

Radio & Records

ISSUE NUMBER 325

THE INDUSTRY'S NEWSPAPER

MARCH 28, 1980

AURICCHIO TO TV

Arbitron Reshuffles Top Radio/TV Brass

Resignations in New York and Laurel, MD have forced Arbitron to reassign some key personnel to new job responsibilities. There are significant implications for radio broadcasters in the new moves.

Most significant of the reassignments is that Rick Aurichio, VP/GM of the Radio Division for the last three years, will now hold the same title in the TV Division. Aurichio will be replacing Norm Hecht, who has resigned to go into a new business venture.

The void left by Aurichio's departure will be filled by Mike Membrado. Membrado joined Arbitron in January in the position of VP for TV sales. Before joining Arbitron, he worked with reps, primarily Katz and Adam Young.

Reeducation Process

Arbitron Advisory Council Chairman Ed Christian, commenting on Membrado's appointment, told R&R that he was "saddened to see Rick leave, even though it is TV's gain." Christian continued that he was "disappointed that the new radio VP was not someone with much radio experience. Now we must begin again to acquaint Arbitron with the basic needs of broadcasters."

At the Laurel production facility, Radio Product Manager Buddy Chapman has tendered his resignation, effective immediately. Avery Gibson, who has past experience at Arbitron and Audits & Surveys, is the Acting Radio De-

partment Manager. Ms. Gibson took over the reins of the radio operation in the middle of production of the J/F '80 reports now being mailed to stations.

Additionally, Marshall Snyder, former VP/GM of the Beltsville and Laurel facilities, has been appointed to VP/Planning & Research to fill the vacancy created several months ago when John Dimling left Arbitron.

No successors have been named to fill the jobs vacated by Membrado or Snyder. More internal shifts are possible within the next few weeks in order to fill these positions.

ATTACKS INDUSTRY GREED, SELF-INTEREST

Bogart NARM Speech Hits Hard

Neil Bogart, former President of Casablanca and keynote speaker at the 22nd National Association of Recording Merchandisers (NARM) convention in Las Vegas, pulled no punches in his address Monday (3-24). After a humorous opening, he began painting a bleak picture of the record industry today ("Stores are going out of business, racks are losing accounts, record labels are consolidating, selling out... disappearing") and declared, "There are a million reasons, but there is not one single excuse. He proceeded to analyze most of the industry's most pressing problems, including distribution practices, overselling, returns, home

"SELF-SERVING HYPE, LEFTOVER RHETORIC"

Van Deerlin Attacks NAB Lobbying

In his strongest attack ever on the broadcast industry, and the National Association of Broadcasters and communications attorneys in particular, Rep. Lionel Van Deerlin delivered a scathing speech on how Congress is being lobbied. "The NAB, like many other special interests groups, has become utterly predictable... (through) leftover rhetoric about localism... and self-serving hype about quality programming and First Amendment rights," Van Deerlin said.

The House Communications Subcommittee Chairman addressed a crowd of lawyers, including broadcast, FCC, and NTIA attorneys, at a seminar held by the Federal

Bar Association Monday (3-24) in Arlington, VA.

Critical Of NAB's Lobbying Style

"As a member of Congress who has listened to a chorus of special interest hard sells each time change is proposed, I tell you this: it is very tedious - and very unper-suasive," Van Deerlin proclaimed. He noted, "As a result, broadcasters are acquiring an image as knee-jerk reactionaries. They have become so predictable they are

losing their credibility - and with it, their clout. Intent on preserving a measly slice, broadcasters have lost sight of the larger pie."

What he dislikes most, he says, is the style of lobbying practiced by NAB that insists "my special interest is just a little more special than anyone else's." That view, he suggested, negates what's happening in the real world, "where real engineers are inventing real marvels, to be packaged, marketed,

VAN DEERLIN/See Page 4

Wittberger Resigns As Charter President

Russ Wittberger, President of Charter Broadcasting, announced his resignation last week, adding that he will remain with the company in a consulting capacity. Wittberger indicated that family and personal business reasons were important factors in influencing his decision.

Fred C. Danneman, President

of Charter's parent company Chartcom Inc., told R&R, "We're sorry to lose Russ. He's a hell of a guy and a great radio man. He wanted to take a hiatus from radio to handle personal affairs and see his family." Danneman added, "We're working out what our structure should be, and we'll be talking to a lot of people" about a replacement for Wittberger.

Swig, Dundas Named As Dreamland VP's

Days after Dreamland Records' distribution deal with RSO was officially announced (R&R 3-21), the new label announced its first executive appointments, as Rick Swig and Michael Dundas have been named as Vice Presidents/Promotion & Marketing. They will oversee all promotion and marketing activities at Dreamland and work closely with RSO as well.

Dreamland principal Nicky Chinn commented, "The appointments of Rick Swig and Michael Dundas... were designed to enhance the company's flexibility and to make the best possible use

of our staff's talents. I feel that we chose the best."

Swig was most recently VP/National Field Promotion at Infinity, having earlier served as National Album Promotion Director at Epic and in various local and regional promotional positions. He began his industry career at KSFQ/San Francisco.

Dundas had been Director of National Promotion at RSO, after serving as National Album Promotion Director and San Francisco Promotion Manager. Previously he worked at Warner Bros. in Seattle and in independent promotion.



Michael Dundas, Rick Swig

"Domino Theory"

Bogart presented the position of a record company "in the middle"

BOGART/See Page 22



Chuck Renwick

Renwick NBC Radio Exec VP

Chuck Renwick has been appointed Executive Vice President, NBC Radio Network, effective April 7. "One of my first duties was to name my own successor. I am delighted Chuck was available," commented NBC Radio President Dick Verne. Renwick had just taken over Sid Guber's job as VP for Broadcast at SESAC, the music licensing firm. Prior to that he was NBC Radio VP for Affiliate Relations. Under his leadership in that position, NBC Radio gained over 50 affiliates in two years.

In another NBC move, Bart Walsh has been appointed VP/GM at Washington O&O WKYS by Exec VP for FM Walt Sabo. Walsh was formerly GM at WWWW/Detroit. And Ray Gardella has been confirmed as NBC's new VP/Radio Network Affiliate Relations, as reported earlier by R&R (2-29).

Arbitron Advance Results

SAN FRANCISCO

KGO Hits Double Figures

PHILADELPHIA

KYW Down But Still On Top;

WMMR Drops Slightly

BOSTON

WBZ Tightens P/A Race As Market

Leader WHDH Slips;

WBCN Leads AOR's

BALTIMORE

WBAL Up Two-Plus, Increases Lead

CLEVELAND

News WERE Vaults To Second Place

SAN JOSE

KBAY, KOMA Make Strong Showings

See Page 24.

Goldman Named To Head Ariola's North American Operations



Elliot Goldman

Elliot Goldman has been appointed VP and Board Member of the Ariola International Group, placing him in charge of Ariola's American and Canadian entertainment operations, other than Arista Records and publishing company Interworld Music. Arista President Clive Davis announced separately that Goldman will continue in his present position as Executive VP/GM at Arista.

Ariola Group Chairman Monti Lueftner commented, "The acquisition of Ariola Records was a major move for us in the U.S. market. We look forward to its con-

tinued growth and also its extension into other areas of the entertainment business under the leadership of Clive Davis and the continued efforts of Elliot Goldman. In addition to Arista's activities, Ariola's planned expansion in the U.S. and Canadian record markets, and the many attractive opportunities in the film and audiovisual fields, make it imperative that we have someone of Elliot's proven business and management talents to initiate, organize, and coordinate those new activities. His participation in the long-range planning of Ariola's worldwide entertainment goals through his membership on the Ariola International Group's Management Committee will bring valued expertise to that key management body."

Davis stated, "Elliot Goldman has made extraordinary contributions to the development and growth of Arista Records since its inception. His keen insight, expertise, and dedicated energies have been invaluable... I know that he will provide these same outstanding qualities to Ariola as it expands its operations around the world."



Gene Froelich

Froelich To Head New MCA Records Group

MCA Inc. has formed a new Records Group to be headed by corporate VP Gene Froelich. According to MCA Inc. President Sid Sheinberg, the Records Group will incorporate all of MCA's activities in the recorded music area, excluding videodiscs and the MCA Music publishing operation. MCA Records President Bob Siner and MCA Distributing Corp. President Al Bergamo apparently will report to Froelich, whose MCA background in chiefly financial in nature.

Sheinberg stated, "We have previously recognized Gene's contributions in the acquisition of ABC Records and in the continuing restructuring of our record activities... We are fortunate in having an executive who so thoroughly understands this complex business available to furnish guidance in the exciting, albeit difficult, days that lie ahead."

Craig Named Managing Director At RCA U.K.



Jack Craig

Jack Craig, most recently Senior VP/GM for Columbia Records, has been named Managing Director for the RCA Record Division at RCA Limited (U.K.). A 20-year veteran of CBS Records, Craig held vice presidential posts within the organization for the past seven years.

In making the announcement, RCA Records Vice President - Europe Giuseppe Ornato, to whom Craig will report, said: "Mr. Craig's joining RCA... brings to our European operations one of the most respected executives in the recording industry. His presence in London will give RCA Records an enormous advantage as a competitive force throughout Europe."

"Desperado" Holds E/A Staffer Hostage

28 year-old Joseph Rivera wandered into Elektra/Asylum Records' New York offices shortly after noon last Thursday (3-20), claiming he had a songwriting appointment with Jackson Browne and Eagles Don Henley and Glenn Frey. Despite E/A staffers' protestations that the musicians were in Los Angeles, Rivera refused to leave. He then pulled a gun on Office Manager Ruth Manne and directed her into one of the inner offices. Once inside, a shot rang out (Rivera having fired at the ceiling).

Meanwhile, label personnel summoned the police. When New York City's finest arrived, Rivera allegedly said he was going to hold Manne hostage until the following demands were met. First, he wanted a sandwich, and second, he wanted someone to call WPLJ/New York, request the Eagles' "Desperado" and dedicate it to "the desperate trucker."

"About 1:30, our newsroom got a call from the police department asking us to air the song and re-

quest," WPLJ PD Larry Berger told R&R. "They relayed this message to me and we got the tune on about 1:50."

As the familiar harmonies lifted out of the transistor radio to which he was listening, Rivera became, in Manne's words, "very emotional." Dropping his gun, tears dropped down his cheeks and he surrendered. He was then taken into custody, charged with kidnapping, reckless endangerment, and criminal possession of a dangerous weapon, and is currently confined to a hospital for observation.

As for the reason behind the bizarre episode, reportedly, Rivera's business agent had sold his truck, and Rivera wanted Browne, Henley and Frey to loan him the \$2500 he needed to sue the man.

Ex-WKTU Jocks Charge Reverse Discrimination

The New York City Commission On Human Rights has held a fact-finding conference to determine whether WKTU/New York will be investigated for discrimination in the termination of three station staffers last September. The former employees (Joe Guarisco, Dave Mallow and Randy Place), all of whom are white, allege that WKTU replaced them with blacks in an effort to regain the Black/Dancemusic-formatted station's black audience, which had been lost to its competitors.

While the Commission On Human Rights may take months to decide

Bronstein Exits A&M

Lenny Bronstein, National Promotion Director at A&M and a 9 1/2-year veteran at the label, has exited the company. "The only thing I was told was that my position is being terminated," Bronstein told R&R. An A&M promotion spokesman had no comment on the reason for Bronstein's departure.

Bronstein, known as "Heavy Lenny," became one of the industry's best-known AOR promo-

BRONSTEIN/See Page 22

WKTU/See Page 22

CRAIGO/See Page 22

R&R

PAGE 3

TRADITIONAL TOP 40 TRIUMPHS IN SAN DIEGO

KGB-AM Soared From 2.6 To 6.4 Thanks To Gut Feel And Almost No Research.

Page 22

TRADITIONAL MOR IN NEW YORK GROOVE

With Old-Style Pop Ballads And Plenty Of Big Bands, WNEW-AM Staged A Ratings Comeback.

Page 59

this week...

GET READY FOR "QUARTERLY MEASUREMENT"

Arbitron called it Extended Measurement, then Continuous Measurement, but whatever the name, these 12-week surveys are a new ballgame for radio. Questions & answers provided.

Page 14

DOLLARS AND GOOD SENSE

Ad agency advice for Black radio on getting a share of the big national buys.

Page 36

JINGLES SPUR COUNTRY REACTION

An R&R poll on who's using jingles in Country radio, and some reasons for and against.

Page 54

features

Washington Report	4	TV News	16
What's New	8	Brad Messer	18
Street Talk	12	Media Marketing	21
Ratings & Research	14	Picture Pages	34
Gary Owens	16	Opportunities	62

formats

Top 40	20	Country	53
Black Radio	36	Pop/Adult	59
AOR	40		

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Washington Report

Washington Attorneys Hear Radio Deregulation Debate

On the eve (Monday, 3-24) of the FCC's due date for comments on radio deregulation, several high-ranking government officials along with top public interest spokespersons and a broadcast industry representative appeared at a conference sponsored by the Federal Bar Association in Arlington, VA. They were there to discuss their views before 300-plus attorneys on the FCC's proposal to deregulate radio in four areas: ascertainment, commercials, logging and non-entertainment guidelines. Panel moderator was former FCC Chairman Richard Wiley, head of Kirkland & Ellis's Washington office.



Richard Wiley

• FCC Deputy Chief of the Office of Plans & Policy Doug Web-bink, filling in for Dr. Nina Cornell, said the FCC has in the past been merely a gatekeeper. Describing himself as a strong deregulator, he said he favors radio deregulation because it will make way for more competition.

• NTIA Program Manager John Lyons said deregulation is desirable because it would reduce government intervention into programming. "Technology doesn't dictate, programming does," he said, referring to consumer interests. He said the NTIA supports increased stations for minorities and daytimers.

• NAB Sr. VP/GC Erwin Krasnow pointed to a lot of what he termed "scare literature" about radio people losing their jobs because of stations not having to do public affairs programs and automation. He reiterated that PSA's are not a part of the proceeding, since they are not now required. Deregulation is needed, Krasnow explained, because the FCC leads all other government agencies in paperwork requirements and in the number of hours required to file forms.

Opposing deregulation were National Black Media Coalition Director Pluria Marshall, public interest attorney Charlie Firestone, and noted economist Alan Pearce.

• Marshall maintained that public affairs will disappear with radio deregulation, and that the proposal is very naive with regard to what will happen in the marketplace. His prediction is that half the stations will go out of business and there will be no sensitivity to black perspectives even on News stations.

• Pearce's evidence supporting his premise that the broadcast business will be less profitable and less socially responsible without regulation was based entirely upon data from the TV industry.

• Firestone suggested the FCC proposal won't accomplish the goals of diversification and increased responsibility to local communities. While he agreed that format specialization is already abundant, his biggest complaint was that there would be a heavy increase in the number of commercials and the elimination of public affairs programming.

Co-chairmen of the conference were Mike Senkowski of McKenna, Wilinson & Kitner, and NTIA General Counsel Gregg Skall.



Erwin Krasnow

The Week In Review

- Time For Deregulation Comments Runs Out
- Communications Lawyers Hear Deregulation Debate
- Van Deerlin Blasts NAB (See Page 1)
- Geller Predicts 10,000 New Stations (Page 6)
- R&R Polls State Broadcast Associations On Deregulation

— Jonathan Hall



Rep. Lionel Van Deerlin

Van Deerlin Attacks NAB Lobbying

Continued from Page 1 and sold to people who will use those marvels to enrich real lives."

New Ballgame

Underlying Van Deerlin's criticism was NAB's lack of support of his efforts to rewrite the 1934 Communications Act. But the incident that prompted his assault was the association's letters sent to 22 Western Hemisphere countries making up Region 2 (R&R 3-21), in which NAB directly opposed official U.S. policy advocating 9 kHz spacing for the AM band. Van Deerlin identified NAB's action as totally arrogant, emphasizing that NAB seems to believe "if a policy is bad for the broadcasters, it's bad for us all."

Lawyers Must Change Too

Van Deerlin also attacked broadcasters' letter-writing campaigns, labeling them "Victorian." He added, "High-priced Washington counsel" should share the blame; "the letters were instigated, to one degree or another, by you... our de facto policymakers."

He said lawyers will have to change in the 1980's, combining the skills of attorney, engineer, diplomat, strategist, and educator all in one package.

"Third World charges of cultural imperialism will, sooner or later, boil down to contract negotiations for programming packages, trading rights, and satellite scanning," he said. Van Deerlin likened the change to the difference between a classical musician and a jazz improvisationalist, saying the years ahead will demand intelligent improvisation.

Slice Of The Pie

Van Deerlin was not simply critical; he outlined how broadcasters could do better. Van Deerlin said broadcasters could win big if they took a more enlightened and sophisticated approach "than that commonly practiced by most special interest groups." He said broadcasters would be wise to first recognize a common goal, fight together for the biggest possible pie, and after they're victorious, battle over the slices.

CITIZENS' GROUPS FEAR LOSS OF POWER

Emotion & Anxiety Mark Radio Deregulation Filings

NRBA Offers "Preferred Positions;" NAB Gives Full Support

As the final day to file comments on radio deregulation arrived Tuesday (3-25), there was a mad scramble to 1919 M Street to file before the FCC closed its doors. "We've got only 54 minutes and our 91 pages of comments are still being typed," NAB Attorney Barry Umansky told R&R.

Comments basically boiled down to three entities: industry, government and the public. The FCC, which proposed deregulation, is reportedly supported by the Carter Administration in addition to chief telecommunications policy expert Henry Geller, head of the National Telecommunications Information Administration (see Page 6).

All The Way?

While NAB said in its filing the Commission didn't go far enough, Umansky said the organization was in full support of the FCC's proposal to eliminate totally ascertainment and logging requirements, commercial time restrictions, and non-entertainment guidelines. Taking somewhat of a Gelleresque approach (see Page 6), NRBA advocated eliminating commercial restrictions, but offered the following alternatives:

• Adopt current non-entertainment guidelines (6% FM and 8% AM for news, public affairs and "other") as official Commission policy.

• Give stations airing an abundance of PSA's and fewer than 18 minutes per hour of commercials permission to do less than the 6%/8% standard and still feel secure in being renewed. A challenger would have the burden of proof that a station was not serving its community.

• Require broadcasters to list their top ten community pro-

blems once a year in lieu of ascertainment.

• Require licensees to keep some form of log, with the type left up to individual stations.

NAB, on the other hand, maintained that none of the four requirements the FCC proposed are needed to ensure adequate service to the public. NAB claimed the marketplace will provide programming that meets FCC goals, and called on the Commission to follow President Carter's urging that needless paper work be eliminated. Logging requirements alone cost radio stations 18 million man-hours a year, according to NAB.

Nader's Challenge

Saying deregulation was beyond the FCC's authority under the Communications Act, Ralph Nader's National Citizens' Committee for Broadcasting (NCCB) said the measure "frustrated public rights to raise programming issues in petitions to deny." Nader disputed the argument that the marketplace makes regulation unnecessary, saying, "Broadcasters aim at maximizing profits, which may mean cutting out expensive programming like news." NCCB also fears over-commercialization.

Other citizens' groups filing similar comments against deregulation included the American Civil Liberties Union (ACLU), and the National Citizens' Communications Lobby and Citizens' Communication Center, joined by the National Organization of Women.

Sales Talk

KAGO-AM-FM/Klamath Falls, OR sold by Klamath Broadcasting to Cleveland Outdoor Advertising of Fresno, CA for \$1 million plus \$150,000 not to compete. Seller owns KFAX/San Francisco, KGMS/Sacramento, and KSFM/Woodland, CA. Broker was W. John Grandy.

WDYZ & WYUT/Herkimer, NY sold by Robert and Frances Kassi to Elton Spitzer, Daniel Blume, and Eugene Gugig, for \$450,000. Spitzer is VP/Station Manager of WLIR/Garden City, NY and has 42% interest in WGRC/Spring Valley, NY. Both Gugig, WGRC VP/GM, and Blume have interests in the station. Broker was Keith Horton Co.

KAPA/Raymond, WA sold by Robert Claunch and John Reavely last week to Ben Tracy for \$320,000. Tracy is President of Central Oregon Media Productions. Broker was Hogan-Feldman, Inc.

Blair Radio forms Blair Wired State Networks (BWSN), new division specializing in sales for members of the National Association of State Radio Networks (NASRN). BWSN represents 14 out of 19 NASRN members, selling time for news, sports and information programming.

McGavren-Guild selected sales rep for WTCR-WHEZ/Ashland/Huntington, KY formerly with Selcom; WTLB/Utica, NY, formerly with Buckley; and KZZP/Phoenix, AZ.

Next RAB Sales Success Clinics: April 2, Chicago (Arlington Park Hilton) and April 3, Denver (the Regency).

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R&R POLLS STATE BROADCAST ASSOCIATIONS

Deregulation: Grab It And Run

"Let's take what we can get from the FCC and worry about more later," was the general attitude of most Executive Directors of state broadcast associations polled by R&R last week.

"One reason you may see broadcasters supporting deregulation as it stands and being less concerned about legislation which is a long way off is the emergence of a powerful enemy," said Connecticut Executive Director Bob Meinsen. "Church and education groups are very well organized, better than broadcasters are. We don't have an exact count of comments filed at the FCC from our state, but in Connecticut we felt outnumbered ten to one. Even elementary school students were asked by their principals to write opposing deregulation."

Broadcasters React To Threat

Although most state association heads told R&R they'd had problems with public interest groups filing against deregulation without understanding what it's about, they reported different reactions from broadcasters. Bob Maurer, Pennsylvania Executive Director, told R&R a lot of broadcasters feel frustrated. "They seem immune to what's going on. They're so used to attacks like this that they're not commenting to the FCC. The feeling seems to be that it's no use."

But Maine and Colorado found help and understanding. "We have always had a good relationship with the Catholic Church, so when the Bishop of Denver got information on deregulation from the Catholic Conference he called me," Colorado Executive Director John Morrill told R&R. "It turned out the information was wrong, I set him straight and as a result, the Archdiocese of Denver did not file against deregulation."

Norm Gallant, Maine Executive Director, said the Maine Department of Human Services received complaints, but noted its public relations director is a former broadcaster, who understood deregulation and was able to explain it to the public.

"We need a better public image," said Wally Gair, Illinois Executive Director. "People need to per-

ceive us as responsible, not as big, bad broadcasters just waiting for the government to get off our backs to run rock & roll all day long," he concluded.

Legislation Seen As Long-Term Solution

North Carolina Executive Director Wade Hargrove told R&R, "Although there are bound to be tradeoffs like stronger EEO sanctions, we'd better support deregulation. All of us want legislation — it's a more reliable solution to the problem — but let's take what we can now."

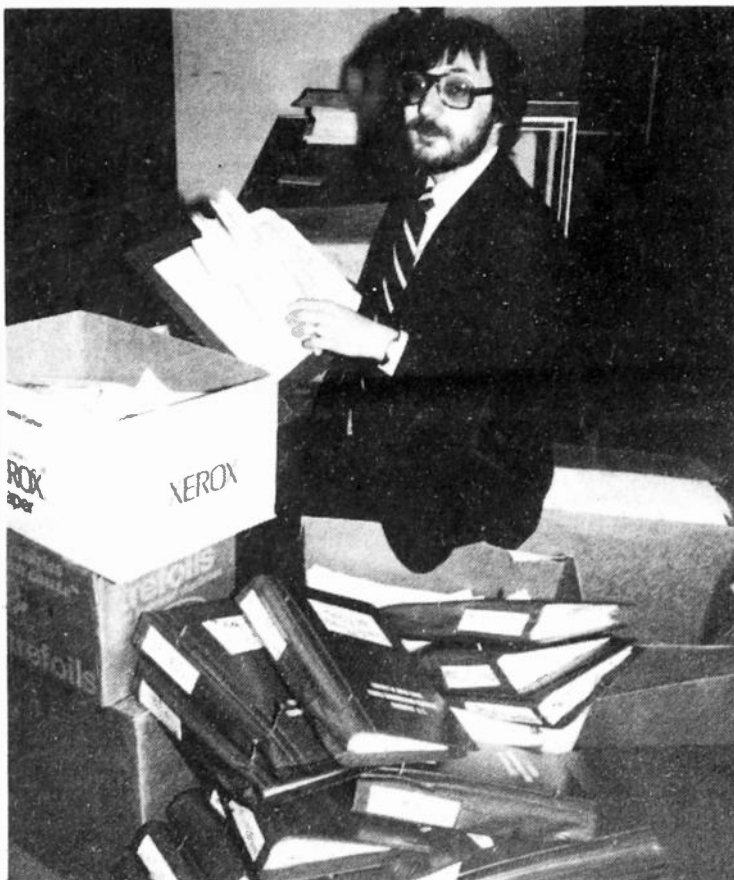
A similar opinion was expressed

by Tom Sawyer, Ohio Executive Director. "Legislation would be nice, but it's not at hand. Deregulation is."

Improving On Deregulation

When discussing former attempts at legislation, several of those interviewed explained how a new bill would have to differ from last year's proposal to rewrite the Communications Act. "We only want to update it. We don't want to throw out all legal precedents because we don't want to go through those test cases again," Georgia Executive Director Bill Sanders said.

"We were against the rewrite because of the spectrum fee," Kentucky Executive Director J.T. Whitlock told R&R. "But we do need legislation for a five-year renewal."



REVIEWING VOLUMES — Roger Holberg, FCC Staff Attorney in charge of reviewing all comments filed in the deregulation proceeding, looks over some of 250,000 letters the Commission received. Comments were due Tuesday (3-25). Reply comments are due June 25.

Washington Street Talk

Many credit the stall in the Senate to getting down to serious business on broadcast legislation proposed by Senators Goldwater and Schmitt to "born again regulator" status of Senate Communications Subcommittee Chairman Fritz Hollings. Hollings is said to be angered by airline deregulation, which has made it impossible for him to fly directly from Washington to his home in Charleston, SC.

Second likely reason that legislation isn't moving, despite rumors that Goldwater's and Hollings's staffs are meeting, is realization that with efforts dead in the House to get a bill going, there would probably be a stall on appointing a "conference committee."

Several Washington communications attorneys came away shaking their heads after FCC passed action requiring broadcasters to begin ascertaining the handicapped and gays (R&R 3-21). Only question raised about such a proposal in the face of possible radio deregulation of ascertainment came from Commissioner Anne Jones, who came close, but didn't quite get around to pursuing tough line of questions.

RAB Sales Clinic motivator Jason Jennings, while reportedly performing well at \$1000 per workshop, has run into trouble corporately. Seems after control of San Francisco-based, 15-person company was purchased earlier this year, decision was made last week to oust Jennings as president. Rumor is the Jennings Co., now being run by Larry Houghton, is in serious financial trouble.

PROPOSES 10,000 NEW RADIO STATIONS, 10% NON-ENTERTAINMENT GUIDELINE

Geller Links Deregulation With More Stations

This is the age of an inflated economy, and what follows is inflated rhetoric, a high-ranking FCC staffer quipped after Henry Geller proclaimed that 10,000 new radio stations are on the horizon. Geller's theory on why the FCC hasn't acted already to create more stations, using FM directional antennas and terrain shielding, was that it has a resources problem in being unable to process applications.

Geller, who heads the National Telecommunications Information Administration (NTIA), made the prediction at a telecommunications conference sponsored by the Federal Bar Association this week.

Deregulation can come about because there will be more stations and more service, he professed. But Geller feels that logs are going to be kept as a practical matter for advertisers, and that commercials won't become excessive. However, he remarked, "It's not a lollipop you can't take back if it's abused," referring to overcommercialization.

In response to a question by Washington attorney and former FCC Commissioner Ken Cox of Haley, Bader & Potts as to whether the increased number of stations in recent times has led to better programming, Geller said yes, because he could pick up classical music in Washington and Baltimore.

Regrets

"Public Interest Theory"

Geller renewed his attack on the 1934 Communications Act, saying the "public trustee" concept has never worked. Thus, he observed, neither has the comparative renewal process, the ascertainment process, the Fairness Doctrine or fraudulent billing rules, all of which he says have been a "great deal of effort for very little."

Chicago's 59 radio stations and Washington's 39 indicate that it's time to "move off the public trustee" concept; but, he added, that



Henry Geller

isn't politically realistic. Neither, he admits, is his philosophy of beginning all over in spectrum allocations and auctioning off frequencies. However, he persisted in advocating that two percent of stations be auctioned in order to acquire \$35-50 million, which could be leveraged into a large sum for use by minorities and public broadcasting.

Geller, who is the President's top advisor on telecommunication policy, said that broadcasters might as well have a non-entertainment guideline as long as they must operate under the "public trustee" concept. He proposes a flat 10% of news, public affairs and other for most stations. Exceptions would be totally music-oriented stations (from rock to classical) which have little talk and few commercials. They would be required to air four percent.

A station in the latter category could announce that the atom bomb had been dropped and then return to its music, he mused.

People

NAB Radio Board Chairman Arnie Lerner says he won't seek reelection in order to perpetuate line of ascension to joint Board Chairman's job going to a radio broadcaster next year. Lerner isn't interested in the big job, which based on tradition should go to a radio person after current chairman Tom Bolger's (former TV Chairman) term expires next year.

Likely candidate for Lerner's position said to be WBT/Charlotte VP/GM Cullie Tarleton. Also in running may be Jerry Lee, President of WDVR/Philadelphia. Former Radio Chairman Len Hensel, VP/GM WSM/Nashville not an active candidate, but reportedly might take the job if drafted.

Metromedia Exec. VP Clemens M. Weber died of a heart attack Sunday (3-23) at the age of 52. He had been with the company since 1955 and was regarded as a possible successor to Board Chairman John Kluge.

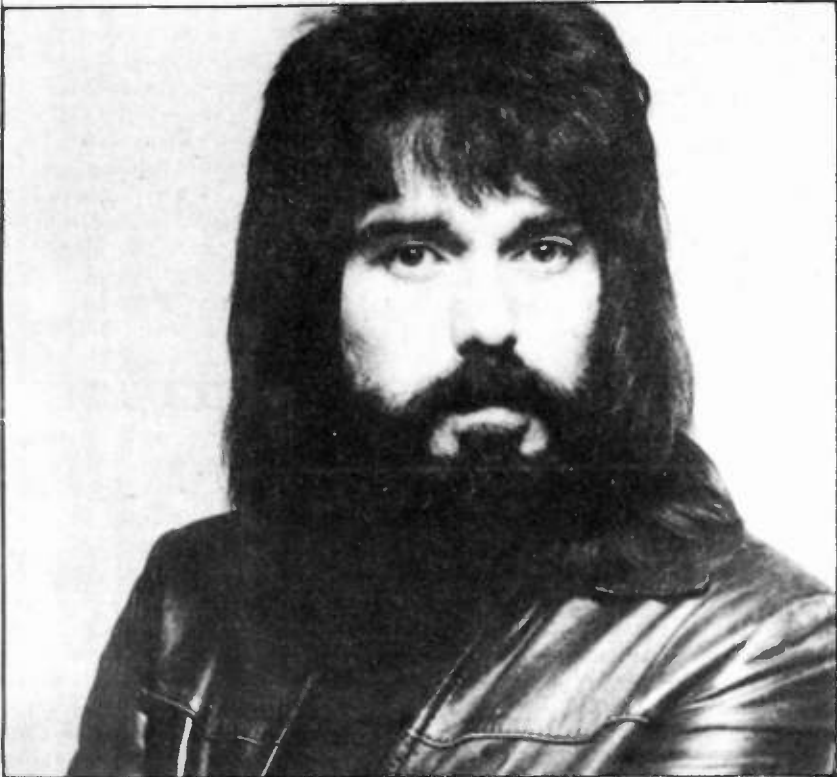
Golden West Broadcasters' annual Gene Autry Radio Awards for the chain's radio stations and personnel were handed out last week, with Country-formatted WCXI/Detroit winning top station honors. WCXI's Bill Ford won PD honors, with the station's Greg Raab (Promotion Director) and Susan Howcroft (Business Manager) also winning in their categories. KMPC/Los Angeles Sales Manager Norman Epstein was an award winner, as was KSFO/San Francisco News Director



Jeff Scov. Pictured (l-r) are WCXI VP/GM John E. Risher, GWB Radio President Richard P. Kale (who presented the awards), and last year's winner, KVI/Seattle VP/GM James A. Johnson.

SONGS WORTH SINGING

PETER McIAN "SOLITAIRE"



FROM THE
ARC/COLUMBIA LP
"PLAYING NEAR
THE EDGE"

JC 36190



NEW THIS WEEK:
KRQ add 29

ACTION:
KJR 14
KIMN 19-14
WKIX on
WAYS on
KWEN 16
WNAP on
WZZP deb 30
KGW 22-19
WHY on
WFOX on
WTMA on
KPUR deb 22
KQWB-FM 27-26
KKXL 13-9
KCBN on
KBDF 18-17
KQDI 18-13
KBOZ 22-19
KRLC 28-23

NEW THIS WEEK:

JB105 add 35
Y100 add 37
WIGY add

ACTION:

PRO-FM on
KXX106 29-24
Y103 37-33
BJ105 on
WBBQ 21-16
WRJZ on
WVIC on
KZ93 on
WFBG on
WCGQ on
WISE on
WANS-FM on
WSPT deb 30
KCBN on
KQDI on

FROM THE COLUMBIA LP
"RESTLESS NIGHTS"

JC35799



KARLA BONOFF "BABY DON'T GO"

WHAT'S NEW

CUSTOM QUESTIONING AVAILABLE

Low-Cost National Student Survey Offered

Campus Opinion is currently offering record companies, radio stations, ad agencies, and consumer goods firms (ranging from fast foods to sports equipment) the opportunity to participate in a national on-going survey of undergraduate college students. Because the costs are split among all participating companies, the price per firm is substantially lower than the same research would cost if it were commissioned by a single company.

The service will provide detailed lifestyle information drawn from students surveyed on almost 200 colleges and universities nationwide. Subscribing firms have the option of submitting custom questions — results of which are disclosed only to that

subscriber. For example, a record company could solicit opinions regarding a specific artist.

Additionally, subscribers may request or devise special cross-tabulations such as which type of movies

do heavy fast-food consumers attend. Campus Opinion conducts these surveys five times per year and can produce segment samples over the nine census regions as well as Special Metro Market samples covering college students in New York, Chicago, Los Angeles, Boston and Atlanta. Contents of the questionnaire will vary over the course of the year with several questions repeated (particularly radio and magazines use habit queries) in order to ascertain trends as well. For further information contact Campus Opinion at 8693 Wilshire Blvd., Suite 205, Beverly Hills, CA 90211, (213) 659-4155.

Radio Only Seminar Upcoming

John Long Enterprises, headed by 17-year radio veteran John Long, will be sponsoring a seminar, "The Art Of Programming," on April 4-5 at the Sheraton Cumberland Inn in Atlanta, GA. Registration is open to radio personnel (PD's, Assistant PD's, MD's, etc.) only, with topics scheduled for discussion to include sales, promotions, ratings, research, and FCC regulations. For further information contact John Long Enterprises at 2733 Macby Ave., Marietta, GA 30066.

Speed Nominated To Black Who's Who

Bill Speed, R&R's Black Radio Editor, has been nominated for inclusion in the third edition of *Who's Who Among Black Americans, 1980-81*. The volume is the primary reference work documenting the accomplishments and background of contemporary black Americans and includes prominent businessmen, scholars, professional people, athletes, politicians, and other black community notables.



Musical Mini-Computer

In addition to being a full-function, eight-digit calculator, the "MAC Mini-Computer" allows the user to compose and record music as well as play a variety of original and pre-programmed games. Available from: Entex Industries.

NAB Issues Defamation Insurance Guide

The National Association of Broadcasters' (NAB) legal department has published a booklet entitled "How And Why To Buy Defamation Insurance" to aid broadcasters in deciding if they need this sort of insurance coverage, in shopping for the best policy, and in comparing their present policy with others on the market.

Fifty-four percent of the current NAB membership already has this specialized form of insurance protection, which is being increasingly sought by broadcasters wishing to maintain their credibility by airing controversial material while avoiding the possibility of an expensive lawsuit.

Defamation insurance is structured similarly to auto insurance in that a deductible is set (minimum around \$1000), with the cost of coverage based upon the amount and type of broadcasting aired, plus, in some instances, the past record of on-air employees and copy clearance policies. Policy premiums also vary according to individual state laws and restrictions. To obtain a copy of the guide, contact NAB at 1771 N Street, NW, Washington, D.C. 20036.

DEBUTS NEW LOGO

Seven-Up Buys Bottler, I.B.C. Root Beer



Along with unveiling a new logo for its 7-UP line (see accompanying visual), the Seven-Up Co. has recently completed its \$11.5 million purchase of the Taylor Group Inc., a St. Louis-based bottler. One factor in Seven-Up's purchase, which was roughly four times book value for the firm, is thought to be the Taylor Group's ownership of I.B.C. root beer.

While sources speculate that Seven-Up will attempt to introduce I.B.C. on a national basis, principally due to the brand's commanding share of the St. Louis market (25 percent), alternative sources note that root beer accounts for but eight percent of the national soft drink market and that desire to gain total control of distribution in Seven-Up's home base in order to use St. Louis for a test market was probably the greater factor in the purchase.

FTC Radio Spots Stress Mail-Order Rights

This month, the Federal Trade Commission debuted an extensive radio and television ad campaign intended to familiarize consumers with their rights as they pertain to direct mail marketers. Humorous in tone, the spots point out that under the 1970 Postal Reorganization Act, un-ordered merchandise can be treated as "gifts" and the recipient is neither

obligated to pay for the unwanted product nor to return it.

A second radio spot stresses the consumer's right to cancel mail-ordered merchandise if the seller fails to meet deadline delivery promises. The PSA's were produced by the San Francisco-based Public Media Center under a \$68,000 contract with the FTC.

Gas Cash Crunch Boosts Bicycling Boom

Spurred by escalating gasoline prices, the number of bicycling commuters is rapidly increasing, according to a recent *Wall Street Journal* report. For example, an estimated 130,000 New Yorkers currently commute via bicycle, a tenfold increase since 1975. Atlanta, Seattle and Portland, OR likewise cite significant increases in the number of cycling commuters, as evidenced by the proliferation of bikelanes, lockers and

racks.

While federal planners claim the addition of a million bicycle commuters would cut U.S. oil consumption by almost 3.2 million barrels per year, and a San Francisco stockbroker estimates a yearly savings of nearly \$2300 by bicycling instead of driving, hazards such as theft, negligent drivers, nausea-provoking traffic fumes, and perspiration continue to plague the pedal-pushers.

MCA Cassettes

To Go In Supermarkets?

MCA Records, in response to ever-shrinking record industry profit margins and changing consumer shopping patterns, is seeking new, non-traditional outlets for its product. One novel approach currently under consideration is selling cassette tapes via supermarket displays through NY-based General Entertainment Corp., which services a network of 50,000 U.S. supermarkets.

If initial cassette sales are brisk, presumably other MCA product (records, 8-tracks, etc.) would also find their way to the local grocery. However, one must be careful when shopping for fruit and spices that one doesn't wind up coming home with the new Peaches & Herb cassette!

Upper Midwest Communications

Conclave Set For May 15-18

The fifth annual Upper Midwest Communications Conclave will be held May 15-18 at the Radisson Plymouth Hotel, Minneapolis, MN. Registration fee is \$49.95 with a \$10 reduction for college radio attendees. This year's theme is "The New Decade

... Where Do We Go From Here?"

A full agenda is planned with various guest speakers. For further information, contact the Upper Midwest Communications Conclave at Box 6113, Minneapolis, MN 55406, (612) 929-6727 or (612) 721-2481.

Candy Bars Getting Fatter — So Are Prices

The day of the 50-cent candy bar is drawing nearer, as Hershey Foods and Peter Paul Cadbury are currently test marketing solid chocolate bars weighing almost two ounces, compared to the slightly more than an ounce weight of their present 25-cent confections. While Hershey claims that their research indicates that "people want bigger, thicker candy bars" and Cadbury says that "milk chocolate just tastes better in a thicker form,"

the real reasoning may be that the current 25-cent products are simply becoming too thin to sell as well as they have in the past.

According to the *Wall Street Journal*, the larger bars have already been introduced in Europe with great success, but U.S. test results have not been as encouraging. Nevertheless, both manufacturers appear to be adopting a "weight and see" attitude.

PAT
BENATAR
"WE LIVE
FOR LOVE"

The Second Single
From The
GOLD Album
"In The Heat
Of The Night"



Chrysalis
Records and Tapes

The Single CHS 2419 The Album CHR 1236
Management/Direction: Rick Newman
Produced by Mike Chapman and Peter Coleman



WHAT'S NEW

ENQUIRER BAITS INDUSTRY

Eight Record Companies Reject Unsolicited Presley Demo

Daily, record company A&R departments are deluged by stacks of unsolicited demo tapes from artists hoping to be discovered. Dutifully, these tapes are auditioned, noted, and (mostly) rejected (usually because of a singular lack of talent), with the rare exceptions equally dutifully shouted from the rooftops, thereby perpetuating the present system. Small wonder talent gets lost in the shuffle, or does it?

Recently, the *National Enquirer* mailed eight record companies a tape of an obscure early **Elvis Presley** recording under an assumed name. "Harbor Lights" by Spencer Denton (aka Elvis) received written rejections from five of the firms, two didn't bother to respond, and one lost the tape. A similar scam, involving the unanimous rejection of the unsolicited submission of **Jerzy Kosinski's** award-winning "Steps" novel when submitted under a pseudonym, rocked the literary world when it was reported in *New West* last year.

One Nashville A&R executive told *National Enquirer* that he thought the tape sounded like a bad Elvis imitation, while a New York-based A&R rep, when told he'd rejected Elvis, replied, "We're not looking for the Elvis sound. We're looking for new people — new sounds."

However, lest anyone's hopes be dashed, it must be remembered that "Harbor Lights," recorded in the mid-50's while Presley was at **Sun Records** and not released at the time, is neither the most stirring nor most distinctive Elvis performance extant.

Rogers, Streisand, Eagles Top People's Poll

Kenny Rogers, **Barbra Streisand**, and the **Eagles** topped all comers as the Favorite Male Vocalist, Favorite Female Vocalist, and Favorite Musical Group, respectively, as *People* magazine recently revealed the results of its second reader's poll. Trailing Rogers, were in order, **Stevie Wonder**, **Barry Manilow**, **Billy Joel** and **Neil Diamond**, while Streisand surpassed **Donna Summer**, **Linda Ronstadt**, **Dionne Warwick** and **Crystal Gayle** as the chanteuse of choice.

Last year's winners in the musical group category, the **Bee Gees**, placed second in the '80 poll with **Fleetwood Mac** taking third and **Earth, Wind & Fire** finishing fourth ahead of the **Rolling Stones** and the **Who**. **Rod Stewart** and **Blondie's Debbie Harry** enjoyed the dubious distinction of least favorite male and female singer among the nominees, with one-third of *People's* readers unaware of who Ms. Harry was. **Chic**, the **Knack** and **Kiss**, despite considerable chart success, emerged as the lowest-ranking musical groups, no doubt a reflection of *People's* audience (median age: 31.1, 59 percent female, 44 percent attended college).

Hoffman, Field Take Top Acting Honors

Moving into the realm of film, *People* readers picked **Dustin Hoffman** as their Favorite Movie Actor with **Sally Field** named their favorite film femme. Hoffman beat out **Paul Newman**, **Burt Reynolds** and **Robert Redford**, while Field, principally on the strength of her "Norma Rae" performance, ranked ahead of **Jane Fonda**, **Meryl Streep** and **Jill Clayburgh**.

Meanwhile, on the small screen, "Saturday Night Live" 's **Gilda Radner** took top honors as Favorite Female TV Personality, edging **Miss Piggy**, **Linda Gray** of "Dallas," **Isabel Sanford** of "The Jeffersons," and **Polly Holliday** of "Alice." **Alan Alda** walked off with the Favorite Male TV Personality crown.

Since no discussion of television would be complete without commercials, suffice to say that "Mean" **Joe Greene's** "Coca-Cola" commercial ranked as *People* readers' top spot. When asked to choose the worst commercial, ALL feminine hygiene product pitches were cited by a significantly large (25 percent) number of respondents.

Chuck Barris: Most Boring Man On TV

Chuck Barris earned the title of Most Boring Man On TV, with a two-to-one margin over his most boring rivals, **Tom Snyder** and **Robin Williams**. On the distaff side, **Barbara Walters** lipped to a Most Boring Woman On TV victory followed closely by glamour girls **Suzanne Somers** and **Shelly Hack**. While on the subject of boredom (are you still there?), "Happy Days" emerged the sleepwalking winner of the "Which TV Series Are Beginning To Bore You" category, while "Mork & Mindy," "Three's Company" and "Laverne and Shirley" also received a significant number of yawns.

51 percent of *People* readers reported that they were "sick of disco" with 47 percent still willing to dance the night away. Only two percent expressed no opinion on what is doubtless one of the burning social issues of our time. Those most dissatisfied with disco were 18-24 year olds (59 percent opposed) and single readers (55 percent reporting disfavor with disco). As for the future? Fads built to last, according to *People's* poll, are running shoes (77 percent), eye makeup (72 percent) and health food and designer jeans (the choice of two-thirds of those polled), while leisure suits, men's purses, and punk chic were judged likely to become things of the past.

PRO:MOTIONS

Phonogram Creates New Regional Promotion Staff

Steve Greenberg, **Gary Triozzi**, **David Bupp**, **Steve George**, and **Carolyn Broner** has been named Regional Promotion Managers for **Phonogram Inc./Mercury Records**, as the label creates a new regional promotion department. Phonogram will retain its current regional promotion staffs in the R&B and country music areas, however.

Greenberg will handle the Northeastern region, having spent the past two years as local promotion manager for Mercury in New York. Previously he held a similar position with **Arista Records**. **Triozzi** will be responsible for the Southeastern area, most recently having served as local promotion manager for Mercury in Miami and Atlanta, prior to which he was a merchandiser with the **Polygram Florida** branch.

The Southwest will be **Bupp's** responsibility. He most recently served as local promotion manager for the label in the Dallas/Houston/New Orleans area, having previously been a regional promotion manager with **RCA Records**. **George** will handle the Midwest, coming to his new post from his position as local promotion manager for Mercury in Cleveland. He previously worked for **Ariola Records** as well.

The West Coast will be handled by **Ms. Broner**, who spend the past year as Mercury's Los Angeles promotion manager, having previously spent two years with **Epic Records**. All will report directly to Phonogram/Mercury Vice President of Promotion **Jim Jeffries**.

Harris Named VP At Fox Telecommunications

Larry Harris has been named Vice President of Business Affairs for the Telecommunications Division of the Twentieth Century-Fox Film Corporation. Most recently VP/Business Affairs and Product Administration of the CBS Records Video Division (R&R 3-14). Harris previously held vice presidential posts at **Columbia** and **Elektra Records**, having served as President of **Ampex Records** and as VP/GM of **Portrait Records** as well.

In his newly-created post, Harris will be responsible for all the Telecommunications Division's business affairs activities, including pay TV, home video and merchandising. He will report to Telecommunications Division President **Steve Roberts**.

Maglia Named Nat'l Sales Mgr. At E/A

Lou Maglia has been promoted to the position of National Sales Manager at **Elektra/Asylum Records**. A six-year veteran of the label, Maglia most recently was National Singles Sales Manager for **Elektra/Asylum**, having previously served as Regional Marketing Manager for the Midwest and New England regions.

Remer Named Nat'l Promo Dir. For Mirus Music

Doc Remer has been named National Promotion Director for **Mirus Music Inc.**, which includes **Mirus**, **Seeds And Stems**, **Heat** and **New Moon/Cloudborn Records**. Prior to his joining **Mirus**, Remer served as Midwest Promotion Manager for **Ariola Records**. He will be based at the firm's offices in Cleveland.

Spectrmedia Group Bows Studio

The **Spectrmedia Group**, specialists in the production of radio and television commercials, has announced the opening of new four-track recording facilities at 2450 Charleston Road in Mountain View, a suburb of San Francisco.

Spectrmedia Group principals include **Jim Kelly**, former air personality at **KING/Seattle** and newsmen at **KJR/Seattle**; **Peter B. Collins**, former air personality at **KOME/San Jose** and **WDAI/Chicago** as well as radio/TV producer for **The Tape Source**; **Susan Burke**, a partner in **The Tape Source**; and **Jack Levy**, who designed and built the new **Spectrmedia** studios. For further information contact **Spectrmedia** at (415) 965-2233.

Philbin Upped To West Coast Dir. Talent Acquisition At Columbia

Peter Jay Philbin has been upped to Director of Talent Acquisition West Coast A&R at **Columbia Records**. Most recently serving as Associate Director of Talent Acquisition West Coast A&R for the label, Philbin began his Columbia career as a publicist for **CBS Records International** in 1973, joining the label's West Coast A&R department as Manager of Talent Acquisition in 1976.

Kennedy, Feely Form Breeze Prods. Firm

Gene Kennedy and **Marty Feely** have announced the formation of **Breeze Productions**, an independent record production

company based in Nashville. Recordings made under the auspices of **Breeze Productions** will be released on **Door Knob Records** and will be promoted as well as distributed by the **World International Group**. **Kennedy** serves as president of the latter two firms, heading **Gene Kennedy Enterprises** as well, while **Feely** supervises **Radmus Publishing Inc.**, located in New York. **Breeze Productions** will maintain offices at 2125 Eighth Ave., South, in Nashville and in New York at 15 E. 48th St.

Tomato's Stadler Adds GM Duties; Label Expands, Relocates

Heiner Stadler will assume the added responsibilities as General Manager for the **Tomato Music Company** in addition to his current duties as head of A&R for the label.

Concurrent with **Stadler's** promotion, **Bruce Bromberg**, **Cynthia Lane**, and **Laura Giambrone** have been named to the positions of National Sales Manager, National Director of Promotion, Press and Publicity and Director of Production, respectively for the New York-based label. A three-year veteran of the firm, **Bromberg** most recently headed West Coast Regional Sales for **Tomato**, having previously served as Regional Sales Manager for **RCA** and **CTI Records**. **Ms. Lane** comes to the label having spent the past 3½ years as Assistant to the President at **CTI Records**, while **Ms. Giambrone** assumes her new position from her most recent post as Production Assistant for **Tomato Music** for the past two years.

In a related development, **Tomato Music** announced that it has relocated to new offices at 185 Montague Street, Brooklyn Heights, New York 11201, (212) 875-1313.

A very special love song.

"SHOULD'VE NEVER LET YOU GO"

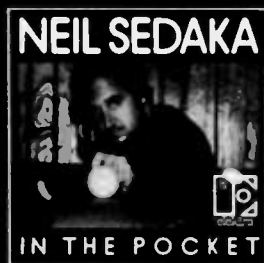
(E-46615)

A duet by
Neil Sedaka and Dara Sedaka.



The first single from
IN THE POCKET.

(6E-259)



Neil Sedaka's new album on
Elektra Records and Tapes.

Produced and Arranged by Robert Appère and Neil Sedaka.



© 1980 Elektra Asylum Records • A Warner Communications Co

SHOOTING STAR BLAZES ACROSS THE NATION!

Featuring the hit-bound single, "YOU'VE GOT WHAT I NEED." On Virgin Records and Tapes.

Produced by Gus Dudgeon
SHOOTING STAR

KBEO 26-20

96KX	KRUX	WKXX	WNCI	WNAP	WCGO	WVIC
KNUS	KCPX	K104	WRQK	WEAQ	WZDQ	KJCK
WISE	KRSP	KEEL	WKEE	WFBG	KCBN	KLZR



Distributed by Atlantic Records
Management: Greg Kimmelman and John Kostick for Golden Lion.



STREET TALK

Furry Sings The Blues

When WZXR/Memphis morning man Tony Yokun heard that blues legend and Memphis resident Furry Lewis had hocked his guitar to pay the rent, he went on the air and started a mini-radiothon to get money for the artist. One thing led to another and by the end of his show the entire incident had blossomed into something quite special.

Having raised enough money to get Furry his guitar back, the station went on to organize a benefit concert for him. On-stage were local musicians plus members of Molly Hatchet and Point Blank. The concert raised over \$3500 for Lewis, who also received a brand new electric guitar and amp.

The Big Apple was buzzing this week about Marv Sellers's move from WBL5 to WKTU. Marv resigned as WBL5's General Sales Manager to become GSM for WKTU.

And while we're back East . . . congratulations to Mike Scalzi, former PD of WBLI/Long Island, who has accepted the position of Assistant to PD Don Kelly at WXLO/New York. Mike's MD at WBLI, Bill Terry, has been promoted to Program Director there, and that means *two* very talented pros are moving up.

Ken Levine, full-time independent TV producer/writer and part-time Beaver Cleaver of rock and roll radio fame, will be heard regularly on KABC/Los Angeles every Saturday night. Ken will host a TV/movie-oriented talk show from 8-10pm, taking the old slot of Wally Sherwin, who recently became KABC's PD. Ken, who has written for "M*A*S*H" and "The Tony Randall Show," is currently working on a new TV series with his partner David Isaacs.

Jimi Fox is out as National Promotion Manager/West Coast for Phonogram/Mercury. An official announcement of Jimi's future plans should be coming soon.

Dave Clark has joined Malaco Records as VP of Black Product and Publicity. Dave has been in the record business for more than 43 years and has held only seven different jobs during those four decades-plus, among them President of Gospel Truth (Stax's gospel label), VP of Duke/Peacock, and most recently, National Promotion for TK. Dave is rumored to be around 80, but he's still going very strong.

Congratulations to John Shomby and his new bride Robyn Rollins Shomby. The couple were married March 1st in Birmingham with old friends Steve Davis and Frank Lewis in attendance, among others.

A vocal group of Bruce Springsteen fans are trying to make his "Born To Run" the official state song of New Jersey. Hey, seriously now, a resolution is about to be introduced in the New Jersey State Assembly and everything. The fans, realizing that they may have an uphill

fight on the song bit, have already mentioned the possibility of having Bruce named as New Jersey's official poet laureate should "Born To Run" fail to "race" through the legislature.

Elvis may be gone, but thanks to current technology "The King" may soon have a new album of "duets" on the market. Seems that Elvis's longtime producer, Felton Jarvis, has been taking old Elvis tunes and stripping away instrumental and backup vocal tracks in order to make room for artists like Dolly Parton, Waylon Jennings, Tony Joe White and Eddie Rabbitt to come into the studio and "sing along with Elvis." Wow.

KLOS/Los Angeles morning man Frazer Smith (a legend in his own mind) has been signed for personal management by Management III. Yes, that's the same Management III which handles other showbiz superstars like Frank Sinatra and John Denver, not to mention Bob Dylan. Say it ain't so. Fraze!

At the risk of sounding totally like "Random Notes," Casablanca's Danny Davis has reached yet another milestone in his career by successfully promoting himself onto the menu at David & Ingrid's Ginger House Restaurant in Tarzana. The popular bistro in L.A.'s San Fernando Valley now lists "pfhahne kuchen" as "a Danny Davis favorite."



WHY DO PEOPLE DO THIS? — We've seen a lot of "Jello Jump" photos and, quite frankly, every time we see another, we can't figure out why people would want to jump into a hot tub of cold jello . . . but they do. This particular event comes to us courtesy of KRLY/Houston, where 94 participants (matching the station's dial position) took the plunge during the station's second annual event. We will say this, these jumps make for some great photos!

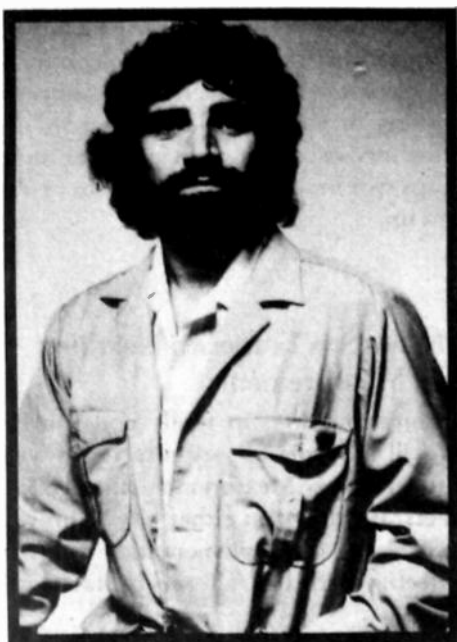
ELECTRIC WEENIE

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

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

MIKE SOBEL, CKCK . . . "Been a subscriber for about 4 months. In radio only 6 months, I've entered a major market position here. Thanks for your help and keep them coming."
Jocks...write today for free samples.

INVEST IN HOT, NEW & ACTIVE COMMODITIES



FELIX CAVALIERE
"Only A Lonely
Heart Sees"



DAN FOGELBERG
"Heart Hotels"



CLASH
"Train In Vain
(Stand By Me)"

NEW & ACTIVE

FELIX CAVALIERE
"Only A Lonely Heart Sees"
(Epic) 63/13
Moves: Up 34, Same 16, Down 0,
Adds 13, including 14Q, 95SGF,
KWEN, WHOT, KGW, WJBQ,
WEAQ, KQDI, 94Q 23-18,
WDRQ 29-22.

NEW & ACTIVE

DAN FOGELBERG "Heart
Hotels" (Full Moon/Epic)
101/36 Moves: Up 44, Same 21,
Down 0, Adds 36, including WFIL,
WPGC, Z93, CKLW, KDWB, WHB,
WBEN-FM, WFBL, KAUM, WFMF,
WSGA, KSTT WMEE, FM102.

NEW & ACTIVE

CLASH "Train In Vain"
(Epic) 65/15
Moves: Up 30, Same 20, Down 0,
Adds 15, including KRBE, 94Q,
KSLQ, WHYN, KHFI, KJ100,
KOFM, KYNO-FM, WIFI 28-20,
KDWB 24-16, KUPD 26-24.

Produced by Felix Cavaliere &
Cengiz Yaltkaya
for Shanti Productions



on Epic Records

Produced by Dan Fogelberg,
Norbert Putnam and
Marty Lewis



on Full Moon / Epic Records

Produced by Guy Stevens



on Epic Records

FLASH! RADIO WANTS TWO!
SHIPPING MARCH 27TH
MICHAEL JACKSON'S "SHE'S OUT OF MY LIFE"

"Not everyone nor every market will be subject to 48 weeks per year of Arbitron measurement."

Extended, Continuous, Quarterly Measurement — What's It All About?

Lately there have been a myriad of questions coming to R&R regarding Arbitron's plans to measure radio markets for more than four weeks at a time. People in the industry are confused about what to call this procedure and what it means when implemented. Here's the latest, straight from the horse's mouth.

Now Called Quarterly Measurement

According to Ms. Avery Gibson, Acting Radio Product Manager, the twelve-week surveys now in operation in a number of markets are now being called Quarterly Measurement. In case you have been following this issue from the beginning (starting in the spring sweep, 1978 in Seattle and New Orleans) you know that when Arbitron first introduced this longer-sweep idea it was called Extended Measurement. Since the introduction of the 12-week survey technique, the procedure has also been known as Continuous Measurement. Now, however, it is being called Quarterly Measurement, so we'll see how long this label lasts. A horse is a horse, no matter what you call it from week to week.

Year-Round Surveys?

Much of the confusion regarding Quarterly Measurement has to do with the way it has been marketed and implemented. If the beast is known as Quarterly Measurement, does that mean that each quarter, in each market, will be an Arbitron sweep? If not, then how many of the 12-week sweeps does a market get, and how many markets are affected? When will all the longer surveys be implemented?

Let's first deal with the issue of most concern to many of you as expressed to me in the last few weeks since a previous article on the longer surveys. The main concern seems to be, "Does Quarterly Measurement mean that no matter what size my market is we will have virtually year-round surveys?" The answer to this question is no, not everyone nor every market will be subject to 48 weeks per year of Arbitron measurement. There are several variables which will determine how many weeks of surveys you will undergo each year. Among these criteria are:

1. Size of the market.
2. Frequency of current measurement.

3. Arbitron plans.
4. Broadcaster approval.

Some examples may help here. If your market is ranked among the top 30 or so, has two or more four-week sweeps per year now, and if more than 50% of the Arbitron subscribers approve, then it looks good for your area getting 36-48 weeks per year of measurement. Top markets like New York and L.A. have 48 weeks of surveys; markets like Atlanta and Miami might get 36 weeks per year; and smaller markets, currently measured twice yearly, might be surveyed 24 weeks annually. Keep in mind that the amount of weeks surveyed in your area depends to some extent on your willingness to bear the extra cost. Lately Arbitron has been getting a premium, over your current license fee, of between 7% and 12% for the implementation of the 12-week surveys. Markets currently measured only once per annum may have to face a dilemma — sign up for 24 weeks of measurement, or go to the Condensed Market Report, which may use four-week sweeps and offer less information than current radio market reports.

Broadcaster approval for Quarterly Measurement must come from two majorities, according to Ms. Gibson. Not only must more than 50% of the stations that are subscribers approve the extra tariff, but also more than 50% of the owners must give their assent.

Quarterly Measurement Timetable

A concern of broadcasters who are locked into their budgets for the year is the timing of the QM implementation in their markets. If you are not geared up to market and promote your station on a more consistent basis, then you might be opposed to QM coming in early to your market. Perhaps the plans that Arbitron currently has in mind may be of some comfort to you.

Since the beginning of the 12-week sweeps in the spring of 1978, more and more markets have been sporadically added to the list of areas undergoing 12-week surveys. With the top three markets and their subsidiary markets brought into the fold beginning February 28 of this year, the total number of markets now under Quarterly Measurement is 22. Philadelphia and San Francisco have the chance to approve the service, to be effective with the September 4 start date of the fall 12-week sur-

Week In Review

Arbitron Executives Reshuffled

Rick Aurichio will no longer be heading up Arbitron Radio. Read about this and other key staff changes at Arbitron on Page 1.

RAM Ready For Cincinnati

RAM Research President John Patton was in Cincinnati this week hoping to lock up that market as a new metro receiving RAM ratings. According to Patton, it looks good for RAM starting service soon in Cincinnati, as one and perhaps two broadcasters are said to be ready to sign up.

Philadelphia, San Francisco Next For Quarterly Measurement?

Arbitron subscribers in Philly and San Francisco will have the opportunity to say yea or nay to Quarterly Measurement ahead of other markets. If stations in either city approve the longer sweeps, the implementation date would be effective with the fall sweep, starting September 4.

vey. However, the key to the timing of the Quarterly Measurement sweeps will be this summer.

Between now and midsummer, Arbitron will be evaluating the progress of the longer sweeps. If, as now looks probable, the firm is satisfied with the quality of the quarterly sweeps, then an announcement will be made about further market implementation in 1981. By announcing its proposed timetable this summer, Arbitron will be giving broadcasters time enough to react to the situation, vote the way they feel about the longer measurements, then plan and budget accordingly for 1981. In 1981, measurements will begin just after New Years in some markets and run through mid-December in those areas with 48-week sweeps.

Stay Tuned

Summing up this issue, the timing of Quarterly Measurement in most areas has yet to be finally decided. With new management for Arbitron Radio (see Page 1), the timetable may yet be revised again, but tentatively an announcement is due for this summer.

In the meantime, those of you in the 22 current markets, or in Philly and/or San Francisco, need to be doing your marketing homework and keeping on your toes. The Quarterly Measurement periods give you a longer chance for success — or failure — in the Arbitrons.

Q&A

We've received calls from many of you in response to our printing of the monthly Mediatrend numbers. One question asked frequently is, "Why don't you print more stations than just the top ten each month?"

Our agreement with Media Statistics, Inc. simply does not allow us to print the specific share for stations outside the top ten. We will note movements into or out of the top ten from month to month but we cannot print any Monday-Friday shares below the top ten stations in a given month. For more information you may contact Jan Brown or Valerie Philos at Mediastat — (301) 585-5105.

Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.





Among the visitors to the Gary Owens Column this week were Linda Lovelace (whose visit somehow coincided with the swallows coming back to Capistrano), Bud Connell, the fabled Programming and Mangement Consultant from Nashville; George Montgomery, the famous actor and now sculptor; and Harry Shearer, the famous twerp from "Saturday Night Live."

Harry was originally part of the Credibility Gap in the 70's, which was a big smash on L.A. radio. The Gap's lineup included Michael McKean, David Lander, Richard Beebe and Lew Irwin.

You may want to note on your scorecard that McKean and Lander got better looking and became Lenny and Squiggy on television.

Harry has been a creative consultant for TV's "Fernwood 2 Night" and "America 2 Night." He was spotted on Martin Mull's certifiably silly "Sex and Violins" LP, and co-wrote "Real Life," the satirical movie, with Albert Brooks.

The main reason young Shearer was zooming around the country was to promote the Credibility Gap's very funny new album. I've always thought he and Rich Little did the best impressions of Johnny Carson I've ever heard.

Harry now lives in Gotham, and is a great addition to the "Saturday Night Live" staff. His TV sketch with Howard Hesseman of "WKRP" seems to happen almost regularly when he's guesting on shows

himself (that's the bit where the DJ keeps saying we'll get to our special guest in just a moment . . . and never does).

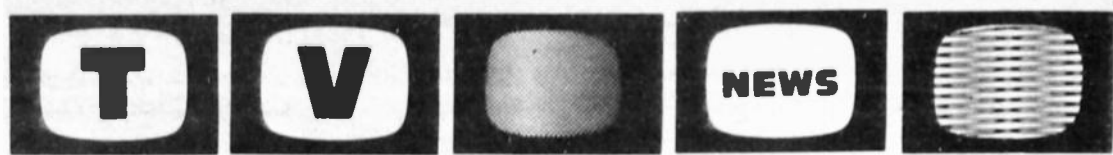
Congratulations to several friends of this corner of Radio & Records.

Bill Ballance began his third smash year at KFMB/San Diego on March 1st . . . Billo's ratings have increased that time slot by 500 percent since he took over.

BB's all-talk show is now expanded to six hours nightly . . . six till midnight, Monday through Saturday.

I've known Bill since our Crowell-Collier days together . . . and he's a master at whatever he decides to do. His boss Paul Palmer says he's the finest pro he's ever worked with. He's received a good many accolades lately . . . and he's had them stuffed and put in his trophy room!

And kudos to Ron Fineman in Arroyo Grande, CA. Ron has just been named Program Director at KKAL. When Ron first started working at the Gary Owens Building, his transistor radio was so small he could only get Garfunkel on it!



CBS In Solid Win; NBC On ABC's Tail

The Nielsen ratings race is taking some interesting turns as the beginning of the traditional rerun season approaches. In the week ending March 23, CBS won handily, propelled by three of its top-rated series, while ABC edged NBC for second by two-tenths of an average rating point. The standings: CBS 19.6, ABC 18.1, NBC 17.9.

Leading the way for CBS was "Dallas," winning top rating honors for the week by over four points. Its lead-in, "Dukes Of Hazzard," was second, and "60 Minutes" completed the 1-2-3 sweep for CBS. Next, winning a close battle for the true-to-life oddball personality title over "That's Incredible," was NBC's "Real People." Following were 5) "Smokey & The Bandit" (NBC Sunday movie) 6) "MASH" (CBS) 7) "That's Incredible" (ABC) 8) "Diff'rent Strokes" (NBC) 9) "Three's Company" (ABC), and 10) "CHiPs" (NBC).

"House Calls" (CBS) led the second ten, followed by 12) "Archie Bunker's Place" (CBS) 13) "Eight Is Enough" (ABC) 14) "One Day At A Time" tied with "Alice" (both CBS) 16) "Lou Grant" (CBS) 17) the new Norman Lear series "Palmerstown USA" (CBS) 18) "Vega\$" (ABC), and 19) a tie between "Little House On The Prairie" (NBC) and "Benson" (ABC). As for radio's contender, "WKRP In Cincinnati," the Monday night competition ("That's Incredible" and "Little House") is starting to hurt — "WKRP" came in 41st this past week, over eight ratings points below "Incredible" and over four behind "Little House."

MUSIC ON TV: Neil Sedaka has taped a special for September airing. It's a musical outing and a pilot for a possible series, with guests Andy Gibb, the Captain & Tennille, and Neil's daughter (and current duo partner) Dara . . . Polydor's Marti Webb stars in a one-woman show, "Tell Me On A Sunday" (already shown in Britain), in April over Metromedia stations; tying in with the show and the album from it, she and composers Don Black and Andrew Lloyd Webber appear on "Merv Griffin" April 14 . . . Kenny Loggins stars April 11 in ABC's new "Saturday Night Live"-inspired comedy series "Fridays" . . . Millie Jackson is a presenter on "The R&B Awards Show" the week of April 21 (dates vary by market) . . . Billy Joel is apparently set for a profile on "20/20" in April . . . Ray, Goodman & Brown guest on "American Bandstand" March 29, "Merv Griffin" April 18, "Dinah" May 8, "Mike Douglas" May 7, and the aforementioned "R&B Awards" . . . Dolly Parton debuts at the Oscars as a presenter April 14 . . . The Jam join "American Bandstand" April 26 . . . Sister Sledge make an unusual guest-star appearance on, of all shows, "B.J. & The Bear" March 29, performing two songs. Jim Stafford also appears . . . The Romantics are on "American Bandstand" March 29 . . . Peaches & Herb are encapsulated on "Hollywood Squares" April 9 and 23 plus May 16, while Peaches makes a solo appearance on Olivia Newton-John's April 14 special on ABC.

VIDEOSCOPE:

MCA ADDS MUSICAL PERFORMANCES TO VIDEODISC LINE: MCA DiscoVision has acquired the rights to produce videodiscs of musical performances by Abba, Elton John, Loretta Lynn, Olivia Newton-John, and Helen Reddy. Company spokespersons noted that many of these performances will be available in discrete stereo, a unique feature of the optical disc system, and that additional musical performances will be added to the videodisc line in the near future . . . **BRITAIN FASTEST GROWING HOME VIDEO MARKET:** With videorecorders present in one percent of all TV-equipped households, Britain currently ranks as the fastest growing home video market in the world, importing 180,000 VCR's in 1979 . . . **MCA FORMS VIDEO SOFTWARE DIVISION:** The MCA Corp. has announced the formation of MCA Video Cassette Inc., a division which will be responsible for MCA's videocassette software. Gene Ciaquinto, former head of MCA's nontheatrical distribution division, has been named president of the newly-created division, which will begin offering 24 titles to audio and video outlets via MCA Distributing Corp. next month. Among the titles will be the 1931 and 1979 versions of "Dracula," "Jaws," "Jaws II," "American Graffiti," "National Lampoon's Animal House," "Frankenstein," "Scarface" and "Psycho."

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

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- ★ **GERRY PETERSON TO CONSULT KYA/SAN FRANCISCO** — First move since exiting KHJ.
- ★ **COUNTRY MUSIC DISC JOCKEY HALL OF FAME LAUNCHED**
- ★ **NUMBER ONE FIVE YEARS AGO:** "Lovin' You" — Minnie Riperton (Epic)
- ★ **NUMBER ONE COUNTRY:** "Before The Next Teardrop Falls" — Freddy Fender (ABC/Dot)
- ★ **NUMBER ONE LP:** "Physical Graffiti" — Led Zeppelin (Swan Song)

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BROKEN BRASS!

THE BACK PAGE

BREAKERS

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

PRETENDERS

Brass In Pocket (I'm Special) (Sire)

62% of our reporters on it. Moves: Up 78, Same 21, Down 0, Adds 24 including KRBE, Z93, KOPA, WRQX, WFBL, KBFM, WTIK, FM100, KJ100, WMEE. See Parallels, charts at number 28.

PRETENDERS

"BRASS IN POCKET (I'm Special)"



PRODUCED BY CHRIS THOMAS

ON SIRE  RECORDS

PROMOTED AND MARKETING BY
WARNER BROS. RECORDS

Brad Messer



More "Top Newspeople" Poll

Because raises would be inflationary, we newspeople are settling for praise and recognition, so here's more of it from responses to my informal poll of the past several weeks.

A competitor (!) praises Gary LaPierre of WBZ/Boston as an outstanding talent and "the best in the biz," adding, "It's not often in this business of hype that anyone gives a personal guarantee to verify another person's credibility..."

Up in Minor, ND an enthusiastic vote for thirty-year veteran Bill Lewis, whose career has continued with KKOA (formerly KLPK); and from Los Angeles, a solid endorsement of Lee Marshall whose "record speaks for itself, as does his style, research and delivery" at KHJ.

Some very well known and respected people have taken time to write letters and fill out "Top 25 Newspeople Poll" blanks, and I should perhaps include their names so the people they nominated would feel real extra-heavy about this. But after pondering it . . . no.

Nick Alexander of the ABC-FM net, Andy McCollum of RKO, and John Erickson of KGW/Portland, OR were named on several "dream staff" lists, as were Bob Madigan of The Source and Paul Fredericks of KMPC/Los Angeles. Dan Rather and four Rather clones made up the dream staff on one form, from a fellow who seriously endorsed Sharon Hibner of KLBK/Lubbock, TX as the top newscaster in his town. From Pueblo, CO a frank note: "Sorry, I can't nominate you, Brad. I don't even know who you are! Do you know how dull Pueblo is? Some people think we're in Mexico!" The writer nominates Mark Wyatt of KFMT/Oak Creek, CO ("a ski bum town") and includes Tony Lamonica of KDEN/Denver on his dream staff with Ed Bradley of CBS.

With no attempt whatsoever to disguise the source, a respondent of Buffalo, NY shamelessly forwarded several ballots for Charley Seitz of QFM97. A ballot from Bath, ME names Harry Castleman of WJTO.

Catherine John of WLS/Chicago, and Danny Schecter of WBCN/Boston, and Paul Harvey and Peter Jennings and, Lord knows, Walter Cronkite were prominently mentioned in the ballots you mailed to me.

Brenda Carl of Baltimore's WTKB sent a ballot in which she admirably refrained from voting for herself. Good news, Brenda: you were nominated by three other people.

More "dream staffers" from many ballots: Jo Interrante of RKO, John Winters of KFRC/San Francisco, Dave Cooke of RKO, Lyle Dean of WFYR/Chicago.

Bill Reeves of 2KO/Newcastle, Australia was nominated as "a very human journo/reader and a great writer." I've left out a ton of one-vote people — well over a hundred, I guess — because of space limitations . . . and have included some because of the geographic spread represented, or because their nominators were so enthusiastic and sincere-sounding. I'm a sucker for something that sounds sincere.

Paul Tuthill of WKSJ/Jamestown, NY got a vote from someone who said, "So what's he doing in Jamestown, you ask? The man doesn't know how good he is, and his boss sure as hell ain't gonna tell him!" Ahh, sincerity!

Rip 'N' Read

The Little Deuce Coupe

MONDAY MARCH 31: Ford introduced its first V-8 engine 48 years ago today in 1932.

Gabe Kaplan is 34. Shirley Jones hits 46. Cesar Chaves is 53. Lefty Frizzell would have turned 52. It wasn't moonlight in Wabash, IN 100 years ago today . . . it was the first electric street lights.

April Fools' Day

TUESDAY APRIL 1: The first weather satellite was launched 20 years ago, with two cameras to beam pictures back to Earth from Tiros I.

The week of Passover begins today.

The first automatic-changing record player went on the market 52 years ago. Scott Joplin died broke on this date in 1917 after creating some immortal ragtime music.

Debbie Reynolds is 48. Ali McGraw is 41. Jane Powell becomes 51.

Civil Rights Demonstrations

WEDNESDAY APRIL 2: Seventeen years ago in Birmingham, AL the first massive civil rights demonstrations began (1963), and grew during the following five weeks. National publicity was given the beating of adults and children, and attacks on them by police dogs. By the following month riot-control troops were stationed in Birmingham. By the end of the summer of '63 there had been about 14,000 arrests in the South, but about 200 public accommodations had been desegregated. In August 200,000 people marched at Washington, DC for "jobs and freedom," and Dr. Martin Luther King, Jr. delivered the speech that became known as "I have a dream . . ."

The U.S. Mint was established in 1792.

Leon Russell is 39. Marvin Gaye is 41.

The First Pony Express Ride

THURSDAY APRIL 3: One of the American West's most romantic ventures began 120 years ago today, when the Pony Express dispatched riders simultaneously from Sacramento, CA and St. Joseph, MO with "overland mail." It became historic legend despite lasting only a year and a half and never making a profit. What killed it? The telegraph.

Doris Day is 56. Marlon Brando becomes 56. Wayne Newton turns 38 and so does Marsha Mason. Tony Orlando is 36.

Jesse James was shot to death 98 years ago.

Los Angeles Is 130

FRIDAY APRIL 4: Incorporation of Los Angeles as a city was 130 years ago today (1850).

Dr. Martin Luther King, Jr. was murdered a dozen years ago at Memphis, TN igniting a nationwide crisis of riots and arson in over a hundred cities.

John Cameron Swayze is still ticking at age 74.



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Media Marketing

THE INDUSTRY RESPONDS

Home Taping Reaction

I seem to have struck a responsive chord when I raised the issue of home taping and how the recording industry might respond to it. Several people have taken the time and trouble to write letters or call me with further thoughts on the matter. Following is a sampling of some of their thoughts, together with my reactions.

From Nancy Stevens, Editor-In-Chief of *Newsprint*: "I want to thank you for your recent and insightful article in *R&R* on the problem of home taping... It may also let out some of the bad blood that has developed between radio programmers and recording executives over this issue... However, I feel that your article omitted one of the major reasons why people are resorting to home taping... The new bands, in particular, are releasing albums that contain only one or two good songs, while the remaining ten are either mediocre, have been done before, or are simply unlistenable... I can't tell you how many complaints I've heard from my listeners, who buy a record because they like the cuts (hits) they heard on the radio, only to discover once they get it home that those two or three songs are the only ones worth hearing. As a result, they feel cheated, and once burned, they become increasingly hesitant to invest seven or eight dollars in what really amounts to two or three songs..."

Nancy raises a very important issue here. One of the tenets of successful marketing is that you don't advertise what the product can't deliver. Enough "hard sell" advertising can usually sell a consumer once, but not twice. Consumers who have had their expectations raised by advertising are very disappointed by a product which doesn't live up to advertising's promise, and they are that much tougher to sell the next time around. Since radio airplay is the chief form of consumer advertising for a new album, a bad situation may result from releasing an album with too few "good" cuts. Those consumers who are lured into purchasing by airplay of the good cuts will regard the artist, or even the record label, a "ripoff" and will be reluctant to buy the next album from that artist or label.

Thus, it's not doing a new artist a favor to rush the first album. A poor initial release may doom subsequent albums to substandard sales performance: not only will those buyers who were "burned" by the first album not be back, but neither will their friends — negative "word of mouth" communication will see to that. A disappointed consumer will often vent his or her frustration by expressing displeasure to friends, relatives and co-workers. Of course, the negative effects of poor initial release will be felt more quickly by the artist than by the record label, but a label which releases too many weak albums will soon become "suspect" as it develops a reputation among consumers as a "ripoff." Nothing could be worse, from a long-run marketing perspective, than large sales volume of an inferior product. An artist or label that wants to achieve longevity, then, should be particularly cautious to make sure that the initial releases are as solid as possible.

Nancy noted that one possible solution to the "weak album" syndrome is to concentrate more on releasing singles. In fact, she continues, "... small labels and individual artists have also begun to release singles on their own... of course, I sincerely doubt that the American record industry, especially the major labels, is willing to suddenly trim their sails (or sales), return to the '50's, and start depending on 45's for its main source of revenue. I, too, would hate to see such a move..."

Nancy's comments here reminded me of a general phenomenon in marketing known as the "wheel of retailing." This concept is basically an acknowledgement of the fact that markets are in a constant state of evolution. Companies are born, grow, prosper, decline and die just as inevitably as do people. The only question is how long is the life of the company or form of business? For instance, retailers are initially small, specialized outlets. Specialty shops gave way to department stores, which were supplanted by massive discount stores, which in turn have been replaced by shopping malls made up of many specialty shops. The nature and character of American retailing is constantly changing — the giants of yesterday, like **Montgomery Ward**, are struggling today, while aggressive new retailers with lower overhead and operations expense are springing up everywhere. Will the same "wheel" apply in the recording industry? Many of the dominant labels of yesteryear are only memories today — will today's major labels be memories tomorrow? Some will survive — some won't. Those firms which adapt to changing conditions — whether economic, technological or social, will survive. Those firms which persist in the "old way" of doing things will go the way of the dinosaur. Small labels or individual artist releases may not be the wave of the future, but they do signal a need for adjustments in how the major labels view their business. As Nancy concluded "... Here's hopes for a lucrative future for the recording industry and better service to both the artist and the consumer."

From Jerry Shulman, Director of Market Research and Planning, **CBS Records**: "... At CBS Records we've done considerable research into home taping, and our conclusions parallel many of those you cite... One of (our) study's major findings is that a large number of tape shoppers cannot find the product they want when they want it. We believe that aggressive marketing of prerecorded tapes will help reduce the impact of home taping..."

I am certainly pleased to hear that some of my speculation about the reasons underlying home taping are supported by hard data from the marketplace. The study which Jerry alludes to was a 1978 study of 1100 prerecorded tape buyers. The results of the study were presented at the 1979 NARM Convention and contain some interesting findings relevant to the home taping issue.

- 30% of those interviewed couldn't find the tapes they wanted in the store — and a full

third of the "missing" tapes were recent (1978) releases.

- 60% of the tape buyers agreed that tape shopping is inconvenient due to locked display cases, and 75% felt the need for more tape displays in stores.

- 55% indicated that they often had trouble finding the product they wanted.

- 45% complained that the product they wanted to purchase was out of stock.

- Half of the buyers wanted more advertising about tapes that are available.

- 45% expressed the need for more sales assistance in purchasing tapes (probably due to the locked display cases!).

All of these findings point to the need for a well-coordinated marketing, distribution and promotional campaign. As the CBS report goes on to suggest, tape manufacturers must make it their responsibility to provide a full selection of tapes to potential buyers, devise ways in which to make tape shopping easier, and do a better job of featuring tapes in advertising and point-of-purchase displays. Obviously, many of the merchandising problems and recommendations depend upon a close coordination of manufacturer and retailer activities. This has been a sore spot for the recording industry, but one which must be improved if the industry is to improve its control over the entire channel of distribution from manufacturer through retailer to consumer. Tighter channel control might also do much to alleviate the growing problem of organized **tape piracy**, which may be an even greater threat to industry profits than is home taping.

An anonymous caller: "Is Dr. Lutz anti-creative? Does he really believe that research can replace creative talent?"

The answer to both those questions is a emphatic "No!" Creativity is the very life blood of the record and radio industries — without new artists and new music the industries cannot survive. All I am suggesting is that management must also be creative and adopt new approaches to doing business, which are more appropriate to the constantly shifting consumer and competitive environments.

The radio and record industries are profit-oriented enterprises and must be managed accordingly. The "creative" aspects of the industries must be tempered with sound management decision-making, and research is one vital input to such decisions. Management intuition is also important, but it is unlikely to succeed in today's increasingly competitive market.

It is my belief that today more creativity than ever before is needed in the recording industry, but that creativity must be of a somewhat different character. It requires a lot of creativity to successfully implement sound marketing principles in an industry where "art" is king. Industries which have a strong artistic component have traditionally been resistant to the adoption of modern marketing concepts, because a "business-like" approach is seen as a threat to artistic freedom. The fact is, marketing and research can help to preserve artistic freedom by generating higher profits and hence more resources for the development of new artists. As **Dick Asher**, Chief Operating Officer of the CBS Records Group writes "... You're playing my song (or songs) when you speak of a businesslike approach, market and media research, monitoring of effectiveness of each element of marketing plans and recruitment of MBAS. We've tried all of these in the past and we're going to try to do more and better..."

-Dr. Richard Lutz



TOP-40

John Lander

JOHN LANDER BRINGS IT BACK

Anybody Remember AM Top 40?

They say good news travels fast and they're right. Last week, as everyone in Los Angeles was marveling at KHJ's second straight increase (2.4-3.0), the San Diego numbers arrived. KGB-AM went from a 2.6 to a 6.4 and became number three in the market overall! Someone asked me, "Isn't KGB-AM kind of a mellow-rock AOR station, you know, like KGB-FM's step-child?" The answer is no! KGB-AM, since last October 8, has been Top 40 in the strictest sense of the definition.

KGB GM Jim Price brought in John Lander from WLCY/Tampa to be KGB-AM's new PD last Labor Day. With somewhat of a late start on the Oct-Nov ARB, KGB-AM increased slightly, 1.7-2.6. After a three-month head of steam, only KPRI (A) and KJQY (BM) rank above KGB-AM in the 12+ category.

Gut Feel Appeal

It's been a while since any major market, especially one in Southern California, has seen AM Top 40 numbers like KGB's, and I wanted to know just what John Lander was up to. John, who had piloted WLCY to some very impressive 12+ shares not long ago, defined the station.

"It's a Top 40 mass appeal format. 24 hours a day there's a consistency on the station as far as hit music

"I think the same Top 40 principles that applied in 1965 apply now. Sure, they may have a new paint job, but it's only the cosmetics that have changed, the basics are still the same."

goes. The songs we play have not been selected on the basis of any kind of passive or out-call research. Instead, and this may touch off a debate or two, I've put together a limited music library based on instinct... every single song we play is on the air for a specific reason.

"The jocks aren't screaming and their approach is designed to appeal to everyone... men, women and teens... everyone. There's a real flow to the station, not a lot of stop-and-go or clutter, and the music probably accounts for 90% of what we do. We do two capsule newscasts an hour, only in morning drive, and then are pretty newsless for the rest of the day. We don't use jingles.

"The station does not have a super-hip approach on the air because, quite frankly, we're not trying to compete with the AOR's. I really don't think there's another station in the market that sounds like 13K."

Identity Face Lift

13K was the new identity that KGB-AM developed when Lander arrived as PD last September. The station did some initial outside promotion to kick off the new format and identity during last fall's sweep. John bought the Future Media "dancing girl in the stylus" TV spot for 13K, but did not run a giant schedule. The commercial acted as outside reinforcement for the identity change.

As far as contest and promotions went, John told me, "I always look for what's mass appeal in anything we do with the station, including promotions. To me the common denominator, when it comes to prizes, is money. We did some money giveaways, again not a lot, and also did the usual youth-oriented stuff like concert tickets and six-packs of albums. We also got out of the station

immediately with our '13 K Roller' (the station van), visiting schools and shopping centers. Right now we have a bumper sticker campaign going, and the van plays a big part in that."

The Teen Scene

John's competitors in San Diego have said that the station sounds like a very teen-appeal type format, but they all candidly admit that 13K became very hot very fast with the listeners. I asked John about the teens and how he felt that audience, which very few other programmers seem to be interested in, fit into his game plan for 13K.

"Let's go back for a second to when Southern Broadcasting took over WLCY in Tampa. I was the PD, and someone within the Southern organization told me that the future of AM radio was not with the teens or the young people. I was told that FM was where the teens were listening for their music. Right then and there I knew that I wouldn't fit into the programming picture of WLCY under Southern. Don't get me wrong, I'm not trying to sound vindictive, I just didn't agree philosophically that AM should be a primarily adult medium.

"I still feel that teens and women have a lot of energy that can influence larger numbers of listeners to tune in your station. So, 13K started out going straight for the teens and the women. It's not hard to pick music that will appeal to those groups, in fact it may be the easiest kind of music to identify. We felt that once we captured a good share of the teens and women, building the station's demographics in any direction we desired would be that much easier. We didn't start out for the

25-49 audience because, let's face it, the adults are a lot more loyal in their listening habits and therefore that much harder to move. We started off for the teen and female audience and then slowly began filling in the gaps musically to gain favor with some adults as well.

Back To Basics

"What I have been doing all along in my career is just basic Top 40 principles. Now, I didn't just transplant WLCY to 13K because there are certain regional and local

"I like to think of my music policy as prior knowledge and common sense... I really don't think that's a very mysterious ability to have, but I think it's a very important thing to do."

things that must be taken into consideration when programming any station. But it's really the same in any market; generally, what sounds good will win.

"I think the same Top 40 principles that applied in 1965 apply now. Sure, they may have a new paint job, but it's only the cosmetics that have changed, the basics are still the same.

"When I think about the commitment that KGB's owners, the Browns in Los Angeles, and our General Manager, Jim Price, made to me at the beginning, I can't believe it. They literally said to me, 'Fix it. You're in charge.' And that's just an amazing gamble to take with one person. I was given every cooperation I asked for in building the numbers and I know it wouldn't have happened without that kind of commitment."

Flavor In The Music

The San Diego market has been somewhat famous or infamous, depending on your point of view, for its

John Lander



13K

music research in recent years. Virtually every Top 40 station has factored some form of call-out research into its playlist decisions, and one of the criticisms of the market, musically, is that it hasn't been all that exciting. Whether or not that particular criticism of San Diego is justified, John took a different approach to music for 13K.

"When I first came to San Diego a lot of former and present Southern California programmers gave me the lowdown on what the market was like. I heard things like, 'You shouldn't play black music or disco... just stick with vanilla rock and roll and you'll be fine.' Well, one of the first records I played last fall was Anita Ward's 'Ring My Bell.' Then, later, we were the only station in the market to play 'Rapper's Delight.' You've got to remember that San Diego Top 40 radio had been pretty heavily researched when it came to music... and remember too that I don't do any call-out type research at all. When I saw Anita Ward or a 'Rapper's Delight' selling in massive quantities, I figured that something was happening with those records that made them more than just 'black hits.' I thought that they were right for 13K and I played 'em in San Diego when no one else would.

"I like to think of my music policy as prior knowledge and common sense. I know when to 'power' certain records. I am on the air every morning and I can feel when it's right to push a newer record into power rotation. And I really don't think that's a very mysterious ability to have, but I think it's a very important thing to do. I can feel the burnout point on records too. You know, you can do all the research in the world, but if you stop adding the personal touch of interpretation then what good does all that research do you?"

"I think radio has an obligation to be somewhat of a

trendsetter for people, both musically and in lots of other ways. However, I don't think that we, as radio, can lead people where they don't necessarily want to go. One of the mistakes that a lot of rock stations have made is to sound too hip. To me that's a classic case of trying to lead people where they don't want to go. It's a basic misunderstanding of what people are really into, in my opinion and it's led a lot of good stations astray."

John Lander has done what many thought to be impossible. He's taken a declining AM station, rocked it, and brought it back to life. His opinions on music research, teen listeners and how to put the whole "package" together successfully might set off an argument or two, but when you look at KGB-AM's 12+ share of the San Diego audience, those arguments may be just so many words. My congratulations to John, Jim and the entire KGB staff on a very strong showing.

***IT'S TIME FOR ANOTHER
MARSHALL TUCKER SMASH!***



***THE MARSHALL
TUCKER BAND
"It Takes Time"***

Produced by Stewart Levine for Outside Productions, Inc.



ON WARNER BROS. RECORDS

Warner Bros. Pacts Quincy's Qwest Label

Qwest Records, a new label formed and headed by veteran producer Quincy Jones, has entered into a manufacturing and distribution agreement with Warner Bros. Records. The first release

Jacobs, KKUA Settle Suit Out Of Court

KDEO/Honolulu part-owner Ron Jacobs's \$2.6 million suit against KKUA/Honolulu, his former employer (R&R 6-22-79), was settled out of court last Thursday (3-20). Jacobs, who in addition to his ownership duties handles the 2-6pm airshift at KDEO, had charged that he was wrongfully terminated on May 23, 1979 when KKUA's owners, Radio One Corp., sold the station to Coca-Cola of Los Angeles Communications Inc. Jacobs had also alleged that the station had refused to pay certain advertising revenues as well as monies owed him under a stock option plan. Under the terms of the agreement Jacobs could not reveal the amount of the settlement.

under this agreement will be the upcoming album from Warner Bros.' recording artist George Benson, which Jones is currently producing. The Benson album will appear in late spring under a joint Qwest-Warner Bros. logo.

In making the joint announcement along with Jones, WB Board Chairman/President Mo Ostlin said, "Anyone even remotely connected with the music industry recognizes the phenomenal talent of Quincy Jones... Quincy will be working not only with Qwest artists, but will also be intimately involved in Warner Bros. A&R in an expanded advisory capacity."

During his nearly 30-year industry career, Jones has scored the music for more than 50 motion pictures and 15 TV shows, winning four Oscar nominations, two Golden Globe nominations, and one Emmy award. He has also received 47 Grammy nominations and six Grammy awards, as well as having served as VP/A&R at Mercury and as Musical Director for Paris-based Barclay Disques. Jones's most recent successes include the production of platinum albums for Michael Jackson and the Brothers Johnson.

Bogart

Continued from Page 1

of late-paying distributors, managers demanding higher royalties and more support, and retailers seeking more advertising help, and wondered, "How hard can you push the domino in the middle before they all come tumbling down? Who pushed first, or who pushed hardest, or who pushed at all when they should have known better?"

Stressing the interdependence of all the industry's elements, he employed a nautical analogy: "If everybody wants a suite on the top of the ship, what we wind up with is one topheavy ship. If it goes down, nobody's going to get to cruise anywhere! We're drowning ourselves." Attacking over-eager sales practices, he asked, "Who will be the first brave one to stop overselling? Will you be the first brave one to stop overbuying?"

"Self-Destructive" Radio Relationship

The practice of airing entire albums came in for some pointed language as well. "Of course a consumer isn't going to spend five or

"Of course a consumer isn't going to spend five or six bucks actually buying an album if he can tape it off the radio. And the cruel joke is that the record companies are expected to advertise on that radio station!"

we have come to accept as common a practice of subsidizing people who give away our product for free!"

The "Hot Watch" Syndrome

Bogart also had words of caution for those "rushing into" the video-disc market, emphasizing their "critical responsibility to build a good foundation" to avoid a collapse in that field. But his strongest words were saved for counterfeiters and those retailers who unwittingly or not stock counterfeit product.

Citing an RIAA study of record stores, he stated that "90% of these stores stock some counterfeit product." He exclaimed, "How many records have we turned into instant cutouts, only to learn now that the cutouts were fake?" He then asked, "How do you get these goods? Does some character in a plain panel truck pull up and make an offer you can't refuse? Is it really very

"If everybody wants a suite on the top of the ship, what we wind up with is one topheavy ship. We're drowning ourselves."

six bucks actually buying an album if he can tape it off the radio," Bogart remarked. "And the cruel joke is that the record companies are expected to advertise on that radio station!" He continued, "Why do we go along with a practice that is obviously self-destructive? They're afraid their artist won't get airplay, and without airplay, they might not sell... Well, I can guarantee you they won't sell, no matter how popular, if their fans don't need to buy the album because they've taped it for free. Through some bizarre logic

different from the guy in Times Square who'll sell you a hot watch for a tenth of what it's worth? And if you buy it, can you imagine going into a department store and exchanging it for full credit?"

Turning to the source, he continued, "The counterfeiters read the trades. They don't have to take the risks we do. They wait for a sure hit before they strike. The bigger the hit, the greater the danger. One in ten LP's is estimated to be fake; one in five tapes is a fraud. And every counterfeit sale displaces a legitimate sale."



"CHEAP" SHOT AT WLS — Cheap Trick leader Rick Nielsen guest-hosted the night shift at WLS/Chicago recently, and according to PD John Gehron, did an "incredible show" and even followed format! The would-be disc jockey is pictured above.



KRQ'S COURT GESTURE — KRQ/Tucson formed a basketball team to play for charities, and fashioned a perfect season — no victories whatsoever. Pictured in a casual group pose are (l-r, rear) Assistant PD Dan McCoy, "Mother Duck," Steve Rivers, Brian Jefferies, Bob Majors, Jim Gillie; (l-r, front) Bruce Heiman, John Stevens, Ron Brooks, plus three youthful fans.



WUPE LOOKS FOR "10" RATINGS — WUPE/Pittsfield, MA held a "Sno Celebration Night" which featured a "sno dance" (on the lines of a rain dance) and a Bo Derek lookalike contest. We don't know how the "sno dance" came out, but the other part of the promotion was evidently successful, judging from the picture. Shown (l-r, front) are WUPE Promotions Director George Carpenter, the winner, and PD Bob Catan; (l-r, rear) air personalities Russ Aykroyd and Rick Schweitzer.



BILLY JOEL VISITS KVIL — During a national promotion tour in support of his new "Glass Houses" LP Billy Joel stopped in at KVIL/Dallas. Shown at the station are (l-r): Joel; Ron Chapman, KVIL PD and morning man; Chuck Rhodes, MD; and Ed Climie, Columbia's Regional Promotion Manager.

"Self-Inflicted Wounds"

Concluding, Bogart stated, "Nobody is killing us; some of our deepest wounds are self-inflicted. So only we can save ourselves." And, ending on a more uplifting note, he said, "Give the industry a chance. I love it. I am back in it. And I will help change it. But you've got to start thinking about today." He quoted George Bernard Shaw: "The people who get on in this world are the people who get up and look for circumstances they want, and if they can't find them, they make them." And he finished up, "I am a born-again music man. I believe that we can make them together. Thank you!"

Craigo

Continued from Page 3

RCA Records President Robert Summer commented, "As one of the most innovative figures in our industry, Jack Craigo is respected for his ability to recognize and acquire new talent, develop artist careers and create effective marketing concepts for their recordings. He is the ideal executive to lead our British company."

"I look upon this as an exceptional opportunity to join a company that has built a worldwide reputation of concern for artistry in the music business," said Craigo. "The U.K. appointment permits me to become a part of a dynamic group of record executives... and I look forward to consummating the extensive plans for growth of RCA in Great Britain."

WKTU

Continued from Page 3

if a hearing is called for, the trio's attorney, Terence Gaffney, told R&R that the Equal Employment Opportunity Commission may also become involved, as it reserves the right to investigate WKTU after the Commission On Human Rights has completed its look into the matter.

When contacted by R&R, WKTU General Manager David Rappaport said it would be "inappropriate to comment at this time."

Bronstein

Continued from Page 3

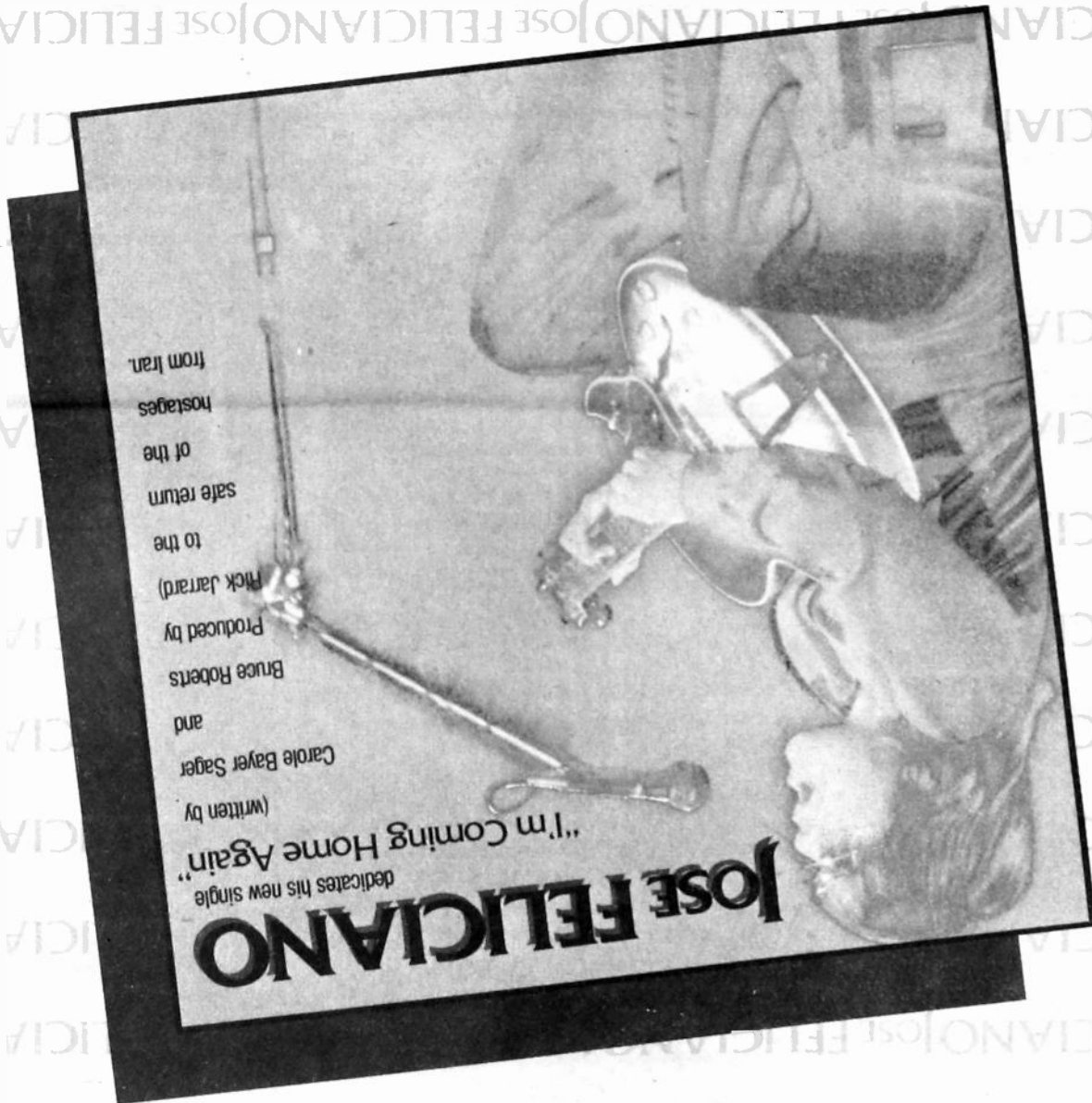
tion specialists after becoming National AOR Coordinator in 1976, before taking on his present position in 1978. He began his A&M career in 1970 as a New York college rep.

"I'm pleased to have had the opportunity to work with a lot of great people at A&M," Bronstein said, "and to watch a lot of promotion people grow. I was on the ground floor of a lot of our biggest acts breaking, and have seen the entire evolution of the company as a major AOR and overall force in the industry." Bronstein added that he was considering several job offers and will announce future plans shortly.

BYRL HECHTMAN
MANAGEMENT
3919 Big Oak Drive
Studio City California 91604
(213) 984-3704



ALA Records
4218 West Jefferson Blvd.
Los Angeles, Calif 90016



January-February 1980

Advance Arbitron Results

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

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.

Advance figures supplied by subscribing stations and verified by Arbitron.

San Francisco

KGO Remains Ahead, Increases Big Lead; Many Stations Down Overall: KFRC (Down Sixth Consecutive Book), P/A KYUU, KSFO, Dancemusic KSFY, Black KDIA, KSOL; Winners Include AOR Leader KMEL, Country KNEW, BM KOIT

	O/N '79	J/F '80
KABL (BM)	2.9	3.0
KABL-FM (BM)	3.0	2.8
KBAY (BM)	1.9	2.3
KCBS (N)	6.0	6.0
KCBS-FM (R)	.7	1.0
KDIA (B)	3.4	2.5
KEEN (C)	.9	1.2
KEZR (PA)	1.0	1.1
KFOG (BM)	3.4	3.4
KFRC (R)	5.0	4.1
KGO (N)	9.2	10.6
KIOI (PA)	3.3	3.3
KIQI (PA)	1.0	1.1
KKHI-FM (CL)	1.0	1.6
KLOK (PA)	1.6	1.7
KMEL (A)	2.0	2.6
KNBR (PA)	2.5	2.9
KNEW (C)	2.6	3.0
KMPX (BM)	1.3	1.3
KOIT (BM)	3.0	3.6
KOME (A)	2.0	2.2
KBLX (M)	1.3	1.4
KSAN (A)	1.7	1.9
KSFO (PA)	3.9	3.5
KSFY (D)	3.3	1.9
KSJO (A)	1.4	1.3
KSOL (B)	4.3	3.8
KYA (R)	1.7	1.4
KYA-FM (R)	1.8	1.2
KYUU (PA)	4.4	4.0

Baltimore

Leader WBAL Rebounds, Increases Margin; AOR WIYY Resurgent; Most P/A, Black Stations Down; BM WLIF Stable, WMAR Gains; WCAO Steady

	O/N '79	J/F '80
WAYE (BB)	1.6	1.8
WBAL (PA)	10.6	12.8
WBKZ (PA)	1.5	2.0
WCAO (R)	5.0	4.9
WCBM (PA)	7.1	6.0
WFBR (PA)	4.8	4.2
WITH (PA)	2.6	1.4
WITH-FM (R)	2.5	2.7
WIYY (A)	6.5	7.9
WTKT (D)	1.6	1.5
WLIF (BM)	10.1	10.3
WLPL (A)	2.1	2.0
WMAR (BM)	3.3	4.3
WPOC (C)	5.1	4.9
WSID (B)	2.2	2.0
WTTR (PA)	.6	1.0
WWIN (B)	5.4	4.5
WXYV (B)	6.3	5.6

These Washington-based stations ran on-air survey announcements.

WASH (PA)	.8	1.3
WPGC-FM (R)	1.8	1.4
WRQX (R)	1.1	1.4
WTOP (N)	1.1	1.0

Philadelphia

KYW Down, But Remains Number One; WMGK, WIP Both Advance; WDVR Gains, Closes BM Gap With WWSH; WDAS-FM Loses Almost 2, Lowest In Years; WMMR Off Slightly; WCAU-FM Emerges As Dancemusic Leader; Country WSNI Rebounds To 3; WIOQ Gains Half Share; Talk WWDB Up

	O/N '79	J/F '80
KYW (N)	10.4	9.6
WCAU (N)	4.6	3.6
WCAU-FM (D)	2.8	3.3
WDAS (B)	2.4	2.5
WDAS-FM (B)	7.0	5.2
WDVR (BM)	5.0	5.8
WFIL (R)	4.2	4.4
WFLN-FM (CL)	1.8	2.4
WHAT (B)	1.2	1.2
WIFI (R)	2.6	2.7
WIOQ (A)	2.6	3.1
WIP (PA)	6.0	6.8
WMGK (PA)	3.4	5.5
WMMR (A)	6.9	6.5
WPEN (PA)	1.8	2.1
WSNI (C)	2.1	3.0
WUSL (PA)	4.2	3.6
WWDB (T)	3.7	4.1
WWSH (BM)	7.1	6.1
WYSP (A)	4.5	4.2
WZZO (D)	2.9	1.9

Cleveland

Top Cleveland Stations — WQAL, WDOK, WHK — All Drop, WQAL Holds Lead; News WERE Up Sharply Again; WMMS, WGCL Steady; WZZP Almost Doubles; BM WKSW, Dancemusic WDMT, Classical WCLV Up Nicely; WHK Drops 2+; WJMO Also Down

	O/N '79	J/F '80
WABQ (B)	1.8	1.3
WBBG (R)	1.3	1.6
WCLV (CL)	1.8	3.5
WDMT (D)	3.1	4.1
WDOK (BM)	9.8	7.5
WERE (N)	5.7	8.3
WGAR (PA)	7.0	6.2
WGCL (R)	7.0	6.8
WHK (C)	8.9	6.7
WJMO (B)	5.4	3.7
WJW (PA)	4.6	4.3
WKSW (BM)	3.1	4.6
WLYT (R)	2.6	2.4
WMMS (A)	7.9	7.9
WQAL (BM)	9.8	8.8
WSUM (RL)	.5	1.0
WWWE (PA)	3.5	4.0
WWW (A)	2.7	2.0
WZAK (M)	1.4	1.7
WZZP (R)	2.4	4.3
WKDD (A)	1.7	1.1

Boston

WHDH Slips As WBZ Closes Gap; WJIB Down; WBCN, WEEI-FM Ease Past WCOZ In AOR Battle; WRKO Drops To Lowest Share In Recent Books; WROR Best Book For Some Time; WXKS Strong With Modified Dancemusic Format

	O/N '79	J/F '80
WBCN (A)	4.7	5.2
WBOS (D)	1.3	1.1
WBZ (PA)	8.2	9.0
WCGY (R)	.6	1.0
WCOZ (A)	5.0	4.1
WCRB (CL)	1.7	1.3
WDLW (C)	.3	1.0
WEEI (N)	7.2	6.9
WEEI-FM (A)	4.4	5.1
WHDH (PA)	11.1	9.7
WHUE-AM (BM)	1.1	1.1
WHUE-FM (BM)	2.2	2.5
WILD (B)	.7	1.2
WITS (T)	4.1	3.3
WJDA (PA)	.7	1.4
WJIB (BM)	9.9	9.4
WRKO (R)	4.6	3.8
WROR (RL)	1.0	1.3
WROR (PA)	3.3	3.8
WSSH (BM)	3.1	2.4
WVBF (R)	5.9	5.4
WXKS-FM (B/D)	5.5	5.4
WAAF (A)	1.6	1.8

San Jose

San Jose Stations KBAY, KOME Score Well; San Francisco's KGO Leads Market; KNBR, KYUU Move Up; KSFO, KFRC, KCBS, KIOI, KSFY Slip; BM KOIT Up Nicely; Country KEEN Has Good Gain

	O/N '79	J/F '80
KARA (PA)	4.0	2.6
KAZA (S)	.7	2.0
KBAY (BM)	4.9	6.5
KEEN (C)	2.9	4.1
KEZR (PA)	4.4	4.4
KFAT (C)	2.4	2.3
KDFC (CL)	1.3	1.0
KLIV (A)	2.7	2.3
KLOK (PA)	4.6	4.7
KOME (A)	5.9	6.2
KSJO (A)	3.7	2.1
KXRX (N)	1.6	2.2
KABL (BM)	1.5	1.6
KABL-FM (BM)	.9	1.0
KBLX (M)	.6	1.1
KCBS (N)	5.4	3.6
KFOG (BM)	2.7	3.1
KFRC (R)	3.2	2.8
KGO (N)	7.8	8.6
KIOI (PA)	4.8	3.2
KNBR (PA)	2.0	2.5
KNEW (C)	1.5	1.2
KOIT (BM)	2.9	3.4
KSFO (PA)	2.9	2.3
KSFY (D)	3.3	2.3
KSOL (B)	3.7	3.5
KYA (R)	1.1	1.0
KYA-FM (R)	.7	1.0
KYUU (PA)	3.3	4.2

The CBS Associated Labels Score A Double



THE ISLEY BROTHERS

**“Don’t Say
Goodnight
(It’s Time For Love)”**

ON TACK RECORDS



LOU RAWLS

**“You’re My
Blessing”**

ON PHILADELPHIA



INTERNATIONAL RECORDS

EAST
Most Added Hottest

Boz Scaggs
Ambrosia
Rogers & Carnes
Blondie
Pink Floyd
Christopher Cross

ADDS & HOTS

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

SOUTH
Most Added Hottest

Ambrosia
Boz Scaggs
Dan Fogelberg
Blondie
Pink Floyd
Bob Seger

EAST

PARALLEL ONE

W&A/Pittsburgh, PA
Jay Starr
PINK FLOYD 1-1
STYX
BOZ SCAGGS
BOB SEGER
BILLY JOEL
BOB SEGER
Hottest
STYX 1-1
BOB SEGER 5-2
PINK FLOYD 6-3
LINDA RONSTADT 17-11
AIR SUPPLY 21-17

CHUM/Toronto, CAN.
Hud Jones
BOB SEGER
QUEEN
WARRIOR ZEVIN
STEVE NIEBER
LINDA RONSTADT
Hottest
BOB SEGER 4-1
J. ZEILS BAND 3-2
BILLY JOEL 13-8
BLONDIE 25-15

CXGM/Montréal, CN
Jim Connell
ROGERS & CARNES
KIMMY LOGGINS
LINDA RONSTADT
CLIFF RICHARD
MANHATTAN TRANSFER
Hottest
BLONDIE 6-1
CHRIS CROSS 9-4
EAGLES 18-8
PRETENDERS 22-10
AIR SUPPLY 26-14

WABC/New York, NY
Sonja Jones
ROGERS & CARNES
LIPPS, INC.
Hottest
PINK FLOYD 1-1
BILLY & SYREETA 18-8
RUPERT HOWLES 17-10
MICHAEL JACKSON 19-11

WCAO/Baltimore, MD
Ron Riley
BOZ SCAGGS
AMBRASIA
PEACHES & HERB
SKYY
Hottest
PINK FLOYD 1-1
EAGLES 3-2
BLONDIE 13-1
BILLY JOEL 15-9
DR. HOOR 20-12

WHL/Philadelphia, PA
Gerry DeFrancisco
BOZ SCAGGS
ANDY & OLIVIA
DAN FOGELBERG
JAMES LAST BAND
MAC DAVIS (dp)
Hottest
SPINNERS 1-1
BLONDIE 3-2
BILLY JOEL 20-10
AIR SUPPLY 22-11
CHRIS CROSS 18-12

WHL/Philadelphia, PA
Liz Riley
OFF BROADWAY
WARRIOR ZEVIN
BOZ SCAGGS
JIMMY RUFFIN
PAT BENTON
KNACK
Hottest
PINK FLOYD 1-1
EAGLES 5-4
LINDA RONSTADT 11-7
CHRIS CROSS 14-10
UTOPIA 18-12

WNB/Philadelphia, PA
Frank
RUPERT HOWLES (RA)
Hottest
STEVE NIEBER 2-1
SHALAMAR 6-3
DAN FOGELBERG 8-4
PINK FLOYD 10-5
BLONDIE 17-10

WPSZ/Pittsburgh, PA
Mark Fritzer
KORONA
LINDA RONSTADT
AMBRASIA
Hottest
PINK FLOYD 1-1
BOB SEGER 15-8
BLONDIE 21-10
TOMMY JAMES 7-11
BILLY JOEL 19-14

WPKA/Washington, DC
Jim Elliott
b 52's
JAMES LAST BAND
DAN FOGELBERG
AMBRASIA
Hottest
BLONDIE 1-1
MICHAEL JACKSON 4-2
KOO & THE GANG 4-4
BOB SEGER 15-6
BILLY JOEL 21-8

WPKA/Boston, MA
Harry Nelson
AMBRASIA
BERNADETTE PETERS
Hottest
RAY, GOODMAN & B 2-1
LINDA RONSTADT 9-6
DR. HOOR 13-8
CHRIS CROSS 12-9

PARALLEL TWO

W&A/Allentown, PA
Jeff Frank
DAN FOGELBERG
BOZ SCAGGS
ROGERS & CARNES
Hottest
PINK FLOYD 1-1
BOB SEGER 11-5
AIR SUPPLY 16-9
BILLY JOEL 27-13
FLEETWOOD MAC 24-16

WHLI/New York, NY
Dan Kelly
BROTHERS JOHNSON
AMBRASIA
JAMES LAST BAND
KORONA
BERNADETTE PETERS
Hottest
BLONDIE 2-1
PEACHES & HERB 11-6
CHRIS CROSS 14-12
BILLY JOEL 22-16
LIPPS, INC. 27-20

PRO-FM/Providence, RI
O'Brien
ROGERS & CARNES
ANDY & OLIVIA
CHIP HARDING
OFF BROADWAY
KNACK
Hottest
KOO & THE GANG 1-1
PEACHES & HERB 4-2
J. ZEILS BAND 10-5
BLONDIE 16-10

WBEN-FM/Buffalo, NY
Roger Christian
DAN FOGELBERG
PRETENDERS
BOZ SCAGGS
LINDA RONSTADT
CLASH
Hottest
PINK FLOYD 1-1
BOB SEGER 7-3
LINDA RONSTADT 8-4
EAGLES 9-5
BILLY JOEL 25-16

WRLI/Long Island, NY
Bill Terry
ROGERS & CARNES
AMBRASIA
DAN FOGELBERG
ANDY & OLIVIA
ROBERTA FLACK
Hottest
PINK FLOYD 1-1
BLONDIE 9-2
CHRIS CROSS 8-4
BILLY & SYREETA 12-9
BILLY JOEL 16-13

WTFM/Hartford, CT
Rick Donahue
CLIFF RICHARD
LINDA RONSTADT
ANDY & OLIVIA
M. MANCHESTER
Hottest
PINK FLOYD 1-1
MICHAEL JACKSON 11-6
AIR SUPPLY 19-12
BILLY & SYREETA 22-13
WHISPERS 21-14

Q106/York, PA
Steve Gallagher
BOZ SCAGGS
AMBRASIA
JAMES LAST BAND
PAT BENTON
Hottest
BLONDIE 2-1
CHRIS CROSS 5-3
BILLY & SYREETA 10-4
RAY, GOODMAN & B 12-6
MICHAEL JACKSON 14-9

WKEE/Huntington, WV
Gary Miller
ANDY & OLIVIA
JERMAINE JACKSON
BRUCE COOKHORN
BOZ SCAGGS
KORONA
GRACE SLICK
Hottest
KOO & THE GANG 2-1
LINDA RONSTADT 3-2
BLONDIE 13-5
AIR SUPPLY 12-9
DR. HOOR 22-13

WOLF/Syracuse, NY
Charlie Brown
FLEETWOOD MAC
UTOPIA
BILLY & SYREETA
Hottest
PINK FLOYD 1-1
CHRIS CROSS 3-2
BOB SEGER 7-3
TOM PETTY 9-4
SHALAMAR 13-7

WPST/Trenton, NJ
Tom Taylor
BOZ SCAGGS
AMBRASIA
JAMES LAST BAND
STEVE NIEBER
SMOKEY ROBINSON
LINDA RONSTADT
MAC DAVIS (dp)
Hottest
BLONDIE 1-1
MICHAEL JACKSON 4-2
KOO & THE GANG 4-4
BOB SEGER 10-3
AIR SUPPLY 14-6
UTOPIA 15-11
BILLY JOEL 26-15

WTHY/Troy, NY
Bill Cahill
ROGERS & CARNES
BOZ SCAGGS
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PINK FLOYD 1-1
BLONDIE 3-2
CHRIS CROSS 11-4
BILLY & SYREETA 15-5
AIR SUPPLY 22-13

PARALLEL THREE

13FPA/Manchester, NH
Hich Hyder
AMBRASIA
LINDA RONSTADT
JAMES LAST BAND
MAC DAVIS
BILLY & SYREETA
Hottest
BLONDIE 8-1
CHARLIE DORE 12-9
PINK FLOYD 19-13
JIMMY RUFFIN 21-16
MICHAEL JACKSON 30-21

WHLI/Springfield, MA
Ken Capurso
KORONA
JERMAINE JACKSON
CLASH
BOZ SCAGGS
Hottest
PINK FLOYD 1-1
BLONDIE 3-2
KOO & THE GANG 8-1
CHRIS CROSS 13-4
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KC101/New Haven, CT
Curt Hansen
PEACHES & HERB
PAUL DAVIS
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MICHAEL JACKSON 6-5
BOB SEGER 13-7
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BILLY JOEL 20-17

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Andy Sautinski
SKYY
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UTOPIA 15-11
BILLY JOEL 26-15

WTHY/Troy, NY
Bill Cahill
ROGERS & CARNES
BOZ SCAGGS
LINDA RONSTADT
Hottest
PINK FLOYD 1-1
BLONDIE 3-2
CHRIS CROSS 11-4
BILLY & SYREETA 15-5
AIR SUPPLY 22-13

SOUTH

PARALLEL ONE

KRBE/Houston, TX
Dyna Steele
AMBRASIA
PAT BENTON
PAT BENTON
Hottest
AIR SUPPLY 4-1
CHRIS CROSS 3-2
BOB SEGER 17-5
PAUL DAVIS 17-11
BOZ SCAGGS 20-15

WAKY/Memphis, TN
Mike McVay
BILLY & SYREETA
UTOPIA
BOZ SCAGGS
ANDY & OLIVIA
KORONA
AMBRASIA
Hottest
PINK FLOYD 5-1
BOB SEGER 4-2
BLONDIE 32-3
CHRIS CROSS 7-4
BILLY JOEL 11-7

KVIL/Dallas, TX
Chuck Rhodes
JIMMY RUFFIN
PEACHES & HERB
M. MANCHESTER
WHISPERS
CHRIS CROSS
Hottest
DR. HOOR 1-1
RUPERT HOWLES 12-4
KOO & THE GANG 10-7
QUEEN 11-8
SPINNERS 13-9

Q106/Tampa, FL
Pat McKay
BOZ SCAGGS
AMBRASIA
JAMES LAST BAND
KNACK (dp)
Hottest
PINK FLOYD 1-1
BOB SEGER 10-7
AIR SUPPLY 16-8
EAGLES 13-10
RAY, GOODMAN & B 30-17

Y100/Miami, FL
Robert Muzzy
CHARLIE DORE
GARY NUMAN
PETER MCAN
LEIF GARRETT
WESTON LOMIS
PEACHES & HERB
UTOPIA
Hottest
PINK FLOYD 1-1
BLONDIE 13-9
LINDA RONSTADT 22-14
CLIFF HANGIONE 23-17
BROTHERS JOHNSON 25-21

Z93/Atlanta, GA
Dale O'Brien
PRETENDERS
DAN FOGELBERG
MICHAEL JACKSON
AMBRASIA
JOURNEY
KORONA
Hottest
BLONDIE 3-1
AIR SUPPLY 7-4
PAUL DAVIS 14-9
BILLY JOEL 19-10
BROTHERS JOHNSON 24-18

Z97/Fort Worth, TX
Gary Meek
KOO & THE GANG
PAT BENTON 1-1
BAYS 2-2
BLONDIE 3-3
BLONDIE 5-4
LINDA RONSTADT 11-5

94Q/Atlanta, GA
Jeff McCartney
BOZ SCAGGS
CLASH
AMBRASIA
NEIL SEDAKA
POOLS
Hottest
BLONDIE 1-1
PRETENDERS 3-2
SHOCK DOORBURN 10-7
UTOPIA 11-9
BILLY JOEL 18-10

PARALLEL TWO

92Q/Nashville, TN
Scooter Davis
BROTHERS JOHNSON
FELIX CAVALIERE
LAD (dp)
Hottest
PINK FLOYD 1-1
EAGLES 10-6
AMBRASIA
Hottest
PINK FLOYD 1-1
BLONDIE 16-9
AIR SUPPLY 17-13
DOTTIE WEST 22-17

RJ103/Orlando, FL
Terry Long
AMBRASIA
PAUL DAVIS
BERNADETTE PETERS
RED RIDER
LIPPS, INC.
ROGERS & CARNES
Hottest
PINK FLOYD 1-1
BLONDIE 4-2
CHRIS CROSS 7-4
KORONA
Hottest
RUPERT HOWLES 3-1
TOMMY JAMES 4-2
DR. HOOR 10-7
CHRIS CROSS 13-9
BLONDIE 16-13

WHLI/Parkersburg, WV
O'Brien/Wayne
BOZ SCAGGS
ROGERS & CARNES
JAMES LAST BAND
DAN FOGELBERG
RAYDIO
FLEETWOOD MAC
Hottest
RAY, GOODMAN & B 1-1
JIMMY RUFFIN 9-3
KOO & THE GANG 10-4
MICHAEL JACKSON 13-7
WALAKRETH 22-16

WAYNE MONTON
JAMES LAST BAND
SHOCK DOORBURN
Hottest
PINK FLOYD 1-1
BLONDIE 6-2
CHRIS CROSS 11-5
WHISPERS 10-6
EAGLES 21-17

PARALLEL ONE

KX110M/Birmingham, AL
Chris Andrews
WARRIOR ZEVIN
NETTE MIDLER
LINDA RONSTADT
AMBRASIA
Hottest
AIR SUPPLY 4-1
CHRIS CROSS 3-2
BOB SEGER 17-5
PAUL DAVIS 17-11
BOZ SCAGGS 20-15

WAKY/Memphis, TN
Mike McVay
BILLY & SYREETA
UTOPIA
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ROGERS & CARNES
Hottest
PINK FLOYD 1-1
BLONDIE 4-2
CHRIS CROSS 7-4
KORONA
Hottest
RUPERT HOWLES 3-1
TOMMY JAMES 4-2
DR. HOOR 10-7
CHRIS CROSS 13-9
BLONDIE 16-13

WHLI/Parkersburg, WV
O'Brien/Wayne
BOZ SCAGGS
ROGERS & CARNES
JAMES LAST BAND
DAN FOGELBERG
RAYDIO
FLEETWOOD MAC
Hottest
RAY, GOODMAN & B 1-1
JIMMY RUFFIN 9-3
KOO & THE GANG 10-4
MICHAEL JACKSON 13-7
WALAKRETH 22-16

WAYNE MONTON
JAMES LAST BAND
SHOCK DOORBURN
Hottest
PINK FLOYD 1-1
BLONDIE 6-2
CHRIS CROSS 11-5
WHISPERS 10-6
EAGLES 21-17

PARALLEL ONE

MIDWEST Most Added Hottest

Ambrosia Pink Floyd Boz Scaggs Blondie Rogers & Carnes Christopher Cross

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

Ambrosia Pink Floyd Boz Scaggs Blondie Rogers & Carnes Bob Seger Christopher Cross

MIDWEST

PARALLEL ONE

CKLW/Detroit, MI Rosalie Trombley BRUCE COCKBURN DAN FOGELBERG AMBROSIA Hottest: BLONDIE 1-1 MICHAEL JACKSON 12-8 AIR SUPPLY 18-11 EAGLES 17-12 DR. HOOR 23-16

KBEQ/Kansas City, MO Cathy Roth

AMBROSIA ALLAN CLARKE Hottest: PINK FLOYD 1-1 WILLIE NELSON 10-6 CHRIS CROSS 12-7 BILLY & SYREETA 16-9 BILLY JOEL 21-15

KDWR/Minneapolis, MN Hamilton/Abrecht

DAN FOGELBERG BOZ SCAGGS BETTE MIDLER RED RIDER Hottest: EAGLES 2-1 CHRIS CROSS 4-2 AIR SUPPLY 7-4 BLONDIE 11-5 JOURNEY 22-14

KSLQ/St. Louis, MO Phil Irons

CLASH FLEETWOOD MAC ROGERS & CARNES PAUL DAVIS TOMMY JAMES BROTHERS JOHNSON Hottest: BLONDIE 1-1 BOB SEGER 6-2 MICHAEL JACKSON 5-3 CHUCK WAGNONE 15-11 JIMMY RUFFIN 23 15

Q102/Cincinnati, OH Pat O'Brien

DR. HOOR Hottest: PINK FLOYD 1-1 BOB SEGER 9-5 PAUL DAVIS EAGLES 12-7 BILLY JOEL 20-14 MICHAEL JACKSON 22-17

WGCL/Cleveland, OH Bob Travis

OFF BROADWAY M. MANCHESTER ROGERS & CARNES Hottest: PINK FLOYD 1-1 RUPERT HOLMES 6-4 CHRIS CROSS 8-11 BILLY JOEL 18 17 WIMMY LOGGINS 22 17

WLS/Chicago, IL Steve Casey

CHRIS CROSS OFF BROADWAY Hottest: PINK FLOYD 1-1 SPINNERS 7-4 PAT BENATAR 14-9 RUPERT HOLMES 16 13 BOB SEGER 25-18

WOKY/Milwaukee, WI Jim Brown

DOLLY PARTON JAMES LAST BAND DR. HOOR BOB SEGER (dp) Hottest: PINK FLOYD 1-1 RUPERT HOLMES 4-3 CHRIS CROSS 8-5 BILLY & SYREETA 11-7 TOMMY JAMES 13-10

KWKW/St. Louis, MO Bob Hattwick

BLONDIE MARSHALL TUCKER Hottest: JOURNEY 1-1 OFF BROADWAY 5-1 BABY 14-7 BILLY JOEL 16 9 TRIUMPH 23-14

WHB/Kansas City, MO Hirk Heron

UTOPIA LINDA RONSTADT PAUL DAVIS CHARLIE DORE DAN FOGELBERG CLIFF RICHARD ANNE MURRAY AMBROSIA Hottest: SPINNERS 1-1 BLONDIE 14-5 EAGLES 9-4 BILLY JOEL 17-12 DR. HOOR 21 17

KWIS-FM/Minneapolis, MN Chuck Knapp

ANDY & OLIVIA ANNE MURRAY Hottest: EAGLES 7-1 AIR SUPPLY 13-2 CHRIS CROSS 15-5 DR. HOOR 16 10 BILLY & SYREETA 18-13

PARALLEL TWO

92 X/Columbus, OH Huddly Scott RAY, GOODMAN & B DR. HOOR BILLY & SYREETA ROGERS & CARNES UTOPIA BOZ SCAGGS Hottest: PINK FLOYD 1-1 CHRIS CROSS 4-2 LINDA RONSTADT 3-3 BLONDIE 10-4 BOB SEGER 9-5

K10A/Des Moines, IA A.W. Pantoja

BILLY & SYREETA BOZ SCAGGS DEBBY BOONE PAUL DAVIS Hottest: PINK FLOYD 1-1 LINDA RONSTADT 5-3 KOOL & THE GANG 11-7 BLONDIE 12-8 EAGLES 18 14

KOFM/Oklahoma City, OK Chuck Morgan

PEACHES & HERB WHISPERS M. MANCHESTER ANDY & OLIVIA CLASH Hottest: PINK FLOYD 1-1 BLONDIE 9-2 AIR SUPPLY 14-9 DR. HOOR 19-13 EAGLES 20 15

KRAV/Tulsa, OK Gary Reynolds

AMBROSIA BRUCE COCKBURN KORONA Hottest: BOB SEGER 3-1 RAY, GOODMAN & B 4-3 BILLY JOEL 18-12 AIR SUPPLY 22-15 ROGERS & CARNES 30-20

KZ93/Peoria, IL Keith Edwards

CLIFF RICHARD RED RIDER BOZ SCAGGS AMBROSIA PAUL DAVIS M. MANCHESTER Hottest: OFF BROADWAY 1-1 BLONDIE 5-4 BILLY & SYREETA 8-6 BILLY JOEL 12-9 CHARLIE DORE 15 11

WGRD/Grand Rapids, MI Jeff Baker

JOURNEY Hottest: PINK FLOYD 1-1 PAT BENATAR 7-2 TOM PETTY 9-4 BLONDIE 10-5 CHRIS CROSS 17-9

WHOT/Youngstown, OH Dick Thompson

FELIX CAVALIERE PRETENDERS WHISPERS Hottest: CHRIS CROSS 2-1 BLONDIE 5-2 BILLY JOEL 13-9 MICHAEL JACKSON 22 11 BILLY & SYREETA 23-12

WMEH/Fort Wayne, IN John Curry

ROGERS & CARNES BOZ SCAGGS DAN FOGELBERG, PRETENDERS Hottest: BOB SEGER 9-1 PINK FLOYD 2-2 CHRIS CROSS 11-5 BLONDIE 12-10 AIR SUPPLY 14-12

WAP/Indianapolis, IN Diane Shannon

AMBROSIA JOHN COUGAR BEACH BOYS DAN FOGELBERG CLIFF RICHARD PRETENDERS FIREFALL Hottest: PINK FLOYD 1-1 CHRIS CROSS 6-3 BLONDIE 8-5 EAGLES 11-6 FLEETWOOD MAC 19 11

WNCI/Columbus, OH Steve Edwards

MICHAEL JACKSON CHARLIE DORE BROTHERS JOHNSON BOZ SCAGGS Hottest: PINK FLOYD 1-1 BLONDIE 15-4 AIR SUPPLY 22-15 BILLY & SYREETA 24 18 BILLY JOEL 23-19

WOHO/Tulsa, OH Beau Elliott

PRETENDERS AMBROSIA Hottest: MICHAEL JACKSON 4-1 BILLY & SYREETA 8-3 BOB SEGER 10-7 KOOL & THE GANG 13-9 EAGLES 15 12

WOW/Omaha, NE Erik Foss

Hottest: CHRIS CROSS 1-1 TOMMY JAMES 7-3 GARY NURAN 8-4 EAGLES 16-7 DR. HOOR 19-10

WVIC/East Lansing, MI Jim St. John

ROGERS & CARNES BERNADETTE PETERS RAYDIO FLEETWOOD MAC CHARLIE DORE AMBROSIA NEIL SEDAKA Hottest: PINK FLOYD 1-1 BLONDIE 14-5 HEART 18 13 KOOL & THE GANG 17-12 LINDA RONSTADT 19-13

KSTT/Davenport, IA Mike Kennelly

WILLIE NELSON DAN FOGELBERG BOZ SCAGGS JOURNEY Hottest: PINK FLOYD 7-1 BLONDIE 16-10 MICHAEL JACKSON 18-12 BOB SEGER 19-14 BILLY & SYREETA 21-15

WISM/Madison, WI Jonathon Little

AMBROSIA BROTHERS JOHNSON STYX Hottest: PINK FLOYD 1-1 EAGLES 7-4 MICHAEL JACKSON 9-5 BOB SEGER 16-9 BILLY JOEL 25-16

WZZP/Cleveland, OH Bob McKay

FLEETWOOD MAC WHISPERS NEIL SEDAKA PAUL DAVIS BOZ SCAGGS ANNE MURRAY Hottest: PINK FLOYD 1-1 CHRIS CROSS 10-3 DR. HOOR 12-4 TOMMY JAMES 13-10 AIR SUPPLY 18-11

KWEN/Tulsa, OK Brian

AMBROSIA ANDY & OLIVIA FELIX CAVALIERE KORONA BETTE MIDLER BEACH BOYS CHARLIE DORE LINDA RONSTADT Hottest: PINK FLOYD 2-1 CHRIS CROSS 9-4 BOB SEGER 8-7 EAGLES 15-10 AIR SUPPLY 25-15

WYFM/Youngstown, OH Jeff Tobin

EAGLES Hottest: PINK FLOYD 1-1 LINDA RONSTADT 7-3 PAT BENATAR 9-5 BOB SEGER 11-7 KOOL & THE GANG 15 10

WDRQ/Detroit, MI Jim Ryan

AMBROSIA SMOKEY ROBINSON BOZ SCAGGS CLASH (dp) PAT BENATAR (dp) Hottest: BLONDIE 3-1 BOB SEGER 2-2 DR. HOOR 23 16 J. GELLS BAND 26 20 FELIX CAVALIERE 29-22

WTWH/Detroit, MI Kurt Kelly

DR. HOOR FLEETWOOD MAC BILLY JOEL Hottest: KOOL & THE GANG 2-1 CHRIS CROSS 3-2 BLONDIE 14-3 PAUL DAVIS 16-11 LINDA RONSTADT 21-15

PARALLEL THREE

KFYR/Bismarck, ND Dan Reenan

BOZ SCAGGS AMBROSIA Hottest: PINK FLOYD 1-1 BOB SEGER 6-4 CHARLIE DORE 11-9 CHRIS CROSS 14-10 BRUCE COCKBURN 19-19

KKLS/Rapid City, SD Kjar/Sherwin

AMBROSIA JOURNEY Hottest: AIR SUPPLY 1-1 PINK FLOYD 4-3 BOB SEGER 9-5 KOOL & THE GANG 12-8 HEART 19 13

KKH/Sioux Falls, SD Brian Phoenix

BLONDIE BILLY & SYREETA AMBROSIA Hottest: EAGLES 2-1 AIR SUPPLY 8-2 CLIFF RICHARD 13-3 LINDA RONSTADT 7-4 BOB SEGER 11-6

KKXI/Grand Forks, ND Jack Lundy

BILLY JOEL ROGERS & CARNES AMBROSIA Hottest: PINK FLOYD 1-1 CARLA RONOFF 13-9 DR. HOOR 20-11 BRUCE COCKBURN 22 17 PAUL DAVIS 24 18

WEAQ/Eau Claire, WI Rick Roberts

FELIX CAVALIERE ROGERS & CARNES DAN FOGELBERG BILLY & SYREETA Hottest: NEIL DIAMOND 1-1 TOMMY JAMES 3-2 PINK FLOYD 6-4 NICOLETTE LARSON 15 12 CHRIS CROSS 20-16

WGBF/Evanville, IN Gene Michela

ROGERS & CARNES DAN FOGELBERG BOZ SCAGGS JOURNEY STEVE FORBERT RETTE MIDLER Hottest: BLONDIE 4-1 BOB SEGER 5-4 MICHAEL JACKSON 10-7 BILLY JOEL 15 10 DR. HOOR 16 12

WAMV/Norwich, WI Jay Tyler

ANDY & OLIVIA DAN FOGELBERG BILLY & SYREETA PRETENDERS ROGERS & CARNES RCR Hottest: LINDA RONSTADT 3-1 LINDA RONSTADT 6-2 BOB SEGER 10-4 EAGLES 11-5 AIR SUPPLY 12-7

WRKM/Racine, WI Terry Green

KORONA BERNADETTE PETERS BOZ SCAGGS Hottest: PINK FLOYD 1-1 LINDA RONSTADT 7-5 EAGLES 13-6 BLONDIE 19 10 BILLY & SYREETA 20-11

WROK/Rockford, IL Tom Hunter

BOZ SCAGGS FELIX CAVALIERE ANDY & OLIVIA Hottest: BLONDIE 1-1 CHRIS CROSS 7-2 SHALAMAR 11-7 FLEETWOOD MAC 19 11 RAY, GOODMAN & B 20 13

WSPT/Stevens Point, WI Pat Martin

JAMES LAST BAND BOZ SCAGGS ANDY & OLIVIA DAN FOGELBERG Hottest: MAC DAVIS 1-1 CHARLIE DORE 10-4 EAGLES 13-7 JOURNEY 15-8 CHRIS CROSS 12-9

WTRU/Muskegon, MI Bill Andrews

FLEETWOOD MAC ROGERS & CARNES Hottest: PINK FLOYD 1-1 BLONDIE 23-3 LINDA RONSTADT 11-7 BOB SEGER 18-11 BILLY JOEL 27-15

WRBR/South Bend, IN Joe Lightner

PAUL DAVIS CHARLIE DORE KENNY LOGGINS WARREN ZEVON (dp) Hottest: PINK FLOYD 1-1 LINDA RONSTADT 10-5 CHRIS CROSS 14-8 TOM PETTY 17 12 BILLY & SYREETA 20-16

KDYY/Tulsa, OK Todd Hottman

ROGERS & CARNES PEACHES & HERB PRETENDERS BOZ SCAGGS Hottest: BLONDIE 4-1 LINDA RONSTADT 3-2 CHRIS CROSS 7-4 BOB SEGER 12-7 BILLY JOEL 17-9

KQWB-FM/Fargo, ND Bill Richards

CLIFF RICHARD BOZ SCAGGS HARRY CALDWELL AMBROSIA EMMY LOGGINS GRACE SLICK KNACR Hottest: BLONDIE 2-1 PAT BENATAR 3-2 LINDA RONSTADT 5-4 RETTE MIDLER 6-5 CHRIS CROSS 8-4

WEST

PARALLEL ONE

B100/San Diego, CA Glen McCartney AMBROSIA Hottest: BLONDIE 1-1 BOB SEGER 12-10 MICHAEL JACKSON 15-12 BILLY JOEL 21-18 PRETENDERS 23-20

KEARTH/Los Angeles, CA Bob Hamilton

AMBROSIA FLEETWOOD MAC MICHAEL JACKSON JOURNEY Hottest: BLONDIE 1-1 RAY, GOODMAN & B 6-4 BILLY & SYREETA 9-7 MANHATTAN TRANSPRE 24 9 LIPPS, INC. 25 10

KFI/Los Angeles, CA Roger Collins

AMBROSIA LINDA RONSTADT BROTHERS JOHNSON BOZ SCAGGS LEON RAYWOOD JAMES LAST BAND Hottest: PINK FLOYD 1-1 BLONDIE 11-5 EAGLES 17-8 BILLY JOEL 25-12 PEACHES & HERB 21-15

KFRC/San Francisco, CA Garland/Sholin

AMBROSIA DR. HOOR Hottest: PINK FLOYD 1-1 JOURNEY 7-4 BOB SEGER 12-6 EAGLES 14-10 CHRIS CROSS 21-16

KIMN/Denver, CO Doug Erikson

BOZ SCAGGS JAMES LAST BAND Hottest: PINK FLOYD 1-1 EAGLES 7-4 BLONDIE 8-5 BILLY JOEL 13-6 DR. HOOR 17-12

KJR/Seattle, WA Mitchell/Huttyler

AMBROSIA ROGERS & CARNES JOURNEY LINDA RONSTADT ROBBIE DUPREZ ANNE MURRAY Hottest: HEART 1-1 CHRIS CROSS 3-2 BLONDIE 7-4 BOB SEGER 9-6 EAGLES 14-8

KOPA/Phoenix, AZ John Volpe

PRETENDERS AMBROSIA PAUL DAVIS Hottest: PINK FLOYD 1-1 AIR SUPPLY 6-5 CHRIS CROSS 8-6 HEART 15-10 JOURNEY 30-18

KUPD/Phoenix, AZ John Sebastian

HEARY GARY NURAN Hottest: BAYB 6-1 CHRIS CROSS 23-6 BOB SEGER 12-10 BILLY JOEL 21 15 STEVE WALSH 20-17

KRLA/Los Angeles, CA Rick Sencato

LIPPS, INC. FLEETWOOD MAC KORONA RAYDIO KARNES BERNADETTE PETERS Hottest: RAY, GOODMAN & B 1-1 WHISPERS 6-3 R-52 12-7 LINDA RONSTADT 19-13 MANHATTAN TRANSPRE 22-17

KHJ/Los Angeles, CA Chuck Martin

CROWN HEIGHTS AFF LEON HAYWOOD Hottest: BLONDIE 1-1 RAY, GOODMAN & B 12-7 EAGLES 15 11 LIPPS, INC. 25 14 CHRIS CROSS 23-18

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron

AMBROSIA TOURISTS ANDY & OLIVIA NEIL DIAMOND SMOKEY ROBINSON CLIFF RICHARD BOZ SCAGGS FIREFALL Hottest: BLONDIE 2-1 PINK FLOYD 10-4 BOB SEGER 8-5 BILLY JOEL 17-10 PAUL DAVIS 25 20

KEND/Las Vegas, NV Bill Alexander

CLIFF RICHARD FELIX CAVALIERE Hottest: PINK FLOYD 1-1 CHRIS CROSS 8-3 BLONDIE 15-7 J. GELLS BAND 18 9 UTOPIA 25-15

KERN/Bakersfield, CA Pete Shannon

LINDA RONSTADT WHISPERS BILLY & SYREETA ANDY & OLIVIA Hottest: PINK FLOYD 2-1 HEART 8-5 BOB SEGER 17-8 SHALAMAR 13-9 AIR SUPPLY 15-10

KFXM/San Bernardino, CA Don Murray

ROGERS & CARNES ANDY & OLIVIA AMBROSIA BAR-KAYS Hottest: SPINNERS 2-1 RUPERT HOLMES 3-2 CHRIS CROSS 14-9 WHISPERS 18-11 FLEETWOOD MAC 22 15

KGW/Portland, OH Richard Harker

RENNY LOGGINS ROGERS & CARNES FELIX CAVALIERE AMBROSIA Hottest: PINK FLOYD 1-1 AIR SUPPLY 12-8 DR. HOOR 20-11 MICHAEL JACKSON 25-17 BOB SEGER 23-18

KJRB/Spokane, WA Brian Gregory

BOZ SCAGGS AMBROSIA NAZARETH (dp) SURVIVOR (dp) Hottest: PINK FLOYD 1-1 KOOL & THE GANG 7-4 EAGLES 10-5 AIR SUPPLY 17-7 BOB SEGER 13-8

KMJC/San Diego, CA Jeff Salgo

M. MANCHESTER GARY NURAN Hottest: CHRIS CROSS 4-1 BOB SEGER 10-4 RAY, GOODMAN & B 12-7 MICHAEL JACKSON 14-8 BLONDIE 15-9

KROY/Sacramento, CA Rick Shannon

ANDY & OLIVIA GARY NURAN Hottest: PINK FLOYD 1-1 BLONDIE 2-2 J. GELLS BAND 10-6 DR. HOOR 14-14 PRETENDERS 27 25

KRQ/Tucson, AZ Dan McCoy

AMBROSIA CLASH KARLA RONOFF PAUL DAVIS Hottest: BLONDIE 1-1 DR. HOOR 7-4 ZZ TOP 12-6 UTOPIA 13-9 DAN FOGELBERG 15-12

KRSP/Salt Lake City, UT Lorraine Winnegar

BOZ SCAGGS AMBROSIA RETTE MIDLER Hottest: BOB SEGER 2-1 CHRIS CROSS 7-4 JOURNEY 10-5 FLEETWOOD MAC 15 7 RYR 14-8

KRUX/Phoenix, AZ Bobby Rivers

BLONDIE DAN FOGELBERG AMBROSIA BOB SEGER PAUL DAVIS LEIF GARRETT TOURISTS RAR RAYS Hottest: PINK FLOYD 2-1 LINDA RONSTADT 3-2 CHRIS CROSS 7-4 BOB SEGER 12-7 PRETENDERS 22 13

KTAC/Tacoma, WA Sean Carter

MICHAEL JACKSON JOURNEY ROGERS & CARNES PRETENDERS Hottest: PINK FLOYD 1-1 RUPERT HOLMES 3-2 BLONDIE 13-8 CHRIS CROSS 20 15 BILLY JOEL 21-14

Y94/Fresno, CA Ray Appleton

WHISPERS PRETENDERS CLIFF RICHARD BOZ SCAGGS Hottest: PINK FLOYD 1-1 EAGLES 7-4 CHRIS CROSS 10-6 BOB SEGER 12-9 AIR SUPPLY 15-10

KLUX/Las Vegas, NV Dave Anthony

PRETENDERS BOZ SCAGGS AMBROSIA Hottest: CHRIS CROSS 1-1 BLONDIE 6-2 DAN FOGELBERG 17-7 BILLY JOEL 21-14 STYX 22-16

KVJ/K/Portland, OH John Shumby

JERRAINE JACKSON AMBROSIA BOZ SCAGGS MICHAEL JACKSON Hottest: PINK FLOYD 1-1 BLONDIE 7-5 TOMMY JAMES 13-8 AIR SUPPLY 14-10 KOOL & THE GANG 17-13

K10Y/Fresno, CA Jim Sumpter

KORONA SWITCH ROGERS & CARNES BROTHERS JOHNSON JIMMY RUFFIN Hottest: CHRIS CROSS 3-1 AIR SUPPLY 14-6 BOB SEGER 10-7 MICHAEL JACKSON 18-10 PAUL DAVIS 30-22

KYNO-FM/Fresno, CA John Lee Walker

JOURNEY BILLY JOEL JAMES LAST BAND CLASH ANDY & OLIVIA CLIFF RICHARD Hottest: PINK FLOYD 1-1 MICHAEL JACKSON 4-3 PAT BENATAR 10-8 WHISPERS 14-11 RAY, GOODMAN & B 19-12

KZZN/Albuquerque, NM Chris Carey

CHARLIE DORE ROGERS & CARNES BOZ SCAGGS Hottest: CHRIS CROSS 3-1 EAGLES 4-2 BOB SEGER 7-3 RAY, GOODMAN & B 12-7 BILLY JOEL 19 10

FM102/Sacramento, CA Billy Wanders

BROTHERS JOHNSON DAN FOGELBERG ROGERS & CARNES LINDA RONSTADT Hottest: PINK FLOYD 1-1 RAY, GOODMAN & B 8-2 BLONDIE 12-6 LINDA RONSTADT 15 11 BOB SEGER 18-12

PARALLEL THREE

KHDF/Eugene, OR Greg Lee

AMBROSIA JERRAINE JACKSON BRUCE COCKBURN BOZ SCAGGS LRR Hottest: KOOL & THE GANG 1-1 SPINNERS 3-2 MICHAEL JACKSON 4-3 BLONDIE 13-10 BOB SEGER 15-12

KBIM/Rosemead, NM Dr. Jax

ROGERS & CARNES MARSHALL TUCKER BAR RAYS AMBROSIA RED RIDER BERNADETTE PETERS (dp) RETTE MIDLER Hottest: CHRIS CROSS 5-1 BLONDIE 10-2 MICHAEL JACKSON 14-8 RAY, GOODMAN & B 20 9 DR. HOOR 21 17

KIMZ/Hartman, MT Dennis Nichols

ANDY & OLIVIA ANNE MURRAY AMBROSIA JENNIFER WARNER Hottest: RUPERT HOLMES 2-1 EAGLES 11-8 AIR SUPPLY 21 17 RAY, GOODMAN & B 25 20 BRUCE COCKBURN 30-25

KCBN/Beno, NV Palmer Stewart

BEACH BOYS LEON HAYWOOD KNACR ANNE MURRAY MARSHALL TUCKER RED RIDER CLIFF RICHARD Hottest: PINK FLOYD 1-1 CHRIS CROSS 7-3 HEART 8-4 BLONDIE 10-6 JOURNEY 10 19

KDZA/Pueblo, CO Rip Avina

BOZ SCAGGS M. MANCHESTER LINDA RONSTADT AMBROSIA JAMES LAST BAND DAN FOGELBERG RED RIDER Hottest: PINK FLOYD 1-1 CHRIS CROSS 4-2 RAY,

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

188/8 85%

Regional Reach: E 88, S 89, M 76, W 85

National Summary: UP 16, SAME 11, DOWN 3, ADDS 0

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

EAGLES
I Can't Tell You Why (Asylum)
LP: The Long Run

186/2 83%

Regional Reach: E 90, S 63, M 96, W 95

National Summary: UP 13, SAME 25, DOWN 24, ADDS 2

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

188/8 85%

Regional Reach: E 88, S 89, M 76, W 85

National Summary: UP 16, SAME 11, DOWN 3, ADDS 0

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

(Eagles continued)

WNAF 11-6
WREA 8-9
WOM 16-7
WZZP 1-1
WNCI 14-12
92X 5-6
WMO 15-12
WYOS 1-3
WYPM 4-18

WYBY
KJAC 2-2
KERN 18-14
KYNOP 9-7
KYO 1-3
Y4 7-4
KROY 3-3
PH102 5-8
KPKR 15-12
KJRB 10-5
KTAC 11-12
KCPH 13-8
RRSP 1-3
KGM 6-4
KJNR 4-3
KLC 8-12
KERO 3-2
KRUX 4-3
KRQ 2-3
KZZX 4-2

F

FLEETWOOD MAC
Think About Me (WB)
LP: Tusk

170/10 86%

Regional Reach: E 86, S 89, M 80, W 88

National Summary: UP 14, SAME 12, DOWN 0, ADDS 10

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

(Eagles continued)

WNAF 11-6
WREA 8-9
WOM 16-7
WZZP 1-1
WNCI 14-12
92X 5-6
WMO 15-12
WYOS 1-3
WYPM 4-18

WYBY
KJAC 2-2
KERN 18-14
KYNOP 9-7
KYO 1-3
Y4 7-4
KROY 3-3
PH102 5-8
KPKR 15-12
KJRB 10-5
KTAC 11-12
KCPH 13-8
RRSP 1-3
KGM 6-4
KJNR 4-3
KLC 8-12
KERO 3-2
KRUX 4-3
KRQ 2-3
KZZX 4-2

DAN FOGELBERG
Heart Hotels (Full Moon/Epic)
LP: Phoenix

101/38 51%

Regional Reach: E 52, S 54, M 53, W 43

National Summary: UP 44, SAME 21, DOWN 0, ADDS 36

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

(Dan Fogelberg continued)

ROPN on
KRN 40-32
KRAV 29-19
KZ93 on
WNAF a
WMO 15-12
WYOS 1-3
WYPM 4-18

WYBY
KJAC 2-2
KERN 18-14
KYNOP 9-7
KYO 1-3
Y4 7-4
KROY 3-3
PH102 5-8
KPKR 15-12
KJRB 10-5
KTAC 11-12
KCPH 13-8
RRSP 1-3
KGM 6-4
KJNR 4-3
KLC 8-12
KERO 3-2
KRUX 4-3
KRQ 2-3
KZZX 4-2

G

GIBB & NEWTON JOHN
I Can't Help It (RSO)
LP: After Dark

87/34 44%

Regional Reach: E 54, S 52, M 29, W 35

National Summary: UP 33, SAME 20, DOWN 0, ADDS 14

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

H

HEART
Even It Up (Epic)
LP: Bebe Le Strange

119/1 60%

Regional Reach: E 50, S 63, M 56, W 53

National Summary: UP 89, SAME 10, DOWN 11, ADDS 1

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

(Dan Fogelberg continued)

ROPN on
KRN 40-32
KRAV 29-19
KZ93 on
WNAF a
WMO 15-12
WYOS 1-3
WYPM 4-18

WYBY
KJAC 2-2
KERN 18-14
KYNOP 9-7
KYO 1-3
Y4 7-4
KROY 3-3
PH102 5-8
KPKR 15-12
KJRB 10-5
KTAC 11-12
KCPH 13-8
RRSP 1-3
KGM 6-4
KJNR 4-3
KLC 8-12
KERO 3-2
KRUX 4-3
KRQ 2-3
KZZX 4-2

J

BROTHERS JOHNSON
Stamp! (A&M)
LP: Light Up The Night

62/15 31%

Regional Reach: E 24, S 52, M 16, W 25

National Summary: UP 43, SAME 4, DOWN 0, ADDS 15

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

K

MICHAEL JACKSON
Off The Wall (Epic)
LP: Off The Wall

152/3 77%

Regional Reach: E 84, S 84, M 60, W 75

National Summary: UP 119, SAME 17, DOWN 13, ADDS 3

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

L

JOURNEY
Any Way You... (Columbia)
LP: Any Way You...

117/11 59%

Regional Reach: E 56, S 60, M 60, W 60

National Summary: UP 85, SAME 20, DOWN 1, ADDS 11

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

BILLY JOEL
You May Be Right (Columbia)
LP: Glass Houses

186/7 94%

Regional Reach: E 96, S 97, M 87, W 95

National Summary: UP 171, SAME 8, DOWN 0, ADDS 7

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

P1	P2	P3
WLO 29-26 WRM 30-25 WFL 17-15 WCAO 20-12 WRO 13-8 PRO-FM 18-15 JBIOS 4-31 WPCG 19-15 CRGM 4-21	SOUTH KAUM 22-21 RRLY 27-26 KPKR 16-15 KTHA 26-20 KELP 23-19 KMT 23-19 KMP1 13-11 KBP 16-9 WTK 25-17 KEL 16-16 WYR 15-13 WRC 13-11 WCGM 16-12 WY 3-20 96K 19-14 WAXY 24-20 Y103 18-13 WAP 17-15 KJOS 24-21 WCGA 22-20 95SGP 21-17 WBO 12-10 PH100 19-16 WBO 12-10 WLC 22-16 KX104 12-10 WSE 18-13 WJZ 13-17 WTK 30-19 WYS 24-18 WGH 14-12 WRR 24-19 WARY 16-14	EAST WJBO 7-6 WGU 2-2 WLB 6-6 WFO 17-15 WFM 10-7 WHE 10-8 13PEA 11-11 R104 32-26 WPC 14-13 WYR 23-17 14WR 30-25 V100 4-27 WYR 19-14 WXL 4-6

M

BILLY JOEL
You May Be Right (Columbia)
LP: Glass Houses

186/7 94%

Regional Reach: E 96, S 97, M 87, W 95

National Summary: UP 171, SAME 8, DOWN 0, ADDS 7

P1	P2	P3
WLO 29-26		

(Ray, Goodman & Brown continued)

K

KOOL & THE GANG
Too Hot (De Lite)

162/1 82%

Regional Reach: E 84%, S 90%, M 84%, W 87%. National Summary: UP 60, SARE 25, DOWN 0, ADDS 1.

Station lists for KOOL & THE GANG across P1, P2, P3, SOUTH, and WEST regions.

M

MELISSA MANCHESTER
Fire In The Morning (Arista)

90/11 45%

Regional Reach: E 62%, S 50%, M 40%, W 33%. National Summary: UP 61, SARE 18, DOWN 0, ADDS 11.

Station lists for MELISSA MANCHESTER across P1, P2, P3, SOUTH, and WEST regions.

P

PEACHES & HERB
I Pledge My Love (Polydor)

74/13 37%

Regional Reach: E 62%, S 40%, M 10%, W 28%. National Summary: UP 42, SARE 10, DOWN 9, ADDS 11.

Station lists for PEACHES & HERB across P1, P2, P3, SOUTH, and WEST regions.

L

KENNY LOGGINS
Keep The Fire (Columbia)

71/6 36%

Regional Reach: E 104%, S 114%, M 27%, W 49%. National Summary: UP 51, SARE 11, DOWN 3, ADDS 6.

Station lists for KENNY LOGGINS across P1, P2, P3, SOUTH, and WEST regions.

N

GARY NUMAN
Cars (Atco)

85/13 43%

Regional Reach: E 44%, S 41%, M 40%, W 48%. National Summary: UP 50, SARE 20, DOWN 2, ADDS 13.

Station lists for GARY NUMAN across P1, P2, P3, SOUTH, and WEST regions.

P

PINK FLOYD
Another Brick... (Columbia)

171/1 88%

Regional Reach: E 84%, S 90%, M 80%, W 90%. National Summary: UP 26, SARE 95, DOWN 49, ADDS 1.

Station lists for PINK FLOYD across P1, P2, P3, SOUTH, and WEST regions.

BILLY PRESTON & SYREETA
With You I'm... (Motown)

LP: Late At Night

135/13 85%

Regional Reach: E 72%, S 68%, M 73%, W 58%. National Summary: UP 98, SARE 12, DOWN 12, ADDS 11.

Station lists for BILLY PRESTON & SYREETA across P1, P2, P3, SOUTH, and WEST regions.

PRETENDERS
Brass In Pocket (I'm...) (Sire)

LP: The Pretenders

123/24 62%

Regional Reach: E 65%, S 64%, M 44%, W 83%. National Summary: UP 78, SARE 21, DOWN 0, ADDS 24.

Station lists for PRETENDERS across P1, P2, P3, SOUTH, and WEST regions.

RAY, GOODMAN & BROWN
Special Lady (Polydor)

LP: Ray, Goodman & Brown

149/2 75%

Regional Reach: E 82%, S 87%, M 58%, W 68%. National Summary: UP 103, SARE 23, DOWN 21, ADDS 2.

Station lists for RAY, GOODMAN & BROWN across P1, P2, P3, SOUTH, and WEST regions.

Continuation of station lists from the top right section, including various regional and national data.

CLIFF RICHARD
Carrie (EMI America)

LP: We Don't Talk Anymore

89/13 45%

Regional Reach: E 30%, S 42%, M 42%, W 55%. National Summary: UP 62, SARE 11, DOWN 11, ADDS 13.

Station lists for CLIFF RICHARD across P1, P2, P3, SOUTH, and WEST regions.

K. ROGERS & K. CARNES
Don't Fall In Love... (UA)

LP: Gideon

157/46 79%

Regional Reach: E 86%, S 76%, M 73%, W 80%. National Summary: UP 90, SARE 21, DOWN 0, ADDS 46.

Station lists for K. ROGERS & K. CARNES across P1, P2, P3, SOUTH, and WEST regions.

R/R/Friday, March 28, 1980

K. Rogers & K. Carnes continued)

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for the album 'K. Rogers & K. Carnes'.

(Linda Ronstadt "Hurt So Bad" continued)

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Linda Ronstadt's album.

JIMMY RUFFIN Hold On To My Love (RSO) 161/5 76% National Summary: UP 124, SAME 21, DOWN 1, ADOS 5

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Jimmy Ruffin's album.

LINDA RONSTADT How Do I Make You (Asylum) LP Med Love 166/0 74% National Summary: SAME 28, DOWN 55, ADOS 0

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Linda Ronstadt's album.

LINDA RONSTADT Hurt So Bad (Asylum) LP Med Love 83/33 47% National Summary: UP 42, SAME 10, DOWN 3, ADOS 37

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Linda Ronstadt's album.

(Boz Scaggs continued)

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Boz Scaggs' album.

BOB SEGER Fire Lake (Capitol) LP Against The Wind 186/1 88% National Summary: UP 164, SAME 22, DOWN 0, ADOS 1

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Bob Seger's album.

BOZ SCAGGS Breakdown Dead... (Columbia) LP Middle Man 128/73 61% National Summary: UP 20, SAME 18, DOWN 0, ADOS 73

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Boz Scaggs' album.

UTOPIA Set Me Free (Bearsville/WB) LP: Adventures In Utopia 138/5 66% National Summary: UP 110, SAME 21, DOWN 0, ADOS 5

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Utopia's album.

WHISPERS And The Beat Goes On 76/10 38% National Summary: UP 46, SAME 12, DOWN 8, ADOS 10

Table with 3 columns (P1, P2, P3) listing radio stations and their frequencies for Whispers' album.

Others Getting Significant Action

(Continued from Back Page)

- ANNE MURRAY "Lucky Me" (Capitol) 17/11
WFBQ. Up 1. Same 5. Down 0. Adds 11. K895-FM. WBS. KJR. KBFM. WZZP. WJBQ. WFBQ. WBE. KCBN. KBOZ.
KNACK "Can't Put A Price On Love" (Capitol) 16/11
WFBQ. Up 1. Same 4. Down 0. Adds 11. WIR. PRO-FM. Q105. WKEE. KBFM. WLSZ. WFBQ. Q105. WANS-FM. KOWB-FM. KCBN.
CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 16/1
WFBQ. Up 6. Same 16. Down 0. Adds 1. WTX. WXLO on. WGCL 30-29. WOKY 6-28. WAXY 28-28. KBOZ 28-28.
RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 16/4
WBSA. Up 6. Same 1. Down 0. Adds 4. KRLA. WVIC. WXIL. CK101. WLCY 30-25. WBSA 34-28. WBSQ 22-18.
STYX "First Time" (A&M) 16/1
WBSA. Up 8. Same 5. Down 1. Adds 1. WISM. 88KX 1-1. WPEZ 28-17. WLAC 17-13. KLUC 22-18. KFJZ 22-15.
WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 14/1
WBSA. Up 5. Same 4. Down 4. Adds 1. KSTT. KVIL 16-18. KBEQ 10-8. WOKY 20-18. WERC 17-13.
SURVIVOR "Somewhere In America" (Scotti Bros.) 13/2
WBSA. Up 2. Same 3. Down 0. Adds 2. WSKZ. KJRS. WVIC 28-34. K104 40-35.
DOTTIE WEST "Lesson In Leavin'" (UA) 13/0
WBSA. Up 8. Same 4. Down 1. Adds 0. WERC 27-22. WLAC 27-21. S2Q 22-17. WAYS 6-4. WHYY 24-21.
PAT BENATAR "We Live For Love" (Chrysalis) 12/8
WBSA. Up 0. Same 4. Down 0. Adds 8. WIR. JB105. KRBE. Q105. WAPE. WAYS. KPUR. WDRQ.
BAR-KAYS "Today Is The Day" (Mercury) 12/3
WBSA. Up 6. Same 1. Down 0. Adds 1. KFKM. KRUX. KBIM. WPGC 30-27. Y100 27-24. JB105 40-33. K10Y 28-25.
DOLLY PARTON "Starting Over Again" (RCA) 12/2
WBSA. Up 1. Same 7. Down 0. Adds 2. WOKY. K104. WKWB on. WFL on. WRKO 30-24. CKLW 6-30.
BEACH BOYS "Goin' On" (Capitol) 11/5
WBSA. Up 1. Same 1. Down 0. Adds 8. WSKZ. WAYS. KWEN. WMAP. KCBN. WBSN-FM 33-30. WIGY 25-21.
BOB SEGER "Against The Wind" (Capitol) 11/2
WBSA. Up 1. Same 0. Down 0. Adds 2. WOKY. WTMA. KWK on. KOPA 6-28.
WAYNE NEWTON "Years" (Arista II) 11/1
WBSA. Up 2. Same 8. Down 0. Adds 1. KTSB. KEARTH 16-14. WTX 22-18. KEEL 3-3.
KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 11/0
WBSA. Up 6. Same 2. Down 4. Adds 0. Y100 18-18. KINT 15-14. KFKM 27-28. WCIR 20-19. KSLY 28-28.
MICHAEL JACKSON "She's Out Of My Life" (Epic) 10/5
WBSA. Up 4. Same 1. Down 0. Adds 5. Z83. KEARTH. WLCY. WBSA. KMJK. WPGC 4-2. Q105 6-30. WRVQ 31-22.
GRACE SLICK "Seasons" (RCA) 10/4
WBSA. Up 2. Same 4. Down 0. Adds 4. WKBW. WFBR. WKEE. KOWB-FM.
LIPPS, INC. "Funkytown" (Casablanca) (10/3)
WBSA. Up 4. Same 1. Down 0. Adds 3. WABC. KRLA. BJ105. WXLO 27-28. KEARTH 25-20. KHJ 25-14.

THE PICTURE PAGES

Scaggs Middle Man At Columbia



Columbia Records' artist Boz Scaggs recently participated in a listening reception for his new album, "Middle Man," due to ship this week. Shown at the reception are (top, l-r): Front Line Mgt.'s Larry Solters, Columbia Records VP Michael Dilbeck, Scaggs, Front Line Mgt. Exec. VP Michael Kliefner, CBS Records Div. President Bruce Lundvall, CBS Records Group Dep. President Dick Asher, CBS Records VP & GM Paul Smith, and Columbia Records VP Joe Mansfield; (bottom, l-r): CBS Records VP Ron Piccolo, Carmella Scaggs, Front Line Mgt. President Irving Azoff, and Columbia Records VP Arma Andon.

Barbara Corners The Rose



Barbara Walters (left above) is shown conducting an interview with Bette Midler, to air on "The Barbara Walters Special" Tuesday, April 1 at 10pm (PST) on ABC-TV. The subjects discussed ranged from the success of Midler's film and album, "The Rose," to her first book, "A View From A Broad."

Big Rush At The Forum



Mercury artists Rush recently performed at L.A.'s Forum, and are shown relaxing post-gig. Pictured (top, l-r) are Rush's Neil Peart, Alex Lifeson, and Geddy Lee, Polygram's Kenny Hamlin and Larry Smith; and (bottom, l-r): Phonogram/Mercury's Marilyn Barrett, Jimi Fox, John Stainze, and Carolyn Broner.

Philly Branch Cops MCA Award



The Philadelphia branch of MCA Distributing walked away with the top honor of "Branch of the Year" at the company's regional meetings held recently in Scottsdale. Pictured accepting the award are (l-r): MCA Distributing's Bob Speca, Ron DeMarino, and John Burns, MCA Distributing's VP Neil Hartley, MCA Distributing's Ron Bauder, MCA Distributing Exec. VP Sam Passamano, and MCA Distributing President Al Bergamo.

Hatchet Slices Through Atlanta



Following their Fox Theatre concert in Atlanta members of the group Molly Hatchet were greeted by members of the Epic family. Pictured are (top, l-r): EIP/A's John Kirksey, Molly Hatchet's Steve Holland and Bruce Crump, manager Jack Armstrong, group members Banner Thomas and Danny Joe Brown, EIP/A Sr. VP & GM Don Dempsey, and band member Dave Hlubek. Bottom (l-r) features manager Pat Armstrong, and EIP/A staffers Chuck Schwartz, Gale Sparrow, Don Miller, and Rich Bloom.

Wee Gee Sings Cotillion Music



Atlantic's Cotillion Records has signed Wee Gee (more formally known as William F. Howard II) to a recording contract. The debut single, "Hold On (To Your Dreams)" has already been released, with the album scheduled for a late April release. Shown making it all legal are (l-r): Atlantic/Cotillion's Bill Cureton, Wee Gee, producer Vernon Bullock, and Cotillion President Henry Allen.

THE PICTURE PAGES

Nassau Collects Denver's Autograph



RCA artist John Denver was welcomed to New York by RCA Records execs following his recent concert at the Nassau Coliseum. Pictured (l-r) are: Management III Management Div. President Sal Bonafede, RCA VP's Mel Ilberman and Arthur Martinez, Denver, RCA President Robert Summer, Denver's producer Milt Okun, RCA VP's Bob Fead and Jack Chudnoff, and Windsong Records Exec. VP Harold Thau.

Engelbert, Epic Combine Forces



To celebrate the re-signing of Engelbert Humperdinck, several Epic Records executives got together with the artist following his opening night at the Las Vegas MGM-Grand. Shown backstage are (top, l-r): manager Harold Davison, E/P/A VP Al Gurewitz, Humperdinck, producer Joel Diamond, and Epic VP Lennie Petze; (bottom, l-r): Epic's Larry Schnur, E/P/A's Michael Alhadeff, Epic VP Frank Rand, and Epic's Larry Hamby.

Hiroshima Explodes At Bottom Line



Arista recording artists Hiroshima recently made their New York City debut at the Bottom Line. Greeting the group backstage were Arista VP Richard Smith (far left), Arista President Clive Davis (second from left), and Arista VP's Richard Palmese (center, standing), Rick Dobbis (second from right, standing), and Mike Bone (center, seated).

Ayers No Stranger To Cleveland



Polydor's Roy Ayers was recently presented with the key to Cleveland after a performance at the Palace Theater to promote his latest album, "No Stranger To Love," and single, "Don't Stop The Feeling." Cleveland Councilman Michael White (middle) is shown congratulating Ayers while Arista artist Phyllis Hyman looks on.

Rozetta To 20th



20th Century-Fox Records has announced the signing of Rozetta to an exclusive worldwide recording contract, and the release of her first album, "Where's My Hero." Pictured at the inking ceremony are (l-r): 20th VP Dave Parks, album co-writer Blake Levinsohn, Rozetta, and 20th President Neil Portnow.

Warner-Curb Displays Arrogance



North Carolina-based Arrogance, after two singles with Warner-Curb, has been signed to the label for a debut album, "Suddenly," scheduled for late March release. Pictured at the WB headquarters are (l-r): Warner-Curb VP Tom Bonetti, Arrogance's Marty Stout, Don Dixon, Rod Abernethy, Scott Davison, and Robert Kirkland, Warner-Curb Exec. VP Dick Whitehouse, and Arrogance manager Ron Herbert.



Black Radio

Bill Speed

Selling Your Station To Advertisers: The Agency Perspective

Last week we discussed black station images and selling suggestions from the point of view of a station rep. This week we go straight to the agency viewpoint, in an interview with Eugene Morris, VP and Account Supervisor at the Burrell Agency. He discusses whether ratings numbers are important, the national strategies of agencies, and how your station can best present itself to get a chunk of a big national spot campaign.

R&R: With the ratings books being shipped back to Arbitron subscribers, now is the time people are starting to get up for their spring campaigns. How could a station best sell itself without dominant numbers in the marketplace?

EM: I think there are several ways to sell to an agency. One of the things you can point out is the ability of the station to work for the advertisers in terms of the local response that it receives. For example, I think it is very important to look at the kind of local business that a station has in terms of both quantity and the length of time that certain businesses have remained with a particular station. Local retailers are instant-business-oriented and if they've got a schedule on a station, they usually know very quickly whether or not it is working for them. And if it's not, they'll get out and do something else. I think that local business can be a very good barometer for measuring the responsiveness of a station's audience to a particular campaign.

R&R: These are some of the factors that you watch?

EM: Those are some of the things I consider if I don't have numbers to work with. I happen not to be overly numbers-oriented anyway, primarily because in a large percentage of the cases the numbers you have to work with are not all that accurate. I tend to depend upon numbers a little bit less than the average agency media buyer. What I tend to do is I like to watch the trends that develop. I don't just look at the absolute numbers. But I like to see whether or not the numbers are moving up or down or basically the same. Then I will not only look at his absolute numbers, but I'm also interested in the percentage of his audience that is black. And I think that's becoming important. There are agencies interested in reaching the black market. The fact that a guy has a lot of numbers is one thing, but I also want to know how many whites I'm having to pay for in terms of buying those numbers?

Black Audience Percentage

R&R: Is that a large factor, how many whites are in a station's particular demographics?

EM: It is to me because I'm given budgets to reach the black consumer market, and if a station has a disproportionate share of white audience and the station is asking me to pay for them, I'm really being penalized, because I have to buy his total audience but I'm only interested in reaching a part of it. For example, if two stations are in the market and let's say Station A has an average quarter hour of 100 and Station B has an average quarter hour audience of 50. If Station A is asking \$100 for his funds, but Station B is only asking \$30, depending upon the percentage of black audience, one or the other may be the better buy. Because if Station A, despite the fact that he has the bigger numbers, has 40% of his audience black, and Station B has 90% black audience, Station B is still delivering more black listeners. And that's what I'm looking at.

R&R: How does a client come to you and say we want to buy black America. We want to blanket this whole country with this product. Let's take it from a radio angle. How do you choose radio stations, how do they fit your scope of buying?

EM: Very often we will use a combination of both network and spot radio. We use the network to give us some national reach because either the National Black Network

"In a large percentage of the cases the numbers you have to work with are not all that accurate. I will not only look at absolute numbers, but I'm also interested in the percentage of audience that is black."

or the Sheridan Broadcasting Network has the ability to cover approximately 75% of the total black population. We can use the network to give us a broad national coverage and then we can select given markets in which to be heavy in spot radio. Very often the network affiliates in a given market may not be strong enough to carry our advertising message alone, so we have to supplement the buy in that market by buying one or two additional stations, or in some cases heavying up on the station that is carrying the network message.

Getting Into National Buys

R&R: Are there things a non-network station can do to convince an agency that they should be in on a national time buy?

EM: There are very few stations that we're not aware of. We are aware of practically every Black-oriented station in the country. We may or may not choose to use that station because we may not even be in the market. If the station is in a market that is not being considered, usually it gets to be a problem in terms of the agency making a decision as to why that market should be added. Unless we have some specific product information which indicates that the brand we are buying the time for has a very strong franchise or should be in this market for some reason, then we ordinarily wouldn't make the decision to go into the market. The only thing that station could do would be to bring to our attention



Eugene Morris

that they are in a market that say has a very strong franchise for Johnson Products, for example, and that they should be given some support because of the sales they are generating for that brand. The other thing they can do is to go to the local representative and say, "Hey we're not being included in on this buy and as you know we are selling X number of cases in this market, and I want you to give me some help in getting on the buy." The local product representative can sometimes be very helpful in terms of getting stations in on the buy.

R&R: Are you involved in testing a new product in a market through radio?

EM: We do that often. We are engaged in a test like that right now. It's not a new product but it's a product that has never been advertised to blacks before, specifically.

R&R: How does it work?

EM: You develop a test market plan. You usually will test a product in a market with the idea that you will eventually roll it out on a national basis. So when you put your plan together, you try to duplicate on a local basis what you ultimately want to do on a national basis so that if you decide that this plan is going to be advertised with radio on a national basis and that in the national plan you are going to use 36 spots a week or buy 100 gross rating points per week, in the test market you would simulate that same kind of thing. You would buy 36 spots per week or you would buy 100 GRP's.

Preparation Helps

R&R: Obviously, with increasing sophistication in agencies like yourself, more products are being introduced to black people. What can a radio station do to make sure it can get in on these things?

EM: One of the things I've found with a lot of the radio people I deal with is that they are not just very much aware of what is going on. I think it is essential that you know what products an agency handles. There are people who call on me for one product who never ask about what else we have. As a result they miss things because of a basic ignorance of what the agency's products are. The first thing you need to know is who the agency's clients are. The second thing you need to know is to familiarize yourself with the planning cycle of the agency for that particular product. For example, some of our products are, Johnson Products for example, on a fiscal year that ends August 31, while we have a wine client that is on a fiscal year that ends April 30. Then we have some clients who are on a calendar year. If you call me today and want to know if you can get in on some wine business, the answer would probably be no because we have already planned that. If you know when an agency does its planning, you're in a better position to get to them to tell your story before any decisions are made.



LISTENER STICKS UP WJMI — When WJMI/Jackson, MS held a bumper sticker promotion recently, the listener who attached the most station bumper stickers on cars was rewarded with \$100 in cash, a digital watch, several LP's and a box of candy. Pictured are WJMI/WOKJ air personality Pat Murray (left) with the winning sticker-up artist.

People

Guy Broady has resigned his 2am-6am slot at WKTU/New York, returning to his home town of Baltimore to further his education. Prior to WKTU, Broady handled airshifts at WDIA/Memphis, KDAY/Los Angeles, WTLC/Indianapolis and WAOK/Atlanta . . . Jeff McNeil, noon-4pm personality at KUTE/Los Angeles, has been upped to Promotion Director. He will retain his air slot, moving to weekends . . . Former WNOO/Chattanooga Program Director J. Michael Williams is on the job lookout and asks that interested parties contact him at (205) 887-6509 . . . Barry Hyppolite has stepped down as Music Director at WJJS/Lynchburg, VA, but will continue his on-air duties. WJJS Station Manager Steven Kane will assume Music Director responsibilities . . . With the takeover of WYLD/New Orleans by Inner Urban Broadcasting on March 24, Jim Hutchinson, a Vice President of the firm, has been appointed General Manager of the station . . . A hearty welcome back to Delta Ashby, assistant to 20th Century-Fox Records Vice President Bunky Sheppard, who has now fully recovered from an accident which happened last July . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

WAR AGAINST INFLATION: WOIC/Columbia, SC is waging its own fight against inflation through their current bumper sticker contest. Listeners qualify by calling the station within 10 minutes of having their station bumper sticker sighted and their license announced over the air. Prizes include groceries, gold watches and two cars . . . Mercury recording group Con Funk Shun were in-person guests at a listening party on March 17 at Pip's in Los Angeles, where their new "Spirit Of Love" album was featured . . . Meanwhile, Tuesday, March 18, saw wall-to-wall people celebrating KGFJ/Los Angeles's next 50 years at local nitery Jackie O's. Among the guests were members of the Commodores, Harold Melvin & The Bluenotes and actor Lawrence Hilton-Jacobs . . .

Things

WKXI/Jackson, MS gave away tickets to a recent Harlem Globetrotters appearance . . . Right Way Productions Inc. of Los Angeles will be joining the national staff of the Kool Jazz Festivals as tour package coordinators . . .

Give 'em a spin and watch them take off.

PD-1-6240

**RAY, GOODMAN
& BROWN**



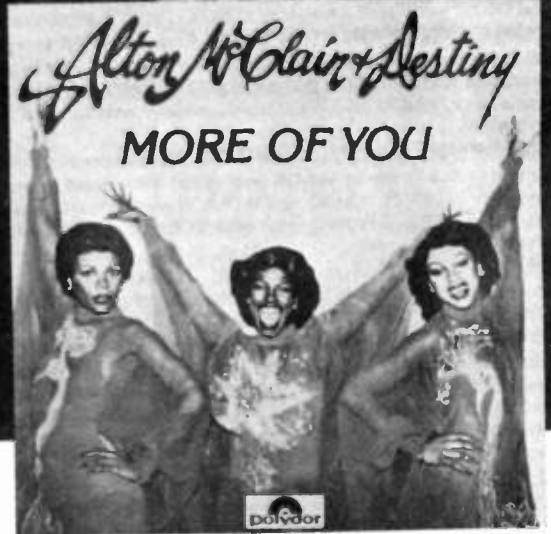
NEW SINGLE Featuring the single
"Inside Of You!"
PD 2077

SP 1-6726



Featuring the single
"Gotta Get My Hands On Some (Money)!"
SP 3008

PD-1-6268



Featuring the single
"I Don't Want To Be With Nobody Else!"
PD 2073

On Polydor and Spring Records and Tapes.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- BROTHERS JOHNSON**
"Stomp!" (A&M)
LEON HAYWOOD
"Don't Push It Don't Force It" (20th)
GAP BAND
"I Don't Believe You Want To Get Up And Dance (Oops)" (Mercury)
PRINCE
"Why You Wanna Treat Me So Bad" (WB)
RUFUS & CHAKA
"Any Love" (MCA)
GQ
"Standing Ovation" (Arista)
VAUGHAN MASON & CREW
"Bounce, Rock, Skate, Roll" (Brunswick)
DRAMATICS
"Welcome Back Home" (MCA)
MICHAEL JACKSON
"Off The Wall" (Epic)

CLIMBERS

Following are listed in order of their airplay activity.

- SKYY "High" (Salsoul) 54%** reporting activity. Added at WKND and medium at WWIN in the East. Climbing at KSOL in the West. New at KMJM in the Midwest; hot rotation at WDAO and WKWM with medium airplay at WLOU, WCIN, KATZ, WJMO and KAEZ. Added at KMJQ in the South with hot rotation at WJMI and WOWI while climbing at WAOK, WKXI, WYLD, WDIA, WHYZ and KOKY.
- SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 54%** reporting airplay. The Midwest reflects adds at WLOU, WTLC, WJMO, WJLB and KAEZ; hot at KMJM, with medium rotation at WCIN, WBMX and WKWM. New at KDIA and climbing at KDAY in the West. Added at WKND and climbing at WWIN in the East. Hot rotation at WDIA, KMJQ and WEAS with medium airplay at KOKY, WHYZ, WNOO and WGIV in the South.
- CON FUNK SHUN "Got To Be Enough" (Mercury) 49%** of our reporters are on it. Added in the West at KLIP and climbing at KDKO. Hot in the Midwest at WTLC with medium airplay at WLOU, WCIN, WBMX, KATZ, WJMO and KMJM. Debuting in the South at WOIC while hot at KMJQ and WKXI, with medium rotation at KOKY, WHYZ, WJMI, WNOO, WEAS and WJJS.
- WHISPERS "Lady" (Solar/RCA) 49%** reporting action. Climbing at WWIN in the East. Added in the South at WAOK and WKXI with medium rotation at WYLD, WGIV and WHYZ and hots at WANT, KMJQ and WDIA. New at WLOU and WJLB in the Midwest; climbing at WDAO, KATZ and WJMO with hots at KAEZ and KMJM. Hot at KDAY and added at KSOL in the West.
- BEN E. KING "Music Trance" (Atlantic) 49%** reporting activity. Climbing in the West at KDKO and KSOL. The Midwest reflects medium airplay at WLOU, KATZ, WKWM, WJLB and KMJM. The South shows it hot at WJMI; climbing at WHYZ, WEAS, WGIV, KMJQ, WDIA, WYLD, WKXI and WOWI. New at WKND and climbing at WAMO in the East.
- PEABO BRYSON "Minute By Minute" (Capitol) 46%** reporting airplay. Added in the South at WHYZ, WNOO, WEAS, WJJS and WDIA while medium at KOKY, WJMI, WGIV and WKXI. Climbing in the East at WWIN. New at WLOU, WCIN and WJLB in the Midwest while climbing at WJMO and hot at KAEZ. Debuting in the West at KYAC while in medium airplay at KDIA.
- JERMAINE JACKSON "Let's Get Serious" (Motown) 46%** reporting action. Added in the Midwest at KAEZ, KMJM, KATZ, WBMX, WCIN and WTLC. New in the South at WANT, WJMI, WGIV, WJJS and WOWI; medium at KOKY. Debuting in the West at KYAC while medium airplay at KDIA and KDAY. Climbing at WWIN in the East.
- RONNIE LAWS "Every Generation" (UA) 43%** of our reporters are on it. In hot rotation at WAMO in the East. Climbing in the West at KSOL. The Midwest reflects medium airplay at KMJM and KAEZ while hot at WCIN, WKWM, WJMO, WJLB and KPRS. The South shows it climbing at WOWI, WJJS and KMJQ with hots at WHYZ, WGIV, WYLD and WAOK.
- ROBERTA FLACK & DONNY HATHAWAY "You Are My..." (Atlantic) 43%** reporting airplay. Climbing at WAMO and WWIN in the East. The South shows it hot at WEAS while medium at WOWI, WJJS, KMJQ and WNOO. Heavy airplay in the Midwest at WCIN, WJMO and WJLB with medium airplay at WBMX and WKWM. Hot at KDKO and KDIA with medium airplay at KDAY and KSOL in the West.
- BAR-KAYS "Today Is The Day" (Mercury) 43%** reporting action. Added in the East at WAMO. Hot in the South at WOWI, WKXI, WDIA and WOIC while climbing at WHYZ, WJMI and WYLD. New at WJLB and WLOU in the Midwest; hot at WDAO and climbing at WJMO and KAEZ. Medium airplay at KDKO, KDIA and KSOL in the West.
- RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 43%** of our reporters are on it. Added in the Midwest at WJMO and KATZ; climbing at WLOU and WTLC. New at KDAY in the West while climbing at KDKO and KDIA. Added at WDIA and WKXI with hot rotation at KMJQ, WEAS and KOKY, and climbing at WHYZ, WOIC, WJMI and WGIV in the South.
- SYLVESTER "You Are My Friend" (Fantasy) 41%** reporting airplay. Climbing at KSOL and KDIA in the West. Added in the Midwest at WCIN while hot at WDAO and medium at KATZ, WKWM, WJLB and KPRS. The South shows it new at WKXI; hot at WOIC and climbing at WAOK, WGIV, WNOO and KOKY. Climbing at WWIN in the East.
- L.A. BOPPERS "Is This The Best" (Mercury) 38%** reporting airplay. Added in the East at WWIN and hot at WAMO. Climbing in the South at KMJQ and WYLD. New at KAEZ; climbing at WLOU, WCIN, WBMX, KATZ, WKWM and WJMO in the Midwest. In hot rotation in the West at KDAY and KDKO while climbing at KSOL.
- SPINNERS "Working My Way Back To You" (Atlantic) 38%** reporting activity. Hot in the East at WAMO. Climbing in the South at WJMI, WOWI and WDIA while hot at WNOO, WJJS and WYLD. Hot rotation at WTLC and climbing at WJMO, WJLB and KAEZ in the Midwest. Hot at KSOL while climbing at KDIA and KDAY in the West.
- WEBSTER LEWIS "Give Me Some Emotion" (Epic) 38%** of our reporters are on it. Hot in the Midwest at WTLC and WLOU with medium airplay at WDAO, WBMX, WKWM, WJLB and KPRS. In medium rotation in the West at KDAY and KSOL. Hot at WJMI and climb-

ing at WDIA, WYLD and WOWI in the South. Hot at WWIN in the East.

SISTER SLEDGE "Reach Your Peak" (Cotillion) 38% reporting action. Hot in the East at WWIN. Added in the South at WJMI, WEAS, WGIV and WDIA while climbing at KMJQ and hot at WAOK. Climbing at WCIN while new at WTLC, KATZ, KMJM and KPRS in the Midwest. New in the West at KDAY and KYAC.

RICK JAMES "Come Into My Life" (Gordy) 35% reporting airplay. Climbing in the West at KDKO. Hot in the Midwest at WJMO with medium airplay at WLOU, WTLC, WBMX, WKWM and WJLB. Hot in the South at WAOK while medium at WNOO and WYLD. Climbing at WAMO and WWIN in the East.

MANHATTANS "Shining Star" (Columbia) 35% of our reporters are on it. Hot in the East at WWIN. New at WAOK in the South with hots at WDIA, WEAS and KOKY and climbing at WNOO, WJMI, WOIC and WHYZ. Added at KAEZ and climbing at WKWM in the Midwest. Debuting at KYAC in the West.

FATBACK BAND "Gotta Get My Hands On Some..." (Spring/Polydor) 35% reporting airplay. New at WOWI and WANT in the South while hot at WGIV with medium airplay at WAOK, WDIA, WJMI and WHYZ. New in the Midwest at WJLB; medium at KATZ, WTLC and WLOU. The East reflects an add at WWIN. Debuting at KLIP in the West.

YELLOW MAGIC ORCHESTRA "Computer Game" (Horizon/A&M) 32% reporting airplay. Hot rotation at KDIA and climbing at KDAY and KSOL in the West. Climbing in the Midwest at WBMX and KMJM while hot at KATZ. Medium airplay at KMJQ, WJJS and WYLD with hot rotation at WOWI, WAOK and WANT in the South.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 32% reporting activity. New at KYAC in the West; climbing at KSOL, KDAY and KDKO. Added at WJMO and climbing at WCIN in the Midwest. Hot at KOKY and climbing at WHYZ, WEAS, WGIV, WDIA and WYLD in the South.

NEW & ACTIVE

SHALAMAR "Right In The Socket" (Solar/RCA) 27% reporting action. Added in the East at WWRL while climbing at WWIN. New in the South at WOIC while hot at WAOK and climbing at WJMI, WEAS, WGIV and KMJQ. Medium airplay at WJMO in the Midwest. Debuting at KYAC in the West.

NARADA MICHAEL WALDEN "Tonight I'm Alright" (Atlantic) 27% reporting activity. Added in the East at WKND. New at WEAS and WGIV with medium rotation at KMJQ and WAOK in the South. Debuting at WTLC and WKWM with medium airplay at WBMX and KMJM in the Midwest. New at KLIP in the West.

LIPPS, INC. "Funkytown" (Casablanca) 24% reporting action. Added in the Midwest at KATZ and WJMO; climbing at WJLB. Medium airplay at WGIV and WJMI in the South. Hot at KDAY and KDKO with medium airplay at KSOL and KDIA in the West.

MASQUERADERS "Desire" (Bang/CBS) 24% reporting airplay. Added in the West at KDIA. Climbing at WCIN and KPRS in the Midwest; hot at KAEZ. The South reflects medium airplay at WHYZ, WGIV, WEAS, WDIA and WYLD.

MASS PRODUCTION "Forever" (Cotillion) 24% of our reporters are on it. Added at WAOK, WKXI and WNOO with medium airplay at WGIV and KOKY and hot rotation at WANT in the South. New at WCIN in the Midwest with medium airplay at WTLC. Added at KLIP in the West.

TEDDY PENDERGRASS "It's You I Love" (Philadelphia International) 24% reporting airplay. Medium at KMJM, WJMO, WDAO and WLOU in the Midwest. Climbing at KSOL in the West. Hot rotation at WHYZ and WJMI with medium airplay at KMJQ and WKXI in the South.

PHYLLIS HYMAN "Under Your Spell" (Arista) 22% reporting action. Medium at WDAO, WJMO and KAEZ in the Midwest. Climbing in the South at WAOK, KMJQ, WEAS, WNOO and WOIC.

PRESSURE "Can You Feel It" (LAX/MCA) 22% reporting airplay. Added in the Midwest at KPRS with medium rotation at KMJM, WKWM, WCIN, WTLC and WLOU. The South reflects medium airplay at KMJQ and WJJS.

STEPHANIE MILLS "Sweet Sensation" (20th) 22% of our reporters are on it. Added in the East at WWIN. New in the South at KOKY, WEAS, WDIA, WYLD and WOWI. Debuting in the Midwest at WTLC. Added at KLIP in the West.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- CEDAR WALTON** Soundscapes (Columbia)
DAVID SANBORN Various Cuts
..... Hideaway (WB)
GROVER WASHINGTON JR. Various Cuts
..... Skylarkin' (Motown)
CHUCK MANGIONE Various Cuts
..... Fun And Games (A&M)
RONNIE LAWS Various Cuts
..... Every Generation (UA)
SPYRO GYRA Title
..... Catching The Sun (MCA)
AHMAD JAMAL Various Cuts
..... Genetic Walk (20th)
HEATH BROTHERS Various Cuts
..... Live At The Public Theatre (Columbia)
GIL SCOTT-HERON & BRIAN JACKSON For The Public
..... 1980 (Arista)
RODNEY FRANKLIN Various Cuts
..... You'll Never Know (Columbia)
..... Various Cuts

NEW & ACTIVE

- CARMEN McRAE** I'm Coming Home (Buddah/Arista)
..... Various Cuts
BUSTER WILLIAMS Dreams Come True (Buddah/Arista)
..... Various Cuts

EAST WRVR/New York, NY, Herschel/Prescott, WHUR/Washington, D.C., Jesse Fox, WEAA/Baltimore, MD, Chauncey Lewis, WYBC/New Haven, CT, Eric Strauss, SOUTH WCKL/Atlanta, GA, Regueta Ward, WTJZ/ Newport News, VA, Roy Ewell, MIDWEST: WBBY/Columbus, OH, P. Norman Grant, WJZZ/Detroit, MI, Dorian Pester, WEST: KAOX/Denver, CO, Chuck Edwards, KRE/Berkeley, CA, Hal Jackson, KRGO/Los Angeles, CA, Monica Riordan, KJLM/Los Angeles, CA, Lawrence Tarter

Pop/Rhythms
Hottest
March 28, 1980

EAST	SOUTH	MIDWEST	WEST
Several Artists Tied	Brothers Johnson Isley Brothers Michael Jackson Gap Band	Brothers Johnson Gap Band	Brothers Johnson L.A. Boppers Leon Haywood

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Michael Jackson
Bar-Kays
Invisible Man's Band
Players Association
Kenny Nolan

HOTTEST
Vaughan Mason & Crew
Whispers "Beat"
Spinners
Kool & The Gang
L.A. Boppers
Dramatics
Ronnie Laws
Sequencia
Parliament
Ray, Goodman & Brown "Lady"

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Stephanie Mills
L.A. Boppers
Heat
John & Arthur Simms
Fatback Band
Easy Credit
David Simmons
Gangsters
Jimmy Castor

HOTTEST
Manhattans
Trussel
Kleiser
Isley Brothers
Trouble Funk
Invisible Man's Band
Patti Labelle
Sister Sledge "Peak"
Webster Lewis
Leon Haywood

WKND
Hartford, CT
Eddie Jordan

ADDED
Skyy
Ben E. King
Narada Michael Walden
Smokey Robinson

HOTTEST
Kool & The Gang
Vaughan Mason & Crew
Whispers "Beat"

Ray, Goodman & Brown "Lady"
Brass Construction
Ronnie Laws

Roberta Flack/Donny Hathaway
Leon Haywood
Brothers Johnson
Natalie Cole/Peebo Bryson

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Direct Current
Gap Band
O'Jays
Shelamar "Right"

HOTTEST
Not Available

MIDWEST

WBMX
Chicago, IL
James Alexander

ADDED
Jermaine Jackson
Shotgun
Heath Brothers
Bobby Caldwell
Roberta Flack/Donny Hathaway "Back"

HOTTEST
Gap Band
Whispers "Beat"
Brothers Johnson
Vaughan Mason & Crew
Shelamar "Second"
Isley Brothers
Leon Haywood
Prince
Donna Summer
Harold Melvin & Bluenotes

KMJM
St. Louis, MO
Harry O

ADDED
Sister Sledge "Peak"
Jermaine Jackson
Shotgun
Boyz Scaggs
Skyy
Herbie Hancock
S.O.S. Band

HOTTEST
Leon Haywood
Dramatics
Isley Brothers
Gap Band
Brothers Johnson
Smokey Robinson
Shelamar "Second"
Whispers "Lady"
Kool & The Gang
Triple S Connection

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Cheryl Lynn
Dexter Wansel "New"
Jermaine Jackson
Dayton
Mass Production
Peebo Bryson
Sylvester

HOTTEST
Whispers "Beat"
Brothers Johnson
Ronnie Laws
Prince

Ray, Goodman & Brown "Inside"
Roberta Flack/Donny Hathaway
Rufus & Chaka
Harold Melvin & Bluenotes
Teri DeSario w/KC
Lenny White

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Kleiser
Narada Michael Walden
Bobby Thurston
Stephanie Mills
Captain Sky
Sister Sledge "Peak"
Blondie
Smokey Robinson
Jermaine Jackson

HOTTEST
Brothers Johnson
Spinners
Con Funk Shun
Webster Lewis
Merry Clayton
Natalie Cole/Peebo Bryson
Rufus & Chaka
Stone City Band
Slave "Ready"
Clifford Coulter

WJLB
Detroit, MI
J. Michael McKay

ADDED
Smokey Robinson
Bar-Kays
Wardell Piper
Isaac Hayes
Fatback Band
Bobby Thurston
Peebo Bryson
Whispers

HOTTEST
Brothers Johnson
Vaughan Mason & Crew
Wee Gee
Roberta Flack/Donny Hathaway
Ronnie Laws
Dramatics
Isley Brothers
TFO
Prince
Parliament

WKGI
Jackson, MS
Tommy Marshall

ADDED
Mass Production
Sylvester
Whispers
Wardell Piper
Raydio
Con Funk Shun
O'Jays
Side Effect
Lakeside

HOTTEST
Vaughan Mason & Crew
Whispers "Beat"
Brothers Johnson
Prince
Michael Jackson
Bar-Kays
Leon Haywood
Natalie Cole/Peebo Bryson
Isley Brothers
Con Funk Shun

WAOK
Atlanta, GA
Norbert Bain

ADDED
Heat
GQ
William Hart
Two Tone O' Fun
Prince "Sexy"
Leon Ware
Hamilton Bohannon
Manhattans
Jerry Knight
Mass Production
David Sanborn
Wardell Piper
Ahmad Jamal
Whispers

HOTTEST
Brothers Johnson
Whispers "Beat"
Sister Sledge "Peak"
Rick James
Ronnie Laws
Shelamar "Right"
Chuck Mangione
Controllers
Yellow Magic Orchestra
Grover Washington Jr.

WOWI
Norfolk, VA
Chester Benton

ADDED
Wardell Piper
Jermaine Jackson
Wee Gee
Patti Labelle
Stephanie Mills
Fatback Band

HOTTEST
Bar-Kays
Michael Jackson
Whispers "Beat"
Brothers Johnson
Parliament
Yellow Magic Orchestra
Rufus & Chaka
Skyy
Isley Brothers
Gap Band

SOUTH

WGIV
Charlotte, NC
Chris Turner

ADDED
Patti Labelle
Jermaine Jackson
Narada Michael Walden
Sister Sledge "Peak"
Bob Marley
Jerry Butler
Wardell Piper
Brides Of Funkenstein

HOTTEST
Brothers Johnson
Rufus & Chaka
Lou Rawls "Blessing"
Slave "Foxy"
Michael Jackson
Fatback Band
Prince
Ray, Goodman & Brown "Inside"
Ronnie Laws
Isley Brothers

WEAS
Savannah, GA
Floyd Bee

ADDED
Peebo Bryson
Ray, Goodman & Brown "Inside"
Stephanie Mills
Sister Sledge "Peak"
Narada Michael Walden

HOTTEST
Manhattans
Michael Jackson
Isley Brothers
Raydio
Trammps
Dramatics
Jermaine Jackson
Roberta Flack/Donny Hathaway
Crown Heights Affair
Smokey Robinson

WNOO
Chattanooga, TN
Dwight Harrison

ADDED
Easy Credit
Laura Greene
Heat
Gene Page
Dorothy Moore
Peebo Bryson
Patrice Rushen
Bobby Caldwell
Jerry Butler
Mass Production
Side Effect

HOTTEST
Whispers "Beat"
Gap Band
Dramatics
Spinners
Vaughan Mason & Crew
Rufus & Chaka
Sister Sledge
Brothers Johnson
Parliament
Isley Brothers

WJMI
Jackson, MS
Carl Haynes

ADDED
Sister Sledge "Peak"
Jermaine Jackson

HOTTEST
Michael Jackson
Brothers Johnson
Leon Haywood
Gap Band
Teddy Pendergrass
Webster Lewis
Prince
Vaughan Mason & Crew
Skyy
Ben E. King

WQIC
Columbia, SC
Bob Walters

ADDED
Lakeside
Con Funk Shun
Grey & Hanks
Shelamar

HOTTEST
Prince
Whispers "Beat"
Isley Brothers
Shelamar "Second"
Michael Jackson
Kool & The Gang
Sylvester
Bar-Kays
Robert Johnson
Rick James

WANT
Richmond, VA
Sam Miles

ADDED
Fatback Band
Dionne Warwick
Jermaine Jackson

HOTTEST
Brothers Johnson
Controllers
Isley Brothers
Futures
Whispers "Lady"
Mass Production
Gap Band
Yellow Magic Orchestra
Uncle Louis

KOKY
Little Rock, AR
Jimmy Smith

KMJQ
Houston, TX
Jack Petterson

ADDED
Boyz Scaggs
Skyy
Herbie Hancock
S.O.S. Band
Javaro

HOTTEST
Ray, Goodman & Brown "Lady"
Isley Brothers
Brothers Johnson
Smokey Robinson
Whispers "Lady"
Raydio
Con Funk Shun
GQ
Leon Haywood

WJJS
Lynchburg, VA
Robert Goins

ADDED
Peebo Bryson
Jermaine Jackson
Jerry Knight
GQ
Commodores "Wonderland"

HOTTEST
Whispers "Beat"
Brothers Johnson
Ray, Goodman & Brown "Lady"
Kool & The Gang
Spinners
Vaughan Mason & Crew
Andy Gibb
Gap Band
Parliament
Michael Jackson

WDIA
Memphis, TN
Ron King

ADDED
Parliament "Big"
Change
Raydio
Stephanie Mills
Peebo Bryson
Sister Sledge "Peak"
Tavares "I Can't"

HOTTEST
Ann Peebles
Little Milton
Bobby Bland
Bar-Kays
Manhattans
Smokey Robinson
Isley Brothers
Leon Haywood
Brothers Johnson
Whispers "Lady/Beat"

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Solaris
Clifford Coulter
Stephanie Mills
Slave "Ready/Foxy"

HOTTEST
Vaughan Mason & Crew
Brothers Johnson
Teri DeSario w/KC
Gap Band
Parliament
Ronnie Laws
Dramatics
Spinners
Leon Haywood
Michael Jackson

WEST

KDLA
Oakland, CA
Jerry Boulding

ADDED
Smokey Robinson
Invisible Man's Band
Masqueraders
Jimmy Castor

HOTTEST
Brothers Johnson
Whispers "Beat"
Parliament
Vaughan Mason & Crew
Michael Jackson
Yellow Magic Orchestra
Leon Haywood
Roberta Flack/Donny Hathaway
Isley Brothers
Harold Melvin & Bluenotes

KDKO
Denver, CO
John Anderson

ADDED
Kenny Nolan
Jerry Butler
Splendor
Solaris
Stone City Band
Jimmy Ruffin

HOTTEST
Parliament
Sister Sledge "Got"
Vaughan Mason & Crew
Michael Jackson
Roberta Flack/Donny Hathaway
Leon Haywood
Trussel
L.A. Boppers
Upps, Inc.
Donna Summer

KDAY
Los Angeles, CA
Steve Woods

ADDED
Sister Sledge "Peak"
Raydio
John & Arthur Simms
Lakeside
Jimmy Ruffin

HOTTEST
Isley Brothers
Brothers Johnson
Gap Band
Rufus & Chaka
L.A. Boppers
Leon Haywood
GQ
Whispers "Lady"
Upps, Inc.
Prince

KYAC
Seattle, WA
Robert L. Scott

ADDED
Randy Brown
Peebo Bryson
Manhattans
Jermaine Jackson
Shelamar
Sister Sledge "Peak"

HOTTEST
Billy Preston & Syreeta
Brothers Johnson
Chuck Mangione
Dramatics
GQ
Gap Band
Harold Melvin & Bluenotes
L.A. Boppers
Raydio
Roberta Flack/Donny Hathaway

KLUP
Fresno, CA
Mike Anthony

ADDED
Con Funk Shun
S.O.S. Band
Fatback Band
9th Creation
Mass Production
Change
Rene & Angela
Invisible Man's Band
Love Committee
Wee Gee
O'Jays
Narada Michael Walden
Midnight Star
Stephanie Mills

HOTTEST
David Sanborn
Phyllis Hyman
Whispers "Lady"
Grey & Hanks
Dramatics
Slave
L.A. Boppers
Brothers Johnson
Shadow
Jermaine Jackson

KBOL
San Mateo, CA
J.J. Jeffries

ADDED
Whispers
HOTTEST
Brothers Johnson
Spinners
Gap Band
Leon Haywood
Vaughan Mason & Crew
Dramatics
Isley Brothers
Michael Jackson
Prince
GQ



Jeff Gelb AOR

KROQ: The Station That Makes Its Own Music

KROQ-FM/Pasadena has a longstanding tradition of playing truly unusual music. While the station has, in recent months, anchored its free-wheeling music list with more familiar cuts, it retains its new wave image to the L.A. audience.

Now KROQ has taken its unique music posture one step further, by creating its own music. In the last year, the station solicited tapes to produce two different albums, one featuring area groups' renditions of Devo tunes, the other a collection of anti-disco songs.

We Are Devo-tees

KROQ night jock Jed Gould explained the genesis of "Devo-tees," a collection of twelve Devo songs (including three versions of "Mongoloid" and three of "Jocko Homo") done by local musicians. "Right after the first Devo album came out, we held a Devo-tees contest, asking listeners to send in their own versions of Devo songs. We got about 60 entries, narrowed them down to 20 finalists, and when the group came to town, had them choose the winners. They received tickets to the concert and Devo paper suits. And the band used a tape of the 20 finalists' songs before their shows.

"Originally," he continued, "that was going to be the end of it. But Mark Mothersbaugh of Devo expressed an interest in doing something more with the tapes someday. I suggested we put them on an album, and the group seemed to like the idea. Rhino Records agreed to finance the album, so we did the promotion again to get some more entries, and of course made the original entries eligible for the album as well. All this took about a year to get together, but the album finally came out last October, and I believe it's sold somewhere between five and ten thousand copies."

Gould reported that the album got good feedback from the group as well as the station's listeners: "Devo had some arguments over the quality of some of the final choices, but overall, they're happy about it."

ON "LET'S HEAR IT" TALK SHOW

WPLJ Demystifies AOR Radio For Listeners

"You should be more experimental with the music you play."

"I think you should play less familiar music by the older artists."

"Mick Taylor released a solo album. How come you don't play it?"

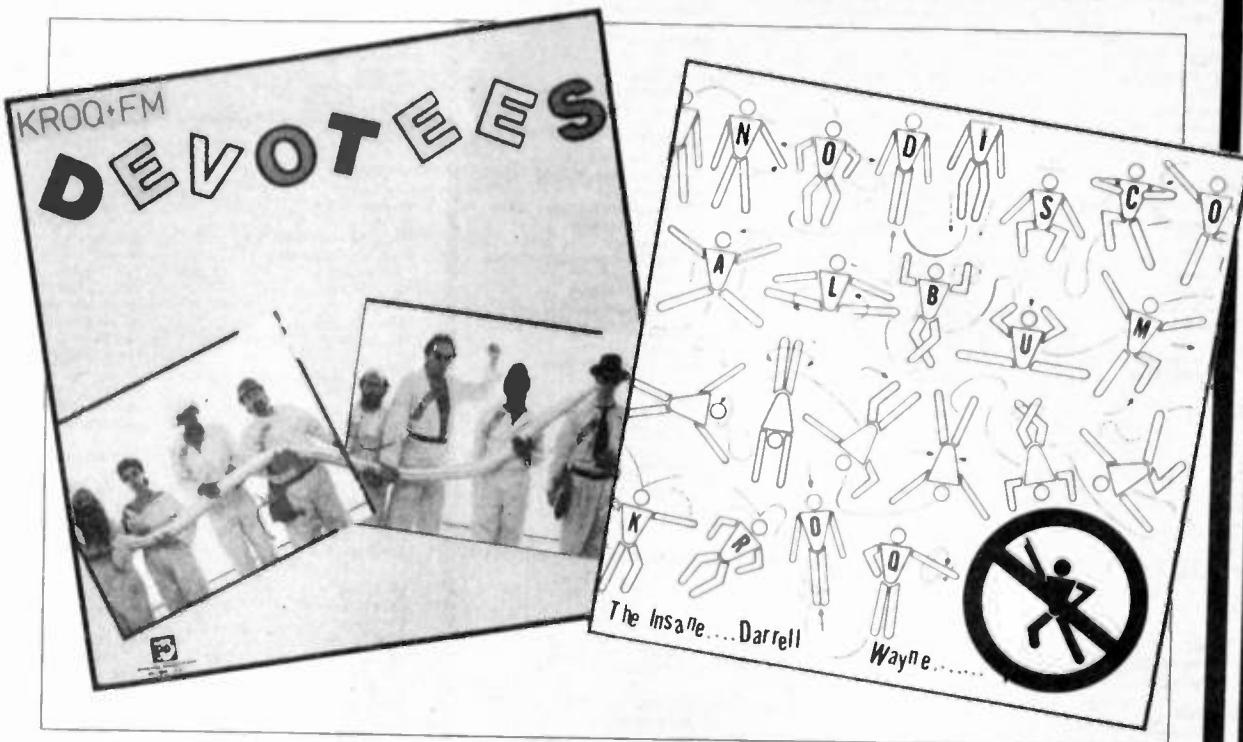
"How come the music you play on your station sounds faster than when I play it on my stereo?"

If you're an AOR programmer or jock, the above questions must have a familiar ring to them; they come in daily either by phone or letter, as AOR's active audience strives to understand the subtleties of its favorite radio station. The above questions are actual samples of questions asked by listeners who have called WPLJ/New York's unusual talk show, "Let's Hear It."

WPLJ PD Larry Berger is the host of the hour-long program, which runs on the first Sunday of each month at 11pm. Sometimes the show runs as an open forum for questions about WPLJ, while at other times Berger will restrict calls to a certain rock-related topic, such as the Cincinnati concert deaths, or the best music choices of the decade.

Explaining Music Policies

Berger has become an expert at fielding questions about the subtleties of WPLJ's format. "I think a lot of ringers get through," he guessed; "people from other radio stations who call up and try to stick it to us. But I try to answer questions



No-Disco

At the same time Gould was wrapping up the Devo-tees promotion, morning man Darrell Wayne was noticing a rising tide of anti-disco fervor among his listeners, and decided to do something about it. "We started with anti-disco parties, bumper stickers and a newsletter, but then decided on trying to put together an album's worth of anti-disco songs." 80 musically-oriented listeners submitted tapes within three weeks, which were weeded through by Wayne and Rich Schmidt of Bomp Records, which financed the album. The final choices were pressed onto an initial run of 2000 albums, which sold out within a month. A second pressing is in the works.

"One nice thing about the album," recounted Wayne, "is that the bands will get royalties if the album makes money. It won't be much, but it'll be nice for them to be able to say they're making royalties off an album's sales."

One advantage to creating your own albums as KROQ has (or as many AOR's have with their "Homegrown"-type records) is that the albums provide the station with music which listeners won't hear on the competition. In the case of KROQ's two album projects to date (with more in the planning stages, according to Wayne), they provide a humorous and entertaining means of further defining the station's already unique air-sound.



Larry Berger

about the station as honestly as I can without getting into an area that reveals intimate details on how the station works."

The most-asked question is why the station does or does not play particular artists. "I try to screen those calls because they get boring, but a few get through every month. I try to explain to these people that everybody likes a different thing. What one person loves another hates, and that

they should try to understand that in programming a radio station, you have to try and touch as many people as you can; that it's not going to be possible to satisfy everyone 100% of the time."

While not divulging actual rotation information, Berger answers such questions with detailed information about radio music policies in general, explaining the roles of music directors, trade papers, and other music-related research that a radio station does before making its final selections.

Humanizing Radio

As Berger sees it, the show helps humanize WPLJ. "It gives people the impression that there are real people behind what comes out of their radio; it personalizes the station, giving them the chance to talk to the people they listen to."

Further, the show acts as invaluable listener feedback for Berger and sometime-cohost GM Nick Trigony. "We get some very interesting opinions and feedback," recalls Berger, "that are very useful to us. We have made changes based on some of the calls."

Interest in the show is so substantial that the station receives a significant amount of mail monthly from people who could not get through the tied-up phone lines, who ask their questions or offer their comments via letter. Such feedback is all Berger needs to continue to put himself on the line with WPLJ listeners every month in the unique talk show.

Boz Scaggs
Middle man

from the Main man



on Columbia Records

Action by Irv Azoff and Front Line Management

Jeff Cels

EVOLUTION

Tom Ehrman has been named GM at KICT/Wichita from KBMY/Billings. Terrle Springs is KICT's new MD, while Janis Harrison has been appointed News Director... Larry Dawson has been named PD at KGGO/Des Moines... WLOM/Cape Cod has requested a call letter change to WKZE-FM. No word yet on whether a new format will also be instituted... Marty Sobol has been upped to MD at M105/Cleveland. Former MD T.R. has been appointed Production Director... New fulltimers at WDHA/North Jersey are Kathy Miller and Kevin Cottrell. Exiting are Chuck Rosso and Jim Gilmore... Keith Royer has joined KYTX/Amarillo from KCR/San Diego for nights... Howard Stern has joined WWWW/Detroit from WCCC/Hartford for mornings... Randy Thomas has exited ZETA 4/Miami for WAXY/Ft. Lauderdale. Johnny Dolan has joined Zeta 4 from WQAM/Miami for afternoon drive... Yvonne Sims has joined WDIZ/Orlando from WABX/Detroit for part-time airwork... New to WMMR/Philadelphia is Earl Bailey from WRNW/Briarcliffe Manor for production and airshifts... Pat Bingham has been promoted to News Director at KSPN/Aspen. She replaces Paula Childs who has exited for a Denver TV post... Les Cook joins WWWW/Detroit Monday from Y95/Rockford as MD.

PROMOTION OF THE WEEK



BOG BAGS: "We started the 'Best From the Bog Bag' promotion during our 'free album February' campaign. It was so successful that we continued to use it on 'free album Fridays.' Our listeners would win not only an album and the bag, but they would also receive donuts and a Pepsi six-pack stuffed inside.

"We created the bags because we wanted something different to offer beyond the traditional T-shirts. The Cape is a tourist-beach community; everything here relates to recreation. So we felt the bags would work really well.

"They're available strictly through the station. We have given away fifty to date as promotional prizes, and another hundred are on order. They cost \$4.50 each to produce.

"I have to agree with (WMMS/Cleveland MD) Kid Leo, who said that there's no better advertising than somebody walking down the street displaying your call letters."

— Nanci Donnellan,
Promotion Director
WLOM/Cape Cod

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.



AT HOME WITH FOREIGNER — Atlantic recording artists Foreigner were feted in New York during their most recent concert tour. Pictured (l-r) are group's Ian McDonald, Atlantic Director of Artist Relations/Product Management Perry Cooper, Atlantic Director of Field Operations Sam Kaiser, WIOQ MD/Ass't. PD Helen Leicht, producer Roy Thomas Baker, WEA Canada Director of A/R Roger Desjardins, and Atlantic National Album Promotion/Special Projects Manager Alan Wolmark.

UPDATE

KMEL/San Francisco's been especially active promotionally of late: their second benefit radiothon for Greenpeace brought in a smashing \$26,506 for the whale-savers. The weekend-long benefit, with portions broadcast live from an area rock club, was co-hosted by Bay Area musicians including Journey, Grace Slick, Sammy Hagar and Marty Balin. The station followed up with a live broadcast of the third annual Bay Area Music awards, which benefit the area's unique music archives, possibly the only official pop/rock music archives in the country. WKRP's Howard Hesseman MC'd, while presenters included Francis Ford Coppola, Bill Graham, Boz Scaggs, and KMEL reps Rick Lee and Bobby Cole. Scheduled to play at the show were Journey, Ronnie Montrose, Eddie Money and Santana. Must have been quite a night... KLAQ/El Paso has some spots to make up: the station was off the air a full week after its transmitter burned down. Faulty wiring is the suspected culprit... Love 94/Miami's second anniversary "Love on the Beach" celebration drew 15,000 to a free concert featuring three area bands plus a guest set by Bobby Caldwell... WYDD/Pittsburgh raised \$1200 in a benefit basketball game for the family of a policeman slain in the line of duty... An in-store appearance of UA Records' Gallagher co-sponsored by KTXQ/Dallas drew 2000 fans... Since matches and cigarette lighters are now prohibited at Cincinnati rock concerts, WEBN handed out hundreds of penlight flashlights to concertgoers at the recent ZZ Top Colosseum appearance... WRCN/Riverhead celebrated its third AOR anniversary with a birthday party concert featuring the Good Rats. During the party, the station recruited its first 1000 members of the WRCN Rock 'n' Roll Air Force... KAZY/Denver was host station for a 16-station radio network broadcast of A&M's 38-Special... WMMS/Cleveland has debuted a new regular program of local music called "Ohio Homegrown." WWCT/Peoria is also turning the spotlight on local talent in a radio special called "Basement Tapes," which will award three winning songsters with recording time and equipment... KQ98/Omaha is a new client station of AOR consultants Roger Agnew and Frank Felix... When WLUP/Chicago filmed a recent TV commercial at a concert theatre, it invited listeners wearing WLUP T-shirts to be a part of the crowd scene... KLOS/Los Angeles morning air personality Frazer Smith was a recent guest on the "Tomorrow Show"... WIOQ/Philadelphia hosted an evening's worth of public television programming during a fund-raising campaign, which logged \$32,500 in pledges. Nearly every member of the WIOQ airstaff made personal appearances during the evening... For KWFM/Tucson's tenth AOR anniversary, the station is looking for congratulatory greetings from recording artists that can be aired. Contact the station at (602) 624-5588... James Brown was a recent phone-in guest on WBCN/Boston, where

he played contestant in a station game show take-off. He "won" the opportunity of playing a concert for WBCN listeners at some future date... KKBC/Reno needs album service, all labels. Contact MD Paul Mitchell at (702) 882-6263... CITI-FM/Winnipeg has listeners watching out for the station's "Crusher," a decorated garbage truck that is crushing old worn radios in trade for 100 new free Sony FM's.

COMING NEXT WEEK: AOR on AM: Can it work? Next week we speak with programmers of several AM AOR's who will detail the unique problems as well as the unique rewards of playing AOR music on the AM band.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMET/Chicago presented Survivor for \$1.95.

RADIO CONCERTS: Dwight Twilley on KREM-FM/Spokane... Jack Bruce on WNEW-FM/New York... Lene Lovich, Private Lightning, Boomtown Rats on WBCN/Boston... Private Lightning on WBRU/Providence... Tom Rush on KTYD/Santa Barbara... D.L. Byron, Santana, John Lee & Gerry Brown on WLIR/Long Island... Off Broadway, Blackfoot, UFO on WLUP/Chicago... Lene Lovich on WMMR/Philadelphia.

GUEST DJ'S: Bob James on KSAS/Kansas City... Pretenders on WMMS/Cleveland.

CONVERSATIONS: Outlaws, Molly Hatchet on KXXY/Oklahoma City... Gentle Giant, Sylvain Sylvain on Q107/Toronto... Spyro Gyra on KAWY/Casper... Spyro Gyra on KFMH/Muscataine... Shooting Star, John Kay, Firefall, Grace Slick, Robin Trower on KTXQ/Ft. Worth... 3-D, 38-Special on KILO/Colorado Springs... Dwight Twilley on KREM/Spokane... Molly Hatchet, Outlaws on KMOD/Tulsa... Firefall on KAZY/Denver... Cretones, Firefall, Shooting Star, Robin Trower, Cheap Trick on KZEW/Dallas... Chilliwack on CITI-FM/Wichita... Carl Perkins, Pearl Harbor, Sylvain Sylvain on WBRU/Providence... Pat Metheny on WBWB/Bloomington... Phoebe Snow, Chick Corea on KTYD/Santa Barbara... Pretenders on WMMS/Cleveland... Billy Joel Band, David Sanborn, Good Rats on WLIR/Long Island... Cretones on KSPN/Aspen... Cheap Trick on WKLS/Atlanta... XTC on Q107/Toronto... John Kay on KLBJ/Austin... Billy Joel, Peter Wolf, Romantics, Journey, Steppenwolf on KZEW/Dallas... Spyro Gyra on K-99/Great Falls... Steve Howe, Jefferson Starship, Shawn Phillips on KATT/Oklahoma City... Monty Alexander, J. Lee & G. Brown, Hiroshima on WRVR/New York... 38-Special on KCAL/San Bernardino... Steve Walsh on WMET/Chicago... Sue Saad, Jeff "Skunk" Baxter on WAQX/Syracuse... Steve Howe, Chuck Mangione on WXKE/Ft. Wayne... Jerry (Beaver) Mathers on WLIR/Long Island... Joe Perry on WPLR/New Haven... Greg Kihn, Tower Of Power on KOZZ/Reno... Rick Enberg, Al McGuire (NBC-TV sports) on WBWB/Bloomington... Van Halen on KWST/Los Angeles.

AOR

GRACE SLICK

**RADIO & RECORDS ALBUM AIRPLAY/40
FIRST WEEK DEBUT #36
#1 MOST ADDED ALBUM OF THE WEEK**

KMET	KSJO	WJAX
WNEW	KBBC	WZDQ
WLUP	KRST	KFML
WMMS	WCAS	KILO
WPLJ	WBAB	KTCL
WMET	WQBK	KBCO
KMEL	WPLR	KSPN
DC101	WGOE	WQDR
KBPI	WSLQ	WWWZ
KLOS	WRHY	WDBS
WCOZ	WKDD	KNCN
WIOQ	WMJQ	KLAQ
WDVE	KTYD	KGOU
KOME	KOZZ	KMBQ
KTXQ	KTIM	KGRA
KILT-FM	KQFM	WAER
WKLS	KZEL	KROQ
WXRT	KREM-FM	KAAC
KSHE	KIOK	KAWY
WIOT	KRKE-FM	WKQB
KATT	WRKI	KMOD
WBCN	WDHA	WBRU
WLIR	WAQX	WOMP
WAVA	WAAL	WYFE
M105	WOUR	WAPL
WYDD	KKDQ	
KEZY	KFMH	
KWST	WJKL	
KSAN	WBWB	
KINK	WXKE	
WBLM	WIBA	
WRNW	WWCT	
WPDH	WZOK	
WHFS	WGVL	



GRACE SLICK DREAMS



RCA

AFLI-3544

RCA 

Radio & Records

Album Airplay/40

Chart Summary

March 28, 1980

154 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for rank, previous rank, and album/artist information. Includes entries for Bob Seger & Silver Bullet, Heart, Pink Floyd, Linda Ronstadt, Billy Joel, Journey, J. Geils Band, Pretenders, Warren Zevon, Elvis Costello & The Attractions, Tom Petty & Heartbreakers, Rush, Clash, Robin Trower, Pat Travers Band, Nazareth, Marshall Tucker Band, Dan Fogelberg, Knack, Christopher Cross, T. Rundgren/Utopia, Babys, Joe Perry Project, Shooting Star, Gary Numan, Eagles, Triumph, Rockets, Mahogany Rush, Fleetwood Mac, Angel City, ZZ Top, Jefferson Starship, Cretones, Wishbone Ash, Grace Slick, Sue Saad & Next, Red Rider, Romantics, Ramones.

SEGER held his lead for the top airplay spot this week, particularly in hot reports. HEART and FLOYD switched positions this week with HEART edging FLOYD in total mentions. Overall, the two acts commanded nearly identical levels of airplay. LINDA, JOEL, JOURNEY and GEILS all held rock steady. PRETENDERS continued their impressive upward climb, as did ZEVON and COSTELLO. CLASH maintained as TROWER and TRAVERS showed increased airplay activity. NAZARETH held their own as TUCKER and CROSS moved up. PERRY jumped up significantly as NUMAN and EAGLES maintained. TRUMPH had a good week while RUSH inched up and MAC resurged (showing strong interest in the latest single). CITY debuted with a good showing both in adds and mediums. CRETONES and SLICK debuted as ASH moved up. RIDER maintained. BENATAR and FOOLS came close to charting.

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.

MOST ADDED

Table of Most Added albums with columns for rank, previous rank, and album/artist information. Includes entries for Grace Slick, Joe Perry Project, John Stewart, Triumph, Rodney Crowell, Angel City, Squeeze, Gordon Lightfoot, Cretones, Daryl Hall, Motors, Beach Boys, Marshall Tucker, Firefall, Pat Travers Band.

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

Table of Medium albums with columns for rank, previous rank, and album/artist information. Includes entries for Warren Zevon, Clash, Elvis Costello & The Attractions, Pat Travers Band, Marshall Tucker, Shooting Star, Robin Trower, Nazareth, Mahogany Rush, Knack, Pretenders, J. Geils Band, Wishbone Ash, T. Rundgren/Utopia, Babys.

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

Table of The Hottest albums with columns for rank, previous rank, and album/artist information. Includes entries for Bob Seger & Silver Bullet, Pink Floyd, Heart, Linda Ronstadt, Billy Joel, Journey, J. Geils Band, Tom Petty & Heartbreakers, Rush, Pretenders, Dan Fogelberg, Elvis Costello & The Attractions, Warren Zevon, Christopher Cross, T. Rundgren/Utopia.

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.

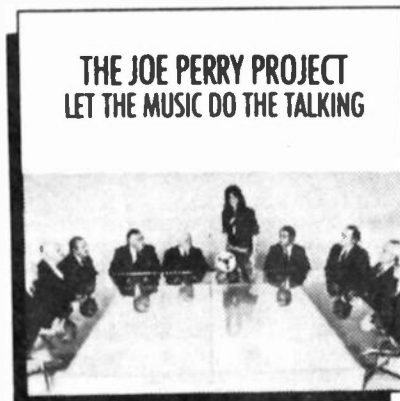
More Giant Rock!

GENTLE GIANT THE JOE PERRY PROJECT PROJECT

“Civilian”



“Let The Music Do
The Talking”



WNEW	WLUP	WABX
WLIR	M105	WMMR
WBAB	WWWW	KDKB
WRCN	WWCK	KBCO
WRNW	WLAV	KTYD
WYSP	WFFX	KPRI
WEZX	WIOT	KLAQ
WLOB	KFMH	KOME
WBRU	KLYX	KSJO
WBLM	KTCL	KTIM
WGIR	KILO	KKDJ
WHCN	WKWF	KBPI
WPLR	WLRS	KTXQ
WRKI	WZZX	WKQB
WPDH	WYFE	KATT
WQBK	WZOK	WLYX
WMJQ	WDVE	KLBJ
WOUR	WXQR	KMAC
WIBA	WKLS	KNCN
WXRT	WIMZ	KZOM
WJKL	WSHE	KSHE

WNEW	WLUP	WABX	KMET
WLIR	WMET	KSAN	KLOS
WMMR	WYFE	DC101	KMAC
WEZX	WMMS	WAVA	KSHE
WZZO	WDVE	WHFS	KYYS
WBCN	WYDD	WIYY	KLLO
WCOZ	WOMP	WNOR	KLBJ
WAAF	WRIF	WMYK	KWST
WLOB	WWWW	WRXL	KROQ
WBRU	WWCK	WROQ	KNAC
WBLM	WHNN	WXQR	KGB
WHCN	WILS	WINZ	KWFM
WCCC	WIOT	WKWF	KTKT
WPLR	WXKE	WQXM	KOME
WQBK	KQRS	WDIZ	KZAP
WGRQ	KFMH	WJAX	KTIM
WBUF	KLYX	WFYV	KOZZ
WMJQ	KSJO	KTXQ	KLIV
WOUR	WSRD	KXXY	KKDJ
WAQX	WLAV	KYTX	KISW
WBAB	WLVQ	WKDF	KZOK
WRCN	WFBQ	WKQB	KGON
WRHY	WLRS	KILT	KQFM
WGIR	KGGO	KNCN	KREM
WPDH	KPRI	KSMB	KLAY
WMAD	KDKB	KZEW	KZEL
WIBA		WZXR	KAZY
WXRT		WLYX	KILO
WJKL		WZZQ	

Featuring: “Number One” & “Inside Out”

Talking Real Loud.



on Columbia Records

AOR BREAKERS

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

No albums qualified for Breaker status this week.

SINGLES

- 1 **BLONDIE**
"Call Me" (Chrysalis)
- 2 **HUMBLE PIE**
"Fool For A Pretty Face" (Atco)
- 3 **BOZ SCAGGS**
"Breakdown Dead Ahead" (Columbia)
- 4 **PAT BENATAR**
"Heartbreaker" (Chrysalis)
- 5 **FOOLS**
"Night For Beautiful Girls" (EMI America)
- 6 **STEVE WALSH**
"Schemer-Dreamer" (Kirshner)
- 7 **QUEEN**
"Crazy Little Thing Called Love" (Elektra)
- 8 **38-SPECIAL**
"Rockin' Into The Night" (A&M)
- 9 **MOTORS**
"Love And Loneliness" (Virgin)
- 10 **D.L. BYRON**
"Listen To The 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

- 1 **SPYRO GYRA** Catching The Sun (MCA)
Title "Laser" "Percolator" "Philly"
- 2 **CHUCK MANGIONE** Fun And Games (A&M)
"Give"
- 3 **DAVID SANBORN** Hideaway (WB)
Title "Carly's Song" "Creeper"
- 4 **PASSPORT** Oceanliner (Atlantic)
"Sagu" Title
- 5 **G. WASHINGTON JR.** Skylarkin' (Motown)
"Loving" "Moments" "Help"
- 6 **DR. STRUT** Struttin' (Motown)
"Rabbit" "Nice"
- 7 **HERON & JACKSON** 1980 (Arista)
"Willing" "Shah"
- 8 **PAT METHENY GROUP** American Garage (ECM)
"Heartland" Title
- 9 **J. LEE & G. BROWN** Chaser (Columbia)
Title "Fate" "Celebration" "Park"
- 10 **SUSAN MUSCARELLA** Rainflowers (Pac. Arts)
Various Cuts

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 WORK FM Albany
518-482-5555
AL JACKSON (A&M)
MORNING GLORY (MCA)
SPLAIN STAIN (MCA)
PARL HARBOR & (MCA)

104FM WBCN Boston
817-266-1111
BUCE 154 (MCA)
BRUCE ROULLEY & (Columbia)

WZZO Allentown
215-694-0511
LINDA RONSTADT (Polygram)
PAT TRAVERS BAND (Polygram)
SUSAN MUSCARELLA (Pac. Arts)
BOZ SCAGGS (Columbia)

WJZ Boston
817-247-0850
PAT TRAVERS BAND (Polygram)
BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

MOST ADDED

JOHN STEWART
"Dream Babies..." (RSO) 16/16

GRACE SLICK
Dreams (RCA/Grunt) 16/15

SQUEEZE
Argybargy (A&M) 14/13

ANGEL CITY
Face To Face (Epic) 13/10

RODNEY CROWELL
But What Will The... (WB) 10/10

MEDIUM

ROBIN TROWER
Victims Of Fury (Chrysalis) 21/15

ELVIS COSTELLO & ATTRAXIONS
Get Happy!! (Columbia) 32/13

CLASH
London Calling (Epic) 28/13

WARREN ZEVON
Bad Luck Streak... (Asylum) 28/13

PAT TRAVERS BAND
Crash And Burn (Polydor) 21/13

SHOOTING STAR
Shooting Star (Virgin) 13/13

THE HOTTEST

BOB SEGER & SILVER BULLET BAND
Against The Wind (Capitol) 34/33

PINK FLOYD
The Wall (Columbia) 32/31

BILLY JOEL
Glass Houses (Columbia) 33/30

LINDA RONSTADT
Mad Love (Asylum) 32/30

HEART
Babe Le Strange (Epic) 30/28

WZZO Allentown
215-694-0511
PAT TRAVERS BAND (Polygram)
BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

WJZ Boston
817-247-0850
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BOZ SCAGGS (Columbia)
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WZZO Allentown
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BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

WJZ Boston
817-247-0850
PAT TRAVERS BAND (Polygram)
BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

Q-FM-97 Buffalo
716-881-4555
PAT TRAVERS BAND (Polygram)
BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

WJZ Boston
817-247-0850
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BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

CAPE COD'S 104FM Cape Cod
617-255-3220
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BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

WJZ Boston
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BOZ SCAGGS (Columbia)
SUSAN MUSCARELLA (Pac. Arts)

Coast-to-coast raves for Willie Nile.

With critical acclaim from programmers and press across the country—Willie Nile's made the most impressive debut in years.

"Willie Nile's inspiring debut album signals the arrival of a major new figure in rock 'n' roll. He moves you, physically and emotionally, the way the best rock has always done."—The Los Angeles Times • Robert Hilburn

"*Willie Nile* is the most exciting debut album by a singer-songwriter in some time. It is hard-edged guitar rock. An album that crackles with electricity."—The New York Times • Robert Palmer

"An outstanding album. Rock 'n' roll at its best. One of the most impressive debut albums to come along in a couple of years. He will surely deserve consideration as the year's top new talent."
—The Philadelphia Inquirer • Jack Lloyd

"*Willie Nile* continues to amaze me."
—WLUP • Sky Daniels • M.D.

"The best new album of the decade."
—WLIR • Larry Kleinman • M.D.

"Reaction to *Willie Nile* has been very strong."
—WCOZ • Bob Slavin • M.D.

"*Willie Nile* has got a great hard edge to it."
—WMMS • Kid Leo • M.D.

"Put *Willie Nile* at the top of my favorites list."
—WNEW-FM • Marianne McIntyre • M.D.

Bill Hard's *'Soft Choice'*

Hot at:

WLUP/WMMS/WLRS/WZXR/
WMMR/WNEW/WCOZ/KSHE/KILT/
WWW/WABX/WMET/WGRQ/WAVA/
WBCN/WAAF/WHCN/WCCC/
WPLR/WLIR/WQBK/WHFS/
WQDR/WXRT/KLBJ/KSJO/
KTIM/WQFM/KREM/
WRNO.



And this is only the beginning.
Willie Nile.
On Arista Records and Tapes.

ARISTA

EAST

WRCN Long Island 518-727-1570. PD: BOB PERL. AD: PAUL HARRIS. Add: JOE PERL PROJECT 'Columbia'...

Manchester 603-625-6915. Add: MARSHALL 'LUCER' 'CBS'...

WPLR New Haven 203-777-6617. Add: MARSHALL 'LUCER' 'CBS'...

105.5 FM WCHA North Jersey 201-328-1055. Add: JOE PERL PROJECT 'Columbia'...

102.9 FM WOVE Pittsburgh 412-562-5900. Add: JOE PERL PROJECT 'Columbia'...

Ottawa 613-563-1910. Add: MARSHALL 'LUCER' 'CBS'...

WIOQ Philadelphia 215-667-8100. Add: MARSHALL 'LUCER' 'CBS'...

WMMR Philadelphia 215-561-0933. Add: MARSHALL 'LUCER' 'CBS'...

WJSP Philadelphia 215-839-7625. Add: MARSHALL 'LUCER' 'CBS'...

Pittsburgh 412-362-2144. Add: MARSHALL 'LUCER' 'CBS'...

WBRU Providence 401-272-9550. Add: MARSHALL 'LUCER' 'CBS'...

WCMF Rochester 716-288-3200. Add: MARSHALL 'LUCER' 'CBS'...

WROC Rochester 716-232-7550. Add: MARSHALL 'LUCER' 'CBS'...



STUMPING WITH STILLS - Columbia recording artist Steve Stills played a straighter side to his talents when he visited WGIR/Manchester while campaigning for President Carter's renomination. Pictured (l-r) are station's Howard Corday, Joe Biedrzycki and Karen Anderson, Stills, and station's John Reynolds.

Syracuse 315-682-9538. Add: MARSHALL 'LUCER' 'CBS'...

Q107 Toronto 416-967-3445. Add: MARSHALL 'LUCER' 'CBS'...

WOUR Utica 315-797-0803. Add: MARSHALL 'LUCER' 'CBS'...

WVAWFM Washington, D.C. 703-534-0320. Add: MARSHALL 'LUCER' 'CBS'...

WQMG Wheeling 614-676-5661. Add: MARSHALL 'LUCER' 'CBS'...

STARVIEW 92 FM York 717-266-6606. Add: MARSHALL 'LUCER' 'CBS'...

AMERICAN TOUR

March 28 .. Virginia Beach, VA... Peabody's
March 30 .. Tampa, FL

March 31 . Miami, FL... Gussman Cultural Ctr.
April 1... Orlando, FL... Southeastern Music Hall
April 2... Atlanta, GA... Agora

ON SIRE RECORDS
SIRE RECORDS ARE PROMOTED AND MARKED BY WARNER BROS. SIRE

SOUTH

KY99

Amarillo
806-359-8861

Address: 1000 W. 10th St., Amarillo, TX 79101
 Phone: 806-359-8861
 Station: KY99
 Format: Country
 Website: www.ky99.com

KLBJ FM

Austin
512-474-6543

Address: 1000 W. 10th St., Austin, TX 78701
 Phone: 512-474-6543
 Station: KLBJ FM
 Format: Country
 Website: www.klbfm.com

TEXAS ROCK

Beaumont
713-727-0220

Address: 1000 W. 10th St., Beaumont, TX 77701
 Phone: 713-727-0220
 Station: TEXAS ROCK
 Format: Country
 Website: www.texasrock.com

Birmingham

205-870-9900

Address: 1000 W. 10th St., Birmingham, AL 35201
 Phone: 205-870-9900
 Station: Birmingham
 Format: Country
 Website: www.birmingham.com

WBCY-108

Charlotte
704-374-3772

Address: 1000 W. 10th St., Charlotte, NC 28201
 Phone: 704-374-3772
 Station: WBCY-108
 Format: Country
 Website: www.wbcy108.com

WROZ

Charlotte
704-392-6191

Address: 1000 W. 10th St., Charlotte, NC 28201
 Phone: 704-392-6191
 Station: WROZ
 Format: Country
 Website: www.wroz.com

101

Corpus Christi
512-666-4841

Address: 1000 W. 10th St., Corpus Christi, TX 78401
 Phone: 512-666-4841
 Station: 101
 Format: Country
 Website: www.101.com

KTXQ

Dallas-Ft. Worth
214-528-8500

Address: 1000 W. 10th St., Dallas, TX 75201
 Phone: 214-528-8500
 Station: KTXQ
 Format: Country
 Website: www.ktxq.com

KZEW

Dallas
214-746-8898

Address: 1000 W. 10th St., Dallas, TX 75201
 Phone: 214-746-8898
 Station: KZEW
 Format: Country
 Website: www.kzew.com

The Q

El Paso
915-544-8884

Address: 1000 W. 10th St., El Paso, TX 79901
 Phone: 915-544-8884
 Station: The Q
 Format: Country
 Website: www.theq.com

101

Houston
713-528-4591

Address: 1000 W. 10th St., Houston, TX 77001
 Phone: 713-528-4591
 Station: 101
 Format: Country
 Website: www.101.com

WJAX-FM 95

Jacksonville
904-633-2785

Address: 1000 W. 10th St., Jacksonville, FL 32201
 Phone: 904-633-2785
 Station: WJAX-FM 95
 Format: Country
 Website: www.wjaxfm95.com

MOST ADDED

- JOE PERRY PROJECT
Let The Music Do... (Col) 16/14
- TRIUMPH
Progressions Of... (RCA) 18/9
- CRETONES
Thin Red Line (Planet) 18/8
- RED RIDER
Don't Fight It (Capitol) 14/7
- JOHN STEWART
"Dream Babies..." (RSO) 9/7

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

MEDIUM

- WARREN ZEVON
Bad Luck Streak... (Asylum) 28/19
- CLASH
London Calling (Epic) 21/19
- ELVIS COSTELLO & ATTRAXIONS
Get Happy!! (Columbia) 23/16
- SHOOTING STAR
Shooting Star (Virgin) 16/16

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

- HEART
Bebe Le Strange (Epic) 35/34
- BOB SEGER & SILVER BULLET BAND
Against The Wind (Capitol) 34/33
- PINK FLOYD
The Wall (Columbia) 33/32
- BILLY JOEL
Glass Houses (Columbia) 36/30
- LINDA RONSTADT
Mad Love (Asylum) 32/30

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.

WQUT 101.5 FM

Johnson City
615-477-3127

Address: 1000 W. 10th St., Johnson City, TN 37601
 Phone: 615-477-3127
 Station: WQUT 101.5 FM
 Format: Country
 Website: www.wqut.com

K94 KSMB

Lafayette
318-232-1311

Address: 1000 W. 10th St., Lafayette, LA 70501
 Phone: 318-232-1311
 Station: K94 KSMB
 Format: Country
 Website: www.k94ksmb.com

Louisville

502-585-5178

Address: 1000 W. 10th St., Louisville, KY 40201
 Phone: 502-585-5178
 Station: Louisville
 Format: Country
 Website: www.louisville.com

WLEX

Lexington
606-252-6694

Address: 1000 W. 10th St., Lexington, KY 40501
 Phone: 606-252-6694
 Station: WLEX
 Format: Country
 Website: www.wlex.com

WZZR rock105

Memphis
901-726-0060

Address: 1000 W. 10th St., Memphis, TN 38101
 Phone: 901-726-0060
 Station: WZZR rock105
 Format: Country
 Website: www.wzzr.com

WJHE

Miami
305-581-1580

Address: 1000 W. 10th St., Miami, FL 33101
 Phone: 305-581-1580
 Station: WJHE
 Format: Country
 Website: www.wjhe.com

love 4

Miami
305-872-2500

Address: 1000 W. 10th St., Miami, FL 33101
 Phone: 305-872-2500
 Station: love 4
 Format: Country
 Website: www.love4.com

Z104

Miami
305-371-8841

Address: 1000 W. 10th St., Miami, FL 33101
 Phone: 305-371-8841
 Station: Z104
 Format: Country
 Website: www.z104.com

103

Nashville
615-244-9532

Address: 1000 W. 10th St., Nashville, TN 37201
 Phone: 615-244-9532
 Station: 103
 Format: Country
 Website: www.103.com

WKQB

Nashville
615-748-8108

Address: 1000 W. 10th St., Nashville, TN 37201
 Phone: 615-748-8108
 Station: WKQB
 Format: Country
 Website: www.wkqb.com

WNOZ

New Orleans
504-529-1212

Address: 1000 W. 10th St., New Orleans, LA 70101
 Phone: 504-529-1212
 Station: WNOZ
 Format: Country
 Website: www.wnoz.com

Z104

Norfolk
804-461-1194

Address: 1000 W. 10th St., Norfolk, VA 23501
 Phone: 804-461-1194
 Station: Z104
 Format: Country
 Website: www.z104.com

fm99

Norfolk
804-623-8687

Address: 1000 W. 10th St., Norfolk, VA 23501
 Phone: 804-623-8687
 Station: fm99
 Format: Country
 Website: www.fm99.com

WVIZ

North Charleston
803-554-7154

Address: 1000 W. 10th St., North Charleston, SC 29401
 Phone: 803-554-7154
 Station: WVIZ
 Format: Country
 Website: www.wviz.com

FM100

Oklahoma City
405-831-8881

Address: 1000 W. 10th St., Oklahoma City, OK 73101
 Phone: 405-831-8881
 Station: FM100
 Format: Country
 Website: www.fm100.com

WVIZ

Oklahoma City
405-528-5543

Address: 1000 W. 10th St., Oklahoma City, OK 73101
 Phone: 405-528-5543
 Station: WVIZ
 Format: Country
 Website: www.wviz.com

WDFZ

Orlando
305-645-1802

Address: 1000 W. 10th St., Orlando, FL 32801
 Phone: 305-645-1802
 Station: WDFZ
 Format: Country
 Website: www.wdfz.com

Country



BREAKFAST BIGGIE — Over 6000 Wheeling, WV residents enjoyed a free breakfast prepared by the air personalities of WWVA Radio. The neighbors and friends scarfed up over 11,000 eggs, 1500 pounds of bacon, a truckload of bread, 11 cases of jelly, eight cases of margarine, 9000 cups of coffee, 60 gallons of milk and untold gallons of orange juice. Pictured (left to right) are WWVA morning man Bud Forte, afternoon personality Frank Karroll, Operations Director Tom Miller, and weekender Al Zeidman.



WILLIE FITS THE BILL — Seen here is the WTQR/Winston-Salem, NC billboard relating to the station's \$10,000 giveaway. According to PD Mark Tudor, "Since no one really knew whose picture is on a \$10,000 bill, we decided to use Willie Nelson." (By the way, guys, for your information, it's Salmon P. Chase, Secretary of Treasury, 1861-64 and Supreme Court Justice, 1864-73, on the seldom-seen or used \$10,000 bill.)



ROGERS SWEETENS TOUR WITH DAVE & SUGAR — Kenny Rogers and Dave & Sugar teamed up in Fresno for the first of over 80 tour dates together. Shown backstage at the concert is Jay Ramsey, KMAK; Charlie Scott, PD, KMAK; Carson ("This is no hype, but thanks for the spins!") Schrelber, RCA Manager, Western Regional Country Promotion; Dave Rowland (Dave & Sugar); Kenny Rogers; Dave & Sugar's Melissa Dean; KMAK's Gene Carl; the other "Sugar," Sue Powell; and Kenny Reuther, RCA-San Francisco.



COWBOY CHEERLEADERS GO COUNTRY — KYNN/Omaha helped bring thousands of people to a local shopping mall by presenting an autograph party with some Dallas Cowboy Cheerleaders. Pictured behind the cheerleaders are KYYX's Billy Cole, Chris Taylor, and "Ramblin' Rick." PD Taylor is also shown doing an interview during the KYNN remote broadcast.



FESTIVAL FUN — Price Mitchell, one of 20 different performers, is seen on stage at the eighth annual KKYX/San Antonio "Great Country River Festival." The event is held each year along the downtown San Antonio River, with proceeds going to help the River Association promote the River Walk.



SHIRT SHOWING — WIXZ/Pittsburgh held a special "Thank You Canada" weekend to giveaway T-shirts as a special tribute to Canada for helping some Americans to escape from Iran. Shown modeling the shirts are WIXZ staffers Mary Cvejkus, Scott Free, Cyndie, Bill Cardille, and MD Melanie Valosen.



MINNEAPOLIS MEETINGS — Oak Ridge Boys Joe Bonsall (the real short one) and Richard Sterban (third from right) are seen during a visit to the WDGY/Minneapolis studios. They are pictured with WDGY's Gary Stone, Gregg Lindahl, and Andrea Jo Atkinson.



VEGAS VISITOR — RCA's Zella Lehr is seen being interviewed by KVEG air personality Bob Jackson during her recent promotional tour.



Jim Duncan

Country

News Notes

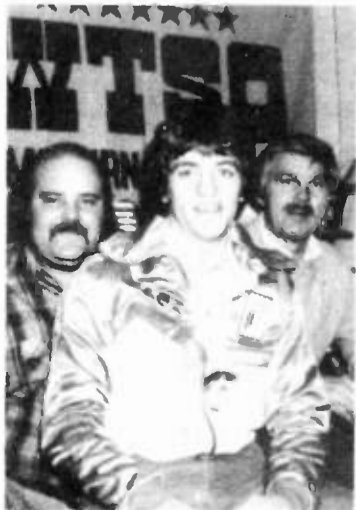
Before I forget, thank you to all of my concerned friends and readers who called or sent notes asking about my not being at the Country Radio Seminar. It was a good feeling to know so many of you cared . . . As we went to press last week, I heard KNEW/Oakland-San Francisco GM Hal Smith was joining Metro-media's Philadelphia AOR station WMMR. Hal has been a tremendous supporter of Country radio and his presence will be missed. Prior to getting his first GM gig at KNEW, Hal was PD of KLAC/Los Angeles. As a matter of fact, it was Hal who hired me at KLAC to do a weekend air shift. WMMR now has one of our best. Good luck, Hal . . . Rod Hunter has taken over as PD of KSON-FM/San Diego, with Ron West being assigned to MD for KSON's FM. Both will continue in their capacities as PD and MD of KSON-AM. Roy Stingley is out as PD of KSON-FM. At this report Stingley hadn't announced his plans . . . Speaking of San Diego, some interesting rumors about another AM or FM Country station . . . Stay tuned . . . Congrats to WCXI/Detroit on being named the Golden West Broadcasters Radio Station of the Year. PD Bill Ford was named GWB's Program Director of the Year . . . Jay Hoffer of KERE/Denver has written another

Making Some Noise . . .

From Chico, California comes this interesting way of keeping some of the U.S. Army's 5th Combat Equipment Company troops happy. (No, someone didn't send them a case of Dolly Parton blow-up dolls.) KHSL/Chico PD Leon Washburn told R&R he received a letter from a Chico man stationed in Germany with the aforementioned troops. The man requested a tape of KHSL so he could keep in touch with the hometown happenings. The tapes became so popular they were played in the recreation areas at the base. As a service, KHSL has decided to send the group a new tape every month . . . WMAQ/Chicago ran the NBC radio music special featuring Anne Murray . . . KTTS/Springfield, IL air personality Ms. Kitty is seen interviewing Slim Whitman on the station's recent listener appreciation show . . . On April 11, the Kool Cigarettes "Country Shindig" troupe will kick off in Louisville (Kool's home base) with a show WINN is helping to promote. Mel Tillis and Margo Smith will headline . . . WHK/Cleveland had a booth display at the recent 43rd Annual American & Canadian Sport, Travel & Outdoor show. Many of the WHK per-



sonalities made guest appearances . . . WGTO/Cypress Gardens morning man Jim Malloy is presenting a new feature called "Legends Of Rockabilly." He is featuring many rare and hard-to-find classics from the late 50's. Malloy is asking for any new rockabilly product to be sent to him at WGTO, Box 123, Cypress Gardens, FL 33880 . . . Larry Gatlin is pictured with WSAI/Cincinnati air personalities Debbie Conner and Gina . . . WNOW/York, PA reports raising \$5800 for the leukemia radiothon . . . WWOD/Lynchburg, VA helped pull in over two grand for the same cause. "Country Joe" raised more than \$5500 for Easter Seals in a 30-mile snowmobile race . . . WHN/New York aired the world premiere of Kenny Roger's new single with Kim Carnes. Music Director Pam Green says the record became an instant number one request record . . . Barry Grant, PD of WIRK-FM/West Palm Beach, FL, tells R&R he has a couple walk-on parts in the new Burt Reynolds-Jerry Reed "Smokey & The Bandit II," part of which was filmed in that area. The station was able to get interviews with Reynolds, Reed, Sally Field and Dom DeLuise during the special salute to Jerry Reed on his 25th year in the music business. Grant said some photos are on their way . . . Speaking of photos, let's wrap this noise-makers section with a couple of real hockey pucks from WTSO/Madison shown visiting with Olympic Gold medal winner Mark Johnson of the U.S. hockey team. WTSO's Music Director Pat Martin and Operations Director Chuck Morki are seen with Johnson, who grew up in Madison.



radio-oriented book. (He has three others on the market.) The book, "The Complete Broadcast Sales Guide For Stations, Reps & Ad Agencies," was written by Hoffer and John McRae, and is available for \$14.95 through Broadcasting Book Division, 1735 De Sales St. NW, Washington, D.C. 20036 . . . Butch Brannum has been appointed PD at WKDA/Nashville. Mike Beck has joined WKDA-FM to do evenings and music assistant. Mary Jo Monette is now at WKDA-AM to do mid-days. She had been at WWOK/Miami . . . While on WWOK, former PD Dave Donahue is doing some weekend and fill-in work at WIRK-FM/West Palm Beach. He is still looking for a full-time gig. Reach him through the station, according to PD Barry Grant . . . Off to Las Vegas for the final day of the NARM Convention. Should have some photos next week . . . Until then . . . Stay great . . .

NEWSBREAKER

"Jingles: ????"

R&R/Country recently contacted over 80 Country-formatted radio stations seeking response to the question, "Do you use jingles?" The informal survey revealed that 77.5% of the respondents do indeed use jingles, while 22.5% steer clear of the mini-musicals.

The majority of stations using jingles air four per hour, with two per hour a clearcut second; the third most popular usage of jingles per hour was tied at five or more per hour, three per hour, and one per hour.

Far and away the most dominant position for a jingle, within the framework of a clock, was at the end of a stop/spot set. Jingles are also popularly utilized within a sweep, and at the top of the hour/out of the news.

Of the stations queried, most use their jingle package for two years before purchasing a new one. The second most common renewal time was a year to 18 months.

Of the stations that do not use jingles, most stated they are not happy with what's available; others cited a budget that doesn't allow for jingle expenditures. Other recurring reasons for not using jingles included clutter on the air, and interfering with the one-to-one relationship between the jock and listener.

Most often mentioned as jingle suppliers were TM, William B. Tanner, and Toby Arnold & Assoc. This is not to say the respondents were necessarily recommending these packages, but rather, these firms were chosen from available services.

Below, a sampling of answers from surveyed stations.

Tom Becka, PD, KUGR/Green River, WY: "Most jingle packages sound either too country or too rock - we need something in between."

Pam Green, MD, WHN/New York: "We like to reinforce the one-to-one relationship between the listener and the DJ, which jingles don't provide. We haven't found a package compatible with a Country format, and we are not looking for one."

Bill Warren, MD, KNOE/Monroe, LA: "If used properly, and not over-used, jingles are good. They must fit and blend in with the programming concept."

Bill Ford, PD, WCXI/Detroit: "Jingles are a selling point - a good way to sell ourselves."

Pat Devaney, MD, KHAK/Cedar Rapids: "One advantage of personalized jock ID's is that they identify the show without the jock having to talk."

Ken Martin, PD, WCOS-FM/Columbia, SC: "At one time we were opposed to jingles, but we have seen what they can do in the marketplace in general. They can sell Toyota, or McDonalds, and they can sell us, too."

Dave Eckles, MD, WRCP/Philadelphia: "Jingles are a good reminder of call letters without having to say them."

Joel Raab, PD, WEEP/Pittsburgh: "No jingles are better than bad jingles."

Diane Brennan, MD, WBAM/Montgomery: "A lot of stations are getting away from jingles. After a while, people don't pay attention to them anymore."

Scott Seiden, PD, WQQT/Savannah: "Jingles help in the transition when playing music with different tempos and, overall, give the station a smooth sound."

One Step Further . . .

Chris McGuire, PD at KFTN/Provo, opted to produce his own jingles, and KEEN/San Jose carried the whole thing another two steps further by combining a need for jingles with a successful promotion.

PD Jay Albright told R&R, "We announced on the air that we believed in local artists, knew they needed exposure, and we wanted them to express KEEN's image for us on the air." The station sent out a call and received over 100 tapes. The jocks judged the samples, picking the best from each band. KEEN gathered the chosen artists at a local studio, paying them union wages, picked up the studio costs, and went home with 20 unique jingles. KEEN aired the homegrown jingles from October to February of this year. "Because some of the jingles were by soloists, with very distinctive voices, they were easily recognizable, and we were concerned about the burnout factor." To freshen up the sound, the station took the locally recorded beds to Tommy Gwin, a Texas jingle producer, who added professional voice tracks to the beds. KEEN now airs a combination of the local and professional jingles.

— Lee Wade



The Primary Candidates

DOLLY

STARTIN' OVER AGAIN

PB-11926

BB 28* CB 24* RW 26*

Jerry Reed

**AGE / WORKIN' AT THE
CAR WASH BLUES**

PB-11944

BB 60* CB 73* RW 65*

Dave & Sugar

**NEW YORK WINE
AND TENNESSEE SHINE**

PB-11947

BB 63* CB 60* RW 64*





**Biff Collie
Inside Nashville**

Country

POCKET SECRETARY: Tammy Wynette gets her first TV special. Had lunch with Tammy and George the other day; she tapes April 14-15 at the Opry House, with George Jones & Tom T. Hall as her guests... Dolly Parton postponed her Las Vegas opening in June to star with Burt Reynolds in "Best Little Whorehouse In Texas"... Many Nashville music executives off to Las Vegas for the annual NARM Convention. On Wednesday (26), country music was featured at a luncheon starring the Oak Ridge Boys. That same night Kenny Rogers and Dottie West entertained at the NARM awards banquet... Ronnie Milsap is the featured star in the third ABC Radio network "Country Greats In Concert" series. The show will be aired May 3 on the ABC Entertainment Network... Thomas (Hugh) Farr, one of the original members of the Sons Of The Pioneers, has died in Wyoming. Farr's passing leaves Roy Rogers and Bob Nolan as the only surviving members of the original group formed in 1934... The new L.A. multi-million dollar "Country Club" opens Friday night (3-28) with Merle Haggard... David Ponder, formerly a member of Billy "Crash" Craddock's group the Tennesseans, has joined the Stamps as their new baritone... Joe Sun will appear on the April 29th PBS-TV show "Austin City Limits"... Claude Atkins, star of NBC-TV's "The Misadventures of Sheriff Lobo," will join Loretta Lynn and Charley Pride as the cohosts for the 15th annual Academy of Country Music Awards, airing on NBC May 1... The ninth annual Country Music Fan Fair, sponsored by the CMA and the Grand Ole Opry, looks to be even bigger than last year. According to Fan Fair chairman Bud Wendall, President of WSM and Opryland, registration is 17.5 percent ahead of last year at this time. For more information on the event, scheduled for June 9-15 in Nashville, contact Fan Fair at 2804 Opryland Drive, Nashville, TN 37214... Jerry Lee Lewis buys the old George Jones Possum Holler Night Club... No he doesn't... Well, he's thinking about it...

port (he was born in Spring Hill, LA) and started professionally when he won a \$10 bill in a talent contest... Mirriam Johnson Eddy Jennings is better known as Jessi Colter, hitmaker, and mother of Waylon Allbright Jennings... Universal Pictures is bidding for the movie rights to Merle Haggard's book "My Life's Been Grand," though it won't be published till next year!...



Chet Atkins

UPDATE: Chet Atkins Invitational Golf Tournament is moving to Callaway Gardens, FL this summer (July 6-8). It has been held since its beginning 10 years ago in Knoxville... Willie Nelson will do a cameo shot in "The Thief," starring James Caan and Tuesday Weld, filming this month in Chicago... Dolly Parton will be a presenter at the 52nd Annual Academy Awards show April 14th... Hear about the lady in Asheville, NC who tried to buy tickets

to the Statler Bros. concert there with food stamps?... Wichita's Glenn Gregory is promoting the first "Miss Country Girl USA" to be held this year at the Kansas State Fair... Glenn's years in the Hollywood press fraternity may bring back some memories of old friends on the West Coast... The Ottwell Twins, David & Roger, were here to do their first Nashville record session with ex-RCA producer Roy Dea at Tom T. Hall's Toy Box Studio... Marshall Grant, Johnny Cash's longtime bassman (the only one he's ever had), retires to his Hernando, MS home to raise horses. "Enough of the road for a lifetime," he says. **NASHVILLE AIRLINES:** Sheb Wooley says his wife had her face lifted... and the crane broke!

... Helen Cornelius divorced her husband and took up Dancercize lessons... **LADIES QUIZ:** Muriel Deason? (Kitty Wells), Mrs. Carl Dean? (Dolly Parton), Mrs. Ernestine Silver? (Donna Fargo), Mrs. G.M. Richardson? (Tammy Wynette)... The National Music Publishers' Association competition named "The Gambler" by Don Schlitz and "You Needed Me" by Randy Goodrum as the co-winners of the "Song Of The Year" award... The "Nashville Country-Pop Festival," taped here last week with Larry Gatlin, Barbara Mandrell, Johnny Rodriguez, Rosanne Cash, Jim Stafford, and Johnny Paycheck, they say, is for a cable systems special... Paycheck & George Jones made another album together... Sheb Wooley's new TV pilot is called "Dallas Saturday Night," with Slim Pickens, Mel Tillis and Joe Heathcock... A well-known friend of Mac Davis says his new record is a 1980 personal portrait of the singer (meow!)... Hoyt Axton singing in a new ABC series called "When The Whistle Blows"...

Janie Fricke's "Pass Me By" is the song that exploded Johnny Rodriguez to stardom in 1973... Charlie Walker sang the National Anthem at the Spurs-Knickerbockers NBA game in San Antonio... Don Williams did his singing bit in the "Smokey II" movie in Jupiter, FL... Did Kenny Rogers's drummer Bobby Daniels get married at Jack Clement Studio between takes at a record session, and did Freddie North perform the ceremony? (I hope the marriage is a HIT!!)...



Janie Fricke

... Hank Thompson's current honky-tonk record marks his 35th year as a record artist!... Roy Clark's really got sole! (He's a major stockholder in a boot company)... Just learned that Wilf Carter ("Montana Slim"), the famous Canadian Country star of 50 years, was given the "Montana Slim" stage name in 1936 by the announcer on his radio show, Bert Parks! (Really!) **CLOSER:** 300-pound Johnny Russell walked into a local cafe, sat down, looked up at the waitress and said: "Fill this thing up!"

FLASHBACK, 1955: Memphis DM Bob Neal took over management of a young Sun Records singer named Elvis Presley; Cowboy Copas was named America's #1 Folk Singer by Orchestra World magazine; for the first time on television, Biff Collie showed "Jimmie Rodgers, The Singing Brakeman," the 9-minute movie short on his KPRC-TV/Houston program; and Carl Smith and June Carter announced the arrival of their daughter Carlene (now Carlene Carter)... **FLASHBACK, 1976:** Marty Robbins drove the pace car in the "Indianapolis 500;" Loretta Lynn plugged her new book "Coal Miner's Daughter" on Johnny Carson's show (her first time on that one)... **FLASHBACK, 1951:** Faron Young was featured vocalist with Webb Pierce band... **FLASHBACK, 1943:** Pee Wee King hired a new singer he called "Smilin'" Eddy Arnold. (20 years later Arnold would be inducted into the Country Music Hall of Fame.) **NAMES:** Dick Shuey says his girlfriend puts her makeup on with a roller!... Joe Stampley says he cut his teeth on Hank Williams music in nearby Shreve-



GOING APE — RCA Regional Promotion Manager Wayne Edwards surprised RCA artists Razy Bailey and Charley Pride upon their return from a tour together in Australia and New Zealand. Edwards dressed up as a gorilla and met the pair at the Dallas-Ft. Worth airport for this unique greeting. Pride was overheard to say to Edwards, "I'm glad to see your plastic surgery was a success." (Enough of this monkey business...)

Take A Look At Love
Through The Eyes Of
**JOHNNY
RODRIGUEZ**



"Love Look At Us Now"
9-50859
The new single that provides a provocative look
into the heart of Johnny Rodriguez's music.
From the album, **THROUGH MY EYES**
JE 36274
on Epic Records and Tapes



Country

WEST

KRZY Albuquerque, N.M. Tommy Overstreet Leon Everette Eddy Raven Janie Fricke Freddie Weller HOTTEST Crystal Gayle George & Tammy Donna Fargo Larry Gatlin	RSSS Colorado Springs, Co. Ed Bruce Eddy Raven Jerry Maylor Larry G. Hudson Stephanie Minlow HOTTEST Jerry Reed (Both) Buck Owens Kendalls Don Gibson Johnny Rodriguez Ronnie McDowell HOTTEST Charley Pride Joe Sun HOTTEST Ronnie Millsap George & Tammy Linda Ronstadt Larry Gatlin	KIED Lugene, Or. Jerry Reed "Car Wash" T.G. Sheppard Kendalls Roy Clark Eddy Raven Dickey Lee HOTTEST KMAK Pasco, Co. Gail Davies John Anderson Joe Sun HOTTEST Ronnie Millsap George & Tammy Bellaury Bros. Charley Pride Crystal Gayle	RLAC Los Angeles, Ca. Don Williams Joe Stampley Mac Davis John Anderson Jeanne Pruett Leon Everette HOTTEST Mel Tillis Anne Murray HOTTEST BCLV Modesto, Co. Ed Bruce Linda Ronstadt Billie Jo Spears Carol Baker Buck Owens Jerry Wallace Charlie McCoy Gail Davies Don Gibson Cristy Lane Jerry Reed (Both) George & Tammy HOTTEST Jimmy Dickens Crystal Gayle Max Allen Jr. Big Al Downing Emmylou Harris	ENIK Phoenix, Ar. Anne Murray Moyt Axton George Hamilton IV Johnny Rodriguez Roy Clark Mundo Earwood T.G. Sheppard John W. Ryles Johnny Paycheck HOTTEST Johnny Duncan Brown & Cornelius Merle Haggard Gene Watson HOTTEST RPTN Provo, Ut. Ronnie McDowell Charlye Buck Owens Jerry Wallace Charlie McCoy Gail Davies Don Gibson Cristy Lane Jerry Reed (Both) George & Tammy HOTTEST Jimmy Dickens Crystal Gayle Max Allen Jr. Big Al Downing Emmylou Harris	KTOM Salt Lake City, Ut. Kendalls Johnny Paycheck Dave & Sugar Don Williams T.G. Sheppard HOTTEST Conway Twitty Eddie Rabbit Roy Allen Jr. Crystal Gayle Ray Stevens HOTTEST KSDP Salt Lake City, Ut. Rogers & Carnes Marty Robbins T.G. Sheppard HOTTEST Johnny Paycheck Kendalls Dave & Sugar Jerry Reed "Age" Stephanie Minlow HOTTEST Crystal Gayle Willie Nelson Conway Twitty Bellaury Bros. Ronnie Millsap Pat Roberts HOTTEST KCUB Tucson, Ar. Kendalls Rogers & Carnes T.G. Sheppard HOTTEST Johnny Paycheck Dolly Parton George & Tammy HOTTEST Dolly Parton George & Tammy HOTTEST Eddie Rabbit Don Williams Merle Haggard	KBBN San Jose, Ca. Anne Murray Rogers & Carnes Sunny Curtis Floyd Craner Joe Sun Kendalls Conway & Loretta HOTTEST Merle Haggard Charlie Daniels Band
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SOUTH

KZIP Amarillo, Tx. Mundo Earwood Rogers & Carnes Tommy Overstreet Bobby Hood Stephanie Minlow Johnny Paycheck Jimmy Tucker HOTTEST George & Tammy Loretta Lynn Larry Gatlin Merle Haggard Floyd Craner	WCOS FM Columbus, S.C. Don Williams Johnny Rodriguez Rogers & Carnes Cristy Lane Kendalls Buck Owens Stephanie Minlow Sunny Curtis Joe Stampley HOTTEST Hank Williams Jr. Alabama Leon Everette Floyd Craner Larry Gatlin Eddie Rabbit	WOKK Meridian, Ms. Emmylou Harris Eddy Arnold Don Williams Loretta Lynn Dolly Parton HOTTEST Crystal Gayle Bellaury Bros. Dottie West	WLWI FM Montgomery, Al. Moyt Axton Dave & Sugar Roy Clark T.G. Sheppard Rogers & Carnes Anne Murray Johnny Carver HOTTEST Mac Davis Tommy Overstreet Dottie West	KKVW San Antonio, Tx. Stephanie Minlow Mundo Earwood Cristy Lane Jimmy Tucker Rogers & Carnes Anne Murray HOTTEST Mac Davis Tommy Overstreet Dottie West	KVOD Tulsa, Ok. Janice Rustell Buck Owens Don Williams Jerry Reed Stoney Edwards Osborne Bros. Billy Larkin Johnny Rodriguez Mac Davis Stephanie Minlow	WVOT Savannah, Ga. Rogers & Carnes Con Hunley Jeanne Pruett HOTTEST Emmylou Harris Kenny Dale HOTTEST Conway Twitty George & Tammy HOTTEST Roy Allen Jr. Charlie Daniels Band	WVMT Flint, Mi. Ray Stevens Alabama Joe Sun Charlie Daniels Band HOTTEST Bellaury Bros. Loretta Lynn Bobby Bare Dolly Parton Mac Davis	WVTL Lansing, Mi. Johnny Russell Cristy Lane John Anderson Charlie Daniels Band Joe Stampley HOTTEST Dolly Parton HOTTEST Charley Pride Rosanne Cash Mac Davis	WVTL Oshkosh, Wi. Loretta Lynn Carol Chase Con Hunley Ed Bruce Linda Ronstadt Keith Stegall John Anderson Jerry Maylor Dolly Parton HOTTEST Conway Twitty Alabama Brenda Lee Debbi Boone	KFEQ St. Joseph, Mo. Dave & Sugar Jerry Reed "Car Wash" Rogers & Carnes T.G. Sheppard Anne Murray Merle Haggard Osborne Bros. HOTTEST Crystal Gayle Bobby Bare Dottie West Merle Haggard Eddie Rabbit
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Most Added

KENNY ROGERS
w/**KIM CARNES**
Don't Fall In Love With A... (UA)

Hottest

CONWAY TWITTY
I'd Love To Lay You Down (MCA)
CRYSTAL GAYLE
It's Like We Never... (Columbia)
RAY STEVENS
Shriner's Convention (RCA)
G. JONES & T. WYNETTE
Two Story House (Epic)

REGIONAL ADDS & HOTS

EAST

WSEN Hartmansville, N.Y. Rogers & Carnes Marsell Tucker Band Johnny Paycheck David Allan Coe Leon Everette HOTTEST Rosanne Cash Conway Twitty Linda Ronstadt George & Tammy Emmylou Harris	WRKA Birmingham, Mo. Kendalls Rogers & Carnes Dave & Sugar HOTTEST Bellaury Bros. Crystal Gayle Don Fogelberg HOTTEST Debbi Boone	WIN New York, N.Y. Alabama Debbi Boone Charlie Dore HOTTEST Crystal Gayle Rogers & Carnes	WIEP Pittsburgh, Pa. Rogers & Carnes Eddie Rabbit HOTTEST Don Williams Alabama HOTTEST Charly McClain Crystal Gayle Bobby Bare	WADR Hempden, N.Y. Rogers & Carnes Don Williams HOTTEST Tommy Overstreet Brown & Cornelius	WRAX Woburn, Pa. Brown & Cornelius HOTTEST Conway Twitty Bobby Bare Charly McClain Crystal Gayle John Wayne	WVWV York, Pa. Loretta Lynn Eddie Rabbit Brown & Cornelius Merle Haggard HOTTEST Crystal Gayle Ray Stevens Alabama
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MIDWEST

WSLR Akron, Oh. Kendalls Cristy Lane Janie Fricke	WUHE Cincinnati, Oh. Joe Stampley Billie Jo Spears Floyd Craner Eddy Raven HOTTEST Larry G. Hudson HOTTEST Gail Davies Debbi Boone Con Hunley Eddie Rabbit Rosanne Cash Mac Davis HOTTEST Rogers & Carnes Mac Davis Gail Davies Joe Sun Tommy Overstreet Eddy Raven Floyd Craner HOTTEST Bellaury Bros. Charley Pride Crystal Gayle Ray Stevens	WKMF Flint, Mi. Ray Stevens Alabama Joe Sun Charlie Daniels Band HOTTEST Bellaury Bros. Loretta Lynn Bobby Bare Dolly Parton Mac Davis	WVTL Lansing, Mi. Johnny Russell Cristy Lane John Anderson Charlie Daniels Band Joe Stampley HOTTEST Dolly Parton HOTTEST Charley Pride Rosanne Cash Mac Davis	WVTL Oshkosh, Wi. Loretta Lynn Carol Chase Con Hunley Ed Bruce Linda Ronstadt Keith Stegall John Anderson Jerry Maylor Dolly Parton HOTTEST Conway Twitty Alabama Brenda Lee Debbi Boone	KFEQ St. Joseph, Mo. Dave & Sugar Jerry Reed "Car Wash" Rogers & Carnes T.G. Sheppard Anne Murray Merle Haggard Osborne Bros. HOTTEST Crystal Gayle Bobby Bare Dottie West Merle Haggard Eddie Rabbit
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HOTTEST TRACKS:

"Beautiful You" (MCA)
OAK RIDGE BOYS

Country

A Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

L REX ALLEN JR. - Oklahoma Rose - (WB) "It's Over" "Paper Moon"

B BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "Dancin' Cowboys"

C COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's Daughter" "Blue Moon Of Kentucky" "You're Looking At Country"

U JOHN DENVER - Autograph - (RCA) "How Mountain Girls Can Love" "Autograph" "The Ballad Of St. Anne's Reel" "In My Heart"

M JANIE FRICKE - From The Heart - (Columbia) "Gonna Love Ya"

S CON HUNLEY - I Don't Want To Lose You - (WB) "Rhythm & Blues" "Lover's Lullaby"

JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Honky

Tonk Stuff" "Rockin' Jerry Lee" "Alabama Jubilee" "Love Game" LORETTA LYNN - Loretta - (MCA) "Naked In The Rain" "Sweet, Sweet Daddy" "The Fool Wouldn't Listen" "Honky Tonk Angels" RONNIE MILSAP - Milsap Magic - (RCA) "My Heart" "I Let Myself Believe" "If You Don't Want Me To" "Misery Loves Company" "Silent Night"

OAK RIDGE BOYS - Together - (MCA) "Ready To Take My Chances" "Whiskey Lady" "Beautiful You" "Trying To Love Two Women" "A Little More Like Me" "Take This Heart"

CHARLEY PRIDE - There's A Little Bit Of Hank In Me - (RCA) "So Lonesome I Could Cry"

KENNY ROGERS - Kenny - (UA) "Goodbye Marie"

CONWAY TWITTY - Heart & Soul - (MCA) "She Thinks I Still Care" "Smoke From A Distant Fire" "Turn On Your Love Light" "The Feel Of Bein' Gone" "Soulful Woman" "I've Never Seen The Likes Of You"

DOTTIE WEST - Special Delivery - (UA) "Up So High" "Blue As I Want To"

P/A

POP/ADULT®



Mike Kasabo

The 'New' In WNEW

Probably the most impressive gain in the just-released Jan/Feb Arbitron report for New York City is the solid rebound by Metromedia's WNEW. Many observers had begun to write the station off as a fading, dying breed that could no longer stimulate the marketplace.

Well, that calm has apparently given way to somewhat of a storm, as the station climbed from 2.0 to a 3.1 overall. While specific dayparts are not yet available, station sources are confident that they will be especially strong in their target demo.

This bright rating picture now adds a new measure of interest in WNEW's recent, and apparently successful, format alteration.

We contacted PD Russ Knight, who gave us a detailed account of what the station has done to the image and format and why.

R&R: The new book seems to indicate that you've reversed what for a long time was an erosion — how'd you do it?

RK: Starting with the image element, we came up with the line "America's Original Music and News Station," which it really was, the first station to break away from the networks and go just music and news. We are also incorporating another line: "WNEW is New York's Radio Station." We've programmed this radio station for New Yorkers with music from big bands, Broadway music, album cuts from contemporary artists, as well as singles from Manilow, Dionne Warwick, etc., but the base is big band.

R&R: You're skewing higher on the demo scale, aren't you?

RK: Our target is 35+; however we're getting very good results from the 25-34 age group, and a large portion of this music has never been heard before by a younger audience. We're finding that people from 18-30 are calling the music room after hearing something by Benny Goodman and asking to hear it again. A real interesting thing is Princeton University, which is certainly within our listening area. We're the "in" thing there; they're listening to us in the fraternities, dormitories, and talking about the station. It's really interesting to see these younger people just now discovering some of this timeless music. Good music is good music, period.

R&R: Would it be accurate to say that you've gone back to what we now call traditional MOR or old-line MOR, more than say a Pop/Adult approach?

RK: Well, this is one of the things we're having trouble with, coming up with a line that describes what we're doing. In fact we're thinking of running a contest for just that purpose. We're doing something that nobody else is doing; it's not MOR, it's not just big bands, it's a conglomeration of tasteful music. We're thinking of possible "Swing of New York," but I don't know. Actually you'd have to hear the station to get a reading on the sound. And let me say that, as you know, in New York, cab drivers are a pulse of the city, and the reaction we've been getting is sensational.

R&R: William B. Williams must be happy with this swing to a more traditional approach?

RK: He has to be the most talked-about guy in town right now — he's always on the phone with Sinatra, Bennett and other giants of the business; he's known them for years. What I thought was a tragedy was to have this man playing rock-type music; it almost destroyed him, really.

R&R: Any talk segments?

RK: No. We had one, but the music format was so strong that we phased it out.

R&R: How about your sports commitment?

RK: We still have the Giants (football), the Knicks (basketball), and the Rangers (hockey), plus Cosmos soccer. Except for baseball, we have the major league sports for New York.

R&R: How long have you been incorporating these various ingredients into the format?

RK: We started one afternoon on the William B. Williams show, on October 4. He asked for cards and letters during his show only, and within three days had over 5000 supporting the new direction.

R&R: Any final reflection on your significant increase in the Jan/Feb book?

RK: It can be summed up for the most part by a booklet that we put together that says, "WNEW is the only one of its kind in America. We are creating new frontiers in AM radio and are privileged to be a part of it and hope you are too." We're not only capturing the excitement of the city, we're also involved with something that could change AM radio.



Russ Knight

KTWO: Wyoming's Pioneer Station Celebrates 50th Anniversary

It was just fifty years ago that our nation's 44th state, Wyoming, was authorized to establish a radio station in the town of Casper. It signed on with the call letters KDFN, broadcasting news events and later airing live music from its humble studios. In 1980 the 50,000-watt clear channel Pop/Adult powerhouse will celebrate like it never has before. Program Director Terry Gross declared, "All this year will be the biggest promotional year ever for the station, highlighted by generous giveaways of gold in celebration of KTWO's Golden Anniversary."

The year-long observance began January 2, and in addition to all the promotional plans, the station presented a live broadcast throughout the day. Over thirty musicians performed, including a jazz band, bell ringers, barbershop quartets, a harpist and various other vocal groups. Toll-free telephone lines were installed so listeners in Wyoming could call in their congratulations; for their kindness, each received a cathedral radio. KTWO's 50kw signal provides the entire state with daytime coverage, and stretches over an 11-state area plus Canada and Mexico at night.

Update

A FIRST FOR PITTSBURGH'S WTAE: The Hearst outlet for the Steel City set a precedent by staging a remote broadcast last week, as their popular morning team of O'Brien & Garry held court at a high-profile downtown location for the benefit of the Leukemia Society. They aired their show every morning for a week and raised over \$30,000. Of special note — WTAE VP/GM Ted Atkins served as producer for the broadcasts, and commented, "All things considered, I've never been so happily tired in my life." . . . More than 300 people showed up for the KNBR/San Francisco tricycle race, which was held in conjunction with a local camera store. All the air personalities rode the course for their fastest time, the winner being Carter B. Smith in 17 seconds — after which 40 listeners gave it a try and the winner beat Carter B. with a time of 10 seconds, winning a super camera for his efforts. Coming up at KNBR on March 30 will be the "2nd Annual Frank Dill Far Out Fantasy Fair Fun Time Show And Exposition," a sort of Scouterama. Included in the festivities will be jugglers, magicians, singing telegrams, and other unique services . . . KMPC/Los Angeles morning man Robert W. Morgan and his entire crew remoted from San Juan Capistrano last week to mark the annual return of the swallows to that sleepy little town. As a bonus, the writer of the song "When The Swallows Come Back To Capistrano," Leon Rene, was on hand to sing his memorable song, unaccompanied. And, just as he finished, the birds winged their way into the hearts of the large crowd that had gathered for the event. That's hard to swallow, Morgan . . . WHAS/Louisville has moved into a new studio called "Studio 84" complete with all the latest equipment. Also, the station will be remoting from Indianapolis, where Milton Metz's talk show will go through the NCAA basketball finals . . . Speaking of sports, KSTP/Minneapolis will carry an play-off game, the Minnesota Kicks (NASL), with Al Shaver handling the broadcasts . . . FM97/Pittsburgh has announced the premiere of its "Sunday Supplement" program. The three-hour show follows a magazine format, with various topics, mainly focusing on music and entertainment trends past, present, and future. Each week's Supplement is built around a main feature that investigates the music of an artist, trend, movement, or style . . . KEX/Portland Program Director Bob Miller reports many good applicants for the station's talk show segment have reached his desk already . . . KDKA/Pittsburgh's John Cigna talked with Youry Barsukov, the Washington correspondent for the Soviet Newspaper Izvestia; they discussed Russian policy and took calls from listeners . . .

Transition

FROM TV TO RADIO: The new voice on WBBM-FM/Chicago each morning belongs to Ed Crane, news announcer and sidekick to Al Mitchell, established morning crazy. Crane joins the station from WIFR-TV, the CBS affiliate in Rockford (just down the street), where he anchored the morning news . . . Bert Gould has been appointed Promotion Director of WIOD/Miami, coming from WPLJ-FM/New York, where he served as Assistant Promotion Director. VP/GM William Viands stated, "Both WIOD and WAIA (WIOD's FM) are very active promotionally, and Bert's experience and creativity will help our combination to become an even greater force in South Florida." . . . Welcome aboard to the programming department of WTVN/Columbus to Pat Nugent (wife of Music Director Denny N.), who will also be very involved in the station's promotional activities . . . A number of changes at KRKO/Everette, WA — new in the 10am-3pm slot is Skip Taylor, who comes from KMPS/Seattle, replacing Dale Tobin, who leaves radio (a lot of those lately). And new for 3-7pm is Sandy Alexander, coming from KEWI/Topeka to replace Bill Norton. Finally, Shirley Bartholomew has retired from her News Director position, but will continue with the station in a management position . . . Now beaming in Chicago with a Pop/Adult format, WDAI Vice President and General Manager Larry Divney has named Sandy Sanderson to oversee the Program department — Sanderson comes to the station from WABC/New York where he was the Assistant Operations Director and Production Director.

Color

THE SPRING SWEEP: Several stations are right on time with "spring"-type promotions — WTVN/Columbus is running what they call "Bringin' In Spring." The tie-in was with the time that spring officially arrived locally, at 6:10am, which is where they are on the dial. They took the 610th caller, who won a \$610 shopping spree at a local mall . . . Out west, KLYD/Bakersfield has its "Radio Spring Thing" well underway. The idea was borrowed from those margarine commercials about "not fooling Mother Nature," as the station has a similar voice on the air asking listeners to send in cards to register for an hourly drawing. Those calling in time can claim a prize of "nature," such as grass seed (hmmm?), hoses, shovels, and other gardening equipment.

WHAT A GAS: WVMT/Burlington, VT is running "Cash For Gas" with a grand prize of \$1000. The station plays a sound effect of someone driving up and putting gas in their tank; what listeners have to do is be the correct numbered caller and then correctly guess how much gas was pumped that hour. This will get them a free lube job, tire gauges, road maps, and other items of similar value. The grand prize winner will have to guess the total amount of gas pumped into the car over a three-week period.



MCA artist Bernadette Peters recently stopped by WYNY/New York for a visit. She is captured here with (l-r) Barry Goodman, NY promo manager for MCA; Dave Klahr station's PD; Jere Sullivan, MD, and air personality Dandy Dan Daniel.

P/A

POP/ADULT

BREAKERS

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

DIONNE WARWICK After You (Arista)

62% of our reporters are on it. Third smash from the album — adds include KHOW, KSTP, WIP, KSL, WQUA, WHIZ, KUGN, WDFD, KLTE, KH59, WBOW. Key moves: 28-19 WCWA, 22-19 KFMB, 26-20 WSM-FM, 36-28 WHAG, 35-27 WSGW, debut 19 WISN, debut 24 KEX, debut 24 WVMT, debut 30 WJBO. Hot & heavy: WNEW, WSIX, WSBA. Jumps 39-25 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.

JOHN DENVER "Autograph" (RCA) 56/9 add WTAE, KEX, KOGO, WHAS, WELI, KSTP, KOLO, KOY, WISN. Key moves: 13-10 KFMB, 18-14 WSTV, 22-19 WTAR, 27-24 WHBC, 25-23 WRIE, 30-24 WLNH, 36-28 WSGW, debut 28 WJBO, debut 29 WBOW. Heavy rotation: KOGO, KLYD. Increased 32-26 on P/A chart.

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 47/1 add WSTV. Key moves: 19-13 WNEU, 23-17 WTAR, 13-11 WHBC, 26-19 WJBO, 29-26 WFIR, 25-21 KBLF, debut 18 KRMG, debut 26 WBOW, debut 29 KOLO. Increased 30-28 on P/A chart.

BOB SEGER "Fire Lake" (Capitol) 44/5 add KFOR, KUGN, WGY, WSTV, WHEN. Key moves: 20-8 WNEU, 20-14 WPRO, 18-10 WCWA, 17-13 FM97, 22-10 WVMT, 26-13 WCSC, 17-12 WFYR, 16-9 WOWO, 15-12 WBZ, 16-12 WGR, debut 20 KRMG. Increased 33-29 on P/A chart.

SPYRO GYRA "Catching The Sun" (MCA) 54/5 add WDBO, KRNT, KEX, WBOW, WLNH. Key moves: 21-15 WBN, 24-20 KMPC, 27-21 WTAR, 22-17 WRIE, 35-30 KRKO. Increased 35-30 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 43/4 add WIOD, WELI, WSLI, KGNR. Key moves: 25-22 WJBO, debut 27 WRIE. Heavy rotation: WNEW, WSB. Increased 38-32 on P/A chart.

FLEETWOOD MAC "Think About Me" (WB) 39/8 add WHIO, KLTE, WQUA, WTAR, WCFR, WEBC, WGY, KAKZ. Key moves: 23-16 WLNH, 28-23 WOWO, 27-20 WCWA, 30-25 KBLF, 22-19 KDKA, 35-32 WFIR, 20-18 WPRO, debut 21 WPRO, debut 21 KWOS, debut 29 WCSC, debut 29 WORG. Debuts at No. 35 on P/A chart.

ENGLAND DAN & JOHN FORD COLEY "In It For Love" (Big Tree) 39/3 add WSBA, KFOR, KRNT. Key moves: 17-14 WSM-FM, 23-20 WHBC, 28-23 KBLF, debut 30 WORG. Debuts at No. 36 on P/A chart.

JIMMY RUFFIN "Hold On To My Love" (RSO) 34/9 add KDKA, WTAE, KLTE, WQUA, KFQD, WHAM, WTAR, WGY, WHOK. Key moves: 22-15 WCWA, 17-12 WCSC, 14-11 WSM-FM, 24-18 WLNH, 23-19 WOWO, 22-18 WPRO, 28-25 WFIR. Debuts at No. 38 on P/A chart.

SHALAMAR "The Second Time Around" (Solar/RCA) 28/1 add WIS. Key moves: 2-1 WNEU, 13-9 WFYR, 17-11 KWOS, 13-10 KDKA, 19-1 WOWO. Increased 40-39 on P/A chart.

KENNY ROGERS & KIM CARNES "Don't Fall In Love With A Dreamer" (UA) 37/31. By far this week's Most Added — including KHOW, WTVN, WSIX, WHIO, WVMT, WTIC, KRMG, WWWW, WTMJ, KFMB, KSTP, WCCO, WBAL, KNBR, KMPC, WISN, WSM-FM, WREC, WIOD, WIP. Early action at KDKA 30-27. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 40/20 adds include WGR, KEX, WQUA, WSGW, WHAS, WASH, WBN, KFMB, WPRO, WJBO, KFMB, KSL, WCSC, WVMT, KNBR, WFYR, WCFR. Debuts 23 WSM-FM.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 35/5, add KOY, KHOW, WREC, WYMC, KPPL. Moves 38-30 WSGW, debut 26 WLNH, debut 28 WRIE, debut 31 WORG.

KENNY LOGGINS "Keep The Fire" (Columbia) 34/3 add WBOW, WEBC, WHAG. Moves 19-15 KRKO, 11-9 WSM-FM, 24-17 KFMB, 32-28 WFIR, 32-27 WTAR, 27-21 WPRO, 28-23 WCSC, debut 29 KWOS.

J.D. SOUTHER "White Rhythm & Blues" (Columbia) 33/1 add WIOD. Moves 30-27 KRKO, 28-25 WSGW, debut 22 WBOW.

STEVIE WONDER "Outside My Window" (Tamla) 32/1 add WTAR. Moves 31-28 WORG, 35-30 WHBC, 31-24 WCSC.

MICHAEL JACKSON "Off The Wall" (Epic) 30/2 add WHOK, WQUA (dp). Moves 20-8 WFIR, 19-13 KWOS, 20-3 WOWO, 12-7 WBZ, 19-16 WPRO, 34-25 WHIZ, 30-23 KLTE.

WAYNE NEWTON "Years" (Aries II) 28/1 add WSTV. Moves 4-1 WYMC. Heavy rotation WNEW.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 27/22, adds include WBAL, KRMG, WIP, WPRO, WIOD, KSL, WHIO, WJON, KFQD, WIBW, WSIX, WCBM, WCFR, KUGN, WRIE. Debuts 21 WBN, debuts 29 WWWW.

JIMMY BUFFETT "Survive" (MCA) 27/4 add KSL, KRMG, KFOR, KRKK.

DOTTIE WEST "A Lesson In Leaving" (UA) 27/1 add WEBC. Moves 10-6 WORG, debut 28 WNEU.

HERB ALPERT "Street Life" (A&M) 26/3 add WSGW, KMPC, WOOD. Debut 28 WTAR, debut 29 WLNH.

DOLLY PARTON "Starting Over Again" (RCA) 25/9 add WSBA, WHIO, KOLO, WWWW, WTMJ, WHBC, WREC, KSL, WJON.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 24/2 add WHAM, WOOD. Debut 30 WRIE.

BETTE MIDLER "The Rose" (Atlantic) 23/16 adds include WHIO, WOWO, KWOS, KFQD, KHOW, KFOR, WHDH, WHBC, WEBC, WIP,

POP/ADULT AIRPLAY / 40

March 28, 1980

Three Weeks	Two Weeks	Last Week	This Week	
3	2	1	1	RUPERT HOLMES/Him (MCA)
15	5	4	2	AIR SUPPLY/Lost In Love (Arista)
8	4	3	3	TOMMY JAMES/Three Times In Love (Millennium)
21	11	5	4	EAGLES/I Can't Tell You Why (Asylum)
5	3	2	5	CHUCK MANGIONE/Give It All You Got (A&M)
20	14	7	6	KOOL & THE GANG/Too Hot (DeLite/Mercury)
14	12	10	7	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
22	15	11	8	DAVID GATES/Where Does The Lovin' Go (Elektra)
24	18	12	9	DR. HOOK/Sexy Eyes (Capitol)
1	1	6	10	DAN FOGELBERG/Longer (Full Moon/Epic)
7	6	8	11	SPINNERS/Working My Way Back To You (Atlantic)
36	32	22	12	CHARLIE DORE/Pilot Of The Airwaves (Island)
31	23	20	13	CHRISTOPHER CROSS/Ride Like The Wind (WB)
30	22	18	14	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
19	17	15	15	MELISSA MANCHESTER/Fire In The Morning (Arista)
33	24	21	16	RAY, GOODMAN & BROWN/Special Lady (Polydor)
—	35	28	17	PAUL DAVIS/Do Right (Bang)
17	16	14	18	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
13	13	13	19	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
2	7	16	20	NEIL DIAMOND/September Morn (Columbia)
9	9	9	21	ANDY GIBB/Desire (RSO)
6	8	19	22	DIRT BAND/American Dream (UA)
35	34	29	23	KARLA BONOFF/Baby Don't Go (Columbia)
29	27	27	24	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
—	—	39	25	DIONNE WARWICK/After You (Arista)
40	36	32	26	JOHN DENVER/Autograph (RCA)
4	10	17	27	ANNE MURRAY/Daydream Believer (Capitol)
39	38	30	28	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
—	39	33	29	BOB SEGER/Fire Lake (Capitol)
—	—	35	30	SPYRO GYRA/Catching The Sun (MCA)
34	33	31	31	KENNY NOLAN/Us And Love (We Go Together) (Casablanca)
—	40	38	32	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
20	26	26	33	MICHAEL JOHNSON/The Very First Time (EMI America)
38	37	34	34	BARBARA MANDRELL/Years (MCA)
—	—	35	35	FLEETWOOD MAC/Think About Me (WB)
—	—	38	36	ENGLAND DAN & JOHN FORD COLEY/In It For Love (Big Tree)
32	30	37	37	PEACHES & HERB/I Pledge My Love (Polydor)
—	—	38	38	JIMMY RUFFIN/Hold On To My Love (RSO)
—	—	40	39	SHALAMAR/The Second Time Around (Solar/RCA)
—	—	40	40	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)

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

New Entry

WPRO, WBN. Debut 25 WSM-FM.

CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 23/2 add WGY, KAKZ. Moves 36-33 WFIR, 26-19 WSM-FM, debut 30 WPRO.

BERNADETTE PETERS "Gee Whiz" (MCA) 20/8 add KGNR, WBAL, WHIO, WPRO, KSL, WREC, WTAE, WSIX. Debut 23 WBN, debut 20 WGR.

JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 20/3 add KOY, WHAG, KRKK. Moves 28-23 KFMB.

EDDIE RABBITT "Gone Too Far" (Elektra) 19/6 add KHOW, WJBO, WELI, WHAG, KFQD, WSLI.

BEACH BOYS "Goin' On" (Caribou) 16/6 add KBLF, WCHV, WHOK, WTMJ, KFQD, KWOS. Moves 23-19 WBN, 30-27 WWWW.

BILLY JOEL "You May Be Right" (Columbia) 16/6 add WQUD, WSB, WYMC, WNEU, WFIR, WQUA (dp). Moves 38-28 FM97, 27-19 WCSC.

MAC DAVIS "It's Hard To Be Humble" (Casablanca West) 16/5 add KOLO, WTAR, WJON, WHBC, KFQD. Debut 9 KRMG.

LINDA RONSTADT "Hurt So Bad" (Asylum) 15/2 add WTIC, WLNH. Moves 27-24 FM97, debut 17 WWWW. Heavy rotation: WTAE.

DANN ROGERS "China" (International Artists) 14/7 add WTAR, KFOR, KBLF, WYMC, WHBC, WHIO, WSLI.

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 13/12 add WSLI, KRKK, WHAG, WPRO, KBLF, KLYD, WORG, WRIE, KPPL, WSB, WCCO, WBAL.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 12/2 add WRIE, WHIZ. Hot at WSIX.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 11/4 add WHDH, FM97 WCFR, KFQD. Moves 29-21 WSM-FM.

SHELLIE JACOBS "You Bring Out The Best Of The Woman In Me" (Venture) 11/2 add WRIE, KRKK.

CLIFF RICHARD "Carrie" (EMI America) 11/1 add WCBM. Moves 33-30 WFIR, 28-22 WPRO.

KORONA "Let Me Be" (UA) 10/6 add KRMG, FM97, WIP, WBN, WORG, WASH. Debut 27 WCSC.

B.J. THOMAS "Walkin' On A Cloud" (MCA) 10/2 add KSL, WSB. Debut 28 WHAG.

NEIL DIAMOND "The Good Lord Loves You" (Columbia) 9/9 add WJBO, WDIF, WIP, WSLI, WSB, KWOS, WSGW, WOOD, KLYD.

LEIF GARRETT "I Was Looking For Someone To Love" (Scotti Bros.) 9/6 add WHOK, WHAG, WIBW, WSB, WSLI, WGIR.

ANNE MURRAY "Lucky Me" (Capitol) 8/8 add WCCO, WSIX, WSM-FM, WIP, WJON, KPPL, WISN, WBAL.

Most Added:

KENNY ROGERS & KIM CARNES "Don't Fall In Love With A Dreamer" (UA) Added at 33% of our reporting stations.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) Added at 23% of our reporting stations.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) Added at 21% of our reporting stations.

PAUL DAVIS "Do Right" (Bang) Added at 17% of our reporting stations.

BETTE MIDLER "The Rose" (Atlantic) Added at 17% of our reporting stations.

NEIL & DARA SEDAKA "Should've Never Let You Go" (Elektra) Added at 13% of our reporting stations.

DIONNE WARWICK "After You" (Arista) Added at 12% of our reporting stations.

Hottest:

AIR SUPPLY "Lost In Love" (Arista) Reported hot at 43% of our stations.

EAGLES "I Can't Tell You Why" (Asylum) Reported hot at 43% of our stations.

KOOL & THE GANG "Too Hot" (DeLite/Mercury) Reported hot at 35% of our stations.

TOMMY JAMES "Three Times In Love" (Millennium) Reported hot at 34% of our stations.

BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) Reported hot at 34% of our stations.

CHRISTOPHER CROSS "Ride Like The Wind" (WB) Reported hot at 33% of our stations.

RUPERT HOLMES "Him" (MCA) Reported hot at 32% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL Baltimore
Jack Levy
K. Rogers & Carnes
Don Williams
A. Murray
B. Peters
Neil & Dana
Sedaka
A. Gibb & OJW

WBAW Baltimore
Dexter Beane
A. Gibb & OJW
C. Richard
T. Scuto
HOTTEST
C. Cross
B. Seger
Ray, Goodman & Brown
Shalamar
Eagles

WBZ Boston
Wendy Furie
F. Cavalliere
HOTTEST
Ray, Goodman & Brown
R. Holmes
Kool & The Gang
A. Gibb
M. Jackson
Dr. Hook
B. Seger

WHOH Boston
Donna Halper
B. Cockburn
B. Midler
HOTTEST
Dr. Hook
R. Holmes
T. James

WBUR Buffalo
Roger Christian
D. Fogelberg
(Heart)
B. Midler
Korona
HOTTEST
Preston & Syreeta
Kool & The Gang
Dr. Hook
C. Dore
C. Cross
Ray, Goodman & Brown
F. Cavalliere
Sproy Gyra

WGR Buffalo
Jerry Roo
Ray, Goodman & Brown
D. Fogelberg
(Heart)
HOTTEST
C. Dore
Air Supply
C. Cross
D. Summer
Eagles
Preston & Syreeta

WVBT Burlington
Gary Whalock
A. Gibb & OJW
K. Rogers & Carnes
D. Fogelberg
(Heart)
J. Last Band
M. McGovern
HOTTEST
Spinners
Eagles
T. James
C. Cross
Preston & Syreeta
B. Seger

WBAL Baltimore
Jack Levy
K. Rogers & Carnes
Don Williams
A. Murray
B. Peters
Neil & Dana
Sedaka
A. Gibb & OJW

WBAW Baltimore
Dexter Beane
A. Gibb & OJW
C. Richard
T. Scuto
HOTTEST
C. Cross
B. Seger
Ray, Goodman & Brown
Shalamar
Eagles

WBZ Boston
Wendy Furie
F. Cavalliere
HOTTEST
Ray, Goodman & Brown
R. Holmes
Kool & The Gang
A. Gibb
M. Jackson
Dr. Hook
B. Seger

WHOH Boston
Donna Halper
B. Cockburn
B. Midler
HOTTEST
Dr. Hook
R. Holmes
T. James

WBUR Buffalo
Roger Christian
D. Fogelberg
(Heart)
B. Midler
Korona
HOTTEST
Preston & Syreeta
Kool & The Gang
Dr. Hook
C. Dore
C. Cross
Ray, Goodman & Brown
F. Cavalliere
Sproy Gyra

WGR Buffalo
Jerry Roo
Ray, Goodman & Brown
D. Fogelberg
(Heart)
HOTTEST
C. Dore
Air Supply
C. Cross
D. Summer
Eagles
Preston & Syreeta

WVBT Burlington
Gary Whalock
A. Gibb & OJW
K. Rogers & Carnes
D. Fogelberg
(Heart)
J. Last Band
M. McGovern
HOTTEST
Spinners
Eagles
T. James
C. Cross
Preston & Syreeta
B. Seger

MIDWEST

WHBC Canton
Rick Jacobs
B. Midler
D. Parton
D. Rogers
M. Davis
T. James
Preston & Syreeta
F. Cavalliere
M. McGovern
Air Supply
Eagles

WFR/Chicago
John Weatherbee
M. Manchester
D. Fogelberg
(Longer)
B. Joel
HOTTEST
Queen
Kool & The Gang
Blondie
Shalamar
B. Seger

WVNC Cleveland
Terry Patrick
K. Rogers & Carnes
C. Dore
D. Parton
E. Foley
Spinners
R. Holmes
Air Supply
Dr. Hook
K. Rogers & Carnes
E. Rabbitt
P. Davis
HOTTEST
A. Murray
A. Gibb & OJW
J. Last Band
M. Manchester
HOTTEST
Spinners
Eagles
T. James
C. Cross
Preston & Syreeta
B. Seger

WVNC Cleveland
Terry Patrick
K. Rogers & Carnes
C. Dore
D. Parton
E. Foley
Spinners
R. Holmes
Air Supply
Dr. Hook
K. Rogers & Carnes
E. Rabbitt
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Preston & Syreeta
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J. Last Band
M. Manchester
HOTTEST
Spinners
Eagles
T. James
C. Cross
Preston & Syreeta
B. Seger

SOUTH

WSB Atlanta
George Fisher
Neil & Dana
Sedaka
B. J. Thomas
Ray, Goodman & Brown
B. Dylan
N. Diamond
(Lord)
B. Joel
L. Garrett
HOTTEST
T. James
E. Humphreys
C. Gayle

WIS Columbia
Mike Collins
P. Davis
K. Bonoff
Shalamar
HOTTEST
T. James
Preston & Syreeta
D. Fogelberg
(Longer)
D. Gates
WTF/FL
Louderdale
Tom Damm
Kool & The Gang
(Longer)
HOTTEST
N. Diamond
(Sept.)
R. Holmes
Starland Vocal
Band

WJBO Baton Rouge
Susan Flanagan
C. Dore
E. Rabbitt
D. Fogelberg
(Heart)
N. Diamond
(Lord)
HOTTEST
R. Holmes
T. James
Preston & Syreeta
Kool & The Gang
Eagles
Starland Vocal
Band

WVSC Charleston
Randy Scott
B. Seger
D. Fogelberg
(Heart)
HOTTEST
Kool & The Gang
C. Cross
Eagles
L. Ronstadt
(Make)(dp)
J. Ruffin
B. Seger

WVCH Charlotteville
Thomas M. Tinn
Utopia
S. Robinson
(Clock)
HOTTEST
Peaches & Herb
Kool & The Gang
HOTTEST
Beach Boys
HOTTEST
Eagles
B. Seger
Ray, Goodman & Brown
C. Cross
Kool & The Gang

WEST

R/R Albuquerque
Paul Douglas
C. Dore
B. Mandrell
Dirt Band
HOTTEST
Spinners
Starland Vocal
Band

KFOV Anchorage
Mark Lewis
J. Ruffin
Beach Boys
E. Rabbitt
M. Midler
A. Gibb & OJW
T. Orlando
B. Cockburn
HOTTEST
C. Cross
Kool & The Gang
Air Supply
Preston & Syreeta

RHOW Denver
Brian Scon
K. Rogers & Carnes
D. Fogelberg
J. Denner
D. Fogelberg
HOTTEST
C. Cross
G. Gayle
N. Johnson
C. Mangione
Air Supply
Eagles

RRKO Everett
R.P. McMurphy
A. Gibb & OJW
D. Hill
D. Fogelberg
(Heart)
Utopia
HOTTEST
B. Holmes
Spinners
C. Mangione
Dr. Hook
Kool & The Gang

ROY Phoenix
Armstrong/Stevens
J. Denner
J. Denner
HOTTEST
D. Fogelberg
(Longer)
Spinners
M. Manchester
B. Streisand
Sweet People
H. Mancini

EGNR Sacramento
Dave Darr
B. Peters
E. Humphreys
HOTTEST
Preston & Syreeta
N. Diamond
(Sept.)
A. Gibb

KBSL Salt Lake City
Gale Lemch
J. Buffett
A. J. Thomas
D. Fogelberg
(Heart)
B. Peters
A. Gibb & OJW
D. Parton
D. Fogelberg
HOTTEST
Air Supply
T. James
C. Mangione

RKOG San Diego
Chuck Brinkman
J. Denner
K. Rogers & Carnes
Ray, Goodman & Brown
E. Bonoff
M. McGovern
(ra)
HOTTEST
J. Denner
M. McGovern

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

HERB ALPERT (A&M) "1980"
BEE GEES (RSO) "Wind Of Change"
KARLA BONOFF (Columbia) "Restless Nights"
DEBBY BOONE (WB/Curb) "With All My Love" "Never Say Goodbye"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
JOHN DENVER (RCA) "In My Heart"
NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"
 "The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe"
ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With Me"
FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angal" "Ovar & Ovar" "Storms"
DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"
ANDY GIBB (RSO) "After Dark" "Rast Your Love On Me"
HEART (Epic) "Pilot"
RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"

MICHAEL JACKSON (Epic) "She's Out Of My Life" "I Can't Help It"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long Night"
MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors"
JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen"
NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My Arms Again"
LOBO (MCA/Curb) "A Day In The Life Of A Love"
MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"
JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"
ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
CLIFF RICHARD (EMI America) "Fallin' In Love"
KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do"
 "Lova You By Heart"
BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

OPPORTUNITIES

Openings

Program Director for new 100,000-watt FM Contemporary Rock station. Air shift, excellent production skills, FCC regulations. Top money and benefits for right person. Cassette and resume to Manager, KODS, Box 6167, Duluth, MN 55806 (3-28)

Adult Contemporary station looking for afternoon drive announcer with production skills. Some experience necessary. Minorities encouraged to apply. Send tapes and resume to Announcer Opening, Box 2231, Sumter, SC 29150 EOE (3-28)

If you're a communicator, heavy in production and looking for a chance to join a Rocker that's going places, WIXX-FM, the #2 FM station in the nation would be what you're looking for. Send aircheck and production tape to WIXX FM, 115 S. Jefferson St., Green Bay, WI 54301 (3-28)

K-PEOPLE is looking to add a member to an already talented staff. If you have Pop/Adult and Top 40 background and possess warmth with a personality that can relate, call Jim Heath, KPPL, Denver at (303) 989-1075 EOE (3-28)

WDIZ/Orlando, FL looking for air talent. Minorities encouraged. Send tapes and resumes to Joe Krause, 2699 Lee Rd., Suite 470, Winter Park, FL 32789 EOE (3-28)

Attention! All experienced radio announcers with 3rd class license, male or female. Job opening at a successful small market station. Great pay, working hours and benefits. Call (806) 872-2404. EOE M/F (3-28)

Lincoln's top Pop/Adult station has opening for mature announcer who can communicate with audience. Great town, great station. Send tapes and resumes right away to Jim Miller, KFDR 825 Stuart Bldg., Lincoln, NE 68508, or call (402) 475-6606 EOE M/F (3-28)

WEEX/Easton, PA accepting tapes and resumes for future openings. Contact Charlie Ryan, OM, Box 190, Easton, PA 18042. EOE (3-28)

WLOM/Cape Cod looking for part-time and weekend air personalities with possible future full-time. Two yrs experience necessary. Contact Larry King, WLOM, Box 1170, Orleans, MA 02653, or call (617) 255-3220 (3-28)

KEWI is looking for an all-night announcer. Applicants must have minimal 60 days experience in commercial station. Applicants must have desire to work the all night hours (12mid-7am approximately). This is not an entry level position. Send tapes and resumes to J.R. Greeley, PD, KEWI 5315 W 7th, Topeka, KS 66604- (3-28)

Immediate opening for midday personality. Looking for someone who can relate to housewives. Send tapes and resumes to Neil Hunter, c/o WMBD, 3131 N. University, Peoria, IL 61604. EOE M/F (3-28)

WEET/Richmond, VA is looking for midday announcer. Must have experience and/or appreciation of contemporary Country. Send tapes and resumes to Jim Edwards, Box 11163, Richmond, VA 23113 EOE (3-28)

Need personality with production wizardry. Big bucks for nice small market. Latest Mediastat rates is #1 with 48%. Call immediately Andy Monday, KHSN, Coos Bay, OR, or call (503) 267-2121. EOE M/F (3-28)

Openings

WKTK-FM/Baltimore, a Top 40 station needs part-time (weekends) news person. Writing, production and interviewing skills a must. Send tapes and resumes to Brenda Care, ND, WKTK-FM, 5200 Marensia Rd., Baltimore, MD 21206 EOE M/F (3-28)

News anchor wanted for Pop/Adult station in college town. #1 requirement is good delivery; creative writing helpful. Above average salary for this size market. Tapes and resumes to Roger Davis, KXIC, Box 2388, Iowa City, IA 52240. No calls please. EOE M/F (3-28)

KNBQ (97FM)/Tacoma 100,000 watt Top 40 blowtorch seeking applications for future openings. Looking for entertainers. Women and minorities encouraged. Send tapes and resumes to Gary Bryan, 948 S. Grant, Tacoma, WA 98405. No calls please. EOE M/F (3-28)

E. Alvin Davis & Associates is looking for outstanding radio talent. We need to staff our newest client Z105/Toledo. Looking for PD, on-air personalities, News Director, news talent, production whizzes, etc. Also looking for talented people to fill future openings at our other client stations. Please send cassette aircheck, resume and complete information to E. Alvin Davis & Assoc., 3515 Bookmark Place, Landen Farms, OH 45039. EOE M/F (3-28)

WQPM/Princeton, MN Program Director/announcer, modern Country format. Contact Jack Montgomery, Box 188, Princeton, MN (612) 389-1300. (3-28)

Eager, aggressive young news person wanted for strong small market news operation. Females and minorities encouraged to apply. Tapes and resumes to Andy Grossman, WLOI, 902 1/2 Lincoln Way, La Porte, IN 46350. EOE (3-28)

KARN/Little Rock searching for experienced news/music people for future openings. MOR and all-news persons preferred. Send background information to Mike Maloney, PD, KARN, Box 4189, Little Rock, AR 72204 EOE (3-28)

A rare opportunity to join Maine's #1 news team. Looking for a digger with very strong delivery for either morning or afternoon drive. Experienced only please. Tapes and resumes to Dave Wolf, ND, WLAM, Lewiston, ME 04240. EOE (3-28)

WNRS looking for jock for possible future opening. Tapes, resumes and salary requirements to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, MI 48107 EOE (3-28)

The Northwest's best Beautiful Music station is on a talent search for good music hosts. The nation's most livable city awaits your docile tones. Looking for an announcer with previous major market adult music experience. Stable staff, but we need your name on file in case someone moves on. General starting salary \$12,000 per yr. Contact C.E. Rorebaugh, KBRD, 2000 Tacoma Mall Office Bldg, Tacoma, WA 98411. EOE M/F (3-28)

WCIR-FM/Beckley, WV is now accepting tapes and resumes for future openings. Send information to Jay Q, PD, Box 1063, Beckley, WV 25801 or call (304) 252-6452. EOE M/F (3-28)

Openings

KWY, 10,000 watt Country needs energetic experienced News Director. Position includes good salary, paid life, health and dental insurance and profit sharing. Tapes and resumes to John Ramsey, KWY, Box 926, Cheyenne, WY 82001, or call (307) 632-0651 EOE M/F (3-28)

Production Manager for Pop/Adult station. Good copy and leadership ability. Light air shift. Tapes and resumes to Don Hofmann, KAKZ, Box 1240, Wichita, KS 67201 EOE (3-28)

KERR-AM/Polson, MT, 50,000 watt modern Country in one of the most beautiful areas in the continental U.S., looking for night person, 7-12midnight. Minimum 1 1/2 yrs experience. Prefer some production skills. Contact Ron Howard (406) 883-5255 or send tape and resume to Box 1508, Polson, MT, 59860. EOE (3-28)

T95/Wichita Superstars FM seeks semi-loco, lifestyle-oriented newperson and/or morning news anchor person for award winning farm show on Ag./Country sister station KFRM. Immediate openings. Tapes and resumes to Janie Harrison, ND, 14700 W. Kellogg, Wichita, KS 67235. EOE M/F (3-28)

KTEM/Temple, TX needs a natural sounding air talent with solid production skills. Send tapes and resumes to George Frenz, KTEM, Box 1230, Temple, TX 76501 EOE M/F (3-28)

Mature Pop/Adult communicator needed for morning drive. Quick wit and music experience are pluses. Tapes and resumes to WYBR, E114 Cherryvale Mall, Rockford, IL 61112. (3-28)

WYRE/Annapolis, MD now accepting tapes and resumes for mid-day air personality. An ear for music and excellent production skills a must. Females encouraged to apply. Steve Kingston, WYRE Programming, 25 Silopanna Rd., Annapolis, MD 21402. (3-28)

WAEB/Allentown, PA has immediate opening for full-time newscaster. We are top AM station in Pennsylvania's 3rd largest market and need somebody good, fast. Rush tapes and resumes to Matt Kerr, ND, WAEB, Box 2727, Lehigh Valley, PA 18001. EOE M/F (3-28)

WDFI/Marion, OH needs ~~evening~~ **Pop/Adult** person yesterday. Rush tapes and resumes to Jim Roberts, PD, WDFI, Box 10,000, Marion, OH 43302 EOE M/F (3-28)

WVMI & WQID needs News Director and morning drive anchor. Previous experience necessary. Conversational delivery style. Journalism degree preferred. Must have own means of transportation. Tapes and resumes to Bob Lime, OM, WVMI-WQID, Box 4606, Biloxi, MS 39531, or call (601) 388-2323. (3-28)

Needed immediately. Outgoing production wizard. Board shift as well as music responsibility. 100 KW FM Top 40 Rock. Minimum 2 yrs experience. Send tapes and resumes to Don Paustian, KJCK-FM, Box 789, Junction City, KS 66441. EOE M/F (3-28)

Swenson Broadcasting has several openings for air talent, research coordinators and Music Directors in Midwest medium markets. Goals, resumes and tapes to Marc McCoy, OM, KLEO, 5610 E. 29th St., North, Wichita, KS 67220. EOE M/F (3-28)

Openings

KZBT/Santa Rosa, CA needs experienced production person. Tapes and resumes to Charles Hancock, Box 55, Santa Rosa, CA 95402 EOE M/F (3-28)

Adult PD needed for solid position in beautiful Pacific Northwest medium market. Excellent opportunity. Programming background helpful. Contact Mark Blinoff, Consolidated Consultants, 5125 Briggs Ave., La Crescenta, CA 91214 or call (213) 957-0857 EOE (3-28)

We are a major Midwest Adult Contemporary FM with a rare opportunity for the right individual. We're seeking the best morning talent in America. Salary and benefits are commensurate. All inquiries treated in strictest confidence. Reply to Radio & Records, 1930 Century Park West, #182, Los Angeles, CA 90067. EOE

KLEO/Wichita looking for a young, aggressive street reporter with a conversational writing style and delivery. Tapes and resumes to Mark Elliott, ND, 5810 East 29th St., North, Wichita, KS 67220 EOE M/F (3-28)

Eastern North Carolina's legendary station is searching for the personality wanted for air shift and production. Send tapes, resumes and salary requirements to Danny Jacobson, Big WOOW, Box 847, Greenville, NC 27834. No calls please. EOE (3-28)

News person for morning drive at highly respected contemporary station. If your writing style and delivery are unique, but still believable, we're interested. Send tapes and resumes to Radio & Records, 1930 Century Park West, #180, Los Angeles, CA 90067.

WABZ-FM/Albemarle, NC Pop/Adult, 25 miles Northeast of Charlotte, has immediate opening for good mid-day communicator. Send tapes and resumes to Tedd Bell, Station Mgr., Box 608, Albemarle, NC 28801. No calls please. EOE (3-21)

AM Anchor, flash reporter for aggressive community oriented news department. Immediate opening. Call Kathy at (707) 445-0200 anytime. EOE M/F (3-21)

Are you a morning nut? We're looking for a morning man who's more than an announcer. Money is open. Send tapes and resumes to Dan Martin, PD, WTRY, 1054 Troy-Schneckady Rd., Latham, NY 12110. EOE M/F (3-21)

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

Record

SAMUEL E. EDMONDS has been named General Sales Manager at KXLR-AM/Little Rock, AR.

E. DANNY DUNN has been appointed to the position of Sales Representative at KXLR/Little Rock, AR.

WILLIAM ROBERT KRZESZINSKI has joined the staff at KXLR/Little Rock, AR as a sales person.

JOLAYNE LEOPOLD appointed Business Manager at WWWW-FM/Detroit, MI.

LINDA STONE BLOOMER has been appointed Promotion Director for Pulitzer radio stations KTAR & KBBC/Phoenix, AZ.

DIANNE MILLS joins WWCL 1060 Radio/Mt. Vernon, EL as an Account Executive.

LES ISRALOW, formerly KMEL/San Francisco, CA, joins KCBS-FM97/San Francisco, CA.

CARLOS RAMOS, formerly KBRG, joins KCBS-FM97/San Francisco, CA as Account Executive.

NIC ST. JOHN, (formerly Nic Scott) WBBM-FM-CBS/Chicago, has been moved to 7pm-12mid from vacation relief/Production.

STEVE HAYES, formerly PD of WOKU/Cincinnati, OH, has moved to WKEE/Huntington, WV as Operations Manager and morning drive announcer.

JACK PATTIE has joined the staff of WLAP-AM/Lexington, KY as PD and 3pm-7pm air personality.

DAN DORSETT has been named Director of Operations for WLAP and WLAP-FM/Lexington, KY.

MIKE ELLIOTT has been promoted to Research Director at KYNO-AM-FM/Fresno, CA.

PATRICK E. GILLEN, former MD/afternoons at WMJS-FM/Prince Frederick, MD, joins WVOS-AM-FM/Liberty, NY.

Radio

MAURICE WATKINS has been named National Director of R&B Promotion for ARC Records.

DEE MURRAY has been appointed Pop Promotion Coordinator for ARC Records.

LEONARD O. SMITH has been named National Artist Relations representative for

ARC Records.

GENEVIEVE EDWARDS has been appointed Product Research Manager for ARC Records.

GARRY SHERMAN has joined the publicity staff of RSO Records.

RENEE WEISS has been promoted to Executive Secretary to the President at 20th Century-Fox Records.

Industry

LANA DENGROVE has been appointed National Promotion Coordinator at Start Promotion, a division of Tar Productions.

BOB LARKIN joins the Ohio School of Broadcast Technique faculty as coordinator and primary instructor for the new Broadcast Administration course.

PHIL FINK has been added to the instructional staff for the Ohio School of Broadcast Technique Announcer-Producer training.

KEN DARDIS joins the teaching staff at Ohio School of Broadcast Technique.

DALE TEDESCO has been appointed Director of Creative Publishing Services at Rubicon Music.

Station Line-Ups

KFQD/Anchorage, AK LINE-UP: 6am-10am Marcus in the Morning (MD), 10am-2pm Tom Rivers (PD), 2pm-6pm John Rode, 6pm-10pm Jim Scott, 10pm-12mid Herb Shandlin, 12mid-6am Ed Riley

KOAQ/Denver, CO LINE-UP: 5:30am-10am Vic Martin, 10am-3pm Alan Sledge, 3pm-7pm Jack Reagan, 7pm-12mid Nick Sommers, 12mid-5:30am Suzie Q

KX104/Nashville, TN LINE-UP: 6am-10am Coyote McCloud, 10am-2pm Amazing Steven Kelly (Ass't PD Co MD), 2pm-6pm Craig Stevens, 6pm-10pm Lee Masters (Co MD), 10pm-2am Rocky Knight, 2am-6am B.J. Harris. Weekends: Eric Steele, Jim Driver, Magic Jackson

KRCQ/Indio, CA LINE-UP: 7am-10am Ron Young (PD), 10am-2pm Ron "Q KID" Henderson, 2pm-6pm Joe Riddle, 6pm-11pm Byron Rey, 11pm-4am Phil Cross

WVOS/Monticello, NY LINE-UP: Mornings Bill Bills, MIDDAYS Bill Cranney, Afternoons Lee Miller, Evenings Pat Gillen, Nights John Carleni

WKDA/Nashville, TN LINE-UP: 5:30am-10am Jim De Marco, 10am-3pm Mary Jo Monette, 3pm-7pm Denny Rey, 7pm-11pm Fred Buc, 11pm-4:30am Larry King Shaw, 4:30am-5:30am Steven Jordan. Weekends: Gaylon Bandy, Brent Stone, Butch Brannum

KLAK/Denver, CO LINE-UP: 6am-10am Jeff Pigeon, 10am-2pm Larry Wegst (PD), 2pm-7pm Rick Jackson, 7pm-12mid Jon Lawrence, 12mid-6am Steve Robinson

OPPORTUNITIES

Openings

WTSL looking for a conscientious person with some news experience to work in a two-person department. Job involves an afternoon shift and coverage of night meetings. Ability to write and dependable transportation are minimum requirements. Interested applicants should send current resume and demonstration tape to Lee Jones, ND, Box 1400, Lebanon, NH 03766. EOE (3-21)

WSPK/Poughkeepsie, NY now accepting tapes and resumes for future part and full-time openings. Beginners salary. Need warm adult Top 40 communicator. Send to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (3-21)

WKYX/Puduchah is now taking airchecks and production samples for future openings. If you can be a listener's friend, write and produce like Dick & Bert and don't mind a professional, secure environment, why aren't you on file? Send information to Rick Harrington, PD, Box 2397, Puduchah, KY 42001. EOE M/F (3-21)

Lost our 6pm-12midnight jock to mornings in Sacramento. That makes room for you in this very competitive medium market. If you're a hard worker willing to join a team that strives to be #1, send tapes and resumes to Gaylen Palmer, PD, Box KEYY, Provo, UT 84601. (3-21)

CK101/Cocoa Beach, FL seeks air talent for immediate and future openings. Only professionals on and off the air need apply. Send tapes, recent photos and resumes to Bill Baker, Box 520, Cocoa Beach, FL 32931. EOE M/F (3-21)

News Director, seeking experienced News Director with smooth casual delivery to head 2 1/2 member team. Excellent salary and benefits for the right person. Send tapes, letter and resume to Larry Schaffer, GM, KGRC, Box 1265, Quincy, IL 62301. (3-21)

We are the Tri-States 24-hour information source. In the near future we will be needing an afternoon news anchor to fit into our new, life style, news approach. If you want to be part of this exciting new concept in news send tapes, resumes and brief description of news policies to A. Marcus, WKKR, Box 3636, Evansville, IN 47735. EOE (3-21)

KQFM/Portland, OR has immediate opening for a high-energy AOR promotion direction with advertising skills (sales experience preferred). Great benefits with Golden West Broadcasters. Send resumes to or call Janet Wainwright at (503) 228-0100 or 4949 Macadam, Portland, OR 97201. (3-21)

Hey! Is there a competent announcer/production person out there anymore? Our requirements are simple. Good pipes, easy going, dependable, able to handle some production, willingness to work with automated Pop/Adult and Beautiful Music. Night shift. If you're ready to move to sunny California right now, contact Chris Edwards, Box 927, Bakersfield, CA 93302. EOE M/F (3-21)

PD and morning personality needed for Country station in Milwaukee metro. Tapes and resumes to Steve Warren, WVEG, 2200 N. Green Bay Road, Racine, WI 53045. (414) 552-8787. EOE (3-21)

Personality morning man wanted for leading station in market. Tight Modern Country format with crossovers. Enjoyable place to live with lakes for boating, skiing, and swimming nearby. Exceptional public schools. Call and I'll tell you about them. Comprehensive medical plan. Starting salary: \$8,000 to \$10,000. Send tapes and resumes to Jeffery B. Miller, WKUL, Drawer 968, Cullman, AL 35055. EOE (3-21)

KDVV-FM/Topeka, KS has immediate opening for news anchor/reporter. Tapes and resumes to Bill DeMore, PD, KDVV-FM, Box 1478, Topeka, KS 66601. EOE (3-21)

WDAI/Chicago has openings for news people, on-air talent, production person and research person. Tapes and resumes to Matthew Clennott, WDAI, 360 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-21)

Ski Sun Valley, shoot the rapids of the Snake and work afternoon drive in the beautiful intermountain West. KEEP/KEZJ is now taking tapes and resumes for possible future opening. Pop/Adult format with heavy emphasis on news and information. If you want to join a winning team and a growing broadcast group send tapes and resumes to T. Tario, PD, KEEP/KEZJ, Box 346, Twin Falls, ID 83301. EOE M/F (3-21)

KCUB/Tucson has a rare opening for a Country air personality to do the evening air shift. Contact GM Jim Slone or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 50006, Tucson, AZ 85703. EOE (3-21)

Live and work in America's most livable city. KEED/Eugene needs utility jock. Experienced in news, production and on-air. No starters. No phone calls. Tapes and resumes to Tom Edwards, PD, KEED, 1246 Chamelton, Eugene, OR 97401. EOE (3-21)

2 stations with nowhere to go but up. Associated Communications Corp., is beginning to develop its Buffalo properties. Country AM, FM Pop Music. New studios. Manager needs strong #2 man as Operations Mgr., for both stations. Must have proven track record of success and have wide range of skills. Salary commensurate with experience. If you're a winner in a medium market and are ready to put it all together in the bigs, send resume and other pertinent material to Bob Henabery Assoc., Inc., 136 E. 55th St., New York, NY 10022. EOE M/F (3-21)

Goods & Services

Poor Promotional Record Service?

Successful Veteran Programmer reveals **NINE PROVEN** steps to establish and maintain promotional record service in all markets without "red tape." A must for ALL music programmers. \$10.00. SKYLINE MEDIA SERVICES, 311 Killamey Court, Box E, Lynchburg, VA 24502.

Radio Job Openings!

Hundreds new agree! **JOBSHEET** has the most complete listing of radio jobs! In the spirit of the old "Hot Tips!" 13 weeks: \$12.00! One year: \$35.00! MEDIA CONSULTANTS 2504 Regent Court, Lafayette, IN 49805

News Directors

Your Program Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. David McQueen or Bob Rogers, NEWSSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

Your Audition Tape Is Critical . . .

and when it comes to audition tapes, **THE PROGRAM DIRECTORS** know what to listen for! We offer a thorough written critique PLUS recommendations to effectively spotlight your talents and ensure impact.

THE PROGRAM DIRECTORS, with major market experience in every radio format, is headed by Jerry Stevens (Programming: WMMR and WCAU-FM, Philadelphia; On-Air: WBZ, Boston, WIBG, Philadelphia, WNEW, New York). **GO WITH THE BEST!**

We report within two (2) weeks of receipt of your tape which will be returned.

Evaluation fee: \$30.00

Contingent upon our evaluation and your agreement, your tape may merit job placement efforts with our **CLIENT STATIONS** and established station listings.

Listen... **IF YOUR TAPE DOESN'T MAKE IT... YOU WON'T!**

LET US LISTEN FIRST!

THE PROGRAM DIRECTORS, The Werwick, Suite 1810, 17th & Locust, Philadelphia, PA 19103, (215) 985-4337.

Comedy Material

Funny jokes for radio folks is what I'm offering now. For freebie write **HYPE INK**, Box 69581, Los Angeles, CA 90069.

Program Directors

Your News Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. Bob Rogers or David McQueen, NEWSSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

Aircheck Factory

CHICAGO DRIVE: morning and afternoon. 2 hour profile, cassettes \$10.00. **CANADA '79:** 3 hour profile featuring Dick Purtan/CKLW, Don Percy/CKY, Jay Nelson/CHUM and over 30 other talents. Cassettes \$12.50. Prices include shipping. Ask for Free newsletter. **THE AIRCHECK FACTORY**, Box 156, Franklin Park, Illinois 60131.

Program Consultant Help!

Let a national radio program consultant see and hear your material and forward you a critique. Send tapes, resumes and \$5.00 to C.V.L.A., Box 3087, Hollywood, CA 90028.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the lefts, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197.

Radio Personality Development

"BUILDING WITH THE BASICS" . . . A handy reference book for experienced radio people, and a training program for beginners. . . . A new book on radio basics that appears to be a cut above the rest. . . . Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig. . . . John Leader, R&R. Price \$11.70 in U.S. funds, \$13.79 in Canadian funds (including postage). **MICHAEL MAY**, Box 127, Billings, MI 59103.

"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.

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.

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, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact **R&R Classified Department**, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Positions Sought

Do you need an excellent announcer? **DICK FARRELL** of suburban New York wants to be yours. A college grad with 4 yrs medium market MOR/Top 40 experience available now (212) 539-6698 nights. (3-28)

Creative and semi-crazed female air personality seeks AOR slot in medium or major market. Call (517) 799-9969. (3-28)

Mature married minority broadcasting school grad. Former weatherman for U.S. Navy, community-oriented, Jaycee, Legion, etc. Would like to move back to West Coast in some medium or small market station. Good with production. Hard worker. I give 150%. Former salesman with Rem Rand. Nose for news type. Call (218) 681-6364 or (218) 253-4135 days. **ED SMITH** (3-28)

I can do anything. **Lady JD**, 5 yrs experience, MD, 1st phone. Excellent references. Presently employed and looking for an offer I can't refuse. Call **LINDSEY ROCK** at (213) 876-0582. (3-28)

Young enthusiastic jock with 50,000 watt FM Rock experience available immediately and seeking AOR work on East Coast. Excellent tapes and resumes upon request. Call **PAUL** at (201) 652-5750 or write 171 Blvd., GlenRock, NJ 07452. (3-28)

Top 40, Pop/Adult, AOR, Disco, AM-FM likeable personality with MD, PSA Director, promotions, remotes and production experience plus much more. Would appreciate an immediate opening as DJ with responsibility. Call (216) 478-1206 or (216) 478-0440 ASAP. Ask for **LJD**. (3-28)

BOBBY MAGIC former Ass't PD on-air **KUTE102/ Los Angeles, KYA/San Francisco**. Now looking for on-air and/or programming position. Will relocate. Call (213) 396-9368 or leave message at (213) 462-1133. (3-28)

Why are so many stations up-grading their sports department? Is your station missing the big bucks with sports? I can help! Sports announcer with play-by-play, reporting anchoring, talk show, sales experience. A real pro. Let me make your sports department a winner. (315) 342-3102. (3-28)

The tide of history is at least on the side of stations that care enough to talk to, rather than at their listeners. Personalities who can communicate and are aware that the sun doesn't rise and set with 33 and 45rpm's are once again becoming important components of successful Pop/Adult radio. Call **MARV** at (315) 342-2603. (3-28)

Do you seek quality? Do words like talent, experience, dedication and imagination mean anything to you? If so, you'll want to hear my audition tape. I've got a B.S. in TV and Radio. 7 yrs AOR experience, 1 1/2 yrs in advertising, promo production and a head full of ideas. If you'd like to fire someone on your airstaff who can't deliver, call someone who can: **MIKE** (203) 227-8844. (3-28)

Programming problems at your medium market station? Proven track record, major market background, personality. Top notch staff will follow if you wish. Who says Paduke can't sound like a major? We can get the energy going and the money flowing. Check it out! Write to **Radio & Records**, 1930 Century Park West, #181, Los Angeles, CA 90067.

Radio-holic looking for first time PD position. Degree, experience in all aspects, programming, sales, promotions and acting PD. I'm not used to being less than #1. Let's talk. Write to "Looking" 513 Longview Dr., Belleville, IL 62223. (3-28)

DAVID LONDON formerly with **John Rook KTLK/ Denver**, and **Bill Drake KYNO/Fresno**. Left radio business to finish college. Have returned, now at **KACY/Oxnard** past 4 months. Looking for better bucks! Have 1st phone. Tape ready. (805) 488-2346. (3-28)

Is News/Talk radio the AM format of the 80's? Can AOR be combined with adult personalities, news and features? 1 yr pro looking to return to great Southwest wants to program your medium or small station(s). **DOUG CLIFFORD** 29 Emerson St., Chicopee, MA (413) 781-5204. (3-28)

Suburban Chicago newsman wishes to return to Ohio area. Experienced street and studio reporter. Contact **MARK A. BEALL** 557 Locust, Apt #4, Valparaiso, IN 46383, (219) 464-2706. (3-28)

Available immediately! Broadcast professional, top 30 markets, experience in 6-yr career. Looking for air and production work, music or news in smaller market. Any format. Degree, 3rd phone and versatility. Call now (303) 243-4177 and leave message for **ROB**. (3-28)

T. RICHARD SMITH, R&B Coordinator at **KTKT99/ Tucson** seeks program position and midnight shift at small large Black stations on the West Coast or Southeast Coast. Ratings low? Other stations in your city or town have no respect for R&B, Soul, Funk or Jazz? Well if they don't you need to get on the phone and call me and lets do something about it. (602) 623-1706 or (602) 623-1637 before 9am or after 6pm. (3-28)

Creative, award winning well respected copywriter with good production skills seeks medium market station. If you're looking for a winner, so am I. Call **STEVE** at (208) 734-6550. (3-28)

Country jock with 5 yrs experience needs major market job in Midwest or South. I'm a daddy now and need the money. I'll work hard for every buck. Currently afternoon drive and Production Director for **WKKN/WCFE/ Rockford, IL** Call **ANDY HAYNES** at (815) 877-3075 days or (815) 399-3569 after 7pm. (3-28)

Positions Sought

Talented Rock & Roll jock in need of experience. 5 months training at **KIMN/Denver**. 2 yrs on own. Tape available. 20 yrs old. Like to work in Southern California. Call (303) 773-1296 or write **RIC DAVIS** 7212 S. Xenix Circle, Englewood, CO 80112. (3-28)

Music (PGM) Director. Specialized knowledge, skills production of late 1950's to early 1970's. Source library 25 yrs in making. Included. Current population mass numbers grew up on this Gold. Tasteful, proven, complete. Degree with broad communications experience. **ROGER DORFMAN** (415) 386-2177. Latest ARB for special program on **KSFO/San Francisco** increased audience by 120%. (3-28)

MITCHELL STONE, Florida pro. Top ratings in Miami and Jacksonville among others. I'd like to do the same for your station. Call (305) 279-4256. State you availabilities. (3-28)

MD and air talent. **BUDDY VanARSDALE**, WI/Ut. Louis. Call (314) 621-4332. (3-28)

Calm, intelligent night jock/MD vastly underpaid. Looking to move on. Interested? Call **DAN** at (412) 687-0348. (3-28)

RANDY MARS is hungry for work! 2 yrs air and production experience seeking immediate full time and/or creative job with medium to major market station or production company. West Coast. Call (415) 665-2461. Act now! First 10 callers receive free tape and resume. (3-28)

13-yr veteran ready to move on to larger market in or around North Carolina. Relaxed, personable mid-day type will jock any slot. Good asset if given the right break. Top 40, Contemporary and AOR background with limited PD experience. Call **BOB JACKSON** (919) 226-4109. (3-28)

Up-State New York's News Director seeks position as anchor or reporter in medium or major market. Willing to relocate. Call after 7pm EST (914) 794-5092. (3-28)

I'm the best sports caster available today who has not worked in a major market. 4 yrs commercial experience, now doing college ball in medium market. Looking for spot with play-by-play in top 150 markets only. (516) 781-0037 **GARY**. (3-28)

College grad seeks first job. Michigan, Ohio, Indiana area. Call **HARRY** (313) 522-0144. (3-28)

Looking for airshift in California. Competitive minded stations preferred. Call **ANDY TYLER** et (209) 625-3218. (3-28)

Medium market Music Director looking for creative Top 40 position. 3 yrs experience in programming, promotions, production and public service. Major markets only. Will relocate anywhere. Call **JACK** (702) 886-4179 after 6pm EST. (3-28)

JOHN DAVIS, 1 1/2 yrs experience seeking **Top 40** air personality opportunity. Markets in the West preferred but will listen to all offers. Call anytime (213) 459-5473. (3-18)

If you're looking for a bright, young but mature jock that can talk, you're lookin' for me. Have what it takes. Examples: MD, PSA Director, promotion, remote end production experience. Seek immediate employment only. Write to **THE POSITIVE THINKER**, 2901 Wise Ave., N.W., Canton, OH 44708. (3-28)

Sportscaster/play-by-play. 28 yrs, 7 yrs experience, M.S. Communications. 3 yrs university football-basketball play-by-play. Currently own sports production company. Tapes, resumes and references. **TOM** (316) 231-9200. (3-28)

Large, medium to major market air personality/PD/Production Director looking for position with good company. Available 4/1. Call **GEORGE BENSON** (609) 547-4377. (3-28)

How about me? **KEN E. MARKS**. I'm looking for a Top 40 or Pop/Adult gig. I give 110% on air and in production. Currently working on the air in Los Angeles (part-time). Will travel. Call me at (213) 838-5364. Looking forward to hearing from you soon. (3-28)

Midwest major market air personality/production looking for stable Top 40 or Pop/Adult situation. Call (612) 293-0133. (3-21)

ANGELO FIAT, entertainer coordinator and trouble shooter is free from all contractual obligations. Now accepting offers. Law degree, concert and nightclub promotion, record company experience. Write **Box 1391**, Canoga Park, CA 91304 or call (213) 348-7099. (3-21)

Marketing graduate with 3 1/2 yrs professional programming and production experience wants job in objective programming, promotion or research. Degree emphasizes advertising and promotion. Available immediately. **MIKE NEAL** (314) 625-1635 or (314) 441-5121. (3-21)

JACK RANDALL Program Director of **KAAY** is available due to massive management and personnel change. Programming/air. (501) 768-4138. (3-21)

Miscellaneous

WSBV/S. Boston, VA new Country station. Target date May 1st. In dire need of all Country record service, LP's and 45's. Send to **Don Joseph**, PD, WSBV, Box 678, S. Boston, VA 24592. (3-28)

WSOQ/Syracuse needs record service from all labels for Disco and R&B product. Send to **Butch Charles**, Box 20, North Syracuse, NY 13212, (315) 458-1220. (3-28)

**AMBROSIA'S NEWEST
IS GOING TO BE
THEIR BIGGEST!**



**"BIGGEST PART
OF ME" The Sensational
New Single From
AMBROSIA**

Produced by Ambrosia and Freddie Piro
ON WARNER BROS. RECORDS



SEE BACK PAGE BREAKERS

THE BACK PAGE

BREAKERS

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

PRETENDERS

Brass In Pocket (I'm Special) (Sire)

62% of our reporters on it. Moves: Up 78, Same 21, Down 0, Adds 24 including KRBE, Z93, KOPA, WRQX, WFBL, KBFM, WTI, FM100, KJ100, WME. See Parallels, charts at number 28.

BOZ SCAGGS

Breakdown Dead Ahead (Columbia)

81% of our reporters on it. Moves: Up 29, Same 18, Down 0, Adds 73 including WFIL, WFI, 96KX, WCAO, F105, 94Q, Q105, KDWB, KFI, KIMN. See Parallels, charts at number 29.

JOURNEY

Any Way You Want It (Columbia)

59% of our reporters on it. Moves: Up 85, Same 20, Down 1, Adds 11, Z93, KEARTH, KJR, WAPE, WGRD, KYNO-FM, KTAC, WKXY, KKLS, WGBF, KFXD. See Parallels, charts at number 30.

AMBROSIA

Biggest Part Of Me (WB)

52% of our reporters on it, 102 adds first week. Moves: Up 0, Same 0, Down 0, Adds 102 including WXLO, WPEZ, WCAO, WRKO, WPGC, KRBE, Z93, 94Q, Q105, CKLW, KBEQ, WHB, KEARTH, KFI, KFRC, B100, KJR, KIMN, KOPA. See Parallels for complete airplay summary.

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.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 101/36
Moves: Up 44, Same 21, Down 0, Adds 36 including WFIL, WPGC, Z93, CKLW, KDWB, WHB, WBN-FM, WFBL, KAUM, WFMF, WSGA, KSTT, WME. FM102.

LINDA RONSTADT "Hurt So Bad" (Asylum) 93/33
Moves: Up 42, Same 18, Down 0, Adds 33 including WPEZ, CHUM, CKGM, WHB, KFI, KJR, WHFM, WTIC-FM, KELP, KXX106, WHBQ, KERN, FM102.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 90/11
Moves: Up 61, Same 18, Down 0, Adds 11, KVIL, WGCL, WFLY, WTIC-FM, KEEL, Y103, KOFM, KZ93, KMJC, WGUY, KDZA.

CLIFF RICHARD "Carrie" (EMI America) 89/13
Moves: Up 62, Same 13, Down 1, Adds 13 including CKGM, WHB, WTIC-FM, KZ93, WNAF, KYNO-FM, Y94, KCPX, G100, KQWB-FM.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 87/34
Moves: Up 33, Same 20, Down 0, Adds 34 including WFIL, PRO-FM, KS95-FM, WBLI, KC101, 14Q, WKEE, KBFM, 96X, WAPE, WSKZ, KWEN, KROY.

GARY NUMAN "Cars" (Atco) 85/13
Moves: Up 50, Same 20, Down 2, Adds 13 including Y100, KUPD, WRQX, WSGA, FM100, KX104, WRJZ, KMJC, KROY.

WHISPERS "And The Beat Goes On" (Solar/RCA) 76/10
Moves: Up 46, Same 12, Down 8, Adds 10, F105, KVIL, WLCY, KOFM, WZZP, WHOT, KERN, Y94, WGUY, WROV.

PEACHES & HERB "I Pledge My Love" (Polydor) 74/13
Moves: Up 42, Same 10, Down 9, Adds 13 including WCAO, F105, KVIL, Y100, KC101, KELP, KOFM, WLBZ, WISE, KDVV, WXLO 11-6, PRO-FM 4-2, KEARTH 3-3, KFI 21-15.

KENNY LOGGINS "Keep The Fire" (Columbia) 71/6
Moves: Up 51, Same 11, Down 3, Adds 6, CKGM, WQRK, KGW, WHEB, KQWB-FM, WRBR, WFI 30-25, F105 31-28, CHUM 8-7, WGCL 22-17.

CLASH "Train In Vain" (Epic) 65/15
Moves: Up 30, Same 20, Down 0, Adds 15 including KRBE, 94Q, KSLQ, WHYN, KHFI, KJ100, KOFM, KYNO-FM, WFI 28-20, KDWB 24-16, KUPD 26-24.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 63/13
Moves: Up 34, Same 16, Down 0, Adds 13 including 14Q, 95SGF, KWEN, WHOT, KGW, WJBQ, WEAQ, KQDI, 94Q 23-18, WDRQ 29-22.

BROTHERS JOHNSON "Stomp!" (A&M) 62/15
Moves: Up 43, Same 4, Down 0, Adds 15 including WXLO, JB105, KSLQ, KFI, Y103, WLAC, 92Q, WISM, KIOY, WCAO 29-20, Z93 24-18.

Others Getting Significant Action

JAMES LAST BAND "The Seduction" (Polydor) 48/28
Moves: Up 11, Same 9, Down 0, Adds 28 including WXLO, WKWB, WFIL, WPGC, Q105, WOKY, KFI, KIMN, WPST, KBFM, WRJZ, KYNO-FM.

Radio Records

NATIONAL AIRPLAY/30

March 28, 1980

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

15	6	3	1	BLONDIE/Call Me (Chrysalis)
8	4	2	2	CHRISTOPHER CROSS/Ride Like The Wind (WB)
12	7	4	3	BOB SEGER/Fire Lake (Capitol)
1	1	1	4	PINK FLOYD/Another Brick In The Wall (Columbia)
13	5	5	6	EAGLES/I Can't Tell You Why (Asylum)
18	13	8	1	AIR SUPPLY/Lost In Love (Arista)
6	3	6	7	KOOL & THE GANG/Too Hot (DeLite/Mercury)
-	25	13	1	BILLY JOEL/You May Be Right (Columbia)
23	19	12	1	MICHAEL JACKSON/Off The Wall (Epic)
9	8	7	10	LINDA RONSTADT/How Do I Make You (Asylum)
22	16	11	11	RAY, GOODMAN & BROWN/Special Lady (Polydor)
28	22	15	12	DR. HOOK/Sexy Eyes (Capitol)
3	2	9	13	RUPERT HOLMES/Him (MCA)
-	27	21	14	FLEETWOOD MAC/Think About Me (WB)
5	9	10	15	SPINNERS/Workin' My Way Back To You (Atlantic)
-	-	24	11	BILLY PRESTON & SYREETA/With You I'm Born... (Motown)
-	29	27	17	CHARLIE DORE/Pilot Of The Airwaves (Island)
-	28	26	11	JIMMY RUFFIN/Hold On To My Love (RSO)
2	10	14	19	DAN FOGELBERG/Longer (Full Moon/Epic)
19	18	20	20	SHALAMAR/The Second Time Around (Solar/RCA)
29	26	25	21	HEART/Even It Up (Epic)
4	11	16	22	QUEEN/Crazy Little Thing Called Love (Elektra)
-	-	29	23	PAUL DAVIS/Do Right (Bang)
-	30	28	24	UTOPIA/Set Me Free (Bearsville/WB)
21	20	19	25	TOMMY JAMES/Three Times In Love (Millennium)
26	23	22	26	J. GEILS BAND/Come Back (EMI America)
-	-	30	27	KENNY ROGERS & KIM CARNES/Don't Fall In Love... (UA)
-	-	-	28	PRETENDERS/Brass In Pocket (I'm Special) (Sire)
-	-	-	29	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)
-	-	-	30	JOURNEY/Any Way You Want It (Columbia)

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

AMBROSIA "Biggest Part Of Me" (WB)
BOZ SCAGGS "Breakdown Dead Ahead" (Columbia)
ROGERS & CARNES "Don't Fall In Love..." (UA)
DAN FOGELBERG "Heart Hotels" (Full Moon/Epic)
GIBB & NEWTON-JOHN "I Can't Help It" (RSO)

Complete Regionalized Listings on Pages 26 and 27

HOTTEST

BLONDIE "Call Me" (Chrysalis)
PINK FLOYD "Another Brick In The Wall" (Columbia)
CHRISTOPHER CROSS "Ride Like The Wind" (WB)
BOB SEGER "Fire Lake" (Capitol)
AIR SUPPLY "Lost In Love" (Arista)

Parallels Begin on Page 30

BETTE MIDLER "The Rose" (Atlantic) 48/13

Moves: Up 27, Same 7, Down 1, Adds 13 including KDWB, WKBO, WTI, WBBQ, KWEN, KRSP, WCIR, WSEZ, KBIM.

WARREN ZEVON "A Certain Girl" (Asylum) 46/9

Moves: Up 20, Same 17, Down 0, Adds 9, WFI, CHUM, 14Q, WTI, KXX106, G100, WFOX, WRBR, KOOK, 94Q 24-20, KDWB 29-25.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 42/8

Moves: Up 14, Same 20, Down 0, Adds 8, WHFM, WPST, WHBQ, WKIX, WDRQ, KCPX, WAAY, WISE.

KORONA "Let Me Be" (UA) 40/16

Moves: Up 10, Same 14, Down 0, Adds 16 including WXLO, WPEZ, Z93, KRLA, WHYN, WTI, KWEN, KRAV, KIOY, WSEZ, WRKR.

STYX "Borrowed Time" (A&M) 38/4

Moves: Up 14, Same 20, Down 0, Adds 4, 96KX, WSKZ, KPUR, KRLC, JB105 31-26, KRSP 16-8, WGUY 26-14.

OFF BROADWAY "Stay In Time" (Atlantic) 30/4

Moves: Up 10, Same 16, Down 0, Adds 4, WFI, KPRO-FM, WLS, WGCL, KWK 5-3, KSLQ 26-24, KZ93 1-1.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 26/5

Moves: Up 14, Same 7, Down 0, Adds 5, CKLW, WKEE, WTS, KRAV, WBDF, 94Q 10-7, KDWB 27-22, WTWR 30-24, KJRB 31-24.

JERMAINE JACKSON "Let's Be Serious" (Motown) 26/5

Moves: Up 11, Same 10, Down 0, Adds 5, WHYN, WKEE, WAPE, KMJK, KBDF, JB105 34-30, WSGA 30-21, KIOY 28-21.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 26/5

Moves: Up 7, Same 14, Down 0, Adds 5, WGH, WFOX, WSEZ, WANS-FM, FM99, KRLA 26-23, KKRC 18-10.

NAZARETH "Holiday" (A&M) 26/3

Moves: Up 10, Same 13, Down 0, Adds 3, KJRB, WROV, KCBN, CHUM 5-5, KUPD 30-28, WXIL 22-16.

BERNADETTE PETERS "Gee Whiz" (MCA) 24/15

Moves: Up 4, Same 5, Down 0, Adds 15 including WXLO, WRKO, KRLA, WICC, BJ105, WKIX, WVIC, FM99.

RED RIDER "White Hot" (Capitol) 24/8

Moves: Up 6, Same 10, Down 0, Adds 8, KDWB, BJ105, WBBQ, KZ93, WGUY, KCBN, KDZA, KBIM.

KARLA BONOFF "Baby Don't Go" (Columbia) 21/1

Moves: Up 11, Same 8, Down 1, Adds 1, KRQ, KIMN 19-14, KGW 22-19, KKXL 13-9, KRLC 28-23.

DAVID GATES "Where Does The Lovin' Go" (Elektra) 21/0

Moves: Up 9, Same 7, Down 5, Adds 0, KDWB 9-8, WVIC 40-35, WJBQ 5-4, WFOX 29-28, KKXL 27-22, WFAQ 16-14.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 20/3

Moves: Up 10, Same 7, Down 0, Adds 3, WFIL, WPST, 13FEA, WCAO 30-27, WPGC 29-25, WSPT 1-1.

PETER McIAN "Solitaire" (ARC/Columbia) 18/3

Moves: Up 4, Same 11, Down 0, Adds 3, JB105, Y100, WIGY, KXX106 29-24, Y103 37-33, WBBQ 21-16.

JIMMY BUFFETT "Survive" (MCA) 18/1

Moves: Up 10, Same 7, Down 0, Adds 1, WKXY, KXX106 30-27, WRJZ 20-18, K104 36-27, WANS-FM 22-17.

Continued on Page 33