial radio — not television, not non-commercial radio.

Non-commercial radio is not involved in that proceeding. I suspect that after the Commission finishes its proceeding on commercial radio, whatever action is taken in that area, we will then turn to the question of non-commercial radio and determine whether any changes in the rules or policies should take place. You mentioned WHUR earlier and I have lived in Washington, D.C. for 15 years and I have watched WHUR grow. In my judgment it is an example of the kind of success, the kind of diversity that the Commission hopes that its policies in encouraging minority ownership will bring to many major markets in this country. Just a few nights ago, I listened to a news program on WHUR and I found that the coverage of the situation in the Middle East in that news program, coverage of issues relating to Africa in that program regularly are much more detailed than the coverage that one gets from most radio stations that I've had experiences with. That is a prime example of the kind of diversity in voices, diversity in information outlets that we are trying to encourage.

**R&R:** During your tenure at the FCC, what do you feel is the strongest thing you have accomplished for minority broadcasters?

**TB:** I think the most important thing the Commission has done — and I'm just one vote — during the two-year period I have been there was the establishment of our minority ownership policy in April of 1978, and the concrete steps the Commission took at that time to encourage minority ownership. The two steps that we took at that time were to establish our tax certificate policy and our distress sale policy. Under the tax certificate policy, if a non-minority broadcaster determines to sell his broadcast property to a minority-controlled group then we can issue a certificate which gives that non-minority seller a tax break. The effect of that is to encourage non-minority broadcasters who want to sell their stations to seek out minority-controlled groups to sell them to. What is done in effect is it turns a closed communications market into an open market where minorities as well as non-minorities know about the availability of stations, and it gives the non-minority group, to a degree, a leg up in the acquisition of a property. The distress sale policy has the same kind of effect because under our normal procedure a broadcaster who is in trouble and faces the possibility of having his license taken away from him can now sell that property at a reduced price to a minority-controlled group. In the almost two years since those two policies were announced, we have had 14 sales of radio and television licenses of stations to minority-controlled groups under the tax certificate policy, and we've had two or three sales under the distress sale policy with a good dozen or more in the pipeline awaiting Commission approval. Those numbers are not very large when you consider that there are 9000 commercial radio and television stations in this country. But when you consider that two or three years ago there were only 60 minority-controlled outlets in radio and television in the country, those 16 or 17 sales become significant.

**NEXT WEEK:** Commissioner Brown discusses the future of broadcasting and its implications for minorities.



**PEACHES, HERB & BUTTERBALL** — When Polydor/MVP recording duo Peaches & Herb visited WDAS/Philadelphia on behalf of their latest LP, "Twice The Fire," the camera concocted the above-mentioned recipe for success, from left: Herb Fame, Peaches (Linda Green), WDAS PD Joe "Butterball" Tamburro, and Polydor promotion man Wayman Jones.

#### People, Places & Things

Three new industry faces to watch: Leo, 4lb, 7oz son of WJZZ/Detroit Music Director Dorian Paster and his wife Carol; a baby girl born to Requaya Ward, Music Director of WCLK/Atlanta; and Lavonne Francis, 6lb, 11oz baby daughter of Casablanca Records' Jheri Busby and wife Carolyn . . . Congratulations to Program Director James Alexander of WBMX-FM/Chicago, who was recently honored as the "Best Programmer of 1979" by the National Disc Jockey Association (NDJA). Also receiving an award was Tom Joyner, Program Director of WJPC/Chicago, who was saluted as the "Most Innovative Programmer of 1979" . . . The "Next 50 Years" is the theme for the cocktail reception and party KGFJ/Los Angeles has set for March 5 from 6pm to 10pm at Jackie O's, a local club. Celebrities as well as industry and community leaders are expected to help the station celebrate . . . And speaking of KGFJ, its sister station KUTE has appointed a new Operations Director. He is Al Ramirez, promoted from the in-house position of Production Director. Prior to that he was Operations Manager at KKSS/St. Louis, now known as KMJM . . . Remember, you don't have to be a reporter to participate in this section. Please send all materials (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

### WHISPERS

- "And The Beat Goes On" (Solar/RCA)  
**KOOL & THE GANG**  
 "Too Hot" (DeLite/Mercury)  
**ROBERTA FLACK & DONNY HATHAWAY**  
 "You Are My Heaven" (Atlantic)  
**VAUGHAN MASON & CREW**  
 "Bounce, Rock, Skate, Roll" (Brunswick)  
**BROTHERS JOHNSON**  
 "Stomp!" (A&M)  
**SISTER SLEDGE**  
 "Got To Love Somebody" (Cotillion)  
**RAY, GOODMAN & BROWN**  
 "Special Lady" (Polydor)  
**RONNIE LAWS**  
 "Every Generation" (UA)  
**TAVARES**  
 "Bad Times" (Capitol)  
**NARADA MICHAEL WALDEN**  
 "I Shoulda Loved Ya" (Atlantic)  
**GAP BAND**  
 "I Don't Believe You Want To Get Up And Dance (Oops!)" (Mercury)

## CLIMBERS

Following are listed in order of their airplay activity.

- DRAMATICS** "Welcome Back Home" (MCA) 66% reporting airplay. Added in the West at KDIA. New in the Midwest at WCIN, climbing at KPRS, WKWM, WBMX, KATZ, WTLC, WLOU and WVON, while hot at WDAO. Debuting in the South at WVOL, WGIV and WAOK; climbing at WYLD, WOIC, KMJQ, WVEE, WHRK and KOKY while hot at WDIA. Added in the East at WWIN and WKND with medium airplay at WWRL, WXYV and WAMO.
- PRINCE** "Why You Wanna Treat Me So Bad" (WB) 55% reporting activity. Medium in the East at WXYV and WOL. Climbing in the South at WHRK, WVEE, KMJQ, WVOL, WKXI, and WYLD, while hot at WAOK, WGIV, WOIC and WJMI. Added at WAMM and WLOU in the Midwest; medium at WDAO, WBMX, WKWM and WWWS, while hot at WCIN and KAEZ.
- LOU RAWLS** "Sit Down And Talk To Me" (Philadelphia International) 53% reporting activity. Medium in the East at WKND, WILD, WXYV and WAMO. South reflects medium airplay at KOKY, WHRK, WVEE and KMJQ while hot at WAOK, WGIV, WANT, WYLD and WJMI. Hot rotation in the Midwest at WVON, WCIN, KATZ, and KPRS with medium airplay at WLOU, WTLC and WBMX.
- YELLOW MAGIC ORCHESTRA** "Computer Game" (Horizon/A&M) 53% of our reporters are on it. Added at WAMM, KAEZ and WVON in the Midwest, medium at WCIN, WDAO, KATZ and WWWS, while hot at WKWM, WBMX and WTLC. New in the West at KSOL. Hot rotation at WVEE and WHRK in the South with medium airplay at WGIV, WAOK and KOKY. Added at WWRL in the East; hot at WWIN and WXYV, while climbing at WOL.
- SPINNERS** "Working My Way Back To You" (Atlantic) 47% reporting airplay. Hot in the East at WWRL and WXYV, while climbing at WAMO. South reflects hot rotation at WOIC, KMJQ, WVEE, WHRK and WDIA, medium at WVOL and WYLD. Hot at WWWS in the Midwest, climbing at WAMM, KPRS, WVON and WKWM. Hot at KDAY, KDIA and KSOL in the West.
- NORMA JEAN** "High Society" (Bearsville) 47% reporting airplay. Hot at WANT and KOKY in the South; medium at WYLD, WKXI, WVOL, WGIV, WAOK and WDIA. Added at WAMO in the East with a hot at WOL. Climbing at WCIN, WLOU, WBMX and WAMM in the Midwest; hot at WVON and KPRS. West reflects medium airplay at KSOL and KDIA.
- KENNY LOGGINS** "This Is It" (Columbia) 47% reporting activity. West reflects an add at KYAC, hot at KDIA and medium at KSOL. Added at WDAO in the Midwest; medium at WTLC, WAMM and WWWS, while hot at WBMX and KATZ. New in the South at WANT; medium at WYLD, KMJQ, WVEE and WHRK. Debuting at WWRL in the East, hot at WILD, and medium at WXYV and WAMO.

### Album Airplay

Following are listed in order of their airplay activity.

- WHISPERS** "The Whispers" (Solar/RCA) "And The Beat Goes On" \* "Lady"  
**GAP BAND** "Gap Band II" (Mercury) "Steppin' (Out)" \* "I Don't Believe You Want To Get Up And Dance (Oops!)" \*  
**TEDDY PENDERGRASS** "Live Coast To Coast" (Philadelphia International) "It's You I Love" \* "Shout And Scream" \* Various Cuts  
**LOU RAWLS** "Sit Down And Talk To Me" (Philadelphia International) "Sit Down And Talk To Me" \*  
**BRASS CONSTRUCTION** "Brass Construction 5" (UA) "Right Place" \*  
**PARLIAMENT** "Glorious!stupid" (Casablanca) "Theme From The Black Hole" \* "Big Bang Theory" \* "Party People" \*  
**ANGELA BOFILL** "Angel Of The Night" (GRP/Arista) "What I Wouldn't Do" \* "I Try"  
**RONNIE LAWS** "Every Generation" (UA) "Every Generation" \*  
**PRINCE** "Prince" (WB) "Why You Wanna Treat Me So Bad" \* "Sexy Dancer" \* "I Wanna Be Your Lover" \*  
**RAY, GOODMAN & BROWN** "Ray, Goodman & Brown" (Polydor) "Special Lady" \*

\* Asterisk denotes that cut has been released as a single.

**LEON HAYWOOD** "Don't Push It Don't Force It" (20th) 47% reporting activity. New in the East at WAMO, WWIN, WWRL and WOL, while medium at WKND. New at WVOL in the South while climbing at WYLD, WJMI, KMJQ, KOKY and WDIA. Added at WKWM in the Midwest while climbing at WLOU, WDAO, WBMX and WWWS. Debuting in the West at KDIA and KDAY.

**HAROLD MELVIN & THE BLUENOTES** "Prayin'" (Source/MCA) 45% reporting activity. Midwest reflects hot rotation at WVON, WCIN, WBMX and WKWM; medium at KAEZ and WAMM. New at KDIA in the West, medium at KDAY, and hot at KSOL. Hot rotation in the South at WAOK, WGIV, WOIC and WYLD; medium at WDIA. East shows it hot at WAMO, WILD and WKND.

**NATALIE COLE & PEABO BRYSON** "What You Won't Do..." (Capitol) 39% of our reporters are on it. Debuting at WDAO and WLOU in the Midwest; medium at WBMX, KATZ, WTLC, KAEZ and WVON. Climbing in the South at WKXI, WJMI, KMJQ and WDIA. Hot at WWRL and medium at WILD, WOL and WKND in the East.

**CHUCK MANGIONE** "Give It All You Got" (A&M) 37% of our reporters are on it. Added in the South at WOIC, medium at WVEE, WHRK, WGIV, WAOK and KOKY. Climbing at WWRL, WXYV and WWIN in the East. Climbing also in the Midwest at KAEZ, WCIN, WTLC and WWWS. New at KSOL in the West.

**RUFUS & CHAKA** "Any Love" (MCA) 37% reporting airplay. Added in the East at WXYV, WWIN, WWRL, WOL and WKND. New in the South at WHRK, WVEE and WOIC, climbing at KOKY, and hot at WJMI. Debuting at WKWM in the Midwest; climbing at KAEZ and WBMX. New at KYAC in the West.

**TERI DeSARIO w/KC** "Yes, I'm Ready" (Casablanca) 37% reporting airplay. Medium in the East at WOL. New in the South at WGIV and WAOK, medium at WVOL and WYLD, while hot at KMJQ and WJMI. Added in the Midwest at WCIN, hot at WAMM, and climbing at WVON, WLOU and WKWM. Climbing in the West at KDAY and KDIA.

**FAT LARRY'S BAND** "Here Comes The Sun" (WMOT/Fantasy) 37% reporting activity. Hot in the Midwest at WLOU, WTLC and WDAO; medium at WCIN and WWWS. Climbing in the South at WKXI, WGIV, WAOK and KOKY. New in the East at WKND, while medium at WOL, WILD, WAMO and WWRL.

**ONE WAY** featuring **AL HUDSON** "Music" (MCA) 32% reporting activity. West reflects medium airplay at KDAY. Added in the Midwest at WTLC; climbing at WVON, KAEZ, WCIN, KATZ and WWWS. Medium in the South at WAOK, WGIV and WJMI. Hot rotation at WKND in the East with medium airplay at WILD.

**CONTROLLERS** "We Don't" (Juana/TK) 32% reporting activity. Added at WAMO in the East while medium at WOL. Hot in the South at WANT, WGIV and WAOK, and medium at WKXI and WOIC. New in the Midwest at WVON, climbing at KAEZ, and hot at WCIN and WDAO. Climbing at KDAY in the West.

**L.A. BOPPERS** "Is This The Best" (Mercury) 32% of our reporters are on it. New in the Midwest at WBMX and WDAO, while climbing at WKWM, KATZ, WTLC and WVON and hot at WWWS. Hot in the West at KDAY. Added in the South at KMJQ; climbing at KOKY. Climbing also in the East at WWRL and WAMO.

## NEW & ACTIVE

**TRUSSEL** "Love Injection" (Elektra) 29% reporting activity. Added in the South at WHRK and WVEE. New in the East at WKND and WXYV; medium at WILD, WWRL and WWIN, while hot at WAMO. Hot rotation at WBMX and WLOU in the Midwest. Debuting at KSOL in the West.

**RICK JAMES** "Come Into My Life" (Gordy) 29% reporting airplay. Heavy activity in the Midwest — added at WAMM and WKWM while climbing at KPRS, WBMX, KATZ, WDAO and WLOU. Medium airplay at KDIA in the West. Hot rotation at WDIA in the South with medium airplay at WJMI and WOIC.

**MICHAEL JACKSON** "Off The Wall" (Epic) 29% of our reporters are on it. Added in the Midwest at WKWM and WDAO; medium at KAEZ and WBMX. Climbing in the West at KDAY and KDIA. Hot rotation at WJMI in the South; medium at KOKY and WYLD. New at WWRL in the East and medium at WILD.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- MANHATTAN TRANSFER** ..... "Extensions" (Atlantic)  
 ..... Various Cuts  
**PAT METHENY** ..... "American Garage" (ECM)  
 ..... Various Cuts  
**HIROSHIMA** ..... "Hiroshima" (Arista)  
 ..... Various Cuts  
**RONNIE LAWS** ..... "Every Generation" (UA)  
 ..... "Every Generation"  
**ROBERT KRAFT** ..... "Moonswing" (RSO)  
 ..... Various Cuts  
**ART BLAKEY** ..... "Reflections In Blue" (Muse)  
 ..... Various Cuts  
**AHMAD JAMAL** ..... "Genetic Walk" (20th)  
 ..... Various Cuts  
**CHUCK MANGIONE** ..... "Fun And Games" (A&M)  
 ..... "Give It All You Got"  
**DEXTER GORDON** ..... "Great Encounters" (Columbia)  
 ..... Various Cuts  
**DAVID SANBORN** ..... "Hideaway" (WB)  
 ..... Various Cuts

### NEW & ACTIVE

- EDDIE DANIELS** ..... "Morning Thunder" (Columbia)  
 ..... Various Cuts

EAST: WRVR/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requeya Ward, WTJZ/ Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Pastor. WEST: KAOZ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riordan; KJLN/Los Angeles, CA, Lawrence Fenter.



Pop/Rhythms  
Hottest  
February 22, 1980

EAST	SOUTH	MIDWEST	WEST
Ray, Goodman & Brown Kool & The Gang	Whispers Ray, Goodman & Brown	Whispers Kool & The Gang Shalamar	Whispers Narada Michael Walden Spinners

# Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

### EAST

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Controllers  
Brenda Russell  
Norma Jean  
Tim Stevens  
Silk  
Leon Haywood  
Mighty Fire  
Roberta Flack/Donny Hathaway  
Solaris

**HOTTEST**  
Patrice Rushen  
Ray, Goodman & Brown  
Lenny White  
Sergio Mendes  
Jean Carn  
Trussel  
Harold Melvin & Bluenotes  
Sister Sledge  
Teddy Pendergrass

**WYVV**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Isley Brothers  
Rufus & Chaka "Any"  
Trussel  
Gap Band "Oops"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Vaughan Mason & Crew  
Brothers Johnson  
Yellow Magic Orchestra  
Captain & Tennille  
Kool & The Gang  
Spinners  
Shalamar

**WVRL**  
New York, NY  
Bob Law/Linda Haynes

**ADDED**  
Michael Jackson "Off"  
Rufus & Chaka "Any"  
Spyro Gyra  
Leon Haywood  
Patti Labelle  
Al Johnson  
Kenny Loggins  
Passion  
Yellow Magic Orchestra

**HOTTEST**  
Natalie Cole/Peabo Bryson  
"What"  
Big Foot  
Brothers Johnson  
Narada Michael Walden  
Spinners  
Sylvester  
Whispers  
Sister Sledge  
Roberta Flack/Donny Hathaway  
Kool & The Gang

**WYWN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Rufus & Chaka "Any"  
Emotions  
Leon Haywood  
William Hart  
Spyro Gyra  
Nicolette Larson  
Dramatics  
Jury  
Spice  
Beverly Johnson  
Dynasty

**HOTTEST**  
Narada Michael Walden  
Yellow Magic Orchestra  
Soft Tones  
Whispers  
Ray, Goodman & Brown  
Shalamar  
Vaughan Mason & Crew  
Gap Band "Oops"  
Prince "Sary"  
Brothers Johnson

**WILD**  
Boston, MA  
Steve Crumley

**ADDED**  
Teddy Pendergrass "It's"  
Masqueraders  
Al Johnson  
William Hart  
Lenny White "Best"  
Wilson Pickett

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Vaughan Mason & Crew  
Brothers Johnson  
Captain & Tennille  
Kool & The Gang  
Stevie Wonder  
Narada Michael Walden  
Harold Melvin & Bluenotes  
Tavares  
Kenny Loggins

**WVLS**  
New York, NY  
Frankie Crocker

**ADDED**  
Roberta Flack/Donny Hathaway

**HOTTEST**  
Not Available

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Fat Larry's Band  
Tyrone Davis  
Dramatics  
Trussel  
Rufus & Chaka "Any"  
Wilson Pickett

**HOTTEST**  
Ray, Goodman & Brown  
Narada Michael Walden  
Kool & The Gang  
Shalamar  
Smokey Robinson  
Harold Melvin & Bluenotes  
Ren Woods  
Whispers  
Vaughan Mason & Crew  
One Way

**WOL**  
Washington, DC  
Bob Scott

**ADDED**  
Phyllis Hyman "Spell"  
Slave "Funky"  
Leon Haywood  
Rufus & Chaka "Any"

**HOTTEST**  
Sergio Mendes  
Kool & The Gang  
Fatback Band  
Brass Construction  
Roberta Flack/Donny Hathaway  
Hathaway  
Gap Band "Oops"  
Ray, Goodman & Brown  
Sky  
Norma Jean  
Brothers Johnson

### MIDWEST

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Not Available

**HOTTEST**  
Chuck Ciseel  
Shalamar  
Narada Michael Walden  
Norma Jean  
Brenda Russell  
Sergio Mendes  
One Way  
Bonnie Pointer  
Kinamen Dazz  
Kool & The Gang

**WCIN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Lenny White "Best"  
Teri DeSario  
Masqueraders  
Dramatics

**HOTTEST**  
Whispers  
Brothers Johnson  
Prince "Why"  
Harold Melvin & Bluenotes  
Lou Rawls  
Sister Sledge  
Roberta Flack/Donny Hathaway  
Tavares  
Brenda Russell  
Ronnie Laws  
Ray, Goodman & Brown  
Controllers

**WVON**  
Chicago, IL  
Carl Connors

**ADDED**  
Controllers  
Yellow Magic Orchestra

**HOTTEST**  
Lou Rawls  
Sister Sledge  
Tavares  
Roberta Flack/Donny Hathaway  
Harold Melvin & Bluenotes  
Shalamar  
Bill Summers  
Peaches & Herb  
Joe Simon  
Norma Jean

**KAJZ**  
Oklahoma City, OK  
Steve Scott

**ADDED**  
Roberta Flack/Donny Hathaway  
Kleiser  
Sharon Paige  
Yellow Magic Orchestra  
Bobby Thurston  
Platypus  
Vernon Burch  
Ren Woods  
Donna Summer  
Shadow

**HOTTEST**  
Whispers  
T Connection  
Sister Sledge  
Brass Construction  
Betty Wright  
Kool & The Gang  
Slave  
Shalamar  
Bobby Bland  
Prince "Why"

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Donna Summer  
Natalie Cole/Peabo Bryson  
"What"  
Webster Lewis  
Shadow  
Al Johnson

**HOTTEST**  
Parliament  
Brass Construction  
Chuck Ciseel  
Bell & James  
Stargard  
Fat Larry's Band  
Sister Sledge  
Trussel  
Whispers  
Jean Carn

**KATZ**  
St. Louis, MO  
Earl Parnell

**ADDED**  
Isley Brothers  
Patti Labelle  
L.V. Johnson

**HOTTEST**  
Sister Sledge  
Lou Rawls  
Chuck Ciseel  
Lenny White  
Kenny Loggins  
Slave  
Tavares  
Shalamar  
Parliament  
Whispers

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Ban E. King  
Southroad Connection  
Wilbert Longmire  
Phyllis Hyman "Spell"  
One Way  
William Hart  
Jimmy Bo Horne  
Keith & Dartell  
Quiet Storm  
Sugar Hill Gang "Reprise"

**HOTTEST**  
Whispers  
Fat Larry's Band  
Vaughan Mason & Crew  
Kool & The Gang  
Yellow Magic Orchestra  
Joe Bataan  
Stargard  
Osiris  
GQ  
Angela Bofill

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Teena Marie  
L.A. Boppers  
Lenny White "Best"  
Sylvester  
Stone City Band  
Ava Cherry  
Kenny Loggins  
Southroad Connection  
Masqueraders  
Andras Crouch

**HOTTEST**  
Fat Larry's Band  
Brothers By Choice  
Controllers  
Whispers  
Parliament  
Yellow Magic Orchestra  
Dabble Jacobs  
Vaughan Mason & Crew  
Instant Funk  
Dramatics

**WBMX**  
Chicago, IL  
James Alexander

**ADDED**  
L.A. Boppers  
Sky  
Jorge Santana  
Grover Washington Jr.  
Isley Brothers

**HOTTEST**  
Yellow Magic Orchestra  
Kool & The Gang  
Ray, Goodman & Brown  
Shalamar  
Tavares  
Kenny Loggins  
Trussel  
Cameo  
Webster Lewis  
Harold Melvin & Bluenotes

**WVWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
None

**HOTTEST**  
Whispers  
Gap Band "Oops"  
Brass Construction  
L.A. Boppers  
Narada Michael Walden  
War  
Spinners  
Parliament  
Roberta Flack/Donny Hathaway  
Chuck Ciseel

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Not Available

**HOTTEST**  
Shalamar  
O'Jays  
Kool & The Gang  
Lenny White  
Patrice Rushen  
Commodores  
Ray, Goodman & Brown  
Natalie Cole/Peabo Bryson  
Parliament  
Kinamen Dazz

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Leon Haywood  
Michael Jackson "Off"  
Rick James  
Rufus & Chaka "Any"  
Pressure  
Ronnie Laws

**HOTTEST**  
Whispers  
Parliament  
Chapter 8  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
D'Jays  
Narada Michael Walden  
Jean Carn  
Harold Melvin & Bluenotes  
Eddy Grant

**WAMM**  
Flint, MI  
Enoch Gregory

**ADDED**  
Rick James  
Millie Jackson  
Prince "Why"  
Yellow Magic Orchestra  
Jean Carn  
Brothers Johnson  
Tyrone Davis  
GQ

**HOTTEST**  
Captain & Tennille  
Shalamar  
Ray, Goodman & Brown  
Michael Jackson  
Narada Michael Walden  
Whispers  
Teri DeSario  
Fleetwood Mac  
Sister Sledge  
Kool & The Gang

**KPRS**  
Kansas City, MO  
Dell Rice

**ADDED**  
Marry Clayton  
Stevie Wonder  
Dorothy Moore  
Gil Scott-Heron  
Teddy Pendergrass "It's"  
Teena Marie  
Chocolate Jam Company  
Pressure  
Mighty Fire

**HOTTEST**  
Michael Jackson  
Patrice Rushen  
Norma Jean  
Narada Michael Walden  
Ray, Goodman & Brown  
Chuck Ciseel  
Kinamen Dazz  
Lou Rawls  
Brides Of Funkenstein  
Kool & The Gang

### SOUTH

**WHRK**  
Memphis, TN  
Ron Olson

**ADDED**  
Isley Brothers  
Rufus & Chaka "Any"  
Trussel  
Gap Band "Oops"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Vaughan Mason & Crew  
Brothers Johnson  
Yellow Magic Orchestra  
Captain & Tennille  
Kool & The Gang  
Spinners  
Shalamar

**WDIA**  
Memphis, TN  
Ron King

**ADDED**  
Urtho Milton  
Isley Brothers  
Vaughan Mason & Crew

**HOTTEST**  
Kool & The Gang  
Spinners  
Captain & Tennille  
Sister Sledge  
Dramatics  
Roberta Flack/Donny Hathaway  
Andras Crouch  
Rick James  
Prince "Why"  
Whispers

**KOKY**  
Little Rock, AR  
Jimmy Smith

**ADDED**  
Gap Band "Oops"  
Spyro Gyra  
Millie Jackson  
Barry White  
Jerry Butler  
Chocolate Jam Company  
Sharon Paige  
Masqueraders

**HOTTEST**  
Whispers  
Ray, Goodman & Brown  
Narada Michael Walden  
Ronnie Laws  
Sister Sledge  
Kool & The Gang  
Tavares  
Vaughan Mason & Crew  
Roberta Flack/Donny Hathaway  
Norma Jean

**WVVE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Isley Brothers  
Rufus & Chaka "Any"  
Trussel  
Gap Band "Oops"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Vaughan Mason & Crew  
Brothers Johnson  
Yellow Magic Orchestra  
Captain & Tennille  
Kool & The Gang  
Spinners  
Shalamar

**WGIV**  
Charlotte, NC  
Chris Turner

**ADDED**  
Lenny White "Best"  
Teri DeSario  
Masqueraders  
Dramatics

**HOTTEST**  
Brothers Johnson  
Prince "Why"  
Harold Melvin & Bluenotes  
Lou Rawls  
Sister Sledge  
Roberta Flack/Donny Hathaway  
Tavares  
Brenda Russell  
Ronnie Laws  
Ray, Goodman & Brown  
Controllers

**WANT**  
Richmond, VA  
Ben Mills

**ADDED**  
Brides Of Funkenstein  
Kenny Loggins  
Peaches & Herb

**HOTTEST**  
Controllers  
Tavares  
Parliament  
Slave  
Lou Rawls  
Chuck Ciseel  
Norma Jean  
Brothers Johnson  
Gap Band "Oops"

**WVLD**  
New Orleans, LA  
Wills Jay Johnson

**ADDED**  
Captain & Tennille  
Tyrone Davis  
Al Johnson  
Masqueraders  
Sugar Hill Gang "Reprise"  
Sky  
Jocko  
Billy Paul  
Isley Brothers

**HOTTEST**  
Sequence  
Ray, Goodman & Brown  
Whispers  
Narada Michael Walden  
Kool & The Gang  
Harold Melvin & Bluenotes  
Tavares  
Sister Sledge  
Lou Rawls  
Angela Bofill

**WVWJ**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Duncan Sisters  
Millie Jackson/Isaac Hayes  
Jimmy Ruffin

**HOTTEST**  
Diane Ross  
Sister Sledge  
Narada Michael Walden  
Michael Jackson  
Kool & The Gang  
Lakeside  
Vaughan Mason & Crew  
Mandre  
Roberta Flack/Donny Hathaway  
Ren Woods

**WVWV**  
Atlanta, GA  
Doug Harris

**ADDED**  
Lenny White "Best"  
Teri DeSario  
Masqueraders  
Dramatics

**HOTTEST**  
Brothers Johnson  
Prince "Why"  
Harold Melvin & Bluenotes  
Sister Sledge  
Roberta Flack/Donny Hathaway  
Tavares  
Brenda Russell  
Ronnie Laws  
Ray, Goodman & Brown  
Controllers

**WVWJ**  
Jackson, MS  
Carl Haynes

**ADDED**  
Emotions  
Gap Band "Oops"  
Paul Lewis

**HOTTEST**  
Teri DeSario  
Peaches & Herb  
Parliament  
Lou Rawls  
Prince "Why"  
Vaughan Mason & Crew  
Lips Inc.  
Michael Jackson "Off"  
Whispers  
Rufus & Chaka "Any"

**WVWC**  
Columbia, SC  
Bob Walters

**ADDED**  
Rufus & Chaka "Any"  
Teddy Pendergrass "Wherall's"  
Chuck Mangione  
Emotions

**HOTTEST**  
Shalamar  
Ray, Goodman & Brown  
Harold Melvin & Bluenotes  
Vaughan Mason & Crew  
Spinners  
Sister Sledge  
GQ  
Prince "Why"

**KMJQ**  
Houston, TX  
Jack Patterson

**ADDED**  
L.A. Boppers  
Teena Marie  
Marry Clayton  
Phyllis Hyman  
Andy Gibb  
Toto  
Patti Labelle  
Love Unlimited

**HOTTEST**  
Whispers  
Shalamar  
Slave  
Gap Band "Oops"  
Teri DeSario  
Spinners  
Narada Michael Walden  
Sister Sledge  
Captain & Tennille  
Ray, Goodman & Brown

**WVWL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Dramatics  
Leon Haywood  
Masqueraders

**HOTTEST**  
Cameo  
Lenny White  
Shalamar  
Ray, Goodman & Brown  
Parliament  
Johnnie Taylor  
Whispers  
Enchantment  
Chuck Ciseel  
Michael Jackson

**WVLA**  
Louisville, KY  
Bill Price

**ADDED**  
Donna Summer  
Natalie Cole/Peabo Bryson  
"What"  
Webster Lewis  
Shadow  
Al Johnson

**HOTTEST**  
Parliament  
Brass Construction  
Chuck Ciseel  
Bell & James  
Stargard  
Fat Larry's Band  
Sister Sledge  
Trussel  
Whispers  
Jean Carn

**KATZ**  
St. Louis, MO  
Earl Parnell

**ADDED**  
Isley Brothers  
Patti Labelle  
L.V. Johnson

**HOTTEST**  
Sister Sledge  
Lou Rawls  
Chuck Ciseel  
Lenny White  
Kenny Loggins  
Slave  
Tavares  
Shalamar  
Parliament  
Whispers

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Ban E. King  
Southroad Connection  
Wilbert Longmire  
Phyllis Hyman "Spell"  
One Way  
William Hart  
Jimmy Bo Horne  
Keith & Dartell  
Quiet Storm  
Sugar Hill Gang "Reprise"

**HOTTEST**  
Whispers  
Fat Larry's Band  
Vaughan Mason & Crew  
Kool & The Gang  
Yellow Magic Orchestra  
Joe Bataan  
Stargard  
Osiris  
GQ  
Angela Bofill

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Teena Marie  
L.A. Boppers  
Lenny White "Best"  
Sylvester  
Stone City Band  
Ava Cherry  
Kenny Loggins  
Southroad Connection  
Masqueraders  
Andras Crouch

**HOTTEST**  
Fat Larry's Band  
Brothers By Choice  
Controllers  
Whispers  
Parliament  
Yellow Magic Orchestra  
Dabble Jacobs  
Vaughan Mason & Crew  
Instant Funk  
Dramatics

**WBMX**  
Chicago, IL  
James Alexander

**ADDED**  
L.A. Boppers  
Sky  
Jorge Santana  
Grover Washington Jr.  
Isley Brothers

**HOTTEST**  
Yellow Magic Orchestra  
Kool & The Gang  
Ray, Goodman & Brown  
Shalamar  
Tavares  
Kenny Loggins  
Trussel  
Cameo  
Webster Lewis  
Harold Melvin & Bluenotes

**WVWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
None

**HOTTEST**  
Whispers  
Gap Band "Oops"  
Brass Construction  
L.A. Boppers  
Narada Michael Walden  
War  
Spinners  
Parliament  
Roberta Flack/Donny Hathaway  
Chuck Ciseel

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Not Available

**HOTTEST**  
Shalamar  
O'Jays  
Kool & The Gang  
Lenny White  
Patrice Rushen  
Commodores  
Ray, Goodman & Brown  
Natalie Cole/Peabo Bryson  
Parliament  
Kinamen Dazz

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Leon Haywood  
Michael Jackson "Off"  
Rick James  
Rufus & Chaka "Any"  
Pressure  
Ronnie Laws

**HOTTEST**  
Whispers  
Parliament  
Chapter 8  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
D'Jays  
Narada Michael Walden  
Jean Carn  
Harold Melvin & Bluenotes  
Eddy Grant

**WAMM**  
Flint, MI  
Enoch Gregory

**ADDED**  
Rick James  
Millie Jackson  
Prince "Why"  
Yellow Magic Orchestra  
Jean Carn  
Brothers Johnson  
Tyrone Davis  
GQ

**HOTTEST**  
Captain & Tennille  
Shalamar  
Ray, Goodman & Brown  
Michael Jackson  
Narada Michael Walden  
Whispers  
Teri DeSario  
Fleetwood Mac  
Sister Sledge  
Kool & The Gang

**KPRS**  
Kansas City, MO  
Dell Rice

**ADDED**  
Marry Clayton  
Stevie Wonder  
Dorothy Moore  
Gil Scott-Heron  
Teddy Pendergrass "It's"  
Teena Marie  
Chocolate Jam Company  
Pressure  
Mighty Fire

**HOTTEST**  
Michael Jackson  
Patrice Rushen  
Norma Jean  
Narada Michael Walden  
Ray, Goodman & Brown  
Chuck Ciseel  
Kinamen Dazz  
Lou Rawls  
Brides Of Funkenstein  
Kool & The Gang

### WEST

**KDKD**  
Denver, CO  
Ron O'Jay

**ADDED**  
Not Available

**HOTTEST**  
Lenny White  
Dionne Warwick  
Michael Jackson  
Jimmy Bo Horne  
Phyllis Hyman  
Cameo  
Emotions  
Opus 7  
Vernon Burch  
Narada Michael Walden

**KDIA**  
Oakland, CA  
Jerry Boulding

**ADDED**  
Harold Melvin & Bluenotes  
Leon Haywood  
Webster Lewis  
Dramatics  
Isley Brothers

**HOTTEST**  
Ray, Goodman & Brown  
Kool & The Gang  
Spinners  
Patrice Rushen  
Lenny White  
Whispers  
Sequence  
Narada Michael Walden  
Kenny Loggins  
Lakeside

**KDAY**  
Los Angeles, CA  
Steve Woods

**ADDED**  
Big Foot  
Captain & Tennille  
Ava Cherry  
Leon Haywood  
Isley Brothers

**HOTTEST**  
Whispers  
Vaughan Mason & Crew  
Spinners  
Ronnie Laws  
Parliament  
Roberta Flack/Donny Hathaway  
L.A. Boppers  
Brothers Johnson  
Sister Sledge  
Gap Band "Oops"

**KBOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
None

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Kool & The Gang  
Sister Sledge  
Narada Michael Walden  
Spinners  
Parliament  
Tavares  
Harold Melvin & Bluenotes  
Angela Bofill

**KYAC**  
Seattle, WA  
Robert L. Scott

**ADDED**  
Vaughan Mason & Crew  
Webster Lewis  
Kenny Loggins  
Rufus & Chaka "Any"

**HOTTEST**  
Not Available



*Jeff Gelb*

**AOR**

IN RESPONSE TO JAFFE EDITORIAL

## AOR Radio Defends New Music Policies

Two weeks ago, the AOR column featured a guest editorial by Polydor VP of Artist Development Jerry Jaffe. Jaffe took AOR radio to task for adding just a single cut from unproven acts, arguing that such airplay was insufficient to give the artist identity and sales power. He asked AOR radio to help keep new music alive by offering a several-cut sampler of an artist's album as opposed to a single cut.

This week, we spoke with numerous music programmers nationwide for their reactions to Jaffe's suggestion. Their comments and suggestions offer insights into the manner by which AOR radio chooses and spotlights new music.



**Lee Abrams**

It's much better for the station and the artist to go with concentrated airplay on one strong song, let that sell, and then open it up, rather than trying to spread it too thin. One song can do the trick if it's the right song. And realistically, some artists don't have more than one great song on an album. To me, it makes more sense to have one song blasting away than have several get lost in the shuffle.



**John Duncan, PD  
WABX/Detroit**

There are so many records out that programmers are really getting pressured to add a lot of albums that we just don't have room for. Consequently, programmers are turning over records at a faster rate; it's not unusual to dump a record after four weeks if it doesn't happen.

If you add a record to a rotation that only comes up around once a day, I feel you have to add extra weeks on the other end to give that album added impact at the audience level. You have to commit more time. I'm trying to give records a six-week shot.

I also have a heavier rotation for new music. A lot of them get played three times a day, and that enables me to go on several cuts and still get the saturation I need with the audience.

In these days of inflation and shaky economy, I don't think it's always fair to dump a record when it doesn't sell through. I think programmers who do that are making a big mistake. But there are other indications of popularity you can be looking out for: phone-out

research, or request lines for instance. If a record's happening on that level but not in sales and you still believe in it, you can try it in another rotation and see what happens. It's a turntable hit, and turntable hits are staples of AOR programming.



**Larry Berger, PD  
WNEW-FM/New York**

We're here to play good songs for people. If there's only one good song on an album, that's what should be played. There were a number of albums released last year, like Flash & The Pan or Sniff 'N' The Tears, where we felt there was really only one outstanding cut on the album. If we were to go into two cuts on those records, and the off cut came up on the air, then we'd have missed a play on the better cut.

It all depends on the album. It just depends on how many good tracks there are. If there are three or four, they all go in at once and they all get a substantial amount of play.

**wmms**

**Kid Leo, MD  
WMMS/Cleveland**

WMMS has a long-standing reputation for exposing new music. A lot of new music has only one good track. If there's only one good cut and it's damn good, then it deserves to be exposed. If there are five good tracks, we'd usually try to pick two to key in on at first. As those tracks become established, we'd add the others.

**KTXQ  
ALBUM ROCK**

**Tempie Lindsay, MD  
KTXQ/Dallas**

We're album-oriented. We don't sell songs; we sell artists and albums in the

hope that those artists will break. Some albums we will start off with one song, but as soon as that song starts to generate response, we'll add more cuts to substantiate our support for that artist.

Also, we always front-announce new music, even if it's in the middle of a set. And we track new albums four days a week. We feel that's a good chance to let people find out what that album's like.

**KFMH**

**Steve Bridges, PD  
KFMH/Muscataine**

If I think an album's good enough to be on my station I like to encourage its growth. If we can't play 70% of the songs on a new album, we don't usually add it. Our competition is very tight so it's easy for us to take this direction. I can see that in other competitive situations, the alternatives might be different.



**Steve Sutton, PD  
WYSP/Philadelphia**

WYSP is not a leisure service of any record company. When I commit a radio station that has a book value of \$8 or \$9 million to a new musical piece, I want to be convinced that it has a chance to make it. I think sometimes these guys throw new records against the wall, see what sticks, and release them. When Sunbeam puts out a new toaster, it's been pretested to check it for acceptance before it comes out. I don't see any of that going on in the record industry. They're asking us to test their records for them. That's not my radio station's responsibility. My station's responsibility is to entertain and maintain credibility with our listeners.

**KZOK**

**Brad Hoffman, MD  
KZOK/Seattle**

KZOK's policy stems from the strength of the album as a whole, as well as the available space on the playlist. If we add a new album in light or medium rotation, then one cut being exposed will do that record a lot more good in terms of exposure than were we to play several. If, on the other hand, a new album goes into

a heavy rotation, it gives us the space to go deeper on the album. So it depends on the strength of the album as a whole.

Our research shows that one track can sell an album. Case in point is Pat Benatar. We started with "Heartbreaker" and three weeks later it was top five. It can and does happen.

**KLPQ**

**Stuart McRae, PD  
KLPQ/Little Rock**

We want to play new music and it's good for the station's image to do so. On the other hand, this is Little Rock, not Denver or Dallas. We share a lot of 18-34 male listeners with the Country station here. They won't listen to a lot of brand-new, off the wall music. I can't afford to be breaking records for the companies; the competitive situation here doesn't allow for it.

I think it's suicide to add three cuts off a new album. Go for the best cut till they accept it, then go on from there. You have to educate your listeners. An analogy would be putting a kid straight into second grade without putting him through kindergarten and first grade first. You have to take things step by step.

I believe that good records will make out; they'll pull through.

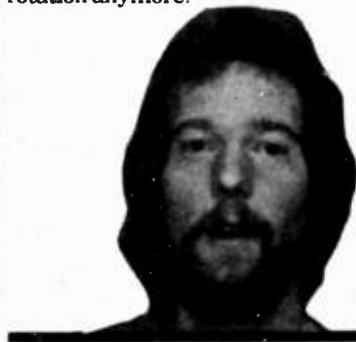


**KY/IO2**

**Joe McCabe, MD  
KYYS/Kansas City**

Normally we can only find one exceptional track on an album, so that's what we spotlight. We will sometimes do more, but you run the danger of spreading the album too thin to make an impression. For example, when we first added Nazareth, we played three cuts and got no response on the album. Now we're keying in on "Holiday," and calls are coming in for it.

We have a very tight playlist, but if we're on something we're on it three times a day. We don't really have a light rotation anymore.



**Greg Gillispie, MD  
KAZY/Denver**

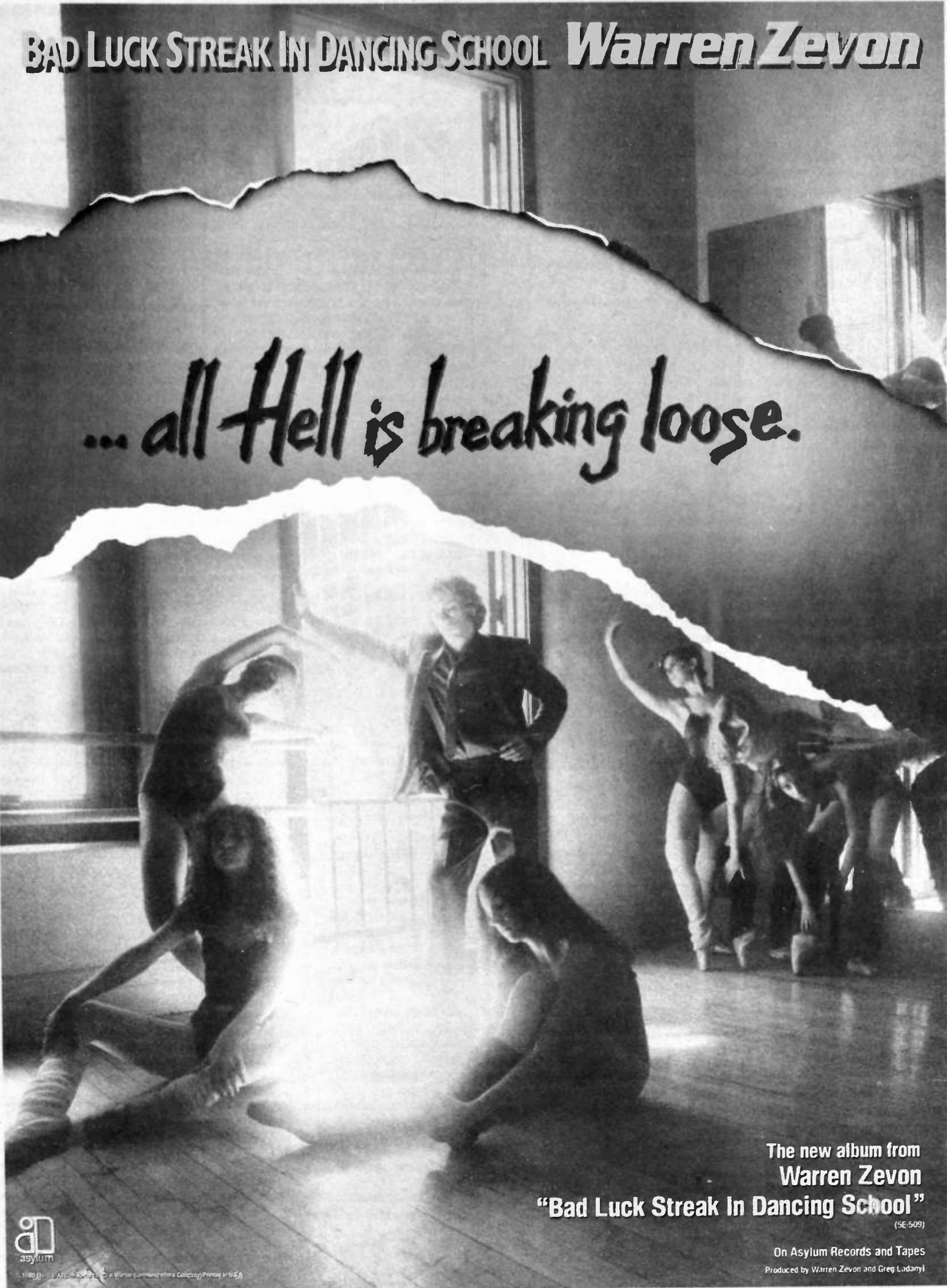
We go for the strongest cut. April Wine's "Roller," for instance. We played the shit out of that record and it took

Continued on Page 44



**BAD LUCK STREAK IN DANCING SCHOOL** *Warren Zevon*

*... all Hell is breaking loose.*



The new album from  
**Warren Zevon**  
"Bad Luck Streak In Dancing School"  
(SE-509)

On Asylum Records and Tapes  
Produced by Warren Zevon and Greg Ladanyi



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# Jeff Gelb

## IN RESPONSE TO JAFFE EDITORIAL

Continued from Page 42

off. We never got any calls for anything else on the album. And it broke the ice for their next album, which we're playing three cuts from.

Why spread yourselves thin on an album? If you're playing three cuts instead of one, that eliminates two spaces for two other deserving records. That's our choice.

We do have a program every Monday night in support of new music where we take a couple of new records, play three or four cuts from each one, and then ask for listener response.



**Jim Herron, PD**  
WAVA/Washington

Jerry's point is well put. The "one-track syndrome" could discourage album sales if that track is poor. But we constantly keep track of both national

and local sales, and we freshen a new album by adding or changing songs periodically. On an important new album, we may go as many as four deep; it depends on the album.

We also track albums in their entirety, which is another controversy. But I still feel this to be a valuable promotional vehicle, since we ask for listener response to help judge the album's strength after we play it.



**Gloria Johnson, MD**  
KGON/Portland

Very few albums have eight great songs. We're looking for the best songs on every album. Usually we start with only one song, especially if it's an unknown act. Adding five or six songs on a new album doesn't help; everytime the album comes up, you're hearing a dif-

ferent cut and it gives the artist no identity.

One cut can make an album happen. Pat Benatar is the best example of that right now. We started with one song on that and have added more because it sold through; it's top 15 months after its release.



**John Heimerl, OM**  
WZAM-WMYK/Norfolk

Competitively it's been hard for the stations to go that deep on all the new albums we play; it tends to dilute the playlist too much. At the same time, I agree with Jerry that playing just one track can hurt the chances for a new album to come through in sales. We've had to deal with that here, and have come up with two ways of spotlighting new music.

First, we provide a new music showcase. Every week to ten days, we put a new album in a heavy rotation with several cuts being played from that record. It's a record we believe in strongly enough to put in that rotation. We support its airplay by pre-promoting the cut an hour prior to playing it. In the hour of airplay, it gets pre- and back-announced.

Then we check on the album's sales locally, and as reinforcements, the record company or retailer will often cooperate with a "buy it you'll like it" sort of money-back guarantee offer on our showcase albums. Interestingly, we've gotten almost no returns on those albums.

Second, we've continued our low-cost concert series. We used to do them for 94 cents or \$1.94, but as Jerry pointed out, costs have escalated and over a span of two years, we've brought the costs up to \$2.94-\$3.94 per show. And people have continued to support these shows, for the most part without any griping about the rise in costs. It comes down to the artist you present and how you promote the show.



**Jesse Summers, MD**  
KPRI/San Diego

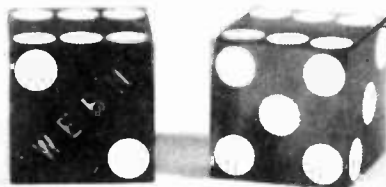
Our policy varies album by album, depending both on local sales and gut feeling. Something we feel will do real well might get as many as three cuts added right away, while others get one track. Our research shows that a record can sell on the basis of one track only. And any record doing well with one track usually gets more than one after two or three weeks. We will stay on the record to see if it takes off; some take a long time taking off.

### UPDATE

WXRT/Chicago produced its own version of Pink Floyd's "Brick In The Wall Part II." Air personality Bill Cochran combined the original music with portions of speeches by Chicago area educators. The results are very convincing . . . WYSP/Philadelphia airstaffers have begun producing fake spots for "WYSP Co." products like "Chipmunk Punk," an album of AOR hits sung by Alvin and his gang. Production Director Jay Gilbert is the production whiz behind the very funny spots, which are a hot request line item . . . WRIF/Detroit aired a 3½-hour documentary on New Wave music, produced by airstaffer Mark Pasmann . . . WCOZ/Boston raised \$1,673 for a drug counseling service through the sales of its T-shirts . . . WNEW-FM/New York produced a full-color calendar spotlighting its jocks. The calendar sold out 25,000 copies with proceeds benefitting the area's "Food And Hunger Hotline" . . . Burkhart/Abrams/Michaels/Douglas is searching for morning talent for many of its client stations. If you're personality-oriented, send tapes and resumes to the office, at 6500 River Chase Circle East, Atlanta, GA 30328 . . . Congrats to WTUE/Dayton MD Sean Scott and wife Cheryl on the occasion of the birth of their first child, Joshua . . . And to WLPX/Milwaukee Tom Daniels and new bride Nada . . . KTYD/Santa Barbara and WRVR/New York made Valentine's Day all dedications. WRVR traded the dedications for dollars to a local charity . . . Happy second AOR anniversary to WFBQ/Indianapolis, which has just released its second Homegrown-type album. 750 entries were somehow whittled down to ten winning songs for the record. The winning groups will be performing in 95-cent concerts for the station to help promote the charity album project . . . W4/Detroit is sending an airstaffer and a listener to Washington with hopes of corralling President Carter with their views on the Afghanistan crisis . . . Cable AOR KEGR/Concord (suburban San Francisco) needs record service. Contact Lynx at (415) 561-8265.

**COMING NEXT WEEK:** Station-produced albums of local music talents remain an AOR promotion staple. Next week we speak with the programmers of five AOR stations who produced homegrown-type albums in 1979. Their comments provide valuable background to the pros and cons of this promotion.

### PROMOTION OF THE WEEK



**ROLL THEM ROCK DICE:** WEBN/Cincinnati PD Denton Marr claims he first heard of "rock dice" being used by WMMS/Cleveland MD Kid Leo. Borrowing a good idea, WEBN now uses rock dice both on the air and as a limited edition station promotion.

Rock dice are rolled by the station's jocks to determine the winning phone call in promotions. They're also rolled before starting a set's worth of music by a featured artist, to predetermine how many songs will make up the set.

The rock dice idea caught on so quickly with its audience that station-customized rock dice were created as a limited edition promotional prize offering. The dice are rolled on the air to determine which number phone call will be picked to win them. The dice were produced locally for \$2.50 each, and include the stations call letters (they can also be emblazoned with the station's logo for an additional cost). Stations interested in more details on the rock dice promotion can contact PD Denton Marr at (513) 871-8500.

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

### EVOLUTION

KGOT/Anchorage is switching to P/A from AOR . . . KDKB/Phoenix has named a new PD: he's Jeff Sattler, formerly with KCBQ/San Diego in news and announcing. He's new to AOR programming, and starts Feb. 29th . . . Bill Nosal is exiting as PD at WCCC/Hartford to pursue other career goals . . . Former KSAN/San Francisco airstaffers Bob Simmons and Norman Davis are the creative team behind KKSJN/Portland, an AM station signing on in March with AOR, Jazz and Oldies all mixed together . . . Debbie Lee Miller has exited as PD at KNCN/Corpus Christi. Bob Fazio is her replacement . . . Dale August has been named MD at KSAS/Kansas City . . . Michele Robinson is exiting WSHE/Miami where she was MD. She'll announce future plans shortly . . . The Donahues are in the news: Tom's heirs are back in radio, with Rachael returning to KWST/Los Angeles for weekends, and son Sean joining KSJO/San Jose for nights . . . Terry Gladstone has exited weekends at KLOS/Los Angeles . . . Chris Jones has been named MD at WBCY/Charlotte . . . John Marinakos has moved over to Production Director from MD at KPAS/El Paso. His MD successor is Domino Rippy . . . Jim Kiehn and Alan Spears have exited KXXY/Oklahoma City . . . Michael St. James has exited WQFM/Milwaukee . . . Dave Perkins and Ron Baxter are new to the airstaff of WZZQ/Jackson . . . Former Infinity promotion person Ellen White has joined WCOZ/Boston as its Promotions Director . . . Janel Dolan has joined KZEW/Dallas for part-time airwork.

### COLOR

**STRAIGHT TO THE HEART:** Several AOR's tied in with Valentine's Day for promotional purposes. KICT/Wichita and WBIR/Knoxville both joined forces with EMI-America in giving away copies of the J. Geils Band's "Love Stinks" album; KICT awarded them to listeners who came up with the most clever romantic sob stories, while WBIR gave away copies of the album plus the use of a hot tub for a week to listeners who wrote why they think love stinks. WQXM/Tampa gave away appropriate albums and singles by Heart, Romantics and Elvis Costello to listeners. WZZR/Memphis sponsored a valentine poetry contest, the winner receiving a waterbed and Heart albums. KGRC/Hannibal also picked winning poems to allow their authors to place Valentine's Day phone calls anywhere in the country.





Lyrics with a hook...and rock with a punch!

# DIRK HAMILTON

## THUG OF LOVE

(8E-249)

And the single is already "The Main Attraction"!

(E-48808)



Produced by Dirk Hamilton and Don Evans

Management: Rich Linnell

On Elektra Records and Tapes

©1980 Elektra/Asylum Records A Warner Communications Co.

# Album Airplay/40

# Chart Summary

## February 22, 1980

160 REPORTERS

Album cuts are listed in order of airplay preference

2/1	2/8	2/15	2/22	Artist	Album	Label	Album Cuts
1	2	1	1	PINK FLOYD	The Wall (Columbia)		"Brick" "Numb" "Hell" "Lust"
2	1	2	2	TOM PETTY & HEARTBREAKERS	Damn The... (Backstreet/MCA)		"Refugee" "Girl" "Losers" "Doubt"
3	3	3	3	DAN FOGELBERG	Phoenix (Full Moon/Epic)		Title "Fire" "Moon" "Wind"
19	9	5	4	J. GEILS BAND	Love Stinks (EMI America)		Title "Come" "Night" "Takin'"
15	13	10	5	RUSH	Permanent Waves (Mercury)		"Radio" "Freewill" "Strings"
4	4	4	6	JEFFERSON STARSHIP	Freedom At Point... (RCA/Grunt)		"Eyes" "Rock" "Jane" Title
11	8	8	7	BABYS	Union Jacks (Chrysalis)		"Feet" "Rendezvous" Title "True"
5	5	6	8	EAGLES	The Long Run (Asylum)		Title "Shoes" "City" "Tell"
13	10	7	9	T. RUNDGREN/UTOPIA	Adventures In... (Bearsville/WB)		"Road" "Caravan" "Crazy" "Time"
8	7	9	10	ZZ TOP	Deguello (WB)		"Bad" "Thank" "Sunglasses" "Fool"
-	-	-	11	HEART	Bebe Le Strange (Epic)		"Even" "Heaven" Title "Raised"
-	24	21	12	NAZARETH	Malice In Wonderland (A&M)		"Holiday" "Cars" "Talkin'" "Cold"
17	16	14	13	ROCKETS	No Ballads (RSO)		"Desire" "Sally" "Takin'" "Hold"
7	11	11	14	FLEETWOOD MAC	Tusk (WB)		"Sara" "Angel" "Me" "Moon"
23	23	17	15	PRETENDERS	Pretenders (Sire)		"Brass" "Sobbing" "Neck" "Life"
30	25	18	16	CLASH	London Calling (Epic)		"Vain" Title "Supermarket"
9	12	12	17	STYX	Cornerstone (A&M)		"Time" "Lights" "Never" "Why"
6	6	13	18	NO NUKES	Various Artists (Asylum)		"Devil" "Stay" "Takin'" "Heart"
-	-	24	19	KNACK	...But The Little... (Capitol)		"Baby" "Want" "Hard" "Tell"
22	18	19	20	PAT BENATAR	In The Heat Of The... (Chrysalis)		"Heartbreaker" "No" "Need"
32	27	28	21	STEVE WALSH	Schemer-Dreamer (Kirshner)		Title "Far" "Step" "Feels"
21	21	20	22	UFO	No Place To Run (Chrysalis)		"Train" Title "Night" "Youngblood"
39	33	30	23	GARY NUMAN	Pleasure Principle (Atco)		"Cars"
10	15	16	24	AEROSMITH	Night In The Ruts (Columbia)		"Remember" "Surprise" "Smile"
24	26	27	25	ROMANTICS	The Romantics (Nemperor)		"Eyes" "Like" "Carrie" "Got"
12	14	15	26	NEIL YOUNG & CRAZY HORSE	Live Rust (WB/Reprise)		"Dance" "Loner" "Cinnamon"
14	20	22	27	LED ZEPPELIN	In Through The Out... (Swan Song)		"Fool" "Evening" "Dog" "Saurez"
18	19	23	28	STEVE FORBERT	"Jackrabbit Slim" (Nemperor)		"Tune" "Love" "Goodbye" "Real"
-	-	-	29	ROBIN TROWER	Victims Of Fury (Chrysalis)		Title "Madhouse" "Jack" "Shout"
16	17	25	30	LITTLE FEAT	Down On The Farm (WB)		Title "Heart"
-	-	34	31	SHOOTING STAR	Shooting Star (Virgin)		"Got" "Bring" "Higher" "Man"
20	22	26	32	TOTO	Hydra (Columbia)		"99" "Boys" "St. George" "Sister"
36	35	29	33	McGUINN & HILLMAN	City (Capitol)		"Chance" "Night" "Won't" Title
-	-	39	34	CHRISTOPHER CROSS	Christopher Cross (WB)		"Ride" "Never" "Minstrel"
37	34	35	35	38-SPECIAL	Rockin' Into the Night (A&M)		Title "Believer" "Money" "Hood"
-	-	-	36	OFF BROADWAY	On (Atlantic)		"Time" "Indication" "Girl" "Belong"
31	28	32	37	MOLLY HATCHET	Flirtin' With Disaster (Epic)		Title "Whiskey"
28	32	31	38	APRIL WINE	Harder... Faster (Capitol)		"Rock" "Hello" "Dawn"
-	-	40	39	SUE SAAD & THE NEXT	Sue Saad & The Next (Planet)		"Gimme" "Won't" "Lips"
-	-	-	40	MAHOGANY RUSH	What's Next (Columbia)		"Roadhouse" "Rock"

PINK FLOYD held its lead over PETTY for this week's top chart spot, with heavy hits. The two albums continued to hoard the lion's share of AOR airplay. FOGELBERG held rock steady as GEILS inched up and RUSH hit top five. BABYS continued to climb. HEART was this week's highest debuting album, with an especially potent combination of both single and album reports for all rotations. NAZARETH jumped up nicely as ROCKETS rose. PRETENDERS continued to climb, as did CLASH. KNACK jumped up as singles reports converted to album airplay in all rotations. WALSH and NUMAN had good weeks. ROMANTICS rose. TROWER debuted as this week's most added album. STAR and CROSS climbed as 38 maintained. OFF debuted. SAAD moved up and MAHOGANY debuted.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

New Entry  
→

## MOST ADDED

Artist	2/22	2/15	2/8	2/1	1/25
1 ROBIN TROWER Victims Of Fury (Chrysalis) Title	83/89 M-3 H-2	3/3 M-0 H-0	0/0	0/0	0/0
2 HEART Bebe Le Strange (Epic) "Even It Up"	110/84 M-13 H-13	0/0	0/0	0/0	0/0
3 KNACK ...But The Little... (Capitol) "Baby Talks"	118/81 M-20 H-17	50/88 M-2 H-2	0/0	0/0	0/0
4 WARREN ZEVON Bad Luck Streak... (Asylum) "A Certain Girl"	53/51 M-2 H-0	1/0 M-1 H-0	1/1 M-0 H-0	0/0	0/0
5 WISHBONE ASH Just Testing (MCA) "Helpless"	46/44 M-1 H-0	4/4 M-0 H-0	0/0	0/0	0/0
6 GRAHAM NASH Earth & Sky (Capitol) "In The 80's"	67/43 M-8 H-8	18/13 M-2 H-1	0/0	0/0	0/0
7 SHOOTING STAR Shooting Star (Virgin) "Got What I Need"	68/30 M-33 H-3	63/89 M-0 H-0	1/1 M-0 H-0	0/0	0/0
8 RAMONES End Of The Century (Sire) "Baby, I Love You"	42/22 M-14 H-0	38/35 M-1 H-2	4/2 M-1 H-1	3/3 M-0 H-0	0/0
9 SUE SAAD & THE NEXT Sue Saad & The... (Planet) "Gimme Love"	53/21 M-25 H-7	48/34 M-14 H-1	34/33 M-0 H-1	0/0	0/0
10 SEARCHERS Searchers (Sire) "Hearts"	28/14 M-11 H-0	26/28 M-0 H-0	1/0 M-1 H-0	2/0 M-2 H-0	2/0 M-2 H-0
11 CLASH London Calling (Epic) Title	95/73 M-58 H-23	87/78 M-46 H-22	77/27 M-33 H-17	60/43 M-9 H-8	28/22 M-1 H-3
12 MAHOGANY RUSH What's Next (Columbia) "Roadhouse Blues"	48/73 M-3 H-2	39/23 M-18 H-0	44/39 M-5 H-0	14/14 M-0 H-0	0/0
13 3-D 3-D (Polydor) "Telephone No."	34/71 M-23 H-0	36/78 M-17 H-0	44/43 M-1 H-0	4/4 M-0 H-0	0/0

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

## MEDIUM

Artist	2/22	2/15	2/8	2/1	1/25
1 NAZARETH Malice In... (A&M) "Holiday"	102/83 A-12 H-27	87/62 A-20 H-16	110/2 A-106 H-2	10/0	0/0
2 T. RUNDGREN/UTOPIA Adventures... (Bearsville/WB) Title	122/69 A-0 H-63	126/56 A-4 H-66	122/65 A-6 H-81	106/81 A-5 H-40	104/41 A-38 H-26
2 CLASH London Calling (Epic) "Train In Vain"	95/63 A-13 H-23	87/46 A-19 H-22	77/33 A-43 H-17	60/8	28/1
3 ROCKETS No Ballads (RSO) "Desire"	98/67 A-2 H-39	101/83 A-3 H-35	108/67 A-9 H-30	102/85 A-21 H-16	94/7 A-86 H-2
4 J. GEILS BAND Love Stinks (EMI America) Title	135/65 A-0 H-80	125/67 A-4 H-84	129/89 A-13 H-47	120/21 A-85 H-14	62/0 A-82 H-0
4 STEVE WALSH Schemer-Dreamer (Kirshner) Title	80/65 A-9 H-16	69/48 A-11 H-12	73/31 A-31 H-11	63/12 A-46 H-8	27/0 A-27 H-0
5 UFO No Place To Run (Chrysalis) "Mystery Train"	74/54 A-1 H-19	78/63 A-4 H-21	83/82 A-5 H-16	80/64 A-9 H-10	70/43 A-17 H-10
6 GARY NUMAN Pleasure Principle (Atco) "Cars"	64/60 A-4 H-10	63/38 A-7 H-8	63/37 A-9 H-7	51/28 A-21 H-4	67/3 A-53 H-1
7 PRETENDERS Pretenders (Sire) "Brass In Pocket"	94/68 A-8 H-38	88/48 A-10 H-28	78/37 A-28 H-21	85/29 A-23 H-11	47/14 A-10 H-10
8 RUSH Permanent Waves (Mercury) "Radio"	120/41 A-5 H-74	110/35 A-6 H-69	111/42 A-8 H-61	97/42 A-16 H-39	101/4 A-96 H-1
8 ROMANTICS The Romantics (Nemperor) "Eyes"	84/41 A-4 H-19	86/48 A-4 H-14	72/52 A-7 H-13	64/40 A-13 H-11	63/20 A-31 H-12
8 NO NUKES Various Artists (Asylum) "Devil"	81/40 A-0 H-51	105/44 A-0 H-81	129/47 A-0 H-82	129/47 A-0 H-87	131/44 A-0 H-87
8 PEARL HARBOR... Pearl Harbor & The... (WB) "You Got It"	46/40 A-1 H-4	48/37 A-5 H-4	51/33 A-10 H-8	43/31 A-7 H-6	34/20 A-9 H-8
10 ZZ TOP Deguello (WB) "I'm Bad"	115/38 A-0 H-77	118/42 A-0 H-78	124/41 A-1 H-82	120/38 A-0 H-84	116/28 A-1 H-87

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

## THE HOTTEST

Artist	2/22	2/15	2/8	2/1	1/25
1 PINK FLOYD The Wall (Columbia) "Brick 2"	148/144 A-0 M-4	147/142 A-0 M-8	151/148 A-1 M-5	148/143 A-1 M-2	134/128 A-0 M-6
2 TOM PETTY... Damn... (Backstreet/MCA) "Refugee"	148/138 A-0 M-7	162/136 A-0 M-6	155/146 A-0 M-10	147/139 A-0 M-8	140/133 A-0 M-7
3 DAN FOGELBERG Phoenix (Full Moon/Epic) Title	146/119 A-0 M-26	141/113 A-0 M-28	148/122 A-0 M-25	142/112 A-0 M-30	132/89 A-0 M-33
4 JEFFERSON STARSHIP Freedom At... (RCA/Grunt) "Hungry Eyes"	119/88 A-0 M-33	125/80 A-0 M-35	135/187 A-0 M-28	139/116 A-0 M-24	134/117 A-0 M-17
5 EAGLES The Long Run (Asylum) Title	110/84 A-0 M-26	114/82 A-0 M-22	129/110 A-0 M-19	128/117 A-0 M-11	131/117 A-0 M-14
6 J. GEILS BAND Love Stinks (EMI America) Title	135/80 A-0 M-68	125/64 A-4 M-67	129/47 A-13 M-69	120/14 A-85 M-21	52/0 A-82 M-1
6 BABYS Union Jacks (Chrysalis) "Back On My Feet"	113/80 A-0 M-33	104/70 A-0 M-34	115/69 A-3 M-35	108/48 A-5 M-55	83/24 A-19 M-50
7 ZZ TOP Deguello (WB) "I'm Bad"	118/77 A-0 M-38	118/78 A-0 M-42	124/82 A-1 M-41	120/84 A-0 M-36	118/87 A-1 M-28
8 RUSH Permanent Waves (Mercury) "Radio"	120/74 A-5 M-41	110/69 A-6 M-36	111/61 A-8 M-42	87/39 A-16 M-42	101/1 A-96 M-4
9 T. RUNDGREN/UTOPIA Adventures... (Bearsville/WB) "Road To Utopia"	122/63 A-0 M-58	126/65 A-4 M-58	122/65 A-6 M-55	108/40 A-5 M-61	104/25 A-38 M-41
10 FLEETWOOD MAC Tusk (WB) "Sara"	82/81 A-0 M-31	101/78 A-0 M-25	110/88 A-0 M-24	115/98 A-0 M-19	118/95 A-0 M-24
11 STYX Cornerstone (A&M) "Borrowed Time"	80/58 A-0 M-22	84/72 A-0 M-22	105/85 A-0 M-20	103/88 A-0 M-18	105/88 A-0 M-19
12 NO NUKES Various Artists (Asylum) "Devil"	81/61 A-0 M-40	105/61 A-0 M-44	129/82 A-0 M-47	129/82 A-0 M-47	131/87 A-0 M-44
13 ROCKETS No Ballads (RSO) "Desire"	98/39 A-2 M-67	101/38 A-3 M-63	108/30 A-8 M-57	102/18 A-21 M-65	94/2 A-87 M-8
13 PAT BENATAR In The Heat... (Chrysalis) "Heartbreaker"	70/33 A-1 M-30	72/39 A-2 M-31	79/40 A-3 M-38	70/38 A-2 M-39	63/34 A-1 M-29

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



# AOR BREAKERS

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



**HEART**  
Bebe La Strange (Epic)  
"Even" "Heaven" Title  
"Rained." 68% of our report-ers on it. Total album reports: 110. A-84, M-13, H-13. Debuted this week at No. 11.



**ROBIN TROWER**  
Victims Of Fury (Chrysalis)  
Title "Madhouse" "Jack" "Shout." 58% of our report-ers on it. Total album reports: 93. A-88, M-3, H-2. Debuted this week at No. 29.

**KNACK**  
...But The Little Girls Understand (Capitol)  
"Baby" "Want" "Hard" "Tell." 74% of our report-ers on it. Total album reports: 118. A-81, M-20, H-17. Charted this week at No. 19.



**HEART**  
Bebe La Strange (Epic)  
"Even" "Heaven" Title  
"Rained." 68% of our report-ers on it. Total album reports: 110. A-84, M-13, H-13. Debuted this week at No. 11.

# SINGLES

- LINDA RONSTADT  
"How Do I Make You" (Asylum)
- QUEEN  
"Crazy Little Thing Called Love" (Elektra)
- BOB SEGER  
"Fire Lake" (Capitol)
- JOURNEY  
"Any Way You Want It" (Columbia)
- PEARL HARBOR & THE EXPLOSIONS  
"You Got It" (WB)
- GRAHAM NASH  
"In The Eighties" (Capitol)
- POLICE  
"Message In A Bottle" (A&M)
- BOOMTOWN RATS  
"I Don't Like Mondays" (Columbia)
- IAN MCLAGAN  
"Little Troublemaker" (Mercury)
- D.L. BYRON  
"Heartbeat" (Arista)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

# JAZZ ON AOR

- CHUCK MANGIONE ..... Fun And Games (A&M)
- PAT METHENY GROUP ... American Garage (ECM)
- DAVID SANBORN ..... Hideaway (WB)
- HIROSHIMA ..... Hiroshima (Arista)
- HERON & JACKSON ..... 1980 (Arista)
- JEAN-LUC PONTY ..... Taste Of Passion (Atlantic)
- TOM SCOTT ..... Street Beat (Columbia)
- RONNIE LAWS ..... Every Generation (UA)
- B. JAMES/E. KLUGH .. One On One (Tappan Zee/Col)
- SUSAN MUSCARELLA ..... Rainflowers (Pac Arts)

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed.

# REGIONAL AOR ACTIVITY

## EAST

**Q104 WQWZ FM**  
518-462-5555  
Albany

Added: JESSIE BARNISH (WB) ...  
Removed: ...

**WAAL**  
The Sound of the 80's  
607-772-8850  
Binghamton

Added: ...  
Removed: ...

**WZZO** Allentown  
215-894-0511

Added: ...  
Removed: ...

**104.7 FM WBCN**  
617-268-1111  
Boston

Added: ...  
Removed: ...

**104.7 FM WBCN**  
301-689-0096  
Baltimore

Added: ...  
Removed: ...

**104.7 FM WBCN**  
617-282-5900  
Boston

Added: ...  
Removed: ...

## MOST ADDED

- HEART**  
Bebe La Strange (Epic) 27/22
- ROBIN TROWER**  
Victims Of Fury (Chrysalis) 23/22
- WARREN ZEVON**  
Bad Luck Streak... (Asylum) 20/19
- KNACK**  
...But The Little... (Capitol) 28/18
- GRAHAM NASH**  
Earth & Sky (Capitol) 15/11
- WISHBONE ASH**  
Just Testing (MCA) 11/11

**WGBZ** Boston  
617-247-0850

Added: ...  
Removed: ...

## MEDIUM

- CLASH**  
London Calling (Epic) 30/18
- GARY NUMAN**  
Pleasure Principle (Atco) 22/17
- PRETENDERS**  
Pretenders (Sire) 30/16
- NAZARETH**  
Malice In... (A&M) 23/15
- ROMANTICS**  
The Romantics (Nemperor) 19/14

**WLOM** Cape Cod  
617-255-3220

Added: ...  
Removed: ...

## THE HOTTEST

- PINK FLOYD**  
The Wall (Columbia) 34/34
- TOM PETTY & HEARTBREAKERS**  
Damn... (Backstreet/MCA) 34/34
- DAN FOGELBERG**  
Phoenix (Full Moon/Epic) 35/29
- T. RUNDGREN/UTOPIA**  
Adventures... (Brsville/WB) 32/23
- J. GEILS BAND**  
Love Stinks (EMI America) 31/22
- RUSH**  
Permanent Waves (Mercury) 28/22

**WLOM** Hartford  
203-247-1060

Added: ...  
Removed: ...

**104.7 FM WBCN** Bridgeport  
203-579-9995

Added: ...  
Removed: ...

**104.7 FM WBCN** Hartford  
203-549-3456

Added: ...  
Removed: ...

**104.7 FM WBCN** Long Island  
516-587-1023

Added: ...  
Removed: ...

**Q-FM-97** Buffalo  
716-681-4555

Added: ...  
Removed: ...

**104.7 FM WBCN** Buffalo  
716-681-4555

Added: ...  
Removed: ...

**104.7 FM WBCN** Buffalo  
716-681-4555

Added: ...  
Removed: ...





# SOUTH

## MOST ADDED

- KNACK**  
...But The Little... (Capitol) 29/21
- ROBIN TROWER**  
Victims Of Fury (Chrysalis) 16/16
- HEART**  
Babe Le Strange (Epic) 25/14
- WISHBONE ASH**  
Just Testing (MCA) 10/10
- GRAHAM NASH**  
Earth & Sky (Capitol) 11/8

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

## MEDIUM

- J. GEILS BAND**  
Love Stinks (EMI America) 30/20
- RUSH**  
Permanent Waves (Mercury) 31/18
- T. RUNDGREN/UTOPIA**  
Adventures... (Brsville/WB) 31/17
- STEVE WALSH**  
Schemer-Dreamer (Kirshner) 31/17
- NAZARETH**  
Malice In... (ABM) 26/16

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

- PINK FLOYD**  
The Wall (Columbia) 37/36
- DAN FOGELBERG**  
Phoenix (Full Moon/Epic) 36/32
- TOM PETTY & HEARTBREAKERS**  
Damn... (Backstreet/MCA) 36/32
- ZZ TOP**  
Deguello (WB) 35/23
- EAGLES**  
The Long Run (Asylum) 30/22

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

### KY99 Amarillo

609-359-8561

Address: 1000 W. Broadway, Amarillo, TX 79101

Station: KY99

Frequency: 99.1 FM

Power: 1000 Watts

Website: www.ky99.com

### WLBZ Columbia

803-796-8896

Address: 1000 W. Broadway, Columbia, SC 29201

Station: WLBZ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wlbz.com

### Rock Atlanta

404-328-0960

Address: 1000 W. Peachtree Street, Atlanta, GA 30308

Station: Rock

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.rockatlanta.com

### 101.1 Corpus Christi

612-855-4841

Address: 1000 W. Broadway, Corpus Christi, TX 78401

Station: 101.1

Frequency: 101.1 FM

Power: 1000 Watts

Website: www.1011.com

### KLBJ FM Austin

512-474-6543

Address: 1000 W. Broadway, Austin, TX 78701

Station: KLBJ FM

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.klbfm.com

### 101.1 Dallas-Ft. Worth

214-528-5500

Address: 1000 W. Broadway, Dallas-Ft. Worth, TX 75201

Station: 101.1

Frequency: 101.1 FM

Power: 1000 Watts

Website: www.1011.com

### TEXAS ROCK Beaumont

713-727-0229

Address: 1000 W. Broadway, Beaumont, TX 77701

Station: TEXAS ROCK

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.texasrock.com

### KZEW Dallas

214-748-9898

Address: 1000 W. Broadway, Dallas, TX 75201

Station: KZEW

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.kzew.com

### Birmingham

205-870-9900

Address: 1000 W. Broadway, Birmingham, AL 35201

Station: Birmingham

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.birmingham.com

### The Q EL PASO

95.5 FM 915-544-8864

Address: 1000 W. Broadway, El Paso, TX 79901

Station: The Q

Frequency: 95.5 FM

Power: 1000 Watts

Website: www.theq.com

### WROZ Charlotte

704-392-6191

Address: 1000 W. Broadway, Charlotte, NC 28201

Station: WROZ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wroz.com

### EL PASO

915-533-8211

Address: 1000 W. Broadway, El Paso, TX 79901

Station: EL PASO

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.elpaso.com

### WBCY-108 Charlotte

704-374-3772

Address: 1000 W. Broadway, Charlotte, NC 28201

Station: WBCY-108

Frequency: 108.1 FM

Power: 1000 Watts

Website: www.wbcy108.com

### EL PASO

915-533-8211

Address: 1000 W. Broadway, El Paso, TX 79901

Station: EL PASO

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.elpaso.com

### 101.1 Houston

713-528-4591

Address: 1000 W. Broadway, Houston, TX 77001

Station: 101.1

Frequency: 101.1 FM

Power: 1000 Watts

Website: www.1011.com

### Lexington

606-252-8894

Address: 1000 W. Broadway, Lexington, KY 40501

Station: Lexington

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.lexington.com

### New Orleans

504-529-1212

Address: 1000 W. Broadway, New Orleans, LA 70101

Station: New Orleans

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.neworleans.com

### 95.5 Jackson

601-989-1062

Address: 1000 W. Broadway, Jackson, MS 39201

Station: 95.5

Frequency: 95.5 FM

Power: 1000 Watts

Website: www.955.com

### KLPQ Little Rock

501-664-6886

Address: 1000 W. Broadway, Little Rock, AR 72201

Station: KLPQ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.klpq.com

### New Orleans

504-889-2424

Address: 1000 W. Broadway, New Orleans, LA 70101

Station: New Orleans

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.neworleans.com

### 95.5 Jacksonville

904-633-2786

Address: 1000 W. Broadway, Jacksonville, FL 32201

Station: 95.5

Frequency: 95.5 FM

Power: 1000 Watts

Website: www.955.com

### KLPQ Memphis

901-726-0060

Address: 1000 W. Broadway, Memphis, TN 38101

Station: KLPQ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.klpq.com

### Norfolk

804-661-1194

Address: 1000 W. Broadway, Norfolk, VA 23501

Station: Norfolk

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.norfolk.com

### WJLT Johnson City

615-477-3127

Address: 1000 W. Broadway, Johnson City, TN 37601

Station: WJLT

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wjlt.com

### ZETA Miami

305-371-6641

Address: 1000 W. Broadway, Miami, FL 33101

Station: ZETA

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.zeta.com

### North Charleston

803-554-7154

Address: 1000 W. Broadway, North Charleston, SC 29401

Station: North Charleston

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.northcharleston.com

### WVOT Knoxville

615-637-1010

Address: 1000 W. Broadway, Knoxville, TN 37901

Station: WVOT

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wvot.com

### love Miami

305-581-1580

Address: 1000 W. Broadway, Miami, FL 33101

Station: love

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.love.com

### Oklahoma City

405-528-5543

Address: 1000 W. Broadway, Oklahoma City, OK 73101

Station: Oklahoma City

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.oklahomacity.com

### 95.5 Johnson City

615-477-3127

Address: 1000 W. Broadway, Johnson City, TN 37601

Station: 95.5

Frequency: 95.5 FM

Power: 1000 Watts

Website: www.955.com

### love Miami

305-672-2500

Address: 1000 W. Broadway, Miami, FL 33101

Station: love

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.love.com

### WOLZ Orlando

305-645-1802

Address: 1000 W. Broadway, Orlando, FL 32801

Station: WOLZ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wolz.com

### KM KSMB Lafayette

318-232-1311

Address: 1000 W. Broadway, Lafayette, LA 70501

Station: KM KSMB

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.kmksmb.com

### 106.3 Nashville

615-244-9532

Address: 1000 W. Broadway, Nashville, TN 37201

Station: 106.3

Frequency: 106.3 FM

Power: 1000 Watts

Website: www.1063.com

### WOLZ Orlando

305-645-1802

Address: 1000 W. Broadway, Orlando, FL 32801

Station: WOLZ

Frequency: 97.1 FM

Power: 1000 Watts

Website: www.wolz.com













**Jim Duncan**

# Country

## News Notes

Remind me to punch the guy who wrote "It Never Rains In Southern California" next time I see him. This week's column is coming to you rain and mud-soaked from not-so-sunny California (Help!) . . . Country radio keeps losing good people to P/A radio. Dan Halyburton (see Page 1 for more details) has been transferred to the Storz station in Miami, WQAM, from Storz's outlet in Minneapolis, WDGY. He will be PD and afternoon drive man for WQAM. When asked about the possibility of WQAM going Country, Halyburton told R&R, "I just added a Crystal Gayle record if that means anything!?!?" (Stay tuned.) No PD replacement announced yet at WDGY . . . Jay Cooper has been promoted to PD at KERE/Denver. Cooper has been doing the afternoon show on KERE since joining the station last September. Jay Hoffer remains KERE's Operations Director . . . Metroplex Communications, the company that purchased WWOK/Miami last year, has reached an agreement to buy Country-formatted WPIK and WXRA-FM/Alexandria, VA. No format change has been announced, with the sale subject to FCC approval and all (see Page 4) . . . Max Kinkel, formerly of WKYS/Washington, DC, is the new PD and morning man at WBAX/Wilkes-Barre, PA . . . Bob Knight is another Country to P/A mover. Knight, who was the subject of an AOC article here just a couple weeks ago, has been named Operations Director of WGNA/Portland, ME. He had been PD for WKXA/Brunswick, ME. No PD named yet at WKXA; MD Dan Laramy will take over in the interim . . . On March 1 WYNE/Appleton-Oshkosh, WI will change formats to Country. Diane Hughes is GM and Jay Edwards is PD/MD. The AM facility is currently a 1000-watt daytimer. Edwards told R&R, "In June we will be on 24 hours a day with a power increase to 5kw." If you can help with record service: WYNE, Box 1237, Appleton, WI 54912 . . . Stephannie Pflumm has been named Director of Music Research and Evaluation for WDAF/Kansas City. (A fancy name for Music Director!) She had been assistant to PD Ted Cramer prior to his joining P/A station WTVN/Columbus, OH. Other changes at WDAF, according to new PD Moon Mullins, include former WUBE/Cincinnati PD and recent WDAE/Tampa air personality Johnny Bridges joining WDAF to do middays; Mike Morelock, from KCKN/Kansas City, taking over the all-night show at WDAF; and former all-nighter Phil Young named to afternoon drive for WDAF . . . Dave Jackson, formerly of KLZ/Denver, is now News Director for KLAQ-KPPL-FM/Denver . . . Billy Cole, MD of KYNN/Omaha, says this month marks 20 years for him in radio. Cole did three years at WSM/Nashville and the all-nighter for six years at WHO/Des Moines . . . Gary Dee celebrates his 8th anniversary as the number one morning man in Cleveland. Dee started his rein at Cleveland's WERE and five years ago took over morning drive at WHK . . . The Upper Midwest Communications Conclave has set May 15-17 as this year's meeting dates at the Radisson/Plymouth Hotel in Minneapolis. For more details, write UMCC at 4120 Excelsior Blvd., Minneapolis, MN 55416. This is one of the best regional seminars going . . . Barry Grant, PD of WIRK-FM/West Palm Beach and host of the morning "Breakfast Barry" show, reports Danny Davis was in for an interview recently. He said it went so well, RCA Records is planning to make the interview and spotlight on the new Danny Davis-Willie Nelson album available to other Country radio stations . . . WCXI/Detroit celebrates its first anniversary as a Country station on February 26 . . . Doug Lane, PD of WLXR-FM/La Crosse, WI, tells R&R the station will be five years old in April. They are inviting artists and deejays to send in happy birthday greetings. Send tape or cassette to WLXR, Box 2017, LaCrosse, WI 54601 . . . New York Governor Hugh Carey made his debut as guest disc jockey on WHN's Lee Arnold show earlier this month. Other recent guests included Loretta Lynn and Sissy Spacek, the actress who plays the part of Loretta in the new motion picture "Coal Miner's Daughter." At the end of an hour of reading commercials, giving weather and time checks, and relating inside stories about the filming of the movie, Loretta and Sissy joined in singing the song "Coal Miner's Daughter" from the soundtrack recording. MCA Records provided

WHN with a special advance tape of the movie soundtrack . . . The Country Music Association's annual radio survey just got underway. I urge you to take a couple of minutes to fill out the survey and return it as soon as possible to the CMA. It is a good source of information for potential advertisers, record companies, and many others involved in Country music . . . Steve Siener, PD of WAYZ/Waynesboro, PA, sent along a story and picture (too sick to print) of the station's recent Valentine's Day promotion. During Steve's morning show he talked about how someone could win a pair of his-and-her watches by sending in the most creative Valentine. Jokingly he announced that listeners could "send WAYZ anything . . . a poem, cake, something obscene, or maybe rip out the heart of a friend." By way of UPS a package came to the station with a large calf heart in a mason jar. Seiner went on to say, "it was like a scene from a Boris Karloff B-movie. The secretary who opened the package turned gray on top and green everywhere else." By the way, the practical joker did not win the WAYZ contest. I guess we can say now that WAYZ is a station with a "real" heart!



**COUNTRY CROSSOVER** — MCA's Brenda Lee recently toured Japan. During her visit to Tokyo she did an hour interview on HNK Radio. Shown here at the station are HNK disc jockey Haruo Mizuno, Brenda Lee, and HNK radio producer Junko Mitsuno.

## Country — Mass Appeal Music For The 80's?

Is country music a living, breathing case of "institutional ethics?" High falutin' as it sounds, it's precisely that label which may carry country music into the mainstream, making it the mass appeal music of the 80's. Simon V. Anderson, Ph.D. Professor of Music Education, School of Music, University of Cincinnati predicts this rosy future for country based on historical and sociological data (and a tad of intuition).

Anderson and a handful of fellow academicians made a number of End-The-Old. Start-The-New Decade predictions, some of which apply to country music.

"Every generation of pop (mass appeal) music requires expressions of infidelity, love, passion, heartbreak, loneliness and despair," Anderson told R&R. From his studies of the history of American popular music, from colonial tavern ditties through "Tin Pan Alley," he concludes that of the four major sectors of American popular music (jazz and black music, MOR — Broadway, rock, and country), only country can currently fill the bill.

"After Watergate and Vietnam, we lost our faith in political institutions. As country music continues to fuse with jazz and rock, yet retains its storytelling factor, it provides a subtitle, or surrogate answer, to our widespread cynicism. Commenting on why country music will be more popular in the 80's than it was in the 70's, Anderson explains that "in the 70's we thought we had the answers, but now we are not so sure that we do, or that the old solutions work anymore." Anderson comments that a diverse cross-section of the population "can identify with the frame of mind that country music expresses, if not with the actual fact."

The professor became involved with country music 7-8 years ago, when he started researching the topic and became "hopelessly addicted to it." Describing himself as a "student of popular music," Anderson is currently under contract with Harper & Row publishers to write a music appreciation text book, and for seven years hosted a local public radio and television show called "Pop Music USA."

The academic world is often faulted as being isolated and out of touch with the mainstream of life, and with all due respect to Professor Anderson, let it be known that he also predicts that disco will remain popular for a good bit of time to come. Evaluate accordingly.

— Lee Wade



# Country

## BREAKERS

### JERRY LEE LEWIS

#### When Two Worlds Collide (Elektra)

On 64% of reporting stations. Charts: 24-20 KIKK, 39-25 WSAI, 33-25 WXCL, 35-28 KKYX, 34-28 WJJD, debut 20 WHOO, 24-19 WPOC-FM, 33-24 WVOJ, 30-23 WUBE, 28-22 KFGO, debut 23 KHAK. Adds include WIL, WBAP, WUNI, WCMS, KVET. R&R Chart 39-33.

### CHARLEY PRIDE

#### Honky Tonk Blues (RCA)

60% of reporting stations on it. Adds this week include WHK, WDGY, KENR, WEEP, KLAK, WFMS-FM, KOKE. Charts: 35-24 KNIX, 18-12 CKLW-FM, debut 24 WSUN, 23-16 WQQT, 45-27 KIKK, 37-29 WKDA, 40-30 KCUB, 37-30 KEEN, 35-29 KFTN, debut 20 WEAT. R&R Chart Debut 34.

### RAY STEVENS

#### Shriner's Convention (RCA)

On 58% of reporting stations. One of the "Most Added" and "Most Requested" this week. Adds: KSON, KEED, WSAI, KSO, WUBE, KKYX, WMC, WHN, WPOR. Charts: 17-9 WYDE, 31-22 WQQT, 12-4 WSUN, 31-16 WIRK-FM, 5-3 WCOS-FM, 34-25 WSLR, 21-9 WBAM, 38-23 KZIP. R&R Chart Debut 35.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**BRENDA LEE** "The Cowgirl And The Dandy" (MCA) 66/13, KSON, WCXI, KWKH, KENR, WMC, KMAK, WTSO, WDDD, KWMT, KNOE, WNOW, WSEN, WCAW. Charts: 33-28 WHK, 32-24 WKDA, 26-19 KCKC.

**DOTTIE WEST** "A Lesson In Leaving" (UA) 64/13, KLAC, WFMS-FM, WNVY, WSUN, KOKE, WOKK, WMC, WWJO, WHBF, WYTL, WDDD, KKAL, KSON. Charts: 34-23 KRMD, 30-23 WQQT, 24-16 KLZ, 26-20 WLWI, 37-29 KFEQ, 31-22 WVOJ, 22-18 CKLW-FM, 34-28 WKDA, 31-19 WCOS-FM.

**STREETS** "Love In The Meantime" (Epic) 64/12, KLAC, WCXI, WFMS-FM, WSAI, WUNI, WBAP, WCMS, WSEN, KMAK, WTSO, KWMT, WKCC. Charts: 38-25 KRMD, 37-28 WAXX, 29-24 KEED, 36-27 KNEW, 37-27 WGTQ, 52-26 KZIP, 37-27 KLZ, 38-29 WVOJ, 31-25 WKDA, 34-22 WCOS-FM.

**ALABAMA** "My Home's In Alabama" (MDJ) 64/10, KLZ, KCEY, KSON, KWMT, WHBF, WCXI, KFGO, WNVY, WBAP, WPOR. Charts: 33-29 WITL, 16-12 WUNI, 31-28 WBAM, 33-22 KEED, 39-30 WAXX, 18-13 KFTN, 31-26 KKYX, 19-14 WVOJ, 29-23 WXCL, 23-15 WLWI-FM, 30-25 WKKN, 32-19 KIKX, 22-10 WCOS-FM, 26-22 KSOP.

**REX ALLEN JR.** "Yippy Cry Yi" (WB) 60/10 KRZY, KFTN, KMAK, WITL, WDDD, WHBF, WSLR, WJEN, WOKQ, WKXA. Charts: 35-30 KFGO, 33-26 WKDA, 33-28 WSM.

**DEBBY BOONE** "Are You On The Road To Lovin' Me Again" (WB/Curb) 57/24. A "Most Added" for the second week in a row. Adds: KEEN, KSON, KTOM, KCEY, KHAK, KFGO, KSO, WKCC, WTSO, WFMS-FM, WSLR, WNRS, KFEQ, WKKN, WJJD, WXCL, WUNI, KWKH, KNOE, KHEY, WLWI-FM, WQQT, WGTQ, WCMS. Charts: 37-28 KFTN, 35-25 KLZ.

**HANK THOMPSON** "Tony's Tank-Up, Drive-In Cafe" (MCA) 55/5, KLAK, WSAI, WCXI, WNRS, WCMS. Charts: 36-28 KRMD, 24-20 KCUB, 25-21 WKDA.

**GEORGE JONES & TAMMY WYNETTE** "Two Story House" (Epic) 51/51. The "Most Added" song this week. Some new adds include KCKC, KLAK, KIKX, KMPS, KLZ, KEED, KCUB, KEEN, KNIX, KRZY, WSAI, WJJD, WHK, WDGY, WNRS, WFMS-FM, WUBE, WCXI, WSLR, KRMD, WSM, WSUN, WHOO, WYDE, KIKK, WIRK-FM, WEEP, KSOP, KSO, KFGO.

**JACK GREENE** "Yours For The Taking" (Frontline) 49/5, KCEY, KRAM, WSAI, WQQT, WSUN. Charts: 18-13 KFDI, 24-19 WUBE, 42-30 WHBF, 38-27 KWKH, 38-30 KSON, 38-29 WAXX, 36-27 KEED, 10-6 KFTN, 27-22 KKYX, 29-24 CKLW-FM, 35-22 WKKN, 23-18 WJJD, 27-15 KZIP, 29-21 WJEN, 36-26 WXCL, 12-11 KYNN, 26-21 KLZ, 28-18 KUZZ, 30-25 KIKX.

**RED STEAGALL** "Three Chord Country Song" (Elektra) 48/9, CKLW-FM, KHAK, WITL, WKMF, WCXI, WHBF, WNVY, WBAM, KWKH. Charts: 38-29 KRZY, 34-28 KWMT.

**DANNY DAVIS w/WILLIE NELSON** "Night Life" (RCA) 47/8, KLAK, KFGO,

## Others Getting Significant Action

**MEL STREET** "Sleep On It Baby" (Sunbird) 43/7, KSON, KWMT, WJJD, WHK, KSO, WUBE, WCOS-FM. Charts: 43-30 KZIP, 31-27 KFTN, 44-29 KHAK, 30-19 KUZZ.

**EARL SCRUGGS REVUE** "Blue Moon Of Kentucky" (Columbia) 43/4, WTSO, KWKH, KHEY, WLWI-FM. Charts: 33-28 KCEY, 33-28 WCMS, 4-3 WUNI, 28-20 KLZ.

**DON KING** "Lonely Hotel" (Epic) 41/10, KRZY, WDGY, WITL, WKKN, KWMT, KFGO, WNVY, WQQT, WUNI, WGTQ, 36-27 KUGR.

**JIM WEATHERLY** "Gift From Missouri" (Elektra) 39/13, KLZ, KTOM, WAXX, WSLR, WXCL, KWMT, WKKN, CKLW-FM, KSO, KWKH, WGTQ, WIRK-FM, KHAK, debut 30 WADR.

**KENNY DALE** "Let Me In" (Capitol) 37/10, WKKN, CKLW-FM, WUNI, WNVY, KNOE, KHEY, WCOS-FM, WCMS, WYII, WPOR.

**BILLIE JO SPEARS** "Standing Tall" (UA) 36/11, KRZY, KEED, KLAK, KUZZ, KBET, WKMF, WUNI, WNVY, WBAM, KNOE, WYII.

**CHARLIE DANIELS BAND** "Long Haired Country Boy" (Epic) 35/14, KEED, KEEN, KIKX, KIKK, KFDI, KTYN, WSLR, WHK, KFGO, KHAK, WLWI, KNOE, KWKH, KENR, 24-15 KCKC.

**DIRT BAND** "An American Dream" (UA) 33/5, KEED, KBET, WMAQ, WCAW, WPOR. Charts: 26-15 WTSO, 23-17 WKMF, 1-1 WPOC, 10-5 WEEP, 18-8 WHN.

**JOHN WESLEY RYLES** "Perfect Strangers" (MCA) 26/12, KSOP, WXCL, WKKN,

## NATIONAL AIRPLAY/40

Radio & Records

February 22, 1980

Three Weeks	Two Weeks	Last Week	This Week	
9	6	2	1	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
4	2	1	2	BARBARA MANDRELL/Years (MCA)
7	7	3	1	ANNE MURRAY/Daydream Believer (Capitol)
18	10	6	1	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
12	9	7	1	GENE WATSON/Nothing Sure Looked Good On You (Capitol)
19	13	9	1	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
25	20	13	7	MEL TILUS/Lying Time Again (MCA)
37	29	16	1	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
31	22	15	1	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
1	3	4	10	DON WILLIAMS/Love Me Over Again (MCA)
24	19	14	11	TOM T. HALL/Old Side Of Town (RCA)
32	24	18	12	BOBBY BARE/Numbers (Columbia)
16	12	11	13	RAZZY BAILEY/I Can't Get Enough Of You (RCA)
36	27	20	14	CHARLY McCLAIN/Men (Epic)
5	4	6	15	JOHN CONLEE/Baby, You're Something (MCA)
8	11	12	16	JEANNE PRUETT/Back To Back (IBC)
2	1	8	17	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
38	30	25	18	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
-	35	30	18	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
-	37	28	20	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
-	39	33	21	MOE BANDY/One Of A Kind (Columbia)
-	-	27	22	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
21	18	17	23	JOHNNY PAYCHECK/Drinkin' And Drivin' (Epic)
6	8	22	24	CRYSTAL GAYLE/Your Old Cold Shoulder (UA)
-	36	34	25	HOYT AXTON/Wild Bull Rider (Jeremiah)
3	5	10	26	OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
22	21	26	27	ROY CLARK/Chain Gang Of Love (MCA)
39	33	32	28	JACKY WARD/I'd Do Anything For You (Mercury)
-	-	36	29	HANK WILLIAMS JR./Women I've Never Had (Elektra)
-	38	35	30	STEPHANIE WINSLOW/Crying (WB/Curb)
13	23	29	31	KENNY ROGERS/Coward Of The County (UA)
23	26	31	32	BUCK OWENS/Let Jesse Rob The Train (WB)
-	-	39	33	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
-	-	39	34	CHARLEY PRIDE/Honky Tonk Blues (RCA)
-	-	39	35	RAY STEVENS/Shriner's Convention (RCA)
-	-	38	36	LACY J. DALTON/Tennessee Waltz (Columbia)
14	15	24	37	MARGO SMITH/The Shuffle Song (WB)
-	-	40	38	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
16	16	23	39	JERRY REED/Sugarfoot Rag (RCA)
20	17	21	40	CRISTY LANE/Come To My Love (UA)

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.

New Entry



## Most Requested

LW	TW	
2	1	CONWAY TWITTY (MCA)
1	2	BOBBY BARE (Columbia)
5	3	RAY STEVENS (RCA)
3	4	GEORGE BURNS (Mercury)
6	5	WILLIE NELSON (Columbia)
8	6	ANNE MURRAY (Capitol)
7	7	WAYLON JENNINGS (RCA)
-	8	HOYT AXTON (Jeremiah)
-	9	RONNIE MILSAP (RCA)
-	10	CHARLY McCLAIN (Epic)

## Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- JOHN CONLEE  
Baby, You're Something (MCA)
- GAIL DAVIES  
Blue Heartache (WB)
- CRYSTAL GAYLE  
Your Old Cold Shoulder (UA)
- KENDALLS  
You'd Make An Angel... (Ovation)
- MOE & JOE  
Holding The Bag (Columbia)
- OAK RIDGE BOYS  
Leaving Louisiana... (MCA)
- JEANNE PRUETT  
Back To Back (IBC)
- KENNY ROGERS  
Coward Of The County (UA)
- T.G. SHEPPARD  
I'll Be Coming Back... (WB/Curb)
- DON WILLIAMS  
Love Me Over Again (MCA)

WKKK, WDAF, WYTL, KVET, WHOO, KHEY. Charts: 32-27 KRMD, 20-14 KRZY, 32-24 KRAM, 11-10 KUGR, 38-30 CKLW-FM, 22-18 KFTN, 30-21 WIRK-FM.

**BIG AL DOWNING** "The Story Behind The Story" (WB) 45/8, KLAK, WKMF, KGFX, WXCL, WYDE, KOKE, WJEN, WADR. Charts: 39-25 KWKH, debut 25 WSUN, 38-28 KUZZ, 28-23 KSO, 31-38 KSOP.

**JUICE NEWTON** "Sunshine" (Capitol) 44/4, KKAL, WWJO, WIL, WKXA. Charts: 30-24 KFTN, 27-21 WLWI-FM, 32-24 KLZ, 35-30 WJEN, 24-20 WKDA, 37-28 WCOS-FM.

**EMMYLOU HARRIS** "Beneath Still Waters" (WB) 43/35. One of the "Most Added" this week. New stations include KLAK, KIKX, KUZZ, KSOP, KLAC, KLZ, KEED, KEEN, KRZY, CKLW-FM, KFGO, WSAI, WXCL, KVOD, WJEN, WSUN, WHOO, KHEY, KRMD, WPOR, WYII. Charts: debut 30 WSEN, 21-12 KCKC.

KYNN, KFDI, KVOD, KNOW, KLVI, KWKH, WLAS, WCOS-FM, WADR, 40-30 WBAM.

**NICK NOBLE** "Big Man's Cafe" (Churchill) 25/5, WSLR, WAXX, KYNN, WQQT, KOKE, 38-30 WKKK.

**CAROL CHASE** "Sexy Song" (Casablanca West) 24/5, WHK, KENR, WGTQ, WUNI, WSEN, debut 29 WADR.

**LORETTA LYNN** "Pregnant Again" (MCA) 21/21. One of the "Most Added." Adds include KNIX, KMPS, KSO, KHAK, WAXX, WKMF, WCXI, KBMR, WKKK, WNRS, CKLW-FM, WTHI, WBAM, KNOE, KRMD, KZIP, KIKK, WIRK-FM, WYDE, WPOC, WSEN.

**FARON YOUNG** "(If I'd Only Known) It Was The Last Time" (MCA) 21/6, KFTN, KMAK, WUBE, KYNN, KZIP, KWKH, On KCEY, KRZY, KUZZ.

**BILLY WALKER** "You Turn My Love Light On" (Caprice) 16/4, WYTL, CKLW-FM, KWKH, WQQT, On KCEY, KRAK, KSSS, WKKK.

**CHET ATKINS** "Blind Willie" (RCA) 15/4, KNEW, KTYN, WKKK, WDDD, On KFGO, WCXI, KRAK, KSOP, WVOJ, WIRK-FM.

**ROGER BOWLING** "Friday Night Fool" (NSD) 14/9, KBET, KFTN, KEED, WCXI, CKLW-FM, KFDI, KVOD, WJEN, WCOS-FM.

**LINDA RONSTADT** "Rambler Gambler" (Asylum) 13/12, KEED, KUGR, KRDR, KEEN, KMPS, WAXX, KIKK, WBAM, KKYX, WLWI-FM, WQQT, WIRK-FM, debut 18 WSEN.



# JUICE NEWTON

she's a pure ray of

# SUNSHINE!

4818

Shining brightly on these stations:-

KUZZ KHAK  
KJJJ KYNN  
KIKX KTCR  
KBBQ WWJO  
KLAC KCKN  
KRAK WIL  
KNEW WMAY  
KSSS WYNK  
KERE WJQS  
KLZ WUNI  
KFTN WSHO  
KVOC KRMD  
KRZY KWKH  
KLAK KVET  
KIDN KENR  
KOYN KIKK  
KGEM KKYX  
KWJJ KBUC  
KMPS KOKE  
KGA KNUZ  
KLUN KZIP  
KRDR KBOX  
KMO KXOL  
KEED KHEY



KLLL WMLQ  
KYOO WEET  
WIRE WPLO  
WTSO WYDE  
WYTL WPNX  
WXCL WDEN  
WKKN WBAM  
WPOR WQQT  
WHIM WLWI  
WSLR WDXB  
WWOL WIVK  
WHK KXLR  
WWVA WKDA  
WIXZ WWNC  
CKLW WCOS  
WITL WCBX  
WSDS WFAI  
WMNI WESC  
WONE WLAS  
WTMT WCTO  
WHOK WVOJ  
WCMS WWOK  
WSLC WIRK  
WKCW WEAT

"Sunshine" the new smash-hit single from the album TAKE HEART.

ST-12000

Produced by Otha Young



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## Biff Collie Inside Nashville

# Country

**LEAVE YOUR NAME:** Paul Harvey & Red Barber headliners included in the list of Country Radio Seminar Keynoters this March. It'll be our most exciting one yet . . . Jerry Clower's daughter Jerri Sue married Steve Wayne Cummings at the Clower home in Yazoo City Valentine's Day . . . Bill Anderson M.C.'ed a "Nashville's Got Heart" Auction on Valentine's Day . . . Nashville CPA Gary Baker, driving Waylon Jennings's car in the Daytona 500 time trials, crashed (no injuries) . . . Julie Shacklett, Brenda Lee's 15-year-old daughter, recovering from spinal surgery (scoliosis is the medical term) at Nashville's Vanderbilt Hospital . . . Gary S. Paxton, the same wild and crazy guy whose "Monster Mash," "Cherry Pie," and "Alley Oop" were giant rock hits, and whose Vern Gosdin records recently have netted Top Ten hits (Gary produces Vern), finished 12th in one of those Daytona 500 qualifying races last week, driving his own car! (He's the same guy you've seen singing gospel music on TV) . . . The IFCO (International Fan Club Organization) has signed the Atlas Artist Cowboy Rhythm Band (all 10 acts) to appear on their show gala at this year's Fan Fair in June . . . "Wheel Of Fortune" TV game show host Chuck Woolery was here to host Sunday night tapings of the Osmond Family Productions' "Country Roads," with John Conlee, Bobby Bare, Joe Stampley, and Moe Bandy at the Opry House . . .

**HEE HAW = WHERE?:** After 12 years, Nashville's WTVF-TV evicted Sam Luvullo and his country laughers from the premises, with the logical explanation that 98 percent of the station's profit comes from sources other than "Hee Haw" production, yet nearly six months out of the year, the station's best production people were committed to producing that show. WTVF General Manager George Crump said: "We had to bite the bullet and decide to be a television station again. We have enjoyed great prestige producing "Hee Haw" at this facility, good PR, but you can't take PR to the bank." When asked where "Hee Haw" will take the show in town (if not to California), Crump says there are a number of options. "They can go to Opryland, but they can also go to WNGE or WDCN (the Public channel here, which has one of the best facilities in town), the Performing Arts Center, or they could 'four-wall' it . . . rent a hall and bring in their own production staff and remote units."

**COUNTRY MOVIES:** In a very short time, motion pictures in the country community have become commonplace. Time was, not long ago, when we were excited and made great issue of country artists' appearances on national TV and in movies, a rare gem of a treat for country fans and stars alike. Now we count the daily-weekly exposure of country stars on national television and yawn. How about recent movies? Try these on for size: "Every Which Way But Loose," "Electric Horseman," "The Gambler," "Bronco Billy," "Urban Cowboy," "Middle-Aged Crazy," "Coal Miner's Daughter," "Hooper," "Five Easy Pieces," "Nine To Five," now "Smokey II" and "Honeysuckle Rose." These are just a few on a list that should be twice as long. Makes you want to agree with those ambitious prognosticators whose crystal balls show that country music will be the "Music of the 80's." . . . Contrary to rumored reports, Dolly Parton will in fact star with Burt Reynolds in Universal Pictures "The Best Little Whorehouse In Texas." The movie will be a screen adaptation of the musical comedy hit which has been on Broadway for two years. Dolly is now filming her movie debut, starring in "Nine To Five" with Jane Fonda and Lily Tomlin. In "Whorehouse" Dolly will play the Madam and Burt Reynolds will be the Sheriff . . .

**HIT-FINDERS:** The age-old musical question is: "I understand you're producing for Acetate Records these days?" The most honest, consistent answer should be: "Not yet!" At least if the word "producing" is taken literally. But Fred Foster and Frank Jones are two longtime "producers" in a true sense. Fred has discovered and produced such superstars and

future-supers as Dolly Parton, Roy Orbison, Larry Gatlin, Boots Randolph (still his largest seller), Charlie McCoy, ad infinitum. Ten years ago he asked songwriter giant Boudleaux Bryant (he wrote many of the original Everly Bros. hits) to write a novelty he could record with his kids. Boudleaux came up with a thing called "The Russian Bear." Just about the time they finished the record, U.S.-Russian detente began. Fred shelved the clever idea and product he had planned to release on his Monument label. Two weeks ago, vacationing in Puerto Rico (he's been doing something right), he suddenly decided that he should dig out that thing he cut with his kids and Boudleaux Bryant and see if the public was ready for it . . . Frank Jones has produced, at one time or another, Johnny Cash, Lefty Frizzell, Marty Robbins, and a few dozen others, for Columbia. Frank, who like all of us at one time or another has been "between companies" lately, got an idea for a topical record from the recent Canadian-American embassy escape from Iran. The results of both Fred Foster's and Frank Jones's "hit-hunting" ideas are now in your new-record stack or in your control room.

**MUSIC ROW MUMBLES:** Charlie Dick, the Mad Man of Music Mountain, is "back in the saddle" after a bout in the hospital with bleeding ulcers, etc. Charlie is National Promo/Sales chief for Sabre Records. (His wife was the late Hall of Famer Patsy Cline.) . . . Songwriter ("Mamas Don't Let Your Babies Grow Up To Be Cowboys") and singer Ed Bruce performed last Saturday night (16) in his first major acting role on the CBS-TV series "The Chisholms." Bruce will be featured in two or three episodes of the series . . . The Oak Ridge Boys will co-host NBC-TV's "Midnight Special" to air in April. It's set to be taped March 25 in Los Angeles, one day ahead of the group's special appearance at the NARM (National Association of Recording Merchandisers) Convention in Las Vegas . . . T.G. Sheppard was the subject of a special for "Evening Magazine," a television show syndicated by Westinghouse in fifty markets. They taped a Sheppard concert and did an interview in his new luxury touring bus . . . Sonny Throckmorton has been in the studio with new producer Jim Ed Norman (who also produces Anne Murray and Mickey Gilley). Throckmorton's new single on Mercury, "Friday Night Blues," is set for a late February release . . . The 15th annual Academy of Country Music Awards has been set for Thursday May 1 from the Good Time Theater

at Knott's Berry Farm. The show will broadcast live on NBC-TV and again is being produced by the Dick Clark Company . . . Speaking of "awards shows," the 22nd annual Grammy Awards will air next Wednesday (2-27) via CBS-TV. Kenny Rogers is hosting this year's event . . . Hank Williams, Jr. taped a "Mike Douglas Show." He's hosting that two-hour Hank Williams movie we'll see on TV later this year, taping now . . . Willie Nelson in the gossip columns re: a rumored romantic link with his "Honeysuckle Rose" co-star Amy Irving . . . Jim Owen, who's starring in the Hank Williams movie here, lost all his stage wardrobe for that production when a thief stole everything out of his car . . . Little Roy Wiggins honored at a reunion show at the Nashville Palace last week. Wiggins, remember, was Eddy Arnold's steel guitarist for 25 years . . . 82-year old Miss Lillian (Carter) was not pleased when they met her at the airport with a wheelchair. She said: "I walked 20 miles today in New Hampshire!" . . . The "1980 Songwriter's Market," a book which contains 2000 places where a song can be marketed, has just been published by Writer's Digest Books . . . Did you see the "Harper Valley PTA" movie on TV last Sunday night on NBC? . . . John Gay was here to confer with Tammy on the movie version of her life story, "Stand By Your Man" . . . Charlie Daniels debated as to whether he should take Vassar Clements or Johnny Gimble to Hollywood to fiddle while he sang "The Devil Went Down To Georgia" on the Grammy Awards . . . Ronnie Milsap, just made an honorary member of the Sioux Indian Tribe, was named High Eagle . . . Kenny Rogers's trip here Monday (8) was to present his "Gambler" movie costume to the Country Music Hall of Fame . . .

**CATES-HAGAN, INC.** will open offices in Nashville at 25 Music Square West next week, headed by Barbara Hill. Joe Cates & Chet Hagan, principals of the new company, are leading producers of prime time network country music TV specials. Their combined country TV credits include specials hosted by Dolly Parton, Crystal Gayle, Eddy Arnold, Glen Campbell, Roy Clark, Tennessee Ernie Ford, and Charley Pride, plus that "Country Superstars of the 70's" special with President & Mrs. Carter at the historic Ford Theatre in Washington. "This move is further indication of our involvement with and commitment to the Nashville music and entertainment community. Our past and present production plans make it necessary to establish a full-time base in the city," Cates explained.

**CLOSER:** Sitting next to a man of the cloth on a recent flight to Atlanta, when we encountered a severe thunderstorm, I turned to him and pleaded: "Reverend, can't you do something???" He turned and kindly informed me: "Sorry, my friend. I'm in sales. Not management."



**CASH & COMPANY** — During the taping of the finale of the Johnny Cash "25th Anniversary Special" at Nashville's Grand Ole Opry are Roy Acuff, Tom T. Hall, Earl Scruggs, Bill Anderson, Carter family members, Jeannie C. Riley, Tennessee Governor Lamar Alexander, June Carter Cash, Sonny James, Johnny Cash, Dottie West, The Statler Brothers, Brenda Lee and Grandpa Jones. Johnny Paycheck and Minnie Pearl are in front of the group. Not seen are The Oak Ridge Boys, Don Williams and "Cowboy" Jack Clement. Pictured in the lower picture during the show are Kris Kristofferson, Johnny Cash, Waylon Jennings and Larry Gatlin.







P/A

POP/ADULT®

## Mike Kasabo

### Our Man In Iran — Part Two

We pick up from last week as Alex Paen relives his acclaimed journey as Golden West's (and radio's) eyewitness to the Iranian hostage crisis.

**R&R:** What authorities did you seek out as a source of reliable information?

**AP:** Usually it was the office of Abolhassan Bani-Sadr. He was well respected, and of course is now the President of Iran. Also there were several lower officials in the government who could be trusted for information.

**R&R:** Did you communicate on a secretive basis with the students at any time?

**AP:** In a way. They made their initial contact with me by passing notes through the gates of the Embassy — we had a number of sensitive communications.



**R&R:** What effects did you experience regarding any lifestyle changes for the Iranian people because of the Ayatollah's takeover?

**AP:** It changed drastically after the revolution. Since he took over there are no alcoholic beverages to be had, the social life is now almost nil because he closed down the nightclubs — one or two stayed open and I remember having dinner with a friend and a singer up on the stage was singing to just the two of us. Social life came to a standstill, except at the Embassy. Families would go there at night and demonstrate or just walk around the various vendors who had things to eat or buy. It was almost a carnival atmosphere.

**R&R:** Did you and the network reporters share or compare notes?

**AP:** There are two points. First, regarding the sharing, yes, everyone shared information. The network people were very helpful because I couldn't be everywhere at once, so I often would rely on their eyewitness accounts of something I missed. The other part was me handling the actual reporting. Not only was I dealing with eight Golden West stations, but I had an average of 15 to 20 other radio stations that I talked to on a daily basis. I got them from everywhere in the States. I must say that it did offer me a unique opportunity to get some reaction in Tehran from America, and also Canada.

**R&R:** Did you see any record shops?

**AP:** Oh, yes. I had to buy cassettes for doing interviews and such. The street vendors sell a lot of music tapes, cassettes. Khomeini doesn't like rock 'n' roll, so he banned it, but there are a lot of young people who just ignored his decision and still play and buy it. You can't get rock music on the radio anymore, so the young people buy the records and cassettes of popular American and English artists.

**R&R:** What was the one thing or situation that will remain with you as a result of this drama?

**AP:** There is one thing I'll never forget. During the time that I was in the process of delivering Christmas cards to the hostages, I was in my room alone in the early afternoon. I wanted to start counting the first batch of mail so I could get a rough estimate of how much mail was in each bag, so I could keep an accurate count of the mail that came in. I also was separating them by state, putting them in piles, California, Arkansas and so on. As I did this I kept reading some of the messages — from families in Boise, Idaho or Tallahassee, Florida and something came over me and just completely consumed me! It touched me like I'd never been touched before — I got a chill up and down my back, got teary-eyed and just broke down completely and started crying. Looking at those messages from the American people showing their support and love was just too much for me to contain. I kept looking at those cards and saying to myself, "Alex, you've got to keep sorting them, get back to work." But it was no use. Finally, I got some friends to come and help me finish the job. Then the network TV cameras came in and as they were filming, they too became affected. It was a strange feeling to see a cameraman filming with tears in his eyes. I'll never forget the day.

**R&R:** Point blank — will the hostages be allowed to survive?

**AP:** Yes. I think they are physically being treated well. I can't comment on their mental state. I think this whole thing will end shortly — especially in view of the new President. I believe that they will not kill them, because it is not in their religious belief to do so. They are proving their point by gaining more attention on their problems. If their intention was to kill them, it would have been done a long time ago.

**R&R:** Finally, what have you personally learned from this experience?

**AP:** For me personally, I've learned how other people live. It's two different cultures between us — and they clash. Iranian thinking is totally different than ours.

**R&R:** Give an example.

**AP:** Well, for one thing, they don't see anything wrong with holding people hostage. I, in turn, related that Americans don't see things that way. To make a long story short,

I got a better perspective on how other people live. Professionally I never had a better experience dealing with members of the media — it was tremendous.

**R&R:** Anything in-closing?

**AP:** I really think the situation in Iran will conclude on a happy note. At least I'm hoping so — and look forward to the day I'll be at the airport and be saying, "and now the last of the hostages are arriving home to the United States."

### Update

WATR/Waterbury received terrific local press with its supportive position on the U.S. boycott of the summer games in Moscow. Over 6000 people participated, with phone calls the first day causing the White House to react by inviting selected station personnel for a special meeting concerning the situation . . . KNBR/San Francisco morning man Frank Dill has been sworn in as a member of that city's new Mayor's Council on Physical Fitness — Dill and seven others will advise Mayor Diane Feinstein on the relationship between the Bay Area's recreational opportunities and the health of its citizens . . . KOCH YA: Moving East, another Mayor (pictured Edward Koch of New York City) has been active in radio by co-hosting the morning show on WYNY with personality Larry Kenney. His debut as a disc jockey proved his natural flair for communicating, as he introduced the hits and added a touch of politics when he said, "I want to press New York City forward. This show does it, and that's why I'm here." . . . WREC/Memphis has sent a giant 8 x 6½ foot Valentine card to the Canadian government thanking its citizens for their recent heroic efforts to aid 6 Americans in Iran to safety . . . WCCO/Minneapolis comedy team of Boone (Charlie) & Erickson (Roger) have opened in Neil Simon's "The Odd Couple" at the Twin Cities' Old Log Theatre. The duo, both with broad theatrical backgrounds, have sold out the house for their three-week run. That theatre, the country's oldest professional theatre, has spawned such notables as Loni Anderson and Nick Nolte . . .



### Transition



Don Bleu (pictured), formerly of KHJ/Los Angeles, has moved his act north to KYUU/San Francisco (as last reported in Street Talk) where he will handle the afternoon drive shift. Making the announcement was Program Manager Mike Phillips, who stated, "We are delighted to have one of the most creative personalities in America on our staff — Don is an exceptional talent." Prior to KHJ, Bleu played afternoons at Double-day's KDWB/Minneapolis . . . Prominent Boston attorney David Finnegan can be heard on WBZ every weeknight with his own talk show. He has, in the past, filled in for other station personalities . . . Joe Armao has joined KDKA/Pittsburgh as that station's National Sales Manager. He joins the Westinghouse outlet from Radio Advertising Representatives, Inc., where he served as an account executive, with prior radio experience in Philadelphia at KYW and WIBG . . . Carol Stripling, former Music Director of newly Talk-formatted KVI/Seattle, is looking for a new position in that market — she can be reached at (206) 223-5719 . . . New Music Director at KGGF/Coffeyville is Don McCord, who replaces Bonnie Johnson, who's left radio to become a full-time lady of the house . . . WCHV/Charlotteville Operations Manager Ed Owens has departed the station to become OM for WGLD/High Point, NC . . . New morning personality of WCWA/Toledo is Denny McGuire from WIFE/Indianapolis; also new is Diane Gedeon from WLAV/Grand Rapids, who takes over the all-night show . . . Moving on to KOB/Albuquerque as Program Director is Larry Arrons, who comes to the station from KINT/El Paso. Also, Paul Douglas is promoted to assist Larry in the programming department . . .

### Color

**PUDDING ON THE PEOPLE:** KRNT/Des Moines personality Steve Gibbons (pictured) is captured here helping out children by establishing a record time for sitting in a tub of pudding. The promotion, to aid handicapped children, proved to be a sensation



worthy of national coverage in the press. 30 gallons worth of the goo was used for the promotion, which hopes to raise enough money to buy 25 wheelchairs for area children. The stunt, sponsored by the Guinness Book people, caused Gibbons to comment, "People are tired of being hit up for bucks, so we thought this was a novel way of doing it and the idea clicked." Total: 59 chairs costing \$13,500!

**CHOCOLATE HOCKEY:** In conjunction with the local Hershey Bears hockey team, WCMB/Harrisburg got 25¢ for each ticket purchased to a Bears game which, in turn, went to the 1980 Olympics fund. The promotion was capped off with a confrontation on the ice between the station staffers and WZIX/York to a broom-ball version of the sport.





POP/ADULT®

# BREAKERS®

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

## CRYSTAL GAYLE

**It's Like We Never Said Goodbye (Columbia)**  
69% of our reporters are on it. Adds include WTIC, WSBA, KOGO, KRNT, WTVN, WTAE, WBT, KMPC, WVMT, WPRO, WRIE, WIS, WCWA, KAFM, WCHV, WCMB. Key moves: 24-18 KLTE, 31-21 KRKO, 31-25 KBLF, 26-21 WJBO, 28-25 WHAG, debut 21 KEX, debut 23 WIBW, debut 25 WHBC, debut 27 WCSC, debut 28 KSTP, debut 30 WORG. Hot at WNFL, WEBC, WSGW, WHIO. Jumps 38-24 on P/A chart.

## MELISSA MANCHESTER

### Fire In The Morning (Arista)

56% of our reporters are on it. Add WSBA, WDAE, WHIZ. Key moves: 26-22 WBT, 26-22 WSGW, 33-28 KBLF, 20-16 WSM-FM, 29-24 WCWA, 34-30 WHAG, debut 22 KEX, debut 28 WLNH, debut 28 WLVA, debut 29 KSTP, debut 29 WORG. Jumps 30-25 on P/A chart.

## AIR SUPPLY

### Lost In Love (Arista)

59% of our reporters are on it. Adds include WGY, WFYR, WQUA, WDBO, KUGN, KHOW, WNEU, WFDF, WTAE, WCHV, WNFL, WCWA, WIS, KFMB. Key moves: 29-25 WLOW, 27-20 KRKO, 30-27 WWWE, 24-21 WVMT, 26-19 WSM-FM, 39-28 FM97, 27-21 WRIE, 28-23 WPRO, 30-26 WORG, debut 23 WBN, debut 20 WGR, debut 26 WJBO. Jumps 39-26 on P/A chart.

# NEW & ACTIVE

You'll notice two numbers: immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**GEORGE BURNS** "I Wish I Was Eighteen Again" (Mercury) 46/5 add WBZ (dp), WFYR (dp), WHDH, WSTV, KOB. Key moves: 27-21 WHBC, 28-22 WJBO, 29-20 WRIE, 27-22 WCWA, debut 24 WPRO. Heavy rotation: WJON, KSFO, WSBA. Increased 31-27 on P/A chart.

**KOOL & THE GANG** "Too Hot" (DeLite/Mercury) 46/9 add WTIC, KDKA, WTAE, KOGO, KGNR, WHIZ, KBLF, WGY, WHOK. Key moves: 20-11 WOWO, 34-26 WFIR, 22-18 WRIE, 25-23 KWOS, 32-25 WBT, debut 18 WBZ, debut 22 WPRO, debut 23 WNEU, debut 27 WSM-FM, debut 30 KSTP. Increased 37-30 on P/A chart.

**MICHAEL JOHNSON** "The Very First Time" (EMI America) 45/5 add KAKE, KAFM, WEBC, WIOD, WIBW. Key moves: 20-17 WSGW, 26-21 WCWA, 15-11 WSM-FM, 35-26 WHBC, 32-29 KBLF, 26-19 KRKO, debut 24 KEX, debut 29 WJBO, debut 30 WRIE. Increased 35-31 on P/A chart.

**DAVID GATES** "Where Does The Lovin' Go" (Elektra) 51/9 add KEX, WSBA, WCER, KMRJ, WORG, WCWA, KAFM, WFDF, KSFO. Key moves: 28-25 WSM-FM, 27-24 KBLF, 27-23 WSGW, debut 26 WLNH, debut 28 WHBC, debut 29 WWWE, debut 30 WPRO. Increased 38-32 on P/A chart.

**FELIX CAVALIERE** "Only A Lonely Heart Sees" (Epic) 34/5 add WBAL, KMRJ, KFOR, KUGN, WGIR. Key moves: 28-23 WWWE, 29-26 KBLF, 29-23 WHBC, 23-18 WSM-FM. Debut at No. 35 on P/A chart.

**PEACHES & HERB** "I Pledge My Love" (Polydor) 35/4 add WBN, WPRO, WDAE, WHBC. Key moves: 19-15 WORG, 9-5 WHAG, 22-15 FM97, 25-21 WCSC. Increased 40-38 on P/A chart.

**EAGLES** "I Can't Tell You Why" (Asylum) 39/27 adds include KMBZ, WGR, WBAL, WBT, WCBM, KFOR, WQUA, WHBC, WSB, WEBC, WPRO, KRMG, WNFL, KSFO, KEX, WTIC, WGY, WCHV, KDKA, KRKK. Key moves: 34-30 KRKO, debut 16 WWWE, debut 21 WSM-FM, debut 24 KOLO, debut 28 KWOS. Debut at No. 37 on P/A chart.

**DR. HOOK** "Sexy Eyes" (Capitol) 36/18 adds include WVMT, WJON, WHDH, WLVA.

## Radio & Records

# POP/ADULT AIRPLAY / 40

February 22, 1980

Three Weeks	Two Weeks	Last Week	This Week	
1	1	1	1	NEIL DIAMOND/September Morn (Columbia)
3	2	2	2	DAN FOGELBERG/Longer (Full Moon/Epic)
5	5	3	3	ANNE MURRAY/Daydream Believer (Capitol)
2	3	4	4	BARRY MANILOW/When I Wanted You (Arista)
18	13	9	5	RUPERT HOLMES/Him (MCA)
12	9	8	6	DIRT BAND/American Dream (UA)
13	10	7	7	SPINNERS/Working My Way Back To You (Atlantic)
25	18	12	8	CHUCK MANGIONE/Give It All You Got (A&M)
9	6	5	9	BARBRA STREISAND/Kiss Me In The Rain (Columbia)
15	11	10	10	STEVE FORBERT/Romeo's Tune (Nemperor)
4	4	6	11	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
26	19	13	12	NICOLETTE LARSON/Let Me Go, Love (WB)
22	17	14	13	QUEEN/Crazy Little Thing Called Love (Elektra)
30	21	17	14	ANDY GIBB/Desire (RSO)
31	23	18	15	TOMMY JAMES/Three Times In Love (Millennium)
7	7	11	16	FLEETWOOD MAC/Sara (WB)
35	24	19	17	TOTO/99 (Columbia)
36	28	20	18	DONNA SUMMER/On The Radio (Casablanca)
39	34	25	19	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
38	33	26	20	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
8	8	15	21	MICHAEL JACKSON/Rock With You (Epic)
6	12	16	22	DIONNE WARWICK/Deja Vu (Arista)
10	15	22	23	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
—	40	36	24	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
—	—	30	25	MELISSA MANCHESTER/Fire In The Morning (Arista)
—	—	39	26	AIR SUPPLY/Lost In Love (Arista)
—	38	31	27	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
11	16	21	28	KENNY ROGERS/Coward Of The County (UA)
17	20	23	29	KENNY LOGGINS/This Is It (Columbia)
—	—	37	30	KOOL & THE GANG/Too Hot (DeLite/Mercury)
—	39	35	31	MICHAEL JOHNSON/The Very First Time (EMI America)
—	—	38	32	DAVID GATES/Where Does The Lovin' Go (Elektra)
32	29	29	33	JACK JONES/Theme From The Love Boat (MGM)
14	14	24	34	JOHN STEWART/Lost Her In The Sun (RSO)
—	—	—	35	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
—	—	40	36	PEACHES & HERB/I Pledge My Love (Polydor)
—	—	—	37	EAGLES/I Can't Tell You Why (Asylum)
—	—	—	38	DR. HOOK/Sexy Eyes (Capitol)
—	—	—	39	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
—	—	—	40	KENNY NOLAN/Us And Love (We Go Together) (Casablanca)

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

KDOWN, WREC, WTMJ, WRIE, WCWA, KUGN, WDBO, WWWE, KFOR, WQUA. Key moves: 33-27 WHAG, 29-26 WPRO, 27-22 WSM-FM, 33-27 WBT, debut 25 WCSC, debut 28 WJBO, debut 30 KBLF. Debut at No. 38 on P/A chart.

**MAUREEN McGOVERN** "We Could Have It All" (WB/Curb) 34/12 add WHIO, KOGO, KDOWN, WSBA, WIBW, KRKK, WGR, WSGW, WDBO, WJON, KHOW, WCER. Key moves: debut 30 WHBC, debut 35 WHAG. Debut at No. 39 on P/A chart.

**KENNY NOLAN** "Us And Love (We Go Together)" (Casablanca) 33/4 add WRIE, WFDF, WSB, WQUA. Key moves: 25-20 WPRO, 25-21 WHAG, 33-29 KRKO, debut 29 WLVA, debut 31 WORG. Debut at No. 40 on P/A chart.

## Others Getting Significant Action

**BARBARA MANDRELL** "Years" (MCA) 32/3 add WHBC, KLTE, WLVA. Moves 7-4 WHAG, 15-12 WHIZ, 19-15 WLNH, 37-24 WSGW, 34-30 WBT.

**ROBERTA FLACK & DONNY HATHAWAY** "You Are My Heaven" (Atlantic) 28/3 add WFDF, WJBO, WCER. Moves 18-12 WHAG, 11-8 WSM-FM, 34-29 WHBC, debut 21 WLNH. Hot at WHIO.

**CHRISTOPHER CROSS** "Ride Like The Wind" (WB) 27/18 adds include WTMJ, WGR, WCBM, KFOR, WQUA, WLNH, WCSC, WCFR, WFIR, WPRO, WCWA, KRMG, KNBR. Moves 29-20 WSM-FM, debut 26 KWOS, debut 30 WVMT.

**KARLA BONOFF** "Baby Don't Go" (Columbia) 25/13 adds include WBT, WHIO, KEX, WHBC, WQUA, WBAL, KFMB, KSTP, WPRO, WFIR, KRMG. Debut 27 WVMT.

**JIM KIRK & TM SINGERS** "Voice Of Freedom" (Capitol) 25/9 add KMPC, KLTE, WBT (dp), KOLO, WHDH, KSFO, WVMT, WHBC, KSL. Debut 15 WGR.

**RAY, GOODMAN & BROWN** "Special Lady" (Polydor) 22/7 add WREC, WBAL, WLNH, WIS, WHAG, WTMJ, WFYR. Moves 20-15 WBZ, 26-20 WOWO, 28-23 WCWA, 29-23 WBT, debut 28 WORG, debut 30 WCSC.

**J.D. SOUTHER** "White Rhythm And Blues" (Columbia) 21/8 add WCCO, KMRJ, WPRO, KSFO, WHBC, KWOS, KMBZ, KFOR. Moves 23-18 WLOW, 35-29 WBT.

**WILLIE NELSON** "My Heroes Have Always Been Cowboys" (Columbia) 20/4 add KAKE, WHIZ, KHOW, WJBO. Debut 31 WHBC, debut 32 WORG.

**COMMODORES** "Wonderland" (Motown) 19/9. Moves 25-23 WLOW, 28-25 KWOS, 37-32 WBT, 36-30 WSGW, debut 30 WIBW.

**SHALAMAR** "The Second Time Around" (Solar/RCA) 17/5 add WBZ, KDKA, WFYR, KWOS, WCBM. Moves 19-15 KOLO, 29-24 WHIZ, 21-17 FM97, 28-17 WCSC, 24-17 WOWO.

**WAYNE NEWTON** "Years" (Aries II) 17/3 add WVMT, WHDM, WELI. Debut 28 WPRO.

**ENGLEBERT HUMPERDINCK** "Love's Only Love" (Epic) 16/4 add KUGN, WFTL, WJBO, WHAG.

**CHARLIE DORE** "Pilot Of The Airwaves" (Island) 14/11 add KRKK, WSB, WCBM.

## Most Added:

- EAGLES**  
I Can't Tell You Why (Asylum)  
Added at 30% of our reporting stations.
- CHRISTOPHER CROSS**  
Ride Like The Wind (WB)  
Added at 20% of our reporting stations.
- DR. HOOK**  
Sexy Eyes (Capitol)  
Added at 20% of our reporting stations.
- AIR SUPPLY**  
Lost In Love (Arista)  
Added at 19% of our reporting stations.
- KARLA BONOFF**  
Baby Don't Go (Columbia)  
Added at 14% of our reporting stations.
- CRYSTAL GAYLE**  
It's Like We Never Said Goodbye (Columbia)  
Added at 13% of our reporting stations.
- MAUREEN McGOVERN**  
We Could Have It All (WB/Curb)  
Added at 13% of our reporting stations.

## Hottest:

- DAN FOGELBERG**  
Longer (Full Moon/Epic)  
Reported hot at 70% of our stations.
- RUPERT HOLMES**  
Him (MCA)  
Reported hot at 52% of our stations.
- NEIL DIAMOND**  
September Morn (Columbia)  
Reported hot at 37% of our stations.
- SPINNERS**  
Working My Way Back To You (Atlantic)  
Reported hot at 35% of our stations.
- CHUCK MANGIONE**  
Give It All You Got (A&M)  
Reported hot at 30% of our stations.
- ANNE MURRAY**  
Daydream Believer (Capitol)  
Reported hot at 28% of our stations.





# Equipment: The Foundation Of The Format



The Beautiful Music-formatted FM stations in any given market feature probably the finest technical sound of any stations in that market. This is, obviously, by design and for a purpose. Contemporary formats, to a large degree, have strived for apparent loudness or "presence" on the dial. To accomplish this they've used audio processing devices that, in achieving the loudness and "punch" desired, also limit the dynamic range of the music they play. The Beautiful Music station approach is 180° different. It is the contention of Beautiful Music programmers that their music should be heard in its most natural state . . . the way it was recorded on the disc or tape. It should be heard the way the human ear hears sound, naturally . . . with soft passages and loud passages.

What this achieves is longer tune-in per average listener or less audience turnover. This is directly proportional to a station's quarter-hour ratings share. The average listener to a Beautiful Music station listens between 75 and 100 minutes. A contemporary station is more in the range of 45 to 65 minutes average. Consequently, the Beautiful Music station can achieve a bigger ratings share with a smaller base or come than the contemporary station. Let's examine the possible alternatives in audio processing and the engineering and equipment of a Beautiful Music format.

## 1.

**Product:** Most Beautiful Music stations' music libraries are on reel tape, provided by a syndication service. We'll assume here that the chosen service provides technically superior tapes for broadcast. There are independent stations that do tape from disc, either on reels or cartridge, for airplay. Suffice it to say that no amount of processing or sophisticated equipment can make a bad source-product sound good. The adage goes, "Garbage in, you'll get garbage out."

## 2.

**Playbacks:** When considering what tape decks should be used, you must define the results you wish. Basically, you want a faithful reproduction of the music on tape. A deck whose frequency response is plus or minus 1 db from 50-15,000 cycles with a reference of  $\pm 0$  db at 10 kHz is ideal. You need a deck that holds phase relationships well. (A simple oscilloscope is recommended for every control room to check phase on every tape that is aired.) Tape heads on the deck should last a minimum of 1500 to 2000 hours. The transport system should be stable and able to handle the tape without excessive damage or wear. A deck with a history of minimum maintenance is ideal. Is there such a beast on the market? The "perfect" machine has probably not been created. There are, however, several very good decks from which to choose. This list includes from **Ampex** the new ATR-100 and Ampex 440 series. Scully 270's have been the workhorses of the past, and while not in current production, can be found in the used marketplace. Scully's 280 series is in use at some BM stations. The new digital MCI deck is being used by many Beautiful Music stations. While price and durability are certainly a factor, the main criteria is your ear . . . how does the deck sound on-the-air?

## 3.

**Automation:** While most competitive major market Beautiful Music stations have chosen to go

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with a live announcer, there are literally hundreds of stations broadcasting the format using total automation systems. In addition, some stations have combined the use of live announcers with automation equipment. There are several manufacturers of automative equipment; probably among the best known are **IGM** and **Schaffer**. Several combinations of equipment, from total automation to what's been called mini-nation, are available. To find out to which extent your station should go, it would be advisable to contact representatives of these automation equipment manufacturers.

## 4.

**Console:** Some stations choose not to broadcast their music through a board or console, but rather go directly to the stereo generator, processor-transmitter package. Their reasoning is that the more equipment you have on line, the most degradation of quality. If you choose to control your music through a board, again you should look at a board that has a flat frequency response and that provides no coloration to the audio. There are many good commercially available boards, including consoles from **Harris**, **Ward Beck**, **McMartin**, **Pacific**, and **Collins**, to name a few. One other note . . . many Beautiful Music stations have built or have had designed for them custom-made consoles. In many instances, this console acts primarily as a switching console, with the only audio passing through the board being the mike and cart machines.

## 5.

**Audio Processing:** This is one of the more controversial and, thus, volatile areas in engineering a Beautiful Music station. The objective is to create limiting protection while achieving a good modulation level without coloring or changing the original sound through compression — in other words, not damaging or limiting the dynamic range of the music you're airing. One of the most popular pieces of limiting equipment is the **Optimod 8000-A**. There are a few reasons for its popularity. It combines a stereo generator with a limiter and compressor and is available at relatively low cost (under \$4000). It also has a wide range of limiting/compressing capabilities and, consequently, may be used in an environment calling for heavy limiting/compression or for the needs of a Beautiful Music station, which would be light limiting. Again, remember each piece of equipment you put between your source (music tapes) and the transmitter can color or change your audio quality. When choosing audio processing gear, it is advisable to A/B the original source material to the final transmitted audio. Other processing equipment choices include the **Harris MSP 90** and **100** series, Multi-limiter from **Pacific Recorders**, **CBS-411** (no

longer produced but used ones are available), and the **Dorough Audio Processor**.

## 6.

**Exciter:** While the exciter is theoretically a transparent piece of equipment — that is, it is supposed to pass audio with no coloration — the fact is that it does. Among the two best exciters on the market are the new models from **Harris** and **Collins**. They should be considered in your choices.

## 7.

**Transmitters:** The available choices here are many. Your needs (power) will dictate the type you'll need. Again, it is best to consider those who have developed a good track record. Among your choices are **Harris**, **Collins** and **RCA**.

## 8.

**Other Equipment:** More to consider to round out your sound:

**A. Voice Limiting Only:** Since your final product has very little processing, it may be necessary to control levels on all voice programming (announcer and commercial spots). Without this control, spots may vary in loudness, compared to the live announcer . . . obviously a listener irritant. A separate limiter/compressor can be established for the mike and cart machines without affecting the music.

**B. Microwave STL (Studio Transmitter Link):** STL's are important because they again can create audio problems.

## 9.

**The Marriage:** With any marriage, compatibility is desired. Some pieces of equipment don't sound as good in tandem with other pieces of equipment. Trial and error is one method — however, here's a time-saving suggestion. Arm yourself with knowledge. There are many fine Beautiful Music radio stations across the country that have already spent dollars and time acquiring this knowledge. A few phone calls to some of these stations will give you a good insight into product availability and performance records.

The days of listeners hanging a radio antenna on their roofs to pick up your broadcast or putting up with pops, clicks, buzzes, and hums on your signal are over. Their choices of programming are many. Competition is keen. The music director's adage, "Keep playing the hits, because if you don't, someone else will," may also be translated, "Keep your air sound technically superb because if you don't, someone else will!"

Outstanding technical quality can add share points to your ratings. Even more important, bad technical quality can keep your station an underachiever when everything else, programming, announcers, promotion, is top-notch.

TH

**"Outstanding technical quality can add share points to your ratings. Even more important, bad technical quality can keep your station an underachiever."**

# OPPORTUNITIES

## Openings

**WMCL/McLeansboro, IL** has opening for an announcer. If you would like to work in the exciting field of broadcasting, this may be just what you're looking for. If you have talent that might qualify for this position send tapes and resumes to Wanda Williamson, Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864. EOE M/F (2-22)

**WRVQ/Richmond, a 200,000 watt contemporary FM** has rare opening for morning drive/news anchor. Position available March 1st. Send tapes and resumes to Bill Thomas, PD, Box 1384, Richmond, VA 23211. EOE (2-22)

**WWCT/Peoria** looking for AOR announcer with strong production background. Experience required. Tapes and resumes to Rich Fruin, WWCT, 414 Hamilton Blvd., Peoria, IL 61602. EOE M/F (2-22)

Morning personality with top 20 market ability. Intense desire to win. Entertaining, well informed experience in Pop/Adult format. Tremendous opportunity in a well known Sunbelt market. Good pay, great lifestyle. Tapes and resumes to Joe Henderson, Box 52185, Tulsa, OK 74152. EOE M/F (2-22)

PD/Air personality with winning experience in Pop/Adult radio, Motivator, manager winner. Great opportunity in Sunbelt market of 500,000. Send tapes and resumes to Joe Henderson, Box 52185, Tulsa, OK 74152. EOE M/F (2-22)

**WTSO/WZEE/Madison, WI** looking for a full time news person with at least 3 yrs experience. Someone with strong writing, reporting and broadcasting skills to become part of a hard working news team. Send tapes and resumes to Judy Newman, Box 8030, Madison, WI 53708. EOE M/F (2-22)

**KZOM/Beaumont, TX** in Southeastern portion of state now accepting tapes for newsmen. Want to start from scratch and build your news department your way? We're looking for the conversational type with a ballsy "good ole' boy" feel to his style to coincide with our winning Texas album rock style. Tapes and resumes to KZOM, RT3, Box 483-E, Orange, TX 77630. Attn: Dave Scott, PD (2-22)

**Urban contemporary air talent needed now.** MAJIC108-FM seeks tight pro with good production skills. No screamers, no rappers. Send tapes and resumes to KMJM 1215 Cole St., St. Louis, MO 63106. No calls please. EOE M/F (2-22)

**KLUC/Las Vegas** still looking for killer night-time personality. Send tapes and resumes to Dave Anthony, KLUC, Box 14805, Las Vegas, NV 89114. EOE M/F (2-22)

**Top AOR in large college town market** looking for air talent for future openings. Minimum 2 yrs commercial broadcast experience. Tapes and resumes to Steven Ross Shine, WBWB-FM, 304 State Rd., 446 Bloomington, IN 47401. EOE (2-22)

**News Director needed for El Paso's largest radio news staff** at KINT-FM and KKOL-FM. Send tapes and resumes to Jheni Keye, 5710 Trowbridge, El Paso, TX 79925. EOE M/F (2-22)

**WTRY/Albany, NY** needs unique morning drive personality. We've got the money for you, if you've really got it. Tapes and resumes and latest ARB to Dan Martin, WTRY, WTRY Rd., Schenectady, NY 12309. EOE M/F (2-22)

## Openings

**WCCC-AM-FM/Hartford, CT** has immediate opening for talented AOR jock. Must have previous experience with AOR format. Send tapes and resumes to Sy Dressner, WCCC, Hartford, CT or call (203) 549-3468. EOE (2-22)

**PD wanted for KKOL/El Paso's only true MOR station.** Send tapes and resumes to Jheni Keye, 5710 Trowbridge, El Paso, TX 79925. EOE M/F (2-22)

**WANTED: Part-time air talent with 3-5 yrs experience.** Also part and full-time news people. Send tapes and resumes to John Dracoll, KYGO, 5350 W. 20th Ave., Denver, CO 80214. No calls. EOE (2-22)

**The "new" WSCR now accepting tapes and resumes** for future openings. Personality Adult Contemporary format. Send material to Chris Starr, PD, WSCR, 1520 North Keyser Ave., Scranton, PA 18504. No calls please. EOE M/F (2-22)

**WYRE/Annapolis** needs weekend air talent. Tapes and resumes to Steve Kingston, WYRE, 25 Silopanna Rd., Annapolis, MD 21404. EOE (2-22)

**KBDF/Eugene** has opening for strong broadcast personality. Tapes and resumes to Mike Anthony, KBDF, Box 70128, Eugene, OR 97401. EOE M/F (2-22)

**Possible air talent opening at AM100/KMLO.** We cover all of San Diego plus parts of Orange and Riverside Counties. Adult-oriented Top 40 format. Looking for someone who totally understands the concept of being a personality within the framework of a format. Competition here is hairy so you should have a few years experience along with good production skills. Tapes and resumes ASAP to Ken Burke, KMLO, Box 1000, Vista, CA 92083. No calls please. EOE M/F (2-22)

**Colorado.** If you're tired of the insecurity of radio, we're looking for you. We are a Jesus Rock station serving metropolitan Denver. Not your typical "religious" station. We're community minded, promotion minded and really desire quality in all areas. Future openings now being considered include on-air and sales. Tapes and resumes to Keith Whipple, Box 428, Brighton, CO 80601. EOE (2-22)

**NEEDED: Two pros please.** Must have 3 or more yrs experience, willing to work for good money at 50KW FM Contemporary and want to win. Tapes and resumes to Ron O'Brien, WXIL, Box 1228, Perkersburg, WV 26101. EOE M/F (2-22)

**KLIB/Liberal, KS** progressive album-oriented Country has immediate opening for news/jock combo. Good salary and working conditions. Tapes and resumes to Bill Ray, Box 856, Liberal, KS 67901 or call (316) 624-2556. EOE (2-22)

**Sales Manager needed immediately at AM100/KMLO** in San Diego market. Gung-ho take charge type. Track record and references a must. Good money. Unlimited potential. Resumes to Ken Burke, KMLO, Box 1000, Vista, CA 92083. No calls please. EOE M/F (2-22)

**Announcers/newspersons wanted.** Send tapes and resumes to Jim Schaeffer, KGHL, Box 30198, Billings, MT 59106. EOE M/F (2-22)

## Openings

**WCWA/Toledo Pop/Adult** needs a midday personality with excellent production skills and also a morning news anchor. Tapes and resumes to Doug Silver, Operations Mgr., WCWA, 604 Jackson St., Toledo, OH 43604. No calls please. EOE M/F (2-22)

**Experienced full-time news person needed at WGBB.** Minimum 2 yrs experience. Must be skilled in all phases of radio news, with emphasis on editing, writing and delivery and be able to type 40 words per minute. Also accepting tapes for possible opening in program department for air personalities. Tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EOE M/F (2-22)

**WQHK Country Pop/Adult** has two immediate openings for air personality and copywriter for Northern Indiana's #1 Country station. Tapes and resumes to Jeff DeWeese, Box 6000, Ft. Wayne, IN 46816 or call (219) 477-5511. EOE M/F (2-22)

**Dominant AOR seeks experienced PD.** Leadership, air talent and production skills essential. Send tapes and resumes to Don Davis, OM, WLAV-FM, Suite 101-C, Waters Bldg., Grand Rapids, MI 49503. No calls please. EOE M/F (2-22)

**KORK/Las Vegas Pop/Adult** looking for 12midnight-8am announcer. Call Craig Parsons at (702) 457-5511 or send tapes and resumes to Box 42129, Las Vegas, NV 89104. EOE M/F (2-22)

**KJ100** one of the nation's hottest stations just ripped off one of our people. If you're a young aggressive and positive thinker we want you. Tapes and resumes and goals to John Clay, KRIG, Box 4312, Odessa, TX 79760. EOE M/F (2-22)

**WNOK-FM/Columbia** is looking for morning talent. Production skills a must. Also heavy community involvement. Good money for the right person. Call (803) 783-4898 or send tapes and resumes to Box 50568, Columbia, SC 29250. Attn: Tracy Mitchell. EOE M/F (2-22)

**Experienced high-energy personality** communicator for night (7pm-12mid) position at WSGN/Birmingham, AL. Tapes only to Jay Michael, Twin Towers East, 236 Goodwin Creat Dr., Birmingham, AL 35209. (2-22)

**Northwest Adult Contemporary station** is accepting tapes and resumes for future on-air opening. Send to Box 1227, Everett, WA 98206. EOE M/F (2-22)

**Energetic, enthusiastic news reporter/announcer.** Must be willing to cover local government, work on features and follow assignments. Two-person news department in new studios. Females and minorities encouraged. Contact Andy Grossman, WLOI, Box 385, LaPorte, IN 46350. (2-22)

**50,000 watt KEX/Portland, OR** is seeking a host for a new 7pm-12midnight issue-oriented telephone talk show. Experience in talk format or news background preferred. College training, sociology, world history and journalism a plus. Minimum 3 yrs experience. Tapes and resumes to Bob Miller, PD, KEX, Golden West Broadcast Center, 4949 SW Macadam Ave., Portland, OR 97201. EOE M/F (2-22)

**WEFM/Chicago** requesting tapes for future openings. Send to Bill Gamble, PD, WEFM, 875 N. Michigan Ave., Chicago, IL 60611. No calls please. EOE (2-22)

**WQQT** looking for daytime jock. Opportunity for small jock to advance. Tapes and resumes to WQQT, Box 2028, Savannah, GA 31402. Please include samples of production. (2-22)

## Openings

**KXLY, 5,000 watt clear channel, Spokane, WA** looking for personality one-to-one communicator for AM drive. If you're a heavy-weight personality with experience in Pop/Adult or MOR radio we want to hear from you. Send tapes and resumes to Bob Senda, KXLY, West 500 Boone Ave., Spokane, WA 99201. EOE (2-22)

**Rare opening at KOKE-AM-FM** for multi-talented air personality. Prefer Country music top 75 market experience. Air work, production, outside viability. Minimum 4 yrs experience. Tapes and resumes to Jonathan Fricke, OM, KOKE, Box 1208, Austin, TX 78767. EOE (2-22)

**Want to live in the beautiful Ozarks? KWTO, a top Country station** in Springfield, MO needs sharp Operations Manager to handle air sound, promotions and internal operations. Tapes and resumes to Orv Koch, Stuart Broadcasting, 825 Stuart Bldg., Lincoln, NE 68501, or call (402) 475-4204. EOE (2-22)

**WIRK-FM/W. Palm Beach, FL** looking for afternoon news person. Tapes only to Terry Lee, Box 3828, W. Palm Beach, FL 33402. (2-22)

**KFMG/Albuquerque's top rated AOR outlet** looking for afternoon jock. Tapes and resumes to Carey Curelop, 5601 Domingo N.E., Albuquerque, NM 87108. No calls please. EOE M/F (2-22)

**K104/Fresno** is seeking a News Director. Interested? Contact Jim Sumpter, (209) 834-5904. EOE M/F (2-22)

**WLSQ/Montgomery, AL** has immediate openings for energetic, warm jocks interested in making Burkhardt-Abrams Superstars a winner. Good production a must. Tapes and resumes as soon as possible to Craig Mustard, Box 5000, Montgomery, AL 36101 or call (205) 832-4295. (2-22)

**D-102 . . . adult Top 40 FM, #1 in market,** is accepting tapes and resumes for possible future openings. Send your materials to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. No calls please. EOE M/F (2-22)

Longtime Midwest legend getting older (25-44). Need air personalities and serious, yet personable news talent. Tapes and resumes to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067. EOE (2-15)

**WAYX/Waycross, GA** has two openings. One for production wizard and the other for salesman. Tapes and resumes to Frank Kelly, PD, WAYX, Box 1989, Waycross, GA 31501 or call (912) 283-1230. EOE (2-15)

### PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## CHANGES

### Radio

**TODD HOTTMAN** promoted to MD at KDVV/Topeka, KS.  
**DAVE BENSON** promoted to Production Manager at WCVS/Springfield, IL.  
**LEW KATZ** joins WAVA-FM/Washington, DC as Production Manager from WWDC.  
**RON HARPER**, formerly PD at KRIG/Odessa, TX, named PD at KQID-FM/Alexandria, LA.  
**RON DENNINGTON** from KLWW/Cedar Rapids, IA to KATZ/St. Louis, MO as Program Consultant.  
**SAM JACKSON** joins Q95 (KQLH-FM/San Bernardino, CA) doing afternoons from KSEE/Santa Maria, CA.  
**KAREN CAMPBELL** named Assistant to PD at KENR/Houston, TX.  
**ED WOLOSON** named to position of Production Manager at KENR/Houston, TX.  
**ROGER ALLAN** promoted to Director of Public Affairs and News at 68RKO/Boston, MA.  
**ED WALSH** named News Manager at 68RKO/Boston, MA.  
**CHUCK JOSEPH** named to post of All-night Announcer at KENR/Houston, TX.  
**HOWARD REYNOLDS** named Weekend Announcer at KENR/Houston, TX.  
**JOE MORGAN** appointed News Reporter during AM drive for KENR/Houston, TX.  
**JACKIE HARRIS** promoted to MD at WXQR/Jacksonville, NC.  
**ANDREA ZYWCZYK** joins WQXR/Jacksonville, NC doing overnight air shift.

### Station Line-Ups

**KENR/Houston, TX LINE-UP:** 9am-12noon Dan Gallo; 12noon-3pm Jeff Mack; 3pm-7pm Hal McClellan; 7pm-12mid Mike Cannon; All-night Chuck Joseph. Weekends: Ree Stolz, Ken Murray, Howard Reynolds.

**KQLH-FM/San Bernardino, CA LINE-UP:** 6am-10am Mike Milan; 10am-3pm Bryan Hart; 3pm-8pm Sam Jackson; 8pm-1am Arden Lawrence; 1am-6am Kimberly Anderson. Weekends: Willie Rose.

**QFM/Honolulu, HI LINE-UP:** 6am-9am Austin Vali (PD); 9am-2pm The Fritz; 2pm-7pm Shewnee Smith; 7pm-12mid Harvey (MD); 12mid-6am Emery. Weekends: Celeste Perry.

**KQFM/Portland, OR LINE-UP:** 6am-10am Bill Sleter and Mike Turner; 10am-2pm Merk Newell; 2pm-4pm Norm Gregory; 4pm-8pm Danny Moffett; 8pm-12mid Rick Miller; 12mid-6am Sleepy John.

**WTAO/Murphysboro, IL LINE-UP:** 6am-9am Live Earl Jive; 9am-2pm Todd Cave; 2pm-7pm Tom Stein; 7pm-12mid Timmo Cowley; 12mid-6am Charlie McBerron. Weekends: Greg Seddlar, Julie Cannon, Marilyn Prenno, Ken Johnson.

**WQXR/Jacksonville, NC LINE-UP:** 5am-10am Bob McLean; 10am-3pm Jackie Harris (MD); 3pm-7pm Kris Kelly (PD); 7pm-12mid Merk Lapidus; 12mid-5am Andrea Zywczyk. Weekends: Karen Chandler, Bill Martin. News: Judy Terasek.

### Record

**FRANK POLOMSKI** appointed Senior Process Engineer, CBS Records International.  
**PETER LUBIN** named to position of Director of A&R, East Coast for Phonogram/Mercury.

**PAT RUSTICI** appointed Director, Sales/Artist Development, Columbia label for CBS Records.

**DAVE DEMERS** named Director, Sales/Artist Development, Epic/Portrait/Associated labels for CBS Records.

**STEPHEN PATRIE** joins Warner Brothers Records as National Dance-Oriented Rock Promotion Representative.

**PETE HURD** promoted to Assistant Buyer at WEA Philadelphia Branch.

### Industry

**THEODORE R. SULLIVAN** appointed Vice President, Finance, CBS Video Enterprises Division.

**ROXY MYZALL** named Director of National Pop and AOR Promotion for Record Logic.

**MARV GREIFINGER** appointed to Director of Creative Services and Marketing at Glotzer Management, Corp.

**SHELLY BAUER** named Director of Marketing for KSR Recording Studios.



# OPPORTUNITIES

## Openings

**Program Director needed** immediately for Washington D.C. Contemporary. WWDC-AM 1260 (DC101 sister station) seeking qualified person. Airshift and music duties. Contact Eddie Secks, GM, (202) 828-9932. EOE M/F (2-15)

**News Director needed to manage news staff** at Iowa AM/FM. Heavy emphasis on punchy local news. Applicant must have outstanding people management skills. If you have the ability and the drive, you can write your own ticket at this group flagship. Air work secondary to creative and management skills. Salary and benefits commensurate with experience. Send materials to Bob Hanbery Assoc., Inc., 136 E. 55th St., New York, NY 10022. (2-15)

**Mature announcer wanted for Big Band format** on Florida's sun coast. Needed March 1st. Call (813) 849-2285. EOE (2-15)

**KBFM/McAllen-Brownsville** looking for creative, up-tempo morning man and high-energy night jock. If you'd like to work in the sun and play on Padre Island on the weekends, send tapes and resumes to Steve Owens, KBFM, Box 3784, McAllen, TX 78501. EOE M/F (2-15)

**14QPD/Lakeland, FL** searching for morning comedians with energetic entertaining approach. Excellent pay. No beginners. Contact John Jenkins, Operations Dir., WOPD, Box 827, Lakeland, FL 33802. EOE M/F (2-15)

**WTAO/Murphysboro, IL** is seeking combo AOR-DJ/Chief Engineer. Pleasant surrounding, university town. Contact Earl Jive, RT5, Box 286, Murphysboro, IL 62966. (2-15)

**WANTED: Aggressive hard working news pro** for largest news staff on Long Island. Must take direction and work well under pressure in a locally-oriented intensive news operation. Tapes and resumes to WGBB, Box 130, Merrick, NY 11566. EOE (2-15)

**Immediate opening for full-time 12mid-6am** announcer at WVMJ. Must have some commercial radio experience or related educational background and be able to work at least 36 hours per week. Send tapes and resumes to Bob Lima, Operations Mgr., WVMJ, 570 DeBuys Rd., Bloxi, MS 39631. (2-15)

**Five top 100 markets** are looking for air talent with Rock, Album and Mass appeal Rock orientation. Tapes and resumes to Ed Shene Media Services, 8911 Alcott Dr., Houston, TX 77080. EOE (2-15)

**KBOX/Dallas** has opening for evening personality. Adult and very human sounding presentation of Country music required. Stability and positive attitude a must. Send tapes, resumes and salary requirements to Jack Weston, KBOX Radio, Dallas, TX 75238. Absolutely no calls. EOE M/F (2-15)

**Need tapes and resumes for future openings.** Hit Country format. Experienced operators only with desire for team work atmosphere. This is not an 8-5 job, hours sometimes long. Good pay and benefits. If you're willing to work hard, send info to Doc Phillips, KOJO/KIOZ, Box 818, Laramie, WY 82070. EOE M/F (2-15)

**WJAR/Providence** looking for weekend/vacation fill-in personality. Send tapes and resumes to Peter Mokover, WJAR, 111 Dorrance St., Providence, RI 02903. New England people only. EOE M/F (2-15)

**WANTED: Technicians** for radio. 3rd class license. Job entails working with automation system and assisting with production. Contact Jim Howie, WEAT, (305) 966-5500. EOE M/F (2-15)

**KYOU Country/Greeley, CO** looking for announcers who "love" Country music. If you like to play lots of Country music and you have a good voice and would like to live in a country town of about 80,000, send tapes and resumes to PD, KYOU, Box 1607, Greeley, CO 80631. (2-15)

**WCOS/Columbia, SC** now accepting tapes for future openings. Good production a must. Tapes and resumes to Hunter Herring, PD, Box 748, Columbia, SC 29202. (2-15)

**#1 rated station in El Paso.** KINT 98 is looking for an entertaining and creative morning personality. Great salary in a great city. Send tapes and resumes to Jhari Keys, 8710 Trowbridge, El Paso, TX 79925. EOE M/F (2-15)

**We don't sound like any other radio station** in the country and we're #1 in the ARB! Those two distinctions rarely come together. If you're interested in a late night air shift and some music research duties in a large Midwest metropolitan city, send tapes and resumes to Charlie Quinn, KZ93, 3131 N. University, Peoria, IL 61604. EOE M/F (2-15)

**Brand new KSLQ/St. Louis** seeks air talent. Human sounding community involved broadcast professionals, minimum 3 yrs experience in top 50 markets preferred. If you're an aggressive, bloodthirsty radio-a-holic, send tapes and resumes to Kevin Metheny, KSLQ, 111 S. Berniston, St. Louis, MO 63106. EOE M/F (2-15)

**KTAC/Tacoma** looking for top of the line off-air Production Director. Must be prepared to live in God's country and have multi-track experience. Tapes and resumes to Rick Hansen, KTAC, 2000 Tacoma Mall Office Bldg., Tacoma, WA 98411. EOE M/F (2-15)

**Position open for nighttime communicator** with personality with a flair. 80,000 watt station covering Philadelphia and New York. Send tapes and resumes to Sam Ut, 218 Ewingville Rd., Trenton, NJ 08638. EOE M/F (2-15)

## Goods & Services

### Radio Job Listings!

Hundreds now agree! JOBSHEET has the most complete listing of radio jobs! Limited time special offer: One year subscription, regularly \$35.00, now just \$28.00! MEDIA CONSULTANTS, 2504 Regent Court, LaFayette, IN 47905.

### Rantel

New confidential service for General Managers and Programmers. Get the story behind your latest ratings. Your station's programming performance computer analyzed for TSL, recycling, hour-by-hour audience flow and demographic composition. This is decision making information you need. Introductory price, \$50.00. Write for free details and references. RANTEL, P.O. Box 384, Owings Mills, MD 21117.

### Comedy Material

Funny jokes for radio folks is what I'm offering. For freebie write HYPE INK, Box 89581, Los Angeles, CA 90089.

### Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the leffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hemlet Dr., Ypsilanti, MI 48197.

### You'll Be Funnier!

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample. CONTEMPORARY COMEDY, 5804-D Twineing, Dallas, TX 75227. Phone (214) 381-4779.

### World's Largest!

Why is FRUITBOWL the world's largest weekly humor and information service? Topical jokes, humorous vignettes, artist bio's, record tie-ins, "JOCK TIPS," exclusive small-market record charts, and far more! Four week trial, \$10, refundable with yearly subscription. FRUITBOWL, Box 9787, Fresno, CA 93794.

### Phantastic Phunnies

Highly respected... proven worldwide audience builder! Hilarious... original... "quick-quip"... topical humor!! Introductory month's 400 topical one-liners and "BONUS" ... just \$2.00!!! Phantastic Phunnies, 1343-A, Stratford Dr., Kent, OH 44240.

### Broadcaster's Action Line

Job referral Service - \$40.00 for 12 months. R 2, Box 25-A, Lexington, IN 47138, (812) 889-2907. Free to employers.

### Broadcast Calendar

BROADCASTERS: Want to sound like you've prepared your program for days: Try our service, used by top radio & TV personalities all over the U.S. and Canada. Free sample of Bob Barry's NEWSLETTER & BROADCAST CALENDAR from: P.O. Box 577, Lannon, WI 53048.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 60 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 563-4330, or write us at 1930 Century Park West, L.A., CA 90067

## Positions Sought

I'm ready. I've gone to broadcasting school, college, worked in small and medium stations, I baby sat, worked Country, worked nights, I even got into Disco and I'm ready for the move. Last gig was rock and roll and I love it. For resume and tape call (509) 248-6627. 1st phone. (2-22)

**ART RILEY KMOX, WOAI, CKLW, KLIF, KBLQ, WFAA, KKDA.** Best generalist in America. (918) 622-1430. (2-22)

**JAMES ELIAS** a warm personable DJ seeking middle market. Good work record. Getting married, need more bucks but don't worry, not that much more. More for station then wages. Need direction. Call (313) 627-1767. (2-22)

**DAVE MORGAN, 10 yrs** as PD and MD of KTSN/Stockton, CA. Been given walking papers. 1st class license. Major market experience at KRBE/Houston. Available for West Coast air talent and/or MO/PD. Call (209) 948-5786 (station) or (209) 466-9032 (home). (2-22)

**Versatile radio newsmen** seeking the right challenge as a large market anchor/reporter or medium-market News Director. West or Northwest. Hard worker with a strong commitment to gathering news. Currently employed top 30 market. Strong references. Call (415) 873-7294. (2-22)

**Looking for good job with good pay for good work.** Worked at WAKY, CHUM and the past 4 yrs in Chicago at WMAQ and WJJB. Call JOHNNY TODD at (312) 986-6646 anytime. (2-22)

## Positions Sought

**Medium market News Director** seeks new challenge. 5 yrs experience. Solid reporting skills. Excellent references. Degree. JAY (607) 887-0371. (2-22)

**Experienced air personality** looking for a challenge and better opportunity. 8 yrs experience in all facets of radio including Pop/Adult, Country, Top 40. Call anytime (215) 435-4283 or (215) 481-1072. (2-22)

**Communication + personality = my track record,** and I'm looking for a morning drive slot at a community-minded, medium or large market station. 2 1/2 yrs small market experience with MD and production background. Excellent remotes, topped by 4 days in the Alaskan bush! Pop/Adult or Contemporary. RICK BARTON (408) 275-9536. (2-22)

**Have headphones will travel!** Young, intelligent hard working individual with unlimited potential seeks major/medium market positions. Send for your free introductory tape kit today! Call MARK STREHL (815) 433-1545. (2-22)

**Two Pop/Adult stations** have gone from bottom to top in the last 3 yrs under my guidance. PD/jock with track record and heavy numbers ready for next challenge. Call (315) 822-4027 before 2pm EST. Majors only. (2-22)

**PD/MD available.** We are #1 18-49. Call LEN at (315) 466-4317. (2-22)

**Morning man, presently employed** at KYA-FM/San Francisco, now available due to staff reduction for automation. Seeking major market air position, reference from present employer available. Call MIKE TAYLOR (415) 849-3782. (2-22)

**Colgate University grad** seeks small/medium market Top 40/Pop/Adult position. Top production and professional experience. Can relocate anywhere immediately. Call or write DAVE DINARDO, 1510 Waterbury Rd., Lakewood, OH 44107 or call (216) 221-7953. (2-22)

**Your play-by-play search is** over. Commercial experience skilled in air shifts, sales, news and production. Looking to move up. Single, will relocate. Available immediately. Call MITCH at (212) 376-4664. (2-22)

**Commercial jock seeking** more responsibility and larger market. Experienced in production, news, play-by-play and sales. Highly motivated. Young and single. Will relocate. Call TOM at (318) 992-8594. (2-22)

**Creative, award-winning, well respected copywriter** with good production seeks medium market station. If you're looking for a winner, so am I. Call STEVE at (208) 734-6550. (2-22)

**Excellent imaginative copywriter** ready to move up. I've got a B.A. and will furnish samples of writing. Would prefer medium or large market in Southeast or West. KEITH MILSARK, 334 Baldwin Rd., Panama City, FL 32405, (904) 785-2360. (2-22)

**DAVE MATTHEWS, 11 yrs experience.** Formerly with WHFM, WROC. Looking for Pop/Adult station. Prefer medium market in South. Call anytime (904) 245-1080. (2-22)

**Aggressive young pro,** currently in top market seeking full-time on-air position in Top 40 or Pop/Adult medium market on up. 7 yrs experience including dayparts, programming and music. Call LARRY at (203) 223-7487. (2-22)

**Available for immediate employment.** Rock and Country experience. Prefer progressive Country format. 2 yrs experience. Call ROBERT at (318) 742-8715 or write 400 John Wesley Blvd., Apt. 34, Bossier City, LA 71112. (2-22)

**New York City reporter, energetic, versatile,** knows ropes, looking for top market. Call DOUG at (212) 728-2805. (2-22)

**Marketing graduate** with 3 1/2 yrs professional programming and production experience wants job in objective programming, promotion or research. Available immediately. Call MIKE NEAL (314) 826-1836 or (314) 441-5121. (2-22)

**Update New York News Director** seeking position as anchor or reporter in medium or major market. Willing to relocate. Call (914) 794-5092 after 7pm. (2-22)

**Top rated afternoon jock** (Kansas City) looking for Country gig. Call DALE SOMMERS (818) 264-3715. (2-22)

**ANN THOMAS formerly of WCAO and WKTK** looking for announcer position and/or MD position. Call (301) 886-1422. (2-22)

**6 yr pro** looking for professional Pop/Adult personality-oriented medium or large market. Prefer West or Midwest. I have talent, voices, and relate well to my audience. The ratings prove it. Order before midnight tonight, call after 8pm CT (316) 231-9889 ask for LONNIE. (2-22)

**Not available in any store.** MIKE BEECHER's tape and resume! Featuring top hits by original artists, real spoken words, and not a speck of cereal. Medium to large market AOR, please. Call before midnight tonight (203) 762-9362. (2-22)

**Experienced AOR air personality** (major market) looking for full-time position as Music Director or Music Director/air personality at medium or major market AOR in the West. Currently at #1 AOR in Northern California. Call "P.J." after 12noon at (816) 448-6479. (2-22)

## Positions Sought

**Successful top 10 major market PD** with vast AOR and Top 40 experience. Excellent jock. Cool, sensible head, dedicated and driven. Looking for PD/OD situation at AM/FM major to medium market. Ready to build or maintain a winner and have some fun. Call STEVE at (213) 271-9042 anytime. (2-22)

**Looking for PD work.** Experienced in Drake-Chenault format. Former PD. Currently employed. CARL BAKER (215) 258-8429. Need money, benefits and the Great Northeast. (2-22)

**8 yr veteran.** Formerly KAFY, KRQ. Currently PD at KROD/El Paso. Looking for medium or major market opportunity. Upcoming format change leaves me no choice. All offers considered. Call KENY LACY (915) 544-8884 or (915) 584-3387 anytime. (2-22)

**6 yr pro.** Formerly KLUC, KMJJ. Currently MD KROD/El Paso. Looking for medium or major market gig. Format change leaves no choice. All offers considered. Call TIM McKAY (915) 544-8884 or (915) 542-3832 anytime. (2-22)

**PD who gets results, works hard** and makes it easy for you to make money. Background includes traffic, production, announcing, sales and promotions. Currently PD at #1 rocker. Extensive automation experience. Call JOCK (309) 829-1221 or (309) 829-4789 after 6pm (2-22)

**Management has just made its fifth format change** in 10 months. Adaptable programmer seeks to return home to Bay Area or Los Angeles as PD/MD/or on-air. Call (415) 929-8389. (2-22)

**Mature announcer, 15 yrs experience** 1st ticket. Have worked Country and Pop/Adult formats. Great at 7pm-12midnight or 12midnight-6am shifts. Prefer Florida or would go to another state in Southeast. Call BILL at (305) 448-1280. (2-22)

**Available after March 1 and relocating to Los Angeles.** Programming and production pro with sales and management experience. Nearly three decades in all phases of the business. One of the best voices in America. Can do it all! Interested in position with syndicators or major stations with top-of-the-line facilities as Production Director of PD. References from some of the nation's most respected pros. Work is even better. For resume, information and salary requirements call RYAN (213) 772-5718. (2-22)

**MIKE BENSON former Ass't PD/MD** in Grand Rapids now looking for program position at station of his own. Heavy AOR, Top 40 and production abilities as well as promotion. Write to 3760 Whispering Way, Apt. 202, Grand Rapids, MI 49506 or call (616) 451-2551. (2-22)

**12 yrs experience** in jockying, and programming in live and automated situations. Expert in successfully programming automation with and without music service. Currently part-time WNYR/Rochester. Formerly PD and MD FM99/Rochester. Willing to relocate, preferably to a warmer climate, but money can keep me warm too. Call LEE O'DAY (718) 338-3880. (2-15)

**Professional female DJ** with major market experience seeks top 30 market to play rock & roll. Excellent numbers. Superstars and other AOR experience. Production Director, tight production. Immediate availability. Call (317) 842-5133. (2-15)

**GLEN MILLER, aka BUICK McKANE, AOR** and Top 40. 5 yrs experience with 1st phone. Formerly KXFM/Santa Maria, now available. Will relocate but prefer Southern California. Call anytime (714) 960-8651. (2-15)

**For sale or lease, used (7 yrs) 3-speed air personality** with extra like 1st phone. KEN CASE (506) 823-2810 days. (2-15)

**Knowledgeable Pop/Adult programmer** with award winning production and promotion talents available now. Interested in talking to GM's who are having problems turning their AM Top 40 or old-line MOR stations around. Will consult or program. 9 yrs experience in medium or major markets. Call PETE STEWART at (309) 745-9617. (2-15)

## Miscellaneous

**C97-FM/Oshkosh, WI** is new and ready to win. We're sending the Oshkosh metro 3,000 watts of AOR hit music mix daytime and solid AOR after dark. 24 hours a day. All we need is product. LP's, singles, all companies send ASAP to C97-FM, c/o Ron Ross, 3480 N. Shore Dr., Oshkosh, WI 54901 or call for more information (414) 722-6471. (2-22)

**WOKF/Tampa (98 Fever)** desperately needs contemporary/dancemusic record service. Product should be sent to Scott Robbins, PD, WOKF, Box 1109, Clearwater, FL 33617. (2-22)

**Our music has one foot in the grave.** Please help. Adult Contemporary LP's and 45's needed from all labels. Send to Doug Griffin, KWRM, Box 100, Corona, CA 91720. (2-15)

**KFMU serving Steamboat Springs, CO** needs all soft AOR record service. Contact Teresa Harris, Box 66, Oak Creek, CO 80467. (2-15)

**KBUF/Garden City, KS** needs record service from all labels including Oldies. Call Scott Anderson at (316) 278-2368 before 2pm. (2-15)

**KCLU-AM-FM, college market** in need of Pop/Adult, Rock and instrumental albums from all labels. Also super oldies, 45's and LP's for afternoon show. Send to Denny Lee, KCLU, Box 728, Rolle, MO 65401. (2-15)

# THE BACK PAGE

## BREAKERS

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

### EAGLES

#### I Can't Tell You Why (Asylum)

85% of our reporters on it. Moves: Up 75, Same 19, Down 1, Adds 49 including WXLO, 96KX, WPEZ, WLS, KDWB, WGCL, Q102, KEARTH, KFRC, KJR, WBLI, WPST, KAUM, KEEL, WAXY, WHBQ, WKIX, KWEN, WOHO, Y94, KCPX. See Parallels, charts at number 23.

### BOB SEGER

#### Fire Lake (Capitol)

82% of our reporters on it. Moves: Up 63, Same 28, Down 0, Adds 48 including WXLO, WKBW, WCAO, KRBE, WLCY, KBEQ, WGCL, KFI, KUPD, WOLF, WTRY, JB105, WFMF, Y95, WAPE, 95SGF, WRVQ, KOFM, KZ93, 92X, WHOT, KERN, KROY. See Parallels, charts at number 26.

### TOMMY JAMES

#### Three Times In Love (Millennium)

66% of our reporters on it. Moves: Up 83, Same 13, Down 2, Adds 15 including WLCY, KEARTH, WBBF, KEEL, WSGN, KZ93, KENO, KRUX, G100, KAAV, WROV, KBDF. See Parallels, charts at number 27.

### AIR SUPPLY

#### Lost In Love (Arista)

64% of our reporters on it. Moves: Up 40, Same 27, Down 0, Adds 41 including WFIL, CKLW, KDWB, WOKY, WTRY, WBLI, KC101, WICC, WAEB, Q106, Y103, WSGA, WLAC, WKIX, WVIC, WZZP, Y94, KRSP, KRQ. See Parallels, charts at number 29.

### J. GEILS BAND

#### Come Back (EMI America)

59% of our reporters on it. Moves: Up 65, Same 28, Down 0, Adds 7, WICC, KEEL, Y94, KRQ, WRBR, KOOK, KBIM, WKBW 30-25, WRKO 17-13, WGCL 25-22, KFRC 27-23, KIMN 25-22, JB105 27-15, KLUC 22-11. See Parallels, charts at number 30.

## NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc.) moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

**SHALAMAR "The Second Time Around" (Solar/RCA) 97/12**  
Moves: Up 73, Same 11, Down 1, Adds 12 including WBEN-FM, WICC, KLEO, KJRB, KTKT, WHHY, KAAV, WKXY, KDVV, CKGM 23-16, Y100 20-15, Q105 21-16, WOKY 30-23, KEARTH 12-10, KFI 23-18.

**ZZ TOP "I Thank You" (WB) 96/12**  
Moves: Up 61, Same 20, Down 3, Adds 12 including WOKY, PRO-FM, JB105, WKBO, WAYS, 14WK, WAKX, KENI, CHUM 20-15, KBEQ 39-29, KJR 13-11.

**BLONDIE "Call Me" (Chrysalis) 87/41**  
Moves: Up 34, Same 12, Down 0, Adds 41 including WXLO, F105, KRBE, Z93, Y100, WLCY, KSLQ, KBEQ, KIMN, WBLI, WSGN, WRJZ, KOFM, KERN, 94Q 19-9.

**RAY, GOODMAN & BROWN "Special Lady" (Polydor) 86/20**  
Moves: Up 54, Same 12, Down 0, Adds 20 including Y100, PRO-FM, 14Q, KERP, WGH, WOHO, KFXM, WLBZ, WANS-FM, WAKX, KBDF, WFIL 24-17, WRKO 25-15, Z93 15-10, KRLA 22-16, KFRC 20-11.

**HEART "Even It Up" (Epic) 86/20**  
Moves: Up 43, Same 23, Down 0, Adds 20 including WPEZ, CKGM, WGCL, KOPA, WICC, WNCI, Y94, V100, WCGQ, KSEL, WEAQ, KBOZ, KDWB 27-19, KJR 15-7, KUPD 29-24.

**DR. HOOK "Sexy Eyes" (Capitol) 84/27**  
Moves: Up 37, Same 20, Down 0, Adds 27 including WCAO, WPGC, KIMN, WFBR, Q106, WKEE, WSGA, WSKZ, WAYS, WVIC, KROY, WIGY, WISE, KSLY, Z93 27-19, WLCY 30-23.

**MOLLY HATCHET "Flirtin' With Disaster" (Epic) 77/3**  
Moves: Up 52, Same 17, Down 5, Adds 3, 14WK, G100, WTRU, WIFI 12-8, KBEQ 35-30, KOPA 20-16, Y103 6-4, WSKZ 21-14, WVIC 25-20.

**KNACK "Baby Talks Dirty" (Capitol) 76/8**  
Moves: Up 45, Same 23, Down 0, Adds 8, KEARTH, KEEL, WNAF, KFXM, 14WK, WERC, WCGQ, KQWB-FM, WIFI 21-11, CHUM 16-7, WLS 36-26, WGCL 23-16.

**BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 74/14**, Moves: Up 42, Same 15, Down 3, Adds 14 including WFIL, Y100, KC101, WLAC, KENO, WFOX, WRBR, KOOK, WKBW 24-16, CKLW 9-8.

## Radio & Records

# NATIONAL AIRPLAY/30

## February 22, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
3	2	1	1	QUEEN/Crazy Little Thing Called Love (Elektra)
1	1	2	2	DAN FOGELBERG/Longer (Full Moon/Epic)
16	7	3	3	SPINNERS/Workin' My Way Back To You (Atlantic)
23	15	9	4	RUPERT HOLMES/Him (MCA)
15	10	7	5	TOTO/99 (Columbia)
30	21	13	6	PINK FLOYD/Another Brick In The Wall (Columbia)
19	12	10	7	DONNA SUMMER/On The Radio (Casablanca)
21	14	12	8	ANDY GIBB/Desire (RSO)
11	6	8	9	NEIL DIAMOND/September Morn (Columbia)
6	5	6	10	STEVE FORBERT/Romeo's Tune (Nemperor)
5	4	4	11	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
10	9	11	12	DIRT BAND/An American Dream (UA)
27	25	15	13	LINDA RONSTADT/How Do I Make You (Asylum)
-	29	16	14	KOOL & THE GANG/Too Hot (DeLite/Mercury)
-	27	22	15	TOM PETTY/Refugee (Backstreet/MCA)
2	3	5	16	FLEETWOOD MAC/Sara (WB)
29	28	24	17	BABYS/Back On My Feet Again (Chrysalis)
17	13	14	18	ANNE MURRAY/Daydream Believer (Capitol)
-	-	27	19	CHUCK MANGIONE/Give It All You Got (A&M)
-	-	26	20	CHRISTOPHER CROSS/Ride Like The Wind (WB)
28	26	23	21	PAT BENATAR/Heartbreaker (Chrysalis)
26	22	17	22	BARRY MANILOW/When I Wanted You (Arista)
-	-	→	23	EAGLES/I Can't Tell You Why (Asylum)
9	17	21	24	PRINCE/I Wanna Be Your Lover (WB)
7	11	19	25	MICHAEL JACKSON/Rock With You (Epic)
-	-	→	26	BOB SEGER/Fire Lake (Capitol)
-	-	→	27	TOMMY JAMES/Three Times In Love (Millennium)
12	16	18	28	STYX/Why Me (A&M)
-	-	→	29	AIR SUPPLY/Lost In Love (Arista)
-	-	→	30	J. GEILS BAND/Come Back (EMI America)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

### MOST ADDED

EAGLES "I Can't Tell You Why" (Asylum)  
BOB SEGER "Fire Lake" (Capitol)  
AIR SUPPLY "Lost In Love" (Arista)  
BLONDIE "Call Me" (Chrysalis)  
DR. HOOK "Sexy Eyes" (Capitol)

Complete Regionalized Listings on Pages 28 and 29.

### HOTTEST

PINK FLOYD "Another Brick In The Wall" (Columbia)  
QUEEN "Crazy Little Thing Called Love" (Elektra)  
RUPERT HOLMES "Him" (MCA)  
SPINNERS "Workin' My Way Back To You" (Atlantic)  
DAN FOGELBERG "Longer" (Full Moon/Epic)

### MICHAEL JACKSON "Off The Wall" (Epic) 71/26

Moves: Up 39, Same 6, Down 0, Adds 26 including WCAO, F105, Z93, CKLW, KSLQ, WTRY, KC101, K TSA, 95SGF, KERN, WHEB, WKXY, WRBR, KDZA, WXLO 18-13, Y100 16-12, WLCY 19-15, KEARTH 84, KFI 13-11, KFRC 15-7.

### NICOLETTE LARSON "Let Me Go, Love" (WB) 66/3

Moves: Up 49, Same 10, Down 4, Adds 3, F105, KXX106, KQWB-FM, WFIL 25-21, WZUU 12-3, KRLA 28-25, KOPA 21-18, WRJZ 12-8.

### BETTE MIDLER "When A Man Loves A Woman" (Atlantic) 53/4

Moves: Up 29, Same 17, Down 3, Adds 4, WRKO, WICC, KERN, WTRU, F105 20-16, KBEQ 33-26, K TSA 1-1, WBBQ 10-6.

### FOREIGNER "Women" (Atlantic) 51/11

Moves: Up 16, Same 24, Down 0, Adds 11 including WIFI, Y100, Q105, WSGN, BJ105, WRVQ, KOFM, KJRB, KUPD 26-15, WKEE 32-24, KEEL 39-34.

### Others Getting Significant Action

#### 38 SPECIAL "Rockin' Into The Night" (A&M) 45/8

Moves: Up 19, Same 15, Down 3, Adds 8, 96KX, KXX106, Y95, KOFM, KFXM, WCGQ, KPUR, KBIM, KDWB 23-17, KBEQ 40-34, KUPD 7-4.

#### UTOPIA "Set Me Free" (Bearsville/WB) 43/19

Moves: Up 8, Same 16, Down 0, Adds 19 including WKBW, KBEQ, KEARTH, WHYN, WNOX, KZ93, KCPX, WGUY, WFLB, WNAM.

#### KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 34/4

Moves: Up 16, Same 14, Down 0, Adds 4, BJ105, 95SGF, KFXM, KBOZ, Y100 35-32, WGCL 30-28, KRLA 26-24, KC101 21-16.

#### BARBRA STREISAND "Kiss Me In The Rain" (Columbia) 32/0

Moves: Up 21, Same 8, Down 3, Adds 0, WFIL d-25, WZUU 23-18, KIMN 8-7, WKIX 27-23, WJBQ 5-3, WTSN 13-10, WTRU 28-24.

#### DAVID GATES "Where Does The Lovin' Go" (Elektra) 31/12

Moves: Up 11, Same 8, Down 0, Adds 12 including WRKO, CKLW, WAYS, WFOX, FM99, KFVR, KBIM, KDWB 25-22, WZUU 25-22.

#### CHARLIE DORE "Pilot Of The Airwaves" (Island) 30/15

Moves: Up 6, Same 9, Down 0, Adds 15 including WFIL, KIMN, WICC, KXX106, KERN, WCIR, WAAY, KKXL, KRLC, WPGC on, KVIL on, KRBE on, Z93 29-25, KEARTH 28-24, KFI on.

#### GARY NUMAN "Cars" (Atco) 28/9

Moves: Up 7, Same 12, Down 0, Adds 9, 14Q, WKEE, K TSA, Y95, WBBQ, WVIC, WIGY, WXIL, KRLC, WIFI 29-26.

#### PEACHES & HERB "I Pledge My Love" (Polydor) 27/9

Moves: Up 15, Same 2, Down 1, Adds 9, WXLO, KFI, WBEN-FM, KEEL, WSGA, KWEN, KFXM, WERC, KDZA, WKBW 7-5, KEARTH 24-13, KRLA 5-3.

#### ROCKETS "Desire" (RSO) 26/7

Moves: Up 4, Same 15, Down 0, Adds 7, WIFI, PRO-FM, WNAF, KTKT, K104, WFBG, 14WK, KUPD 19-16, WNOX 27-23, KFXD 29-25.

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