

Radio & Records

ISSUE NUMBER 368

THE INDUSTRY'S NEWSPAPER

FEBRUARY 6, 1981

INSIDE R&R:

KMET Skids 5.0-3.6. Plus ratings figures from San Francisco, Philadelphia, New Orleans, San Jose, and Nassau-Suffolk. 16

Tim Wirth Heads House Telecommunications Subcommittee. Newly-restructured body sets 17 members. 4

Comparative 9 kHz Study Planned. Comprehensive research on reduced spacing set in "productive" Brazilian sessions. 4

Eller/CPI Deal Confirmed. Entrepreneur heads new communications division with five radio stations. 3

Keep That Country Image. Dr. Lutz feels that Country radio is riding the crest of a fad and to go after the mass market by denying its time-honored symbols (cowboys, etc.) spells trouble. 22

WIOD Tries Out "Pre-Rock" Format. Filling the "void" between big bands and rock & roll. 3

Program Your Own News Station? Dow Jones is researching a varied menu of news for subscribers on private radio frequencies with listener-controlled programming options. 8

"Business As Usual" After Deregulation. R&R legal advisor Jason Shrinky advises caution for radio stations even in a promising deregulated climate. 6

WNOE-AM Heads For Country. Follows successful footsteps of highly-rated WNOE-FM. 3

Devising A Successful Sales Story. How to analyze your ratings data to emphasize your station's strengths and competitors' weaknesses. 14

Bill Tanner Named Metroplex VP/Programming. Longtime Y100 programmer promoted from National PD. 3

REYNOLDS TAKES INTERIM CONTROL

Kale Resigns As Golden West Radio President

Richard Kale has resigned as President of Golden West Broadcasters' Radio Division, a position he has held since late 1978, in order to pursue personal goals. GWB President John Reynolds will administer the division while a successor is sought.

Kale told R&R, "This is solely a personal decision. I've spent a fourth of my life and half my broadcast career with Golden West. I had a three-year plan when I took this job which I feel I've already essentially accomplished. Now I have a need to stop accepting a paycheck and build something of my own."

Reynolds commented, "Richard Kale officially asked to be relieved of his duties so that he could have the time to seek out new opportunities. He has made an enormous contribution to the development of our Radio Division. We are sorry to see him leave." Kale will work with Reynolds to assure an orderly transition. No date has been set for his actual departure.

Supervised Format Changes

Kale joined Golden West in 1969 as GSM at KEX/Portland, following a stint at the Katz rep firm, where he helped develop the company's unwired net structure. He became VP/GM of KEX in 1972, and while in Portland also put KQFM on the air, becoming VP/GM for that station as well in 1977. In 1978 he was appointed VP for the company's Radio Division, and was promoted to President in 1979. He supervised format changes and modernization efforts at most of Golden West's eight radio stations, while under his administra-

Rozzo Named GM At WMZQ

Gil Rozzo, General Manager at WSAI-AM-FM/Cincinnati for the last two years until his recent departure (R&R 1-23) just prior to WSAI-FM's format change to Country last week, has been appointed GM at another Country-formatted FM outlet, WMZQ/Washington. He replaces Michael Cohen in the position.

Rozzo told R&R, "I've always wanted to work in Washington." He takes up his new responsibilities February 9. Before joining WSAI, he was GM at WWSW-WPEZ/Pittsburgh.



Richard Kale

tion the company's rep firm, Major Market Radio Sales, more than doubled its client list, and the division as a whole reached its

KALE/See Page 25

KEFM/Omaha Goes Dark

KEFM/Omaha went dark last week (1-28), owing to a complex financial dilemma. Larry Campbell, VP/GM for the outlet, told R&R the decision to go dark was precipitated by the station's owners lacking the capital to repair its tower and antenna, which suffered approximately \$90,000 in damages during a windstorm last June.

Both KEFM and its AM sister KOIL are owned by Beneficial Broadcasting under interim licenses, following the stations' sale by Star's Don Burden. However,

INDEFINITE OR 10-YEAR LICENSES SOUGHT

Radio Deregulation Bills Entered In Senate, House

The radio deregulation drive in Congress moved into full swing last week, as separate deregulation bills were introduced in both the House and Senate. Sen. Barry Goldwater (R-AZ) immediately scheduled hearings February 26 and 27 in his Communications Subcommittee on the Radio Deregulation Act of 1981, introduced by Sen. Harrison Schmitt (R-NM) and six cosponsors. No hearings have yet been set on two deregulation bills entered in the House by Rep. James Collins (R-TX).

The Schmitt bill (S. 270) includes the provisions of the deregulation plan voted by the FCC last month, but goes on to make profound changes in licensing procedures. The measure would:

- Make all future radio station licenses good for an indefinite period of time.

- Allow interested parties to petition the FCC to revoke radio station licenses at any time, based on alleged violations of Section 312 of the Communications Act.

- Authorize the FCC to use a random selection process to choose among qualified applicants for new frequencies.

Schmitt's bill would also eliminate requirements regarding program content, commercial length, ascertainment and program logs, similar to the recently approved (1-14) FCC deregulation rule-making.

House Measure Aims At 10-Year Licenses

On the House side, Rep. Collins's H.R. 1298 would grant station licenses for a period of ten years and retain the standard of service to the public interest. The FCC would also be barred at license renewal time from considering ownership of other media outlets and owner involvement in daily operations. His other bill, H.R. 1297, would eliminate FCC involvement in programming, commercial length, ascertainment and program log requirements. Both bills were referred to the revamped Telecommunications Subcommittee.

DEREGULATION/See Page 4

Capital Cities Promotes 3 GM's

Capital Cities Communications has promoted three of its station General Managers, WKBW/Buffalo's Frank Woodbeck, WJR-AM/Detroit's Ron Pancratz, and WJR-FM's Bob Longwell, to VP/GM. The promotions were awarded at the company's recent Board of Directors meeting.

Pancratz joined Capital Cities in 1973 at KPOL/Los Angeles, moving to WJR as National Sales Manager in 1975 and becoming GM in 1978. Longwell was General Sales Manager at WRIF/Detroit until his GM appointment at WJR-FM in June 1980. Woodbeck was named GM at WKBW in October 1980 following eight years at the station as account exec, Local Sales Manager, and GSM.

RAB's First National Sales Management Conference A Smash

The RAB's first large-scale sales/management conference, held in Dallas January 31-February 3, exceeded all expectations, doubling original attendance estimates of up to 400. Sessions, speeches, and hospitality suites were packed, and broadcasters' general impressions seemed highly favorable.

Group W Radio President Dick Harris, Chairman of the Conference Committee, opened the sessions by declaring, "This conference is already an outstanding success. It marks recognition of the new professionalism in radio sales." RAB President Miles David told R&R, "From everyone we've talked to, it seems this session gets a rating of 100. People are already asking when the next one is going to be." RKO President Dwight Case, one of 16 broadcasters who joined Harris on the Conference Committee, told R&R, "The turnout of over 800 is spectacular and shows an interest in more professional sales approaches."

Conference Highlights

Keynoter Sam Cook Digges, just retired as CBS Radio President,



OPENING ADDRESS — RAB Conference Chairman Dick Harris delivering the meeting's welcoming speech.

stressed effective communication and pride in radio as keys to sales efforts. David cited increased awareness of radio on the part of the advertising community. RAB Sr. VP Dick Montesano observed that an RAB survey on ratings showed that the gain or loss of a ratings point could "mean as much as \$300,000 one way or another."

RAB/See Page 25

The Doobie Brothers Are Still On The Right Track with...



“Keep This Train A-Rollin’ ”

NEW FROM

THE DOOBIE BROTHERS



Produced by Ted Templeman

on Warner Bros. Records

Young Resigns As KILT PD

Bill Young has resigned as Program Director of KILT-AM-FM/Houston after 15 years with the organization. He described the parting as amicable, noting that "I made a lot of friends at KILT." No definite date has been set for his departure yet, Young told R&R, adding, "I'm completing some jobs that I was involved with at the station, and I'd like to leave the place in order for my successor." A new PD for the stations has not yet been selected.



Bill Young

MARR MOVES TO CONSULTANCY

Martelle Named KVI PD

Joe Martelle has been appointed PD at Golden West's News/Talk-formatted KVI/Seattle, with present Operations Manager Bruce Marr concentrating on consulting radio stations, including KVI. Martelle was most recently Assistant Operations Manager at ABC's WXYZ/Detroit, having earlier helped put WNIS/Norfolk's News/Talk format on the air as Operations Manager there.

KVI VP/GM Jim Johnson told R&R, "I feel we are going to have the best of both worlds. We are going to have Joe, who has a great deal of experience in News/Talk, and we'll have the luxury of access to Bruce Marr, which I think is really going to upgrade our operation here."

Martelle, who starts February 17, told R&R, "It's an excellent opportunity. I knew Bruce through ABC, and he's pretty well set up the station with News/Talk. It's a good radio station; I'm going to get there and listen for a couple of weeks before I do anything."

Marr joined KVI in February 1980 after serving as PD at KABC/Los Angeles.

Tanner Becomes Metroplex VP/Programming

Bill Tanner has been named Vice President of Programming for Metroplex Communications Inc. Tanner formerly served as National Program Director for Metroplex as well as Program Director for Y-100/Miami, a Metroplex property. In addition to his new position, Tanner will retain his morning airshift at Y-100, a post he has maintained since 1974.



Bill Tanner

Metroplex President Norman Wain said, "This promotion recognizes Bill for a function he is already performing for our company. We look forward to Bill enhancing the growth of our company in the years to come."

"I appreciate their (Metroplex owners Norman Wain, Bob Weiss and Dave Ross) confidence in me and the people who work with me. The latter are the true success stories in my career," commented Tanner.

De Passe Named President Of Motown Productions

Suzanne de Passe has been appointed President of Motown Productions, marking the first time that the newly-structured entertainment division will have a chief executive with creative autonomy, according to parent company Motown Industries. The division will expand its musical soundtrack activities, in addition to involvement in theatrical and TV movies, TV production, and Broadway musicals.

Suzanne de Passe
De PASSE/See Page 25

WIOD Switches To New Pre-Rock Format

WIOD/Miami, a longtime Pop/Adult fixture, has dropped that format in favor of an unusual type of "oldies" format. Al Anderson, PD of WIOD and its P/A FM sister WAIA, cited ratings "inconsistency" and the success of WAIA as reasons for the change. He also explained the basis of the new format.

"A lot of stations around the country have had success with a Big Band format, but we don't want to get that old. I think the Big Band era ended in the early 40's and contemporary music basically began in 1955 with the start of rock & roll. There's a big void from about 1945 to 1955, with a heck of a lot of good music, that no one else is

WIOD/See Page 25

CKLW's Shannon Segues To WTWR

Tom Shannon, a fixture in Detroit radio for 13 of the past 17 years, most recently as midday personality at CKLW, has joined crosstown rival WTWR as morning man, effective February 9.

In making the announcement, WTWR PD Steve Edwards told R&R: "We were looking for someone with a name in the marketplace who could add to the credibility of not only the radio station but also enhance its current (CHR/Oldies) format. Tom Shannon fits both of these bills very well. He's the Dick Clark of Detroit. It's a natural marriage."

"Obviously I have mixed feelings in leaving a place I had spent a lot of years with (from 1964-69 and again from 1976-81)," Shannon told R&R, "but

SHANNON/See Page 25

WNOE-AM Converts To Country Format

WNOE-AM/New Orleans joined the growing list of Country converts last week, ending 30 years as a Contemporary station. According to WNOE General Manager Eric Anderson, the decision was in part influenced by WNOE-FM's success in the wake of its conversion to Country last August. WNOE-FM scored a 9.9 in the Oct./Nov. Arbitron, its first book under its new format.

Newly-named WNOE-AM Program Director Joe Patrick expanded on the reasons behind the switch, noting that New Orleans lacked a full-time Country AM outlet (WSHO is a daytimer). Patrick was most recently PD at WQYK-FM/Tampa.

"We're going to be a 25-54 year-old radio station involved in the community," Patrick told R&R. "We're

WNOE-AM/See Page 25

"SUPERSTARS 2" TRYOUT

Duncan Takes KPRI PD Post

John Duncan has been appointed Program Director at KPRI-FM/San Diego. Most recently Duncan served as PD at WABX/Detroit, having previously been PD at WAAF/Worcester, a Superstars affiliate.

Jesse Bullet, Southwestern National PD told R&R: "After an extensive and exhaustive search, interviewing some of the greatest talents in the AOR field, we decided on John. His background in AOR speaks for itself."

"I'm real excited to be able to rejoin the Superstars network," said Duncan. "The opportunity to work for a station with such legendary call letters as KPRI as well as to work with (GM) Dex Allen and Jesse Bullet is one I couldn't pass up."

DUNCAN/See Page 25

Eller Confirmed Head Of CPI Communications

Columbia Pictures Industries has confirmed earlier reports (R&R 1-23) that Karl Eller would head a new communications division for the company. Eller, President of Eller Media Inc. and former Charter Media chief, becomes President of Columbia Pictures Communications, which consists of New York Subways Advertising, the principal asset of Eller Media (now purchased by CPI), and five CPI radio stations: WWVA-WCPI/Wheeling, WYDE/Birmingham, and KCPX-AM-FM/Salt Lake City.

R&R

PAGE 3

this week ...

2-6-81

STATION SALE PRICES TO DECLINE?

Broad Street's Richard Geismar argues that the law of supply and demand will bring down inflated price tags.

Page 10

ABBOTT WASHBURN TO LEAVE FCC IN 1982

Eight-year Commissioner will not seek another term.

Page 4

HOW MUCH ROCK & ROLL CAN ADULTS STAND?

A prominent music director thinks the 25-34 group can tolerate a lot more uptempo rock than most theorists believe.

Page 24

COUNTRY COMBINATIONS CLICK

Interviews with two successful Country AM-FM combinations on their special techniques for winning.

Page 48

THE LAST COMMISSIONER BROWN INTERVIEW

On his last day at the FCC, Tyrone Brown discusses his accomplishments, frustrations, and future plans.

Page 58

BLENDING OPEN FORUMS AND SPECIALIZED TALK PROGRAMS

WAVI/Dayton's balance of wide-open call-in "people power" and more structured programming is working.

Page 36

RADIO REACTS TO ROTATIONAL SYSTEM

Eight programmers comment on R&R's new Pop/Adult music methodology.

Page 55

features

| | | | |
|--------------------|----|-----------------|----|
| Washington Report | 4 | TV News | 20 |
| What's New | 8 | Brad Messer | 21 |
| Ratings & Research | 14 | Media Marketing | 22 |
| Street Talk | 18 | Picture Page | 23 |
| Gary Owens | 20 | Opportunities | 61 |

formats

| | | | |
|------------------------|----|-------------|----|
| Contemporary Hit Radio | 24 | Country | 48 |
| News/Talk | 36 | Pop/Adult | 55 |
| AOR | 37 | Black Radio | 58 |

staff

Editor & Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN
Executive Editors: KEN BARNES, JOHN LEADER
Art Director: RICHARD ZUMWALT

Contemporary Hit Radio Editor: JOEL DENVER
Country Editor: JIM DUNCAN
Nashville Editor: BIFF COLLIE
AOR Editor: JEFF GELB
Pop/Adult Editor: MIKE KASABO
Black Radio Editor: BILL SPEED
News/Talk Editor: GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Associate News Editor: DON WALLER
Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES,
SANDRA BOBEK, CAROLYN PARKS, SYLVIA SALAZAR
Research: JACK TOOTHMAN, CLAUDIA STEWART

Creative Consultant: MARK SHIPPER
Associate Art Director: MARILYN FRANDSEN
Photography: ROGER ZUMWALT
Production Directors: LESLIE HALPERN, RICHARD AGATA
Typography: KENT THOMAS, ELIZABETH WESTON,
GARY VAN DER STEUR

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004
Washington, DC 20036, (202) 466-4960
Bureau Chief: JONATHAN HALL
National Sales Director: BARRY O'BRIEN
Washington Editor: BRADLEY WOODWARD
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY

Vice President, Business Affairs: ROBERT KARDASHIAN
Advertising Rep: RICK HAROLD
Marketplace Coordinator: PAM BELLAMY
Office Manager: NANCY HOFF
Controller: MARGARET BECKWITH
Assistant: CAROL TAYLOR
Circulation: KRISANN AGLIO

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, L.A. CA 90067 (213) 553-4330. Subscriptions \$140 per year or \$45 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, Parahits, and Street Talk are registered trademarks of Radio & Records. Applications by Radio & Records, Inc. for registered trademarks pending for National Airplay/30, Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand and Japan. 1981 Radio & Records, Inc. A division of Harle Hanks Communications.

Washington Report

NAB OPPOSITION FIRMED

Brazilian Meetings Call For Comparative 9 kHz Study

Meetings of the CITEL (International Telecommunications Conference) working group and the Panel of Experts (POE) held recently (January 19-30) in Portaleza, Brazil resulted in a call for a comparative study to be conducted by the POE on 10 kHz spacing (our present system) vs. 9 kHz reduced spacing, utilizing either the U.S.-favored 4 kHz shift plan or the Canadian-favored 9 kHz shift plan. Wilson La Follette, Chief of the FCC Broadcast Bureau's Technical & International Division, served as head of the U.S. delegation for the meetings, and described them as "productive and informative."

Which Plan Is Best?

La Follette continued, "The study that the POE (consisting of delegates from the U.S., Canada, Mexico, Cuba, Uruguay, Argentina, Brazil, and Peru) will conduct begins April 22, running for eight weeks. This comparative study will be a computer study of interference conditions present under each plan as provided by IFRB (International Frequency Regulatory Board), and will try to resolve the incompatibilities of each plan (economic and technical) and identify potentials for each plan. The report is due August 10.

"If a consensus opinion is reached by all members," he told R&R, "then a recommendation will be drafted from the study. If not, then the administrations of each country will be at liberty to study the comparisons and reach their own conclusions for the November 1982 Region 2 Conference in Rio de Janeiro."

U.S. Position Remains Positive

La Follette added, "We are still in favor of the 9 kHz reduced spacing plan utilizing the 4 kHz shift. This was stressed at the meetings. We are also open to a reversal of that opinion should it be demonstrated that 9 kHz reduced spacing is not in the best interests of the U.S. Economically, South America does not have the problems involved in converting to 9 kHz reduced spacing. They utilize far fewer directional antennas than Canada, Mexico and the U.S., so this does not present the eco-

nomical and technical considerations we have to study and take into account."

La Follette concluded, "We did not discuss Cuba's inventory proposals for 100 kw non-directional stations because we have not completed all of our studies associated with their proposals."

Broadcasters Represented By Johnson

Other members of the U.S. delegation taking part in the meetings were Steve Selwyn of the FCC's Office of Science & Technology, Louis Stephens of the Broadcast Bureau, Bill Jahn of the State Department, James Washburn of NTIA, and ABES (American Broadcast Engineering Standards) Executive Director Wally Johnson, who was praised by La Follette: "(Although he) came on recently as a delegate, he was a major contributor to the final conclusions."

NAB Opposes 9 kHz

NAB's Radio Board last week voted to officially oppose 9 kHz reduced spacing. At its winter meeting in Scottsdale, AZ, the board zeroed in on the potential for "increased interference, decreased service area and disadvantages to consumers through disruptions in service and receiver obsolescence, and direct financial costs to the broadcasting industry."

NAB Board Chairman Tom Bolger told R&R, "Until now it was impossible for any organization to oppose it without having enough of its own data to back it up. We spent over \$100,000 in gathering our data and evaluating 9 kHz, and only after we had this economic and technical data did we take this new position."

To meet what it perceives as the continuing threat of reduced spacing, the board voted to extend the life of its Radio Allocations Task Force until January 31, 1982.

Deregulation

Continued from Page 1

Sen. Schmitt said, "Statutory deregulation is the most effective way to insure timely deregulation." He added that during extensive hearings in the last Congress "it became clear to me that a general consensus had developed among industry and government representatives that radio broadcasting should be deregulated."

Schmitt's revocation proposal would allow 60 days from the day of an alleged violation of the Communications Act for a party to file a petition with the FCC. The licensee would have 30 days to respond. If no serious dispute on the facts existed, the FCC could act immediately to either revoke the license or throw out the petition. In the case of "a substantial and material question of fact," the FCC would have to schedule a hearing "expeditiously" and issue a decision within 30 days.

The bill would also require the FCC to report to Congress annually on further deregulation efforts and report within three years on what it had done to promote new and diverse sources of radio programming.

NRBA Euphoric, Others More Cautious

NRBA Executive VP Abe Voron is "euphoric" because the Schmitt bill is virtually identical to a measure drafted three years ago by NRBA, greeted at the time, he recalls, as "crazy, visionary and far-fetched. The idea of a radio-only deregulation bill - that seemed so far in the distance. Well, here it is."

According to Voron's analysis, the Schmitt bill would virtually eliminate the most frequent causes of license challenges, such as public interest, ascertainment, and employment complaints. He said revocation petitions could only be filed for specific violations of Section 312, such as misstatement of fact and fraud. "They are rarely ever able to make a case on the basis of egregious conduct," said Voron. "This provides that the only reason for revocation would be practically criminal acts."

Jerry Blum, VP/GM at WQXI/Atlanta, said he would be "more comfortable" with a 10-year license period without the revocation procedure. "God forbid if everyone who thinks they have a gripe out there feels they can get your license. It could be a field day."

WMC/Memphis GM Don Meyers agreed that renewal every three years is too frequent, but he still supports the renewal process. "Personally, I think to be introspective, which is what happens when you renew your license, is not a negative procedure."

However, Jim DeCaro, VP/GM of WFIL & WUSL/Philadelphia, supports indefinite licensing with revocation for cause. "This way when somebody comes in they're filing against a specific issue and you can address yourself to that."

NAB's Shaun Sheehan told R&R, speaking of the Schmitt bill, "We're for it."

Wirth Takes Over Restructured House Telecommunications Subcommittee

Rep. Tim Wirth (D-CO) was elected Chairman of the revamped House Telecommunications, Consumer Protection & Finance Subcommittee last week. Seventeen members were named to the panel, including six newcomers.

The new subcommittee was given its new powers over consumer protection and finance in a successful power play by Energy & Commerce Committee Chairman John Dingell (D-MI) to abolish the issues' previous home so he could create a new energy subcommittee.

Before being elected to Congress in 1974, Wirth served the Arthur D. Little Co. as Rocky Mountain manager (1971-74), was Vice President of Great Western United Corp. (1970-71), and was Deputy Assistant Secretary of Education at HEW (1969-70).

Wirth has been careful to avoid public statements making legislative commitments, and issued only a brief statement making no direct reference to radio. "It is my intention to foster competition in the telecommunications industry, to deregulate where appropriate, and to provide a more technologically productive and freer marketplace for consumers," he said.

Press aide Bill Wiley described Wirth as "a consensus, coalition-building kind of person," and said he fully expects the subcommittee's main efforts to be in the communications area, despite its new jurisdiction over such issues as airbags, highway safety, and the



Tim Wirth

Securities & Exchange Commission.

Returning members of the Telecommunications Subcommittee are Thomas Luken (D-OH), Ronald Mottl (D-OH), Edward Markey (D-MA), Al Swift (D-WA), Henry Waxman (D-CA), John Dingell (D-MI), James Collins (R-TX), Carlos Moorhead (R-CA), Marc Marks (R-PA), and James Broyles (R-NC).

New members of the subcommittee are Cardiss Collins (D-IL), James Scheuer (D-NY), W.J. (Billy) Tauzin (D-LA), Matthew Rinaldo (R-NJ), Thomas Tauke (R-IA), and Thomas Bliley (R-VA).

WILL NOT SEEK ANOTHER TERM

Commissioner Washburn Will Leave In '82

FCC Commissioner Abbott Washburn has made public his decision not to seek another term when his appointment ends June 30, 1982, after eight years at the FCC. "It is not in my game plan to have another seven years here," he told R&R.

Washburn emphasized the burden of the position of Commissioner: "This is really a very hard job, and because of the Communications Act, we are limited to the amount of staff to help sift through all of this material so that when it comes time for a vote, we know what is being voted on."

"The Commission will be very different by then with a new Chairman and several new faces replacing Lee, Brown, and Ferris. I need a break from the pressure and will spend time listening to music, playing the piano and maybe serving on a couple of boards," Washburn concluded.



Abbott Washburn



EMPTY CHAIR FOR FERRIS — Chairman Charles Ferris's chair was vacant at FCC's January 29 meeting, the first following an announcement last week that Ferris will remain as Chairman through April 10, but take part in no Commission proceedings. The arrangement enables him to serve out a full 25 years in the federal government for pension purposes. The meeting, chaired by senior Commissioner Bob Lee (left), was the last for Commissioner Tyrone Brown, who won a round of applause when he left early to avoid conflict of interest on pending matters he'll handle in his new role as Washington communications attorney. Commissioner James Quello is at right.

TWICE IS NO ACCIDENT.



DOUBLEDAY'S WLLZ IS DETROIT'S NUMBER ONE MUSIC STATION IN JUST ONE BOOK!

A couple of years ago when we launched KWK/WWWK in St. Louis, and we became the number one music station in that city in our very first Arbitron, people said "that's great... but let's see them do it again." So, a few months ago when we paid a record price for an FM station in Detroit, there was a lot of discussion. People were wondering if St. Louis was a fluke.

Well, WLLZ, "Detroit's New Wheels," is the number one music station in Detroit. We beat all the competition by becoming #1 in 18 to 49 adults and #1 in teens*...and we did it in less than three months from our start-up. What more do you want? Nobody does that... except Doubleday.

DOUBLEDAY BROADCASTING IS AMERICA'S MOST COMPETENT RADIO GROUP.

WLLZ-FM
Detroit

KWK/WWWK**
St. Louis

KDWB AM/FM**
Mpls/St. Paul

KHOW AM/FM
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

Represented Nationally by RAR and Eastman Radio (KHOW)

*Source: Arbitron Oct./Nov 1980 M-Sun 6am-Mid. AQH subject to limitations stated by Arbitron.

**KDWB-FM / Richfield, Mn—WWWK-FM / Granite City / St. Louis.

FCC: At A Glance

WEVD-AM Sale Approved Amid Protest

The FCC last week (1-29) approved the sale of WEVD/New York from the Forward Association, Inc. to Salem Media Corp. after receiving over 1800 letters and objections to the sale and a petition to deny from the Coalition To Save WEVD. Concern arose from the coalition and listeners over the loss of Italian-language and Jewish-content programming as a result of the sale. The FCC overlooked these objections when Forward, which also owns WEVD-FM/New York, proposed increases in programming for Italian and Jewish programming, which can be found nowhere else in New York.

WMVI On The Air Again

WMVI/Mechanicville, NY has been given permission to begin broadcasting again after being off the air for five years due to financial problems. Mechanicville Broadcasting will have 120 days to put the station on the air as a con-

dition to the FCC decision which was finalized last week (1-29).

40-Year FCC

Veteran Dixon Retires

Jullan Dixon, Acting Deputy Chief Scientist for Technology, retired last month (1-16) after 40

years of service at the Commission. Joining the FCC in 1940 as a radio inspector, he also worked in FM and TV broadcast divisions and served as chief of the Technical Research Division, now known as the Research and Standards Division.

Minority AM

Approved In Miami

Barring any appeals, the FCC has given New Continental Broadcasting Co. permission to go on the air with a 100% minority-owned station at 990 kHz in Miami. Continental will use the facilities of WFAB/Miami, which was ordered off the air in 1977. The decision denied the applications of four other companies which sought the frequency.

Washington Street Talk

Vote To Move Expected At FCC

FCC Commissioner Bob Lee told R&R, "Look for a vote on one of several options available to us in finding a new home."

Options which were presented to the full Commission this week by Commissioners Lee and Anne Jones included:

- Staying at 1919 M St.
- Moving to Twin Towers, Rosslyn, VA.
- Examining several locations in DC that are under construction.

The possibility of staying at 1919 M St. becomes more of a reality, as Lee commented: "We are in the middle of several committees on the Hill. There is talk of trimming the agency, and there might be enough room here for everyone after all." The proposal to move to Twin Towers was FCC Chairman Charles Ferris's original idea, which drew fire from Congress and FCC insiders. The move was deemed necessary because the FCC is spread out among five buildings, with several leases expiring soon.

Controversy Erupts Over \$50,000 NAB Perk

Generating some controversy at NAB's winter board meeting last week in Arizona was a successful effort to create a new \$50,000 expense account for the NAB Joint Board Chairman, on top of personal expenses, which are already covered. The funds will go directly to the Chairman's employer, to make up for any losses created by his or her absence from work.

Among the eleven opponents was Chairman Tom Bolger, who told R&R, "The Chairman's responsibility should be based on voluntary contribution of his time and energy to that position. Payment of any form other than direct expenses destroys the relationship a Chairman should have with the NAB staff and membership."

The first benefactor will most likely be Eddie Fritts, the current Radio Board chairman and owner of Fritts Broadcasting of Mississippi, who is expected to be elected Joint Board Chairman in June.

TRADE ASSOCIATION NEWS

Mutual's DeVos To Keynote NAB Radio Assembly

Keynote speaker for the radio assembly at NAB's April convention will be Richard DeVos, President of Amway Corp. and Co-Chairman of Mutual Broadcasting System. DeVos is a cofounder of Amway, which owns Mutual.



Richard DeVos

Hall Of Fame Nominees

President Ronald Reagan and singer Kate Smith will be inducted into the NAB Radio Hall of Fame at Las Vegas convention in April. Nominations were approved last week at the winter meeting of the Radio Board in Scottsdale, AZ.

IRTS To Honor CBS Radio President

The International Radio & Television Society will present its Gold Medal Award for outstanding achievement to CBS Radio President Sam Cook Digges in New York on March 2.

Local Women's Programming To Be Recognized

March 1 is the deadline for stations to submit 1980 women's programs to American Women in Radio & Television for Certificates of Commendation, to be awarded at the AWRT May convention in Washington. This is the first time competition has been expanded beyond network programming to include a separate category for local productions.

Support Reaffirmed For Fulltime Service

The NAB Radio Board last week restated its support for allowing all radio stations to broadcast fulltime. The board urged "the conversion of existing daytime stations into unlimited time facilities," advocating that "this national allocations goal be accomplished without significantly diminishing service by other classes of stations."

The board directed its staff to continue discussions with the Canadian Broadcasters Association (CAB) on allowing U.S. daytimers to operate until 6pm, even when sunset occurs earlier. NAB considered it a breakthrough when the CAB agreed in December to consider for the first time post-sunset operation for American daytimers operating on Canada's clear channel frequencies. If agreement is reached, NAB and CAB would have to convince their respective governments to approve the change.

NAB Budget Up 9.4%

For the new fiscal year beginning in April, the NAB Board approved a budget of \$7,940,000 — an increase of 9.4% over the current budget. That would leave an anticipated surplus of only \$30,000. In case of a shortfall, however, NAB's reserves are estimated at approximately \$4 million.

Deregulation: "Business As Usual" For Radio

On January 14 the FCC voted to substantially deregulate non-technical aspects of radio. R&R's Washington legal advisor, Jason Shrinsky, of the Washington communications law firm Shrinsky, Weitzman & Eisen, took a look at deregulation's immediate future and has some advice to broadcasters on how they should plan to cope with public affairs programming, program logs, and ascertainment under deregulation.

My advice to radio broadcasters now, and once deregulation takes effect, is to observe business as usual. First of all, deregulation probably won't be implemented for 60 to 90 days. And since litigation by public interest groups is likely for several years, broadcasters would be well advised to tread lightly and make sure everything they do would be defensible should deregulation be overturned.

Still Awaiting Deregulation Test

The FCC has yet to issue its report and order, which is the official deregulation text. My information is it won't be released for another two or three weeks. Once it appears in the Federal Register, individuals and public interest groups have 30 days to ask either the FCC or the U.S. Court of Appeals in Washington to block deregulation by issuing a stay. In fact, the United Church of Christ

has already filed, and I'm sure many other public interest groups will file once the report appears in the Federal Register.

I don't believe any stay will be issued. However, you can be certain the public interest groups will litigate deregulation as far as they can. Those suits could leave a dark cloud hanging over deregulation for several years.

Public Interest Must Still Be Served

Once deregulation is implemented, my advice once again is to observe business as usual. With regard to public interest programming, a station could theoretically broadcast all commercials and no news. But my question is, "What happens at license renewal time?" There is still a mandate that the FCC must grant license renewals based upon service to the public interest. I don't personally believe the "issues/program list" the

FCC will require could enable a station to withstand a challenge at the FCC or in the courts unless a great deal of care, attention, and localism is built into it.

Let me stress that keeping the "issues/program list" is no guarantee that your license will be renewed. All the FCC is saying is that if you do this, as a minimum, there is a presumption that runs in your favor.

No Changes In Program Logs

Even though the FCC says you won't have to keep program logs anymore, my question is, "What do you do for the advertiser who needs an affidavit of performance? How do you really know what was or wasn't run on the air?" My recommendation is for stations not to make any changes. Keep the logs exactly as you're doing them because they're your only internal record. No matter what the FCC says, I go back to the old saying: "The big print giveth and the little print taketh away."

Ascertainment: The Fishbowl Is Still There

I think ascertainment is an area where reasonable men will differ.



Jason Shrinsky

But until such time as Congress tells the FCC the law is that people don't have to ascertain to know what the needs and problems are from a public interest standpoint, I ask the question, "How do you defend against someone who says you didn't make a good-faith effort to know what's going on?"

The fishbowl is still there. And as long as you're in the fishbowl

you should see to it you have performed enough protective maintenance to keep the bowl sealed so the water doesn't run out.

Only Congress Can Truly Deregulate Radio

The FCC's decision is a worthy first effort, but it is only a start. I don't think broadcasters should be dancing in the streets. Members of the deregulation task force which began this process ten years ago are to be congratulated because their efforts are finally beginning to bear fruit. But I firmly believe that only Congress can truly deregulate radio.

There's a good chance of a bill passing in this new Congress, especially if the diverse factions in the broadcasting community will get together, horse-trade, and come up with a bill they can all live with.

Broadcasters have an obligation to themselves, the public and the industry to make known the day-to-day problems, pitfalls, and needs of radio to their Congressional leaders in the House and Senate. If they don't do it, they shouldn't be heard to complain about lack of legislation or legislation they find to be unsatisfactory.

B IS FOR **BREAKERS**®



BARBRA & **B**ARRY

THE BACK PAGE®

BREAKERS®

BARBRA STREISAND/BARRY GIBB
What Kind Of Fool (Columbia)

67% of our reporters on it. Moves: Up 100, Same 15, Down 0,
Adds 34 including WABC, WKBW, WRKO, KDWB, WZUU,
WOKY, 13K, WBBF, KC101, WHYN, KTSA, KXX106, Y103,
KSPZ. See Parallels, debuts at number 29.

PRODUCED BY BARRY GIBB, ALBY GALUTEN, KARL RICHARDSON FOR BARRY GIBB PRODUCTIONS AND KARLBY PRODUCTIONS

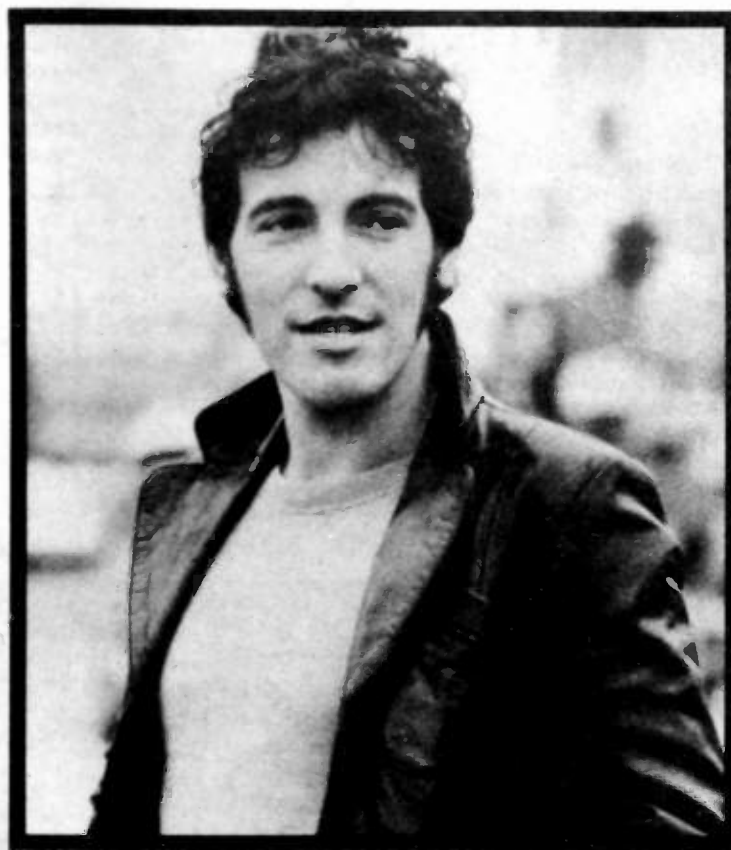
BRUCE **SPRINGSTEEN**

THE BACK PAGE

BREAKERS®

BRUCE SPRINGSTEEN
Fade Away (Columbia)

60% of our reporters on it. Moves: Up 55, Same 38, Down 0,
Adds 42 including WKBW, CHUM, KIMN, WFBR, WTRY,
WBLI, V100, KINT, WERC, WAPE, WAYS, KZ93, WMEE,
KHYT. See Parallels, debuts at number 30.



PRODUCED BY BRUCE SPRINGSTEEN, JON LANDAU AND STEVE VAN ZANDT

ON COLUMBIA RECORDS

WE DON'T JUST MAKE RECORDS: WE BREAK THEM.

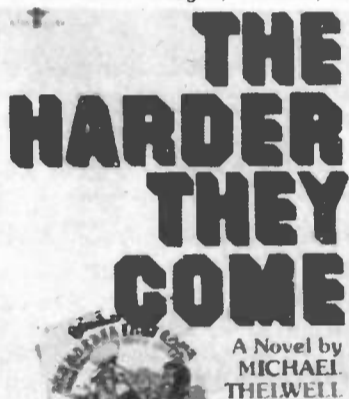


"The Harder They Come" Novel Expands Upon Film

"The Harder They Come," originally a film by **Perry Henzell** to which **Jimmy Cliff** contributed the title song and starred in the role of Ivan Martin, a Jamaican country boy who becomes Number One on the pop charts and the Number One Most Wanted Criminal simultaneously, has recently been transformed into a novel by Jamaican writer **Michael Thelwell**. The book is based (as was the film) upon the true-life exploits of Rhygin, a legendary Jamaican gunman/self-publicist of the 1950's.

While most "novelizations" are shoddily-constructed affairs consisting of large chunks of description added to the film's dialogue, Thelwell, who teaches Third World Literature at the **University of Massachusetts**, has created a work which takes advantage of the strengths of the novel form to expand upon the various historical aspects and cultural nuances that the film (for reason of length, etc.) could only brush upon. Thelwell's research is authoritative and a short glossary of Jamaican slang is thankfully included (the book is written partially in dialect).

Not only is the 395-page book recommended to anyone with an interest in reggae, be they novice or aficionado, but Thelwell's work stands as a textbook example of the complex relationships between popular music and the culture from which it springs. "The Harder They Come" is available for \$7.95 from **Grove Press**.



Dates Set For World Popular Song Fest

The 12th "World Popular Song Festival" will take place from October 30 to November 1 at Nippon Budokan Hall in Tokyo. The **Yamaha Music Foundation**, which sponsors the event, notes that the festival is open to singers and songwriters worldwide as long as their entries are original, unpublished, and meet the Festival's criteria.

Winners of last year's festival included Grand Prix recipient **Mary MacGregor**, Americans **Christopher Cross** and **Rupert Holmes**, Canadian **Dan Hill**, England's **Kiki Dee**, and the **Emly Starr Explosion** from Belgium. The event was broadcast via television on a same-day basis in Japan, where

its audience was estimated at 5 million households. A live tape spotlighting Festival '80 is being offered to interested radio stations as well.

Prospective entrants to this year's festival should have their applications to the Festival Committee by July 10. The completed entry form should contain a bio sketch of the singer or songwriter, a photo of the artist, a demo tape, score, and lyrics. For further information contact **Shin'ichi Sekimoto**, Secretary-General for the **Festival Committee '81**, at the Yamaha Music Foundation, 3-24-22, Shimomoguro, Meguro-ku, Tokyo, Japan; (phone) Tokyo (03) 719-3101.

'Listener-Controlled' Radio News Service In The Works

Dow Jones & Co. has begun market research on a proposed radio service, "Radio II," which would, in effect, allow subscribers to function as the program director at their own all-News radio station. Basically, the service would consist of business, corporate, financial, and economic news broadcast over private radio frequencies to special radio sets that would enable the listener to select only the items that interest him.

Targeted at business people and other professionals, the service will be commercial-free, with subscribers paying \$25 per month for a desktop receiver located in either their home or office. The advantages of "Radio II," as compared to the Dow Jones financial news ticker, is that the new service provides subscribers with only the information that interests them at considerably less expense. No official word on the system's start-up date has been announced as yet.

Duo Develop Disc De-Warping Device

A device capable of straightening warped sound recordings has been developed by **Vincent Camodeo** and **Jan Davis**. Camodeo, an audio technician, claims to have spent three years working on a prototype for this machine. Together with Davis, his partner, the two Palm Springs, CA residents have established the **Record Straight Corporation** which promises to restore warped

albums to their original state with no loss in sound quality at a reasonable price.

Record Straight Corp. operates by mail order, with discounts available to the record industry. For further information contact Record Straight at 1109 N. Palm Canyon Drive, Palm Springs, CA 92262, (714) 320-6418.

RTNDA Announces '81 Award Changes

The **Radio Television News Directors Association (RTNDA)** has made two changes in its 1981 radio and television news awards. The **Edward R. Murrow** awards, previously given for the best documentaries, will now be given to those radio and TV stations that have "maintained the most outstanding overall news coverage and presentation over the span of the preceding year" and the annual editorial broadcasting awards have

been deleted in favor of "continuing coverage" plaques recognizing newsrooms that stay on top of a developing story until it's locked up.

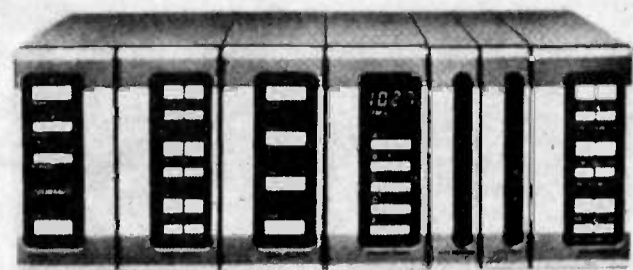
The organization's spot news and investigative reporting awards remain unchanged. Deadline for submission is March 13. For further information contact RTNDA at 1735 DeSales St., Washington, DC 20036, (202) 737-8657.

LIN Posts 4th Qtr., Year-End Increases

LIN Broadcasting Corp. has announced that its year-end net profits increased 19 percent to \$16 million, up from \$13.5 million in 1979. 1980 revenues for the broadcasting firm rose 11 percent to \$64.5 million, up from \$57.9 million in the year-previous.

LIN's net profits for the fourth quarter of 1980 soared 29 percent to \$5.3 million, up from 4.1 million in the comparable period of 1979, while fourth-quarter revenues climbed 11.5 percent to \$18.6 million, up from \$16.7 million in the year-previous period.

Complete Control



Keep your world of entertainment at your fingertips with this **Stereomote** remote control system. The unit hooks up to your existing radio, turntable, or tape deck to allow you remote operation from up to nine different areas. For further information contact Stereomote Inc. at 1845 Utica Ave., Brooklyn, NY.

Taft's 3rd Qtr., 9 Months Net Decline

Taft Broadcasting Co. recently reported that net profit for its third quarter slipped 13 percent to \$6.9 million, down from \$7.9 million in the analogous period of last year. Taft's third quarter revenues likewise plunged 12 percent to \$57.1 million,

down from \$65.1 million during the third quarter of last year.

Net profit for the nine-month period also dipped three percent to \$26.3 million, down from \$27 million in the equivalent period of last year, despite Taft's nine-month revenue rising two percent to \$194.3 million, up from last year's nine-month revenues of \$191 million. Taft attributed the lower earnings to its broadcast and entertainment groups, with the former's performance said to have borne the brunt of an advertising slowdown which Taft does not foresee abating during the coming quarter.

Rock 'N' Roll Underwear: Funky Butt Chic



If rock 'n' roll music sends shivers down your backbone and you just can't sit down, then New York inventor **David Lloyd** has come up with the ideal product for your particular psychographic — rock 'n' roll underwear. Briefly, the bikini-style garment contains a speaker that can be hooked up to any stereo system to create the funkier bottom imaginable.

WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

WLPX 97 fm
Wisconsin's Best Album Rock

**WESTWOOD
ONE**

9540 Washington Blvd., Culver City, CA 90230 • (213) 204-5000

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

ROCK and POP with POP and ROCK

LOVERBOY "Turn Me Loose"

THE ADDS:

WGCL add WAAY add WHFM add KCBN add
 KRBE add WSEZ add WIGY add KQDI add

THE ACTION:

| | | | |
|--------------|-------------|--------------|---------|
| CFTR 35-30 | KPUR 25-20 | Z104 deb 28 | Q106 on |
| CHUM 16-14 | WRKR 32-24 | WDJX deb 37 | WKEE on |
| KUPD 29-25 | KYYA 13 | KYSN deb 30 | KWIC on |
| KINT 27-24 | KOOK 25-19 | 95XIL deb 39 | WCSC on |
| KQ94 30-25 | KRLC 18-12 | WHHY deb 29 | KWEN on |
| KXX106 29-27 | K104 deb 35 | KIMN on | WIKS on |
| WVIC 38-36 | WBBQ deb 30 | WOLF on | KIDD on |
| FM103 29-26 | WOKI deb 26 | WICC on | KTAC on |



Produced by Bruce Fairbairn

CHAMPAIGN "How 'Bout Us"

The Toast Of The Town on These Stations:

| | | | | |
|----------|-------------|------------|----------|---------|
| WTIX add | FM99 add | KVOL 29-25 | KINT on | WRKR on |
| Y103 add | KSLQ deb 23 | WXKS on | FM100 on | |
| 92Q add | WHEB deb 34 | 94Q on | WHBQ on | |

Produced by Leo Graham for B-Line Productions

EARTH, WIND & FIRE "And Love Goes On"

The Love Is Going On:

| | | | |
|--------------|-------------|-------------|---------|
| WFIL add | G100 add 31 | WHOT deb 29 | WGH on |
| WROR add 27 | WAAY add | KJRB 30-26 | WVIC on |
| PRO-FM add | WAXY add | WJBQ deb 30 | Z104 on |
| JB105 add 35 | WSEZ add | WHHY deb 17 | WDJX on |
| WGCL add | WQRK add | WIFI on | KIOY on |
| KFRC add | KTAC add | KRLY on | KENO on |
| KPLZ add | KCPX add | WCKX on | WGUY on |
| WKEE add | WXLO 33-31 | KIIS-FM on | KQDI on |
| | WCAO deb 30 | KJR on | |
| | WHYN 23-22 | KINT on | |
| | WJDX 30-26 | BJ105 on | |
| | CK101 31-27 | KX104 on | |



Produced by Maurice White for Kalimba Productions

COLUMBIA



WE DON'T JUST MAKE RECORDS, WE BREAK THEM.



Reps



MAJOR MARKET RADIO SALES

KEEN-KBAY/San Jose, KXKS-KKJY/Albuquerque, and KERN-KMGN/Bakersfield, CA have announced their affiliation with the national sales rep.



Katz Radio

Dave Frankel has joined the rep's New York sales staff, coming from an account executive position with Mutual Southwest Radio Network's New York office. Frankel previously held sales posts with WBZ/Boston and WPRO/Providence.



McGAVREN GUILD RADIO



SIX-PACK PROMOTION — McGavren Guild Radio recently elevated six of its executive committee members to Executive Vice President posts in recognition of their each having served at least 10 years with the national radio rep firm. Pictured post-promotion are (bottom row, l-r) Les Goldberg, Ellen Hulleberg, and Vincent Bellino; (top row, l-r) Anthony Durpetti, Anthony Malsano, and Richard Sharpe. Company President Ralph Guild is the seventh member of the committee, which is the chief policy-making body for the firm.

Nets

CBS RADIO

Noted sportscaster Curt Gowdy will now anchor a weekday evening sports commentary program, "Curt Gowdy On Sports," which began February 2. The newly-created show airs

Monday through Friday at 7:25pm via the CBS Radio Network's affiliates.

Ap Associated Press

WKRP/Dallas, GA has signed on as the net's 800th affiliate.



RKO



HEART TO HEART — "From Barry, With Love," a two-hour radio special featuring Barry Manilow (left), will be broadcast in stereo by the net via satellite on Valentine's Day weekend (February 14-15). In addition to Manilow's best-known music, the Ron Hummel-produced program includes exclusive interviews with Manilow conducted by RKO Radio's National Music Coordinator Bob Hamilton (right).



"Screen Scenes," the net's film review/interview program, has returned with a new host, KLOS/Los Angeles airstaffer Laura Davis, and an expanded schedule. The show now airs three times per week (Monday, Tuesday, and Wednesday) instead of twice weekly.

ENTERPRISE RADIO

The Avon, CT-based firm announces the opening of a New York City sales and administrative office, located at 1270 Avenue of the Americas, Suite 1907, New York, NY 10020 (212) 582-8677. Janet Shultz has joined the net as an account exec based in the new location.



ABC Information

The net announces eight new affiliates: WPOC/Baltimore, WAXO/Lewisburg, TN; WJSA/Jersey Shore, PA; KICX-FM/McCook, NB; KBFI/Bonnors Ferry, ID; KAGI/Grants Pass, OR; KWIV/Douglas, WY; and KHUG/Medford, OR.



"Enfoque Nacional," National Public Radio's weekly Spanish-language news and feature series, celebrated its second anniversary on February 1. The show is produced by NPR member station KPBS-FM/San Diego.

Syndicators

Alternative Radio Network

WZZX/Louisville becomes the latest affiliate for the "Steve Dahl Breakfast Club" syndicated morning show. The AOR-formatted station will begin airing the satellite-broadcast five-hour program in the first half of February. The net also announces the creation of a toll-free number whereby the Steve Dahl show can be heard live from 6-11am (EST) at (800) 621-8057.

line's Day, is currently available from the Creative Factor firm. Hosted by Don Bleu, the program features a number of interviews with artists such as Kenny Rogers, Barbra Streisand, Earth, Wind and Fire, and Rod Stewart as well as number one love songs from the artists. There are 12 minutes of commercial time available per hour.

Drake-Chenault

Production has been completed on the firm's "History Of Rock & Roll — Silver Anniversary Edition." This marks the third revision for the program, which initially aired in 1968. Bob Olive produced the latest version, which will be available later this year.

Creative Factor

"The Love Makers," a three-hour radio special designed to air on Valen-

Sales

Geismar Foresees Decline In Station Prices

The selling price of radio and TV stations will begin to decrease, with radio station prices levelling out at six to eight times their operating profit, predicted Richard Geismar, Chairman of the Board for Broad Street Communications Corp., at a recent "Investing In Broadcast Stations" seminar in Los Angeles.

According to Geismar, price multiples for stations have been "so far out of line" (often topping 15 times operating profit) for the last several years, that the situation may have peaked. Geismar's reasoning is based upon the law of supply and demand; buyers can no longer afford to buy when they are required to pay 20 percent interest rates on the money they borrow.

Geismar also cited a "greater fool" theory as a factor in escalating station costs. He explained that no matter how high the price paid for a broadcast property, "a greater fool" would come along to pay even more. The result, said Geismar, was that there were now a number of "thinly financed, overly optimistic" operators in the field who don't know how to make money at the current rate of financing.

FIDELIPAC takes NAB AA cartridge standards seriously.

Somebody else takes them for granted.

Running tension. Phase. Overall width. Thickness. Wow and flutter. Fidelipac Master Cart cartridges meet or exceed all current NAB standards. And we can prove it. Something somebody else can't.

We make sure factory loaded Fidelipac Master Cart cartridges meet all NAB standards because they make sense. And they make for a flawless air sound without the mush, swish and gurgle that can make you sound less professional than you really are.

So if somebody tries to tell you their carts meet NAB standards, make them prove it. When they can't, show them the door. And as a parting shot, tell them you use Fidelipac. Because you've got standards too.

See us at NAB Booth 204



FIDELIPAC BROADCAST TAPE CARTRIDGES

Fidelipac Corporation
109 Gaither Drive • Mt. Laurel, NJ 08057 • USA
1WX TELEX 710-897-0254 FIDELIPAC M1LR
609-225-3511

Who knows more about tape cartridges than Fidelipac?

People

New York

Catherine Saxton has been named to the newly-created Manager of Information Services post at Group W (Westinghouse Broadcasting Co.) Saxton comes to the position following a lengthy background in public relations; most recently with the Rowland firm. Concurrent with Saxton's appointment, Charles Furlong has been promoted to Supervisor of Internal Information Services for the firm, coming from his previous post as an Editor/Writer in the same department.



Pacific Arts Drops Records For Videodiscs

The Pacific Arts Corporation has announced its intention to halt manufacture of phonograph records in favor

of a total commitment to videodiscs, effective immediately. The firm will issue its first videodisc, "An Evening

With Sir William Martin," on February 16.

Pacific Arts Chairman of the Board Michael Nesmith commented on the strategy: "Everyone in the industry who knows us knows that this change has been coming for a long time. Our activities in the video business have become so large and profitable that we are unable to effectively continue in the audio-only field, since we need all of our workforce in the growing video area."

Radialchoice: "First Video Record Label"

In a related development, Radialchoice, billing itself as "the first video record label," has been launched at MIDEM '81. Headed by Simon Lait, the label is distributed by Virgin Records through CBS in the U.K. and by EMI Electrola in Germany and the Benelux countries.

Initial release for Radialchoice will be Toni Basil's debut LP, "Word Of Mouth," which will be available on VHS and Betamax videocassettes and videodiscs.

Pinning The Wrap On Records

As we all know, records and tapes make great gifts, and to aid in giving the gift of music, two separate firms have come up with prepackaged "gift cards." The Record Co. is offering a series of packages designed to fit 45rpm singles, cassette tapes and gift certificates, while Bowers Music Wrap has introduced a line of packaging that includes wraps for albums and eight-track tapes as well. You simply slip the record or tape into the specially-designed slot and presto! It's gift-wrapped.

The gift cards' graphics range from sophisticated to whimsical (see example), with the Record Co. providing customers with the option of



creating their own personalized wraps. Prices range from 40 cents to \$1. For further information contact the Record Co. at 1014 Palm St., San Luis Obispo, CA 93401, and Bowers Music Wrap at 5331 N. Tacoma, Indianapolis, IN 46220.

Side One Targets College Markets

Side One Creative Marketing has been formed by former Capitol Records college department heads Will Botwin and David Gerber. The Los Angeles-based firm will address the college marketplace, tying in college radio, campus publications, on-campus concerts, and campus-oriented retail accounts in a direct and com-

prehensive manner.

Each client will benefit from a customized promotional and marketing campaign as well as from a 10-member regionalized national staff, headed by Steve Backer in New York. For further information contact Side One at 1420 North Beachwood Drive, Hollywood, CA 90028, (213) 466-8305.



Gielbert Upped To VP/Sales & Mktg. At Radio Records

Jimmy Gielbert has been promoted to Vice President of Sales and Marketing at Radio Records. Gielbert most recently served as the label's controller for the past year and a half, having previously spent 18 years as Sales Manager for the George Alexander Group.

Jimmy Gielbert



Wilson Named Exec. Producer At RCA/Nashville

Norro Wilson has been named Executive Producer of Artists and Repertoire for RCA Records' country division. Wilson will not only continue to be involved in the production of artists for the label, but will be signing new talent as well.

Norro Wilson

Thorward Named Div. VP/Mktg. For RCA

Richard Thorward has been appointed Division Vice President of Marketing for RCA Records. Thorward comes to RCA with a background in consumer packaged goods marketing, having most recently served as Group Marketing Director of the Diversified Group for the Chicago-based Consolidated Foods Corporation. Prior to joining Consolidated Foods, Thorward was associated with Swift and Company and with Kraft Inc.



Richard Thorward

Hess Named VP/A&R At LAX Label

John Hess has been appointed Vice President of A&R for LAX Records. A 10-year veteran of the record industry, Hess most recently served as President of Marketing Ltd., a firm specializing in the production and marketing of audiophile recordings, having previously been Manager of StandardDisc for Audio-Technica and Director of Marketing for Century Records.

In his new post, Hess will be responsible for the acquisition of artists and artists relations for the newly-pacted CBS-distributed label.



John Hess

Klein Named Financial Dir.; Smith To Publicity Dir. For Island

Mel Klein has been appointed Financial Director/Controller and Ellen Smith has been named Publicity Director at Island Records. Klein, who will serve as the label's chief financial officer for its American operations, comes to Island from his previous post as VP/Finance for Polydor Records.

Smith, who will be responsible for all national and tour publicity for Island artists while in the U.S., previously served as an account exec for the Howard Bloom Organization and the Raleigh Group Ltd., as well as a publicist for the Robert Klein Radio Show.

Zetland, Wunderlich Upped At Columbia

Tony Zetland has been promoted to the newly-created post of Director of Product Management/New Artists, West Coast at Columbia Records. Prior to his joining Columbia Records in 1976, Zetland was associated with CBS Records-U.K. Simultaneously, Rob Wunderlich has been elevated to Associate Director of Product Management, West Coast for Columbia Records (Zetland's previous position).

Ripp Forms Rippchord Records Label

Artie Ripp has announced the formation of Rippchord Records. Ripp, who previously founded Kama Sutra and Buddha Records, will serve as President/Chief Operating Officer for the fledgling firm, with Phyllis Ripp holding down the Executive VP post. U.S. and Canadian distribution for the newly-formed label will be announced shortly.

Oakes Upped To Sr. Operating Officer At RSO Films

Bill Oakes has been promoted to Senior Operating Officer for RSO Films. A 10-year veteran of RSO, Oakes most recently served as Executive Vice President of RSO Films. Prior to his joining RSO, Oakes was a personal assistant to the Beatles. He will remain based at the RSO Films office in Los Angeles.

Pro:Motions

Thompson Elevated To A&R GM At E/A

Carol Thompson has been promoted to A&R General Manager for Elektra/Asylum Records. Thompson most recently served as E/A's A&R Product Manager, having previously been the label's West Coast A&R representative. Prior to her joining E/A in 1973 as Assistant to the Vice President of A&R, Thompson held public relations posts with Jay Bernstein and Rogers, Cowan & Brenner, served as an assistant to the Byrds and the Association, and worked at Davon Music and Top 40 Reviewer.



Carol Thompson

In her new post, Thompson will assist E/A VP/A&R Kenny Buttice by coordinating the label's day-to-day A&R functions. She will be based at E/A's Los Angeles offices.



MURRAY THE K presents three hours of 60's HITS from DEL SHANNON to THE DOORS

PLUS

- ★ Bobby Rydell Drafted
- ★ Joyce Brothers Meets The Beatles
- ★ Rocky & Bullwinkle in Living Black & White

SOUNDTRACK OF THE 60's is produced each week for radio worldwide by Watermark, makers of AMERICAN TOP 40, AMERICAN COUNTRY COUNTDOWN and THE ROBERT W. MORGAN SPECIAL OF THE WEEK.



WATERMARK
10700 Ventura Boulevard
North Hollywood, CA 91604
(800) 423-2502
(213) 980-9490

**"In pro hockey, the
New York Rangers
just took the lead
over..."**

**"I said I'd knock him
out in the fifth (puff,
puff) and I did it!"**

**"As for the *real* reason
the franchise is being
sold..."**



**"With three minutes,
42 seconds left in the
game at the Kingdome,,
the Seahawks have
just scored..."**

NOW! SPORTS FROM SPACE. FOR YOUR RADIO STATION.

EXCLUSIVELY!

5 minute updates every half hour.
Hour after hour. Behind-scenes features.
Personalities. All-night talk show. Inside stuff.
All via Westar III satellite.

Now you've got a powerful new weapon in the ratings and profits war, a space weapon called Enterprise Radio, The Sports Network.



Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact. And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.

ENTERPRISE RADIO. THE SPORTS NETWORK.

40 Darling Drive, Avon, CT 06001. (203) 677-6843

AKRON, OH - WHLO-AM ALBANY, NY - WOKO-AM BUFFALO, NY - WYSL-AM CLEVELAND, OH - WBBG-AM DALLAS, TX - KLIF-AM DETROIT, MI - WNIC-AM
HONOLULU, HI - KHVH-AM HOUSTON, TX - KIRK-AM/FM INDIANAPOLIS, IN - WNDE-AM KANSAS CITY, MO - KBEA-AM KNOXVILLE, TN - WHEL-AM/WIMZ-FM MEMPHIS, TN - WDAI-AM/WQUD-FM
MILWAUKEE, WI - WTMJ-AM MONTEREY, CA - KOCN-FM NASHVILLE, TN - WKDA-AM NEW ORLEANS, LA - WGSO-AM NEW YORK, NY - WWRL-AM/WKHK-FM NORFOLK, VA - WNIS-AM
ROCHESTER, NY - WSAJ-AM SALT LAKE CITY, UT - KWMS-AM SAN FRANCISCO, CA - KDIA-AM TAMPA/ST. PETERSBURG/CLEARWATER, FL - WTAN-AM
TRENTON/PRINCETON, NJ - WHWH-AM TOLEDO, OH - WOHO-AM TUCSON, AZ - KTUC-AM/KNDE-FM WASHINGTON, DC - WMZQ-FM

Ratings & Research

"There is no such thing as a bad book."

Building A Successful Sales Story

With the release of the ratings from the 1980 Fall survey, many sales managers are poring through the Arbitron reports trying to cope with the hand dealt them by Beltsville. Realizing this, one of the panels at the successful RAB Managing Sales Conference in Dallas last weekend dealt with the challenge of building successful sales stories under varying conditions. Co-chaired by the RAB's Dick Montesano and Eastman Radio's Alan Tobkes, the session featured Ms. Sam Paley (of Custom Audience Consultants) dealing with what happens when your 12+ share goes up; Maurie Webster (of the Webster Group) taking on the challenge of coping with a 12+ share that's down; and this writer, who was given the assignment of digging up good news when the share remains stable. An overview of these discussions might be helpful to those of you looking for ways to cope with the fall results.

Are The Numbers Real?

There was unanimity among the panel that before stations make any serious sales or programming decisions it is important to examine the diaries in Laurel to see the reality of the survey data. At CKLW/Detroit, for example, a post-survey diary review helped offset a poor showing. In the winter of '78 a blizzard hit the Detroit area during the sweep, disrupting normal listening patterns as people tuned to News-oriented stations to keep up with school, road and general weather information. Remarks were gleaned from the diarykeepers' comments, and a brochure was put together (called the "Blizzard Book") detailing how diarykeepers who normally tuned to CK had altered their pat-

terns are real, but also look into the estimates for your competitor. Often a station will have a great book in a demo not normally a strong one for the format. A diary review can tell whether or not this was due to a few long-listening diarykeepers, and if so a one-sheet can be put out explaining this fact to the ad community.

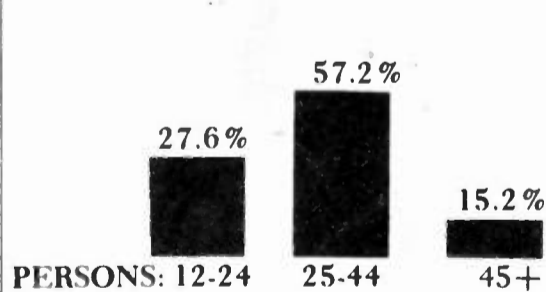
Positioning Strategy

Once the station is satisfied with the veracity of the numbers, it's time to look for your niche in the report. Hopefully, the panelists stated, your station will have built up a credible sales and research image in the ad community, so that when you present your positioning after a survey the approach will be accepted. Each of us emphasized the importance of knowing and finding your discrete sales/programming target, then breaking out data that shows how you did in your real area of concern. What does it matter if your 12+ share remains stable or drops if in your target demo the book is a healthier one than before?

Some examples below can give you an indication of what positioning can mean. At CKLW I analyzed the results through an audience composition analysis on the Market Buy Market© system, getting an idea of how much of the audience fell into the 25-44 sales target for the station. Then analyses of the other leading stations in the market were run showing their profiles. You'll note that through analysis and positioning we were able to show advertisers — who were aiming for 25-44 adults — how much more efficient their expenditures would be on CK than on other leading Detroit area stations.

CKLW

TOTAL METRO AUDIENCE DEMOGRAPHIC COMPOSITION
SOURCE:
(Mon. - Sun. 6:00 a.m. - Midnight, Persons 12 + Avg. 1/4 Hr. Metro J/F '79 ARB)

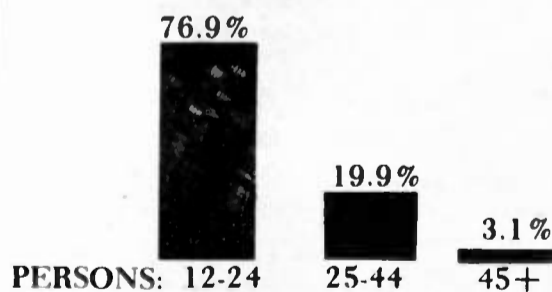


terns during the storm period. This effort was helpful in stemming a tide of revenue that might otherwise have flowed away from the station.

Of course, the post-survey diary review can spot Arbitron processing errors that might have had significant impact on your numbers. Although Arbitron does a professional job given the amount of data handled, errors are bound to crop up. Slogan conflicts, facility form problems, edit or key-entry errors can hurt (or help), and station management needs to know the reality of what occurred. An instance discovered last year was a slogan conflict situation where callbacks had not been done. When this was discovered and the callbacks were eventually completed, one station that had been planning a format change — and which had been having sales trouble — received a boost. Be sure to check not only to see if your num-

WRIF

TOTAL METRO AUDIENCE DEMOGRAPHIC COMPOSITION
SOURCE:
(Mon. - Sun. 6:00 a.m. - Midnight, Persons 12 + Avg. 1/4 Hr. Metro J/F '79 ARB)



Through such positioning pieces we were able to show that other leading Detroit stations were either too heavy 12-24 or 45+, while CK had a balanced and desirable skew. The final touch was a clear overlay of the CKLW profile produced so our salespeople could take the CK figures and compare — by laying the CK numbers directly over the sheet for the competitive station — dramatically showing the advertiser or media buyer the difference in audience composition. You may want to dig out this type of information for your market and your competitive situation.

Apples And Apples

One item on which the panelists in Dallas agreed was that it's important to compare your numbers not only to the previous Arbitron report but also to the comparable report for the previous

Week In Review

Nielsen : No Go

Confirming speculation previously noted here, A.C. Nielsen has decided not to reenter the radio ratings field. According to VP Bill Stelk, Nielsen "does not feel that we'd be able to commit the resources necessary for a quality radio service."

Arbitron Network Report Available

Arbitron's Nationwide Network Report, based on over 300,000 1980 diaries, is available for network and local advertisers. According to Rick Greenhut of Arbitron, one of the unique features of the Nationwide report is that audience estimates are shown by each ADI, providing a market-by-market breakdown for each network, whether wired or unwired. Besides the printed reports, the nationwide data is available through tape access such as IMS, Telmar, or Marketron.

year. There may be seasonal variations in activity in your market that could affect listening — such as a major football team carried in the fall — and part of building a credible sales approach should include comparing apples to apples. Such a trend may also add validity to the Arbitron numbers, since a multi-book trend may help to ease sample wobbles.

The Competitive Environment

When you are analyzing a ratings book and building a sales story, don't just look at your own shares. What about the competition? If you went down, how did they do? Were they down also, and if so was it as much, or even (hopefully) more? What is the multi-book trend for your station versus the competition? Are you more tightly aligned with your sales target than they are? Do they have bigger 12+ numbers, but with more of those in an undesirable sales demo? Look at these and other competitive factors.

Arbitron Changes

Have the rules of the survey game in your market changed? Did ESF or Quarterly Measurement begin in this past sweep? I brought this up as an item for attention because these techniques — when they are first implemented in a metro — can have different impacts on differently formatted stations. You may want to review my columns on ESF and QM for more detail. Explaining these factors to the ad community can help to position your sales story in the proper light.

Three Major Keys

Each in our various ways expressed to the Dallas audience that the three keys to building a successful sales story are analysis, positioning, and planning for the future (or pre-selling). Digging out the reality of the numbers, looking at them in light of your competitive situation, and preparing the market for your sales approach through credible pre-selling are vital. Remember, as Alan Tobkes put it, there is no such thing as a bad book. While this may be an exaggeration for effect, in most cases it just takes the three steps noted above to lay the foundation for a successful sales story.

**Jhan
Hiber**





SUZI QUATRO

PRODUCED BY MIKE CHAPMAN

LIPSTICK

DL 107

KFI add
KINT 36-30
Z102 33-30
 WIFI
 WKEE
 92Q
 WVLK
 KNBQ
 WFBC
 KDZA

WTIX add
WAPE 23-20
WISE 34-31
 KFXD
 WGCL
 KWIC
 WOKI
 WVIC
 KTAC
 95SGF
 KQDI

KRBE add
WBBO 22-18
WSPT 30-26
 KRLC
 WOLF
 Y103
 WSEZ
 WDJX
 FM103
 WCGQ
 KYVA

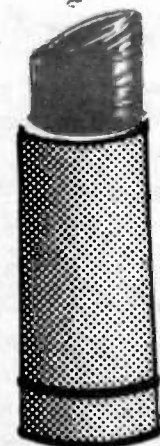
297 add
WSGA 32-29
KCPX deb 40
 WHFM
 BJ105
 WCSC
 KIOY
 WLBZ
 KENI
 KOOK

**FROM THE ALBUM
"ROCK HARD"**



MARKETED & DISTRIBUTED BY RSO RECORDS

DL-1-5006



October/November '80 Arbitron Shares

Los Angeles

(Quarterly Measurement)

KMET Drops; KRLA Leads CHR's

KABC (T) slipped 7.6-6.9 as Dodgers' season ended. KBIG (BM) was up 4.8-5.1, while KFWB (N) jumped 3.8-5.0. KRLA (R/O) became the leading "active" music station, 3.1-4.1, and KHTZ tightened the CHR battle with a 2.3-3.0 rise. Both top AOR's went down, KMET 5.0-3.6 and KLOS 3.4-2.7, while KROQ (A) moved 1.5-1.8 and KWST (A) gained 1.1-1.7. In the Country arena, KLAC slipped 4.0-3.7, while KZLA-FM debuted with a 1.6. KHJ, which changed format in mid-survey, garnered a 1.3 share 12+.

Here's the list of other L.A. stations with a one share or better this sweep:

KACE (B) 8-1.3, KALI (S) 1.7-2.4, KDAY (B) 1.6-1.9, KFAC-FM (CL) 1.0-1.2, KFI (R) 2.7-3.0, KIIS-FM (R) 3.2-3.3, KIQQ (R) 2.8-3.1, KJLH (B) 1.3-1.4, KJOI (BM) 4.6-4.3, KKGO (J) 1.5-1.2, KLVE (S) 1.2-1.7, KMPC (T) 2.9-2.6, KNX (N) 4.0-4.2, KNX-FM (A) 3.2-2.8, KOST (BM) 3.0-2.5, KRTH (R/O) 3.4-3.2, KTNQ (S) 2.0-1.7, KUTE (R) 1.8-1.7, KWKW (S) 1.4-1.0, and XTRA (R) 9-1.0.

San Francisco

(First Quarterly Measurement Survey)

KCBS, KFRC Post Big Gains, KGO Still Ahead

KGO (N/T) remained strong with a stable 9.4-9.3 showing. KCBS (N) moved up 5.1-7.0 to post the biggest advance, while KFRC (R) showed a healthy 4.0-5.1 rise. KNBR (PA) slipped without baseball 4.8-3.4, and KYUU (PA) went 3.7-2.9. KMEL (A) took advantage of KSAN's move to Country, going 2.6-3.2, while KSAN held 2.0-1.9.

Remaining stations with a score of one share or higher include KABL (BM) 2.9-3.0, KABL-FM (BM) stable at 2.7, KARA (PA) 9-1.1, KBAY (BM) 2.0-1.9, KBLX (M) 2.3-2.6, KCBS-FM (R) 8-1.1, KDIA (B) 2.3-1.7, KEEN (C) 1.0-1.7, KEZR (R) 9-1.4, KFOG (BM) 3.7-3.5, KIBE-KDFC (CL) 2.2-1.4, KIOI (PA) 2.8-2.5, KKHI-AM-FM (CL) 1.6-1.7, KLIV (A) 1.2-1.1, KLOK (PA) stable at 1.5, KMPX (BM) 1.7-1.2, KNEW (C) stable at 3.0, KOIT (BM) stable at 2.3, KOME (A) 2.9-2.5, KSFO (PA) 3.0-3.2, KSFY (R) 2.9-3.1, KSJO (A) 1.3-1.2, KSOL (B) 4.8-5.1, KYA (R) 1.5-1.4, and KYA-FM (R) 1.7-1.3.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

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, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Philadelphia

(First Quarterly Measurement Survey)

KYW Remains In Double Digits, WMGK Up Two

KYW (N) continued as Philadelphia's only station in the double digit range 12.1-11.6, but the big story was the rise of WMGK (PA), up again 6.9-9.0 to what GM Larry Wexler believes is the largest share ever recorded in Philadelphia by an FM station. WIP (PA) slipped 7.3-6.6. The Beautiful Music contest saw WEAZ (formerly WDVR) move up 4.5-5.9, while WWSH went 5.5-6.1.

Additional stations with a one share or better were WCAU (N/T) 3.6-4.1, WCAU-FM (B) 3.3-3.6, WDAS (B/T) 2.1-1.4, WDAS-FM (B) 5.9-5.3, WFIL (R) 3.2-3.1, WFLN-AM-FM (CL) 2.4-2.2, WHAT (B) 1.2-1.1, WIFI (R) 1.7-2.7, WIOQ (A) 4.0-3.4, WMMR (A) 5.1-5.3, WPEN (PA) 2.5-3.8, WSNI (PA) 2.3-2.4, WUSL (PA) 3.3-2.7, WWDB (T) 5.2-4.2, and WYSP (A) 3.8-4.1.

San Jose

(First Quarterly Measurement Survey)

KBAY New Number One, KSOL & KFRC Post Gains

Among the San Jose stations KBAY (BM) is the new kingpin, up 4.6-5.9. KLOK (PA) 5.3-4.4 slipped, while KEEN (C) caught an upswing 3.6-4.4. KEZR (R) had a healthy book too, rising 4.0-5.1.

The list of other San Jose stations with a one share or better includes KARA (PA) 4.1-3.7, KFAT (C) stable at 1.6, KIBE-KDFC (CL) 1.7-1.3, KLIV (A) 2.4-2.0, KOME (A) 5.0-5.4, KPEN (PA) 1.4-1.6, and KSJO (A) 2.1-2.6.

San Francisco stations were led as usual by KGO (N/T) 8.7-9.6, while worthy gains were also posted by KFRC (R) and KSOL (B). KSOL rose 4.4-5.7 and KFRC went 2.9-3.9.

Remaining San Francisco stations with a one share or higher in San Jose were KABL (BM) 1.9-2.5, KBLX (M) 1.0-1.7, KCBS (N) 4.4-4.8, KFOG (BM) 3.0-3.5, KIOI (PA) 2.6-2.5, KNBR (PA) 4.1-3.0, KNEW (C) 1.2-1.3, KOIT (BM) 2.7-2.0, KSFO (PA) 1.9-2.2, KSFY (R) 2.5-2.2, and KYUU (PA) 3.8-2.6.

FOR THE RECORD: WOKO (C) registered a 8 to 1.5 12+ share in the Albany October/November Arbitron survey, but was inadvertently omitted from our summary.

New Orleans

(Quarterly Measurement)

WEZB Stays Tops, WNOE-FM Up Almost 6 With Country

WEZB (R) remained the only New Orleans station in double digits, up 10.3-10.7. WNOE-FM (C) more than doubled 4.2-9.9. WTIX (R) slipped 8.4-6.9, and Beautiful Music leader WBYU moved 8.6-8.0. WRNO (A) gained 4.8-6.5, but WSHO (C) tumbled 6.6-2.7.

Other stations with a one share or higher included WAIL (B), formerly WXEL, with a 5.2, WBOK (B) 2.6-3.2, WGSO (N) 5.2-5.6, WNNR (B) 2.8-1.8, WNOE (R) 3.0-2.4, WQUE (R) 5.1-4.5, WSMB (PA) 6.5-5.7, WWIW (BB) 2.0-2.5, WWL (PA) 4.5-4.8, WWL-FM (BM) 3.0-3.1, WYLD (B) 3.6-3.0, and WYLD-FM (J) 7.0-6.7.

Nassau-Suffolk

(Quarterly Measurement)

WBLI Leads Long Island Stations, WNBC Tops All 12+

WBLI (R) kept its hold on the top spot among stations in the Nassau-Suffolk county areas, moving 4.5-4.9. WHLI (PA/BB) enjoyed another up book, 3.6-4.0.

The remaining Long Island stations with a one share plus were WALK-AM-FM (PA) 2.6-2.5, WBAB (A) 1.8-2.7, WCTO (BM) 3.2-2.9, WGBB (PA) 9-1.2, WGSN (PA) 1.5-1.3, WKJY (BM) 1.8-1.5, WLIR (A) 1.9-1.6, and WTFM (PA) 2.5-2.6.

New York City stations penetrate heavily into the Nassau-Suffolk area. Leading the pack again was WNBC (R), up well 7.6-9.0. WCBS (N) slipped 6.7-4.9 and WRFM (BM) dropped 4.8-3.1. Additional NYC stations with a one share or better included WABC (R) stable at 3.0, WBLS (B) stable at 4.1, WCBS-FM (O) 3.9-4.0, WEZN (BM) stable at 1.0, WHN (C) 3.0-2.7, WINS (N) 3.6-3.7, WKCI (BM) 7-1.0, WKTU (R) 2.9-3.0, WMCA (T) 2.0-1.6, WNEW (PA) 1.6-2.1, WNEW-FM (A) 1.4-1.5, WOR (T/PA) 4.1-4.8, WPAT-FM (BM) 1.7-1.9, WPIX (A) 1.0-1.3, WPLJ (A) 4.0-3.4, and WYNY (PA) 2.5-3.3.

STEVE DAHL BREAKFAST CLUB

Now available nationwide on Westar III

Big Music America

Norm Gregory — Vice President and General Manager — KZOK/Seattle.

"It's been great! The response in the local music community has been fantastic! We've had over 600 entries. It's a hell of a promotion and really ties your station into the local music scene."

Don't Just Do A Local "Homegrown" Album When You Can Offer Your Listeners Thousands Of Dollars In Cash And A Recording Contract.

Don't delay, to participate this Spring, call Cindy Black now!! (713) 961-1975

All ratings services are NOT created equal.

| | BIRCH | Arbitron | Mediastat | RAM |
|---------------------------------------|--------------|----------|-----------|-----|
| Monthly reporting | YES | NO | YES | YES |
| Monthly demographic trends | YES | NO | NO | NO |
| Monthly day part trends | YES | NO | NO | NO |
| 7-day cume estimates | YES | YES | YES | NO |
| 7-day quarter hour estimates | YES | YES | NO | NO |
| Hour by hour estimates | YES | YES | NO | NO |
| Demographic cell weighting | YES | YES | NO | YES |
| Ethnic cell weighting | YES | YES | NO | NO |
| Samples unlisted telephone households | YES | YES | NO | NO |

There are many more reasons why The Birch Report has become the #1 monthly radio rating service. Call David Gingold or Tom Birch and discover how The Birch Report can help you program and sell more effectively. 305-753-6043 or 305-945-7842.

The Birch Report

The leader in monthly radio audience measurement.

HOLD ON!

DON'T DO ANYTHING
UNTIL YOU LISTEN TO
THE NEW SINGLE FROM

BADFINGER

"HOLD ON!"

3793



FROM THE SOON-TO-BE
RELEASED ALBUM,
"SAY NO MORE."

RR 16030

ON RADIO RECORDS.

Produced by Jack (Round Mound of Sound) Richardson and Steve (Bic) Wittmack for JAR Productions by arrangement with Freedom Sound Productions, Inc.

- | | | | |
|--------------|------|------|------|
| WDRO | WXIL | WALG | WTAC |
| WIFI | WSPT | WASU | WDJQ |
| KXX106 | WVLK | WGLF | WQEN |
| 94Q (LP cut) | K104 | WQLK | WFOX |
| WVIC | WFBG | WDRC | WJAM |
| | | | WRTB |
| WCOZ | WAVA | KPAS | WCCC |
| WNEW | WBCN | WPLR | WDHA |



STREET TALK

The rumor mill in New Orleans said that a major AM station in the city was about to go Country. However, all the Street Talk was about WTIK, not WNOE. Now that WNOE has quickly converted from CHR to Country (see Page 3), the erroneous WTIK rumor has been traced to an overzealous reporter from a New Orleans newspaper. No, WTIK is *not* changing formats.

Ross & Wilson, who handled morning drive at Z93/Atlanta for the past 2½ years, have resigned from the station effective immediately. The team of Ross Brittan and Brian Wilson, known for their outrageous comedy, will be replaced by Steve McCoy from 92Q & WMAK/Nashville. Reports that Ross & Wilson are currently being courted by a programmer in a top three market were unconfirmed at presstime.

And while the morning men are getting settled in Atlanta . . . John Brandmeier, the very talented young midday personality from WOKY/Milwaukee, has accepted the AM drive slot at KZZP/Phoenix.

Dr. Don Rose gets a new partner in his morning endeavors at KFRC/San Francisco. Former KSAN morning man and legendary AOR personality Steven Capen will coanchor KFRC's AM madness with D.D.R. Capen will do news, commentary, and bits in between the Rose guffaws and rimshots.

In a rather amazing matched set of personnel changes Vernon Slaughter, former VP of E/P/A Black Product, is reportedly becoming VP of Black Product at Columbia. Meanwhile Paris Ely, who was VP/Columbia, would switch to VP at E/P/A.

Street Talk from both Florida and California has former MCA Promotion VP Larry King joining his former Atlantic mentor Dick Kline at Ft. Lauderdale-based Radio Records. No confirmation on this one yet.

Lee Armstrong, who was most recently PD at WVON/Chicago, has accepted the VP/GM post at WLOK/Memphis. Word has it that Lee will officially start his new job around March 1.

Peter McLane resigned his Assistant General Manager position at WCCO-FM/Minneapolis. He is currently entertaining several different options and will reveal his next move in the near future.

Bill McCown is back in as Program Director of WANS-FM/Anderson, SC. Bill, who had originally left the station to program WAIM across town, has now ironed out the differences that separated him from WANS-FM in the first place.

Rick Swig will be leaving Dreamland Records to work in the corporate offices of the Fairmont Hotel Co. Rick, who will be based in San Francisco, can be reached almost immediately at (415) 772-5000 for "any and all future convention bookings." No immediate replacement was named for Rick at Dreamland.

Danny McDuff has been promoted at KLPX-FM/Ft. Worth from MD to PD. Danny replaces Hal Jay, who is now Operations Manager at WBAP/Ft. Worth.

The Station All The Other Stations Listen To

It was a very simple promotion actually. All the listeners who had won anything on KFI/Los Angeles during the month of January became eligible for the grand prize drawing to be held Groundhog Day morning on the Lohman & Barkley show.

The lucky name, selected from all the January winners, would receive a 1981 Mercury Lynx automobile. Monday morning arrived and the winner's name was selected and read on the air.

The catch? The big winner turned out to be Mike Sakellarides, who just happens to be the afternoon drive personality on L.A.'s new Country FM KZLA.

KFI PD John Rook, who took the entire incident in stride, said, "Perhaps now we'll have a special contest just for all the other radio stations in town." We reassured John that, if nothing else, his winner proves that KFI runs totally legitimate contests, and he told us not to stay up waiting for the 8 x 10 glossy of Mike accepting the keys to his new KFI car. Right.

Congratulations to Ron Riley on being upped to Operations Manager for both WCAO and the FM WXYV/Baltimore.

WSAI/Cincinnati morning man Dale Turner has a new female partner for AM drive. Patty Spitler joins Dale in mornings, which marks the first male-female morning team in the station's history.

Bob Savage, who exited as PD of WNOX/Knoxville last year to attend law school, is now consulting WIVK/Knoxville. Bob hasn't left his study of the law by any means . . . in fact he scored high marks in his first quarter.

Sammy Kaplan and Jan Mitchell have teamed up to form the new independent promotion firm of American Airplay located in Los Angeles.

WAPE/Jacksonville will convert from CHR to Country at 3pm today (2-6). Apparently the new owners of the station had already set their format change plans before the recent 6.3-8.3 ratings increase came through. Either way, current PD Paul Sebastian is to be congratulated for a very strong final CHR book on the AM giant.

Hats off to WAXY/Ft. Lauderdale PD Rick Shaw on being named RKO Program Director of the Year at the company's recent annual corporate meetings.

KRSP/Salt Lake City began 24-hour operation with its AM station on January 27. KRSP was one of the three AM stations with generator power supplying news information to Salt Lake City residents during the recent power outage in Utah which affected over 1½ million people.

The Flip Side of the News

WILD WORLD OF NEWS

A NEWS SERVICE FOCUSING
ON THE HUMOROUS, THE BIZARRE,
THE OFFBEAT!

ASK ABOUT
OUR FREE
TRIAL OFFER

390 N. PALM AVE. #20
LOS ANGELES, CA 90069
(213) 659-9595



DISTRIBUTED BY ATLANTIC RECORDS

Give the gift
of music.



© 1981 Atlantic Recording Corp. A Warner Communications Co.

Donna Summer



Photo: Harry Langdon

*Who Do You Think
You're Foolin'* GEF 49664

THE NEW SINGLE FROM THE GEFEN RECORDS ALBUM THE WANDERER GHS 2000
PRODUCED BY GIORGIO MORODER AND PETE BELLOTTE

MANUFACTURED EXCLUSIVELY BY WARNER BROS. RECORDS INC.
SUSAN MUNAO MANAGEMENT CO., INC.





First, let me dip my luminous ladle into this delicious CREAM OF NOWHERE CHOWDER and ponder all the stuff that has reached the semi-comatose desk of the GO column:

The battle for the youngest radio manager rages . . . According to Tim Garvey and Jim Veldhuis of WLMT in Wilmington, IL, they have the title!

Their GM is 21-year-old Don Beno! Congratulations, Don — you have now been mythologized here at Radio & Records, and continued success with your fine adult contemporary format. (We'll pause for a moment as all the older codgers — over 21 — jostle their way into the management restrooms to look in the mirror and search for crow's feet.)

Tim and Jim had read my item about talented young GM Scott Noyes of WAGM/Presque Isle, ME.

* * * * *

Larry Ahrens of KOB/Albuquerque interviewed me for a giant radiothon in the fight against diabetes recently . . . and I found out an incredible fact: 50 percent of the Navajo Indians have diabetes, the nation's third biggest killer, and in 20 years, experts predict that 90 percent of the tribe will have this dread illness. Apparently, diet and heredity have combined to contribute to this alarming growth rate. Albuquerque, by the way, was founded in 1706 by the Royal Order of King Philip V of Spain. And it has never been *lost* since.

Just heard from longtime radio great Al Jazzbo Collins

yesterday . . . he's emanating out of KKIS/Pittsburg, CA for a network of stations. And the man from the Purple Grotto continues to sound just fantastic. Al, of course, was a national buy-word while he was waiting at WNEW/New York and came out to the West Coast in the early 60's, when we became close friends.

Earlier, we had chatted briefly when we both worked for the Intermountain-Mutual Network in Denver and Salt Lake City. Al noticed me at a gas station in Aurora, CO after I had sprained my wrist trying to squeeze the last drop of gas out of a filling station hose!

(Chancellor Charles Young has always commented that I have the boniest hands this side of the cadaver section at UCLA's medical center!)

* * * * *

Ah English teacher wrote to me last week rebuking all radio people for mispronouncing "trauma." (She had *buked* us earlier.)

She said we vulgarly booby by using "trauma" to rhyme with "How now, brown cow?" as if it's spelled with an "ow" instead of a Greek "Au"!

Made me so nervous I cut my thumb on the typewriter . . . I wouldn't care, except it's the one I *suck* at night (the typewriter, not my thumb!).



Super Bowl Swamps 'Dallas'

The Nielsen ratings computer succumbed to its second consecutive breakdown this week, and therapy was not administered in time for the figures to meet our deadline. Therefore, the ratings listed below are last week's (the week ending January 25), which also missed our deadline. That was the week that the Super Bowl finally did what no other program has been able to do for months — knock "Dallas" out of the top spot. The Eagles-Raiders game earned a 44.4 rating, eclipsing "Dallas" 's 36.4, which in turn overshadowed the No. 3-rated "Dukes Of Hazzard" 's 29.1. CBS won the week, however, by a squeaker, 20.2 to 19.9 for NBC (aided by the game) and 18.0 for ABC. The top 20 follows:

| | | | | | |
|-----|----|-----------------------------------|----|----|-------------------------------|
| — 1 | 1 | Super Bowl XV (NBC) | 9 | 11 | Three's Company (ABC) |
| 1 | 2 | Dallas (CBS) | 14 | 12 | House Calls (CBS) |
| 3 | 3 | Dukes Of Hazzard (CBS) | — | 13 | Inaugural Special (ABC) |
| 6 | 4 | M*A*S*H (CBS) | 13 | 14 | The Waltons (CBS) |
| — | 5 | Trapper John MD (CBS) | 16 | 15 | Real People (NBC) |
| — | 6 | Super Bowl Postgame Show (NBC) | 19 | 16 | Fantasy Island (ABC) |
| — | 7 | The Jeffersons (CBS) | — | 17 | Hart To Hart (ABC) |
| 5 | 8 | Little House On The Prairie (NBC) | — | 18 | Hostage Release Special (CBS) |
| — | 9 | 20/20 (ABC) | — | 19 | Barney Miller (ABC) |
| 8 | 10 | Love Boat (ABC) | 12 | 20 | Dynasty (ABC) |



MELISSA MEETS THE MUPPETS — Melissa Manchester, obviously delighted with her Muppet backup singers, is pictured in a number on the show, which airs variously between February 6-11.

Music On TV

Paul Anka guests on "Barbara Mandrell" February 7, along with T.G. Sheppard, who is also on "Midnight Special" the previous evening . . . Queen appears on "Solid Gold" February 7 via video, as does Paul Simon; Gall Davies is on the February 14 edition . . . Jim Carroll will be on "Fridays" February 6 . . . Hank Williams Jr. guests on "Mike Douglas" February 12; Mel Tillis joins in February 17.

VIDEOSCOPE:

RCA, VHS TOP MEDIASAT VIDEO POLL: Radio listening research firm Media Statistics has begun to ask video questions in its telephone interviews. Conducted in 16 major metropolitan areas, Mediastat's recent findings include RCA's VHS videocassette player is the most popular brand in use (32 percent), followed by Sony's Beta-formatted player (21.2 percent), Panasonic's VHS unit (12.3 percent), Magnavox's VHS player (8.1 percent) and Zenith's Beta player (7.3 percent). The VHS format is the preference of 64.2 percent of those polled; however, Beta gained 3.2 percent to 35.8 percent since the previous poll . . . TOP TEN BEST-SELLING VIDEOCASSETTES FOR DEC. '80: According to Merchandising magazine, the best-selling videocassettes during December 1980 were 1) "Alien" (number one last month as well) 2) "The Muppet Movie" 3) "Superman" 4) "10" 5) "The Rose" 6) "Enter The Dragon" 7) "The Godfather" 8) "Halloween" (up 15 spots on the chart) 9) "Coal Miner's Daughter" (with a 24 point jump) and 10) "The Godfather II". Biggest debuts were "A Clockwork Orange" (17) "The African Queen" (34) and "Emmanuelle — Joys Of A Woman" (38) . . . THREE 70's HORRORSHOWS AVAILABLE FROM NOSTALGIA MERCHANT: The Nostalgia Merchant has added "The Vault Of Horror," "And Now The Screaming Starts" and "Asylum" to its line of videocassettes. The three films were produced in England during the 1970's by Amicus Films with "Asylum" featuring the scripting talents of Robert "Psycho" Bloch. Whoo kids, pretty scary stuff . . .

5
YEARS AGO
TODAY

Radio & Records

- ★ AL COURY RESIGNS AS SR. VP/A&R AT CAPITOL — Exit follows 18 years at company.
- ★ AL BRADY NAMED PD AT WHDH/BOSTON
- ★ CAPITOL SHIFTS EXECUTIVE STRUCTURE — Don Zimmermann named Exec. VP, Bruce Wendell VP/Promotion, Jim Mazza VP/Marketing.
- ★ NUMBER ONE FIVE YEARS AGO: "50 Ways To Leave Your Lover" - Paul Simon (Columbia)
- ★ NUMBER ONE COUNTRY: "Don't Believe My Heart Can Stand Another You" - Tanya Tucker (MCA)
- ★ NUMBER ONE LP: "Desire" — Bob Dylan (Columbia)

BRAD MESSER



You Feel Deregulated Yet?

Do you see any definite signs yet? Any hour now, from what some people are saying, the first ragged bands of unemployed newspeople will drift toward the outskirts of town, moving in like hunger-driven coyotes. No one knows who will be in that first wave. Maybe the woman who interviews City Council members for "Perspective" at 4am Sundays. Perhaps the Public Affairs Director who keeps the Coke machine stocked and types all that stuff for the Renewal File.

It's this Deregulation that has me worried. It is really beginning to happen and I am terrified that the great bloody ax is about to disengage a great many talking heads. Maybe you're right. Maybe not. Maybe the open marketplace is a more responsive and responsible influence than a bunch of confusing rules you have to pay lawyers to explain. All that is beyond my comprehension. Washington is far away and all those Deregulation things are no more than talk, until something happens directly to me.

So far, nothing has. Oh, well, a couple of little things. I understand we'll be able to stop broadcasting a couple of marginal-at-best programs that helped fill out some former requirement. That'll make us sound better. The front office people seem pleasantly impressed by their little alterations in routine. Until now there have been no confirmed reports of wholesale firings in the News Departments of the nation, but the effect of Dereg may be slightly delayed. Time bomb-like.

No snowball yet, though. No domino. Not even much of a ripple. Lots of opinions, fears and assurances. No real action. It will be more than this, won't it? I mean, these teeny little changes aren't the whole show, are they?

Is this all there is? Are we Deregulated? If some monster is going to make a move, it had better happen pretty soon, or I won't be able to maintain my energized level of Dereg panic.

Truthfully, the level has been dropping off almost daily. No hordes yet reported. Call me if you hear anything, or see any sign, to get my fear-level pumped up again. My sense of well-being is resilient and strongly pushing to take control as the fear fades. (Or that could be because I have a short attention span.) I hope it isn't unAmerican or anything, but I was tired of the hostages before they even had their ticker-tape parade in New York City. Scandalous, I know, but my body just requires a completely different crisis every few days to keep me going.

Deregulation may not have lasting panic power.

CALENDAR

Shakytown '71

MONDAY, FEBRUARY 9: Ten years ago today Southern California shook so violently that freeways buckled, about 1000 buildings were badly damaged, and 62 people were killed. Total damage was in excess of one billion dollars in the Sylmar earthquake of 1971.

The golfball balancing world championship was established a year ago today, when Lang Martin stacked seven new balls one atop the other.

The Boeing 747 was first flown today in 1969. It is the highest capacity airliner, capable of transporting up to 500 passengers. Its top speed is 600 and change.

The Beatles made their first appearance on primetime American TV 17 years ago this date. It was the "Ed Sullivan Show," February 9, 1964.

Mia Farrow is 35. Carole King is 40.

Ol' George's Little Problem

TUESDAY, FEBRUARY 10: Jobs must be done despite lack of resources. Today in 1776 a frustrated George Washington wrote: "Without men, without arms, without ammunition, there is little to be done." He soon managed to find all three and do quite well, accomplishing independence for the American colonies.

American spy pilot Francis Gary Powers, first to learn the Soviets had developed a missile that could reach his aircraft's altitude, found out the hard way. His U-2 was shot out from under him and he parachuted down to two years of captivity. It ended today in 1962 when he was exchanged for a captured Soviet spy.

Donovan is 35. Robert Wagner is 51. Roberta Flack is 41.

Your Timely Reminder

WEDNESDAY, FEBRUARY 11: Here's fair and adequate notice that Valentine's Day is Saturday, so those needing chocolates from the dime store must make their move soon.

How big do lobsters get? Four years ago today, one was caught off Nova Scotia, measuring 3 1/2 feet from clawtip to tail. It weighed as much as a child: forty-four pounds, six ounces.

Thomas Edison born 1847. King Tut's coffin opened 1927. Burt Reynolds is 45. Tina Louise is 47. Eva Gabor is 55.

The Beatles' first American concert was today in 1964 at Washington Coliseum.

Lincoln's Birthday

THURSDAY, FEBRUARY 12: Our Ambassador to Afghanistan, Adolph Duba, was assassinated there two years ago today.

The New York to Paris automobile race got the green flag 73 years ago, and six cars roared off toward the West (going east would have produced deep water almost immediately). The contestants drove to Alaska, were ferried across to Siberia, drove across Russia and onward toward France. The American Thomas Flyer came in first, after putting more than 12,000 miles behind. All this, long before gas credit cards.

Abraham Lincoln born 1809. Charles Darwin born 1809 also. The NAACP founded 1908. Today Joe Garagiola is 55. Lorne Greene is 66. Johnny Rutherford is 43.

Friday The Thirteenth

FRIDAY, FEBRUARY 13: This is one of three Friday the 13ths in 1981. A year ago the American Southwest began getting what would turn out to be ten days of torrential rainfall. Thousands of homes were destroyed and at least 26 people died in Southern California and Central Arizona, which were declared disaster areas a day before the 13-inch rainfall ended.

Jesse James and the Younger brothers robbed their first bank today in 1866, at Liberty, MO.

Kim Novak is 48. Carol Lynley is 38. Sal Bando is 37.

THREE-DAY WEEKEND because of George Washington birthday observance Monday. Enjoy!

FLEETWOOD MAC

"Fireflies"



WBEN-FM
96KX
KBEQ
WOKY
KIMN
KUPD
WHFM
WFLY
WBLI
WPST
WAEB
K104
WHYN
WKEE
V100
KSRR
KRBE
14Q

KWIC
KQ94
WSGN
WAAY
KX104
WCSC
WRVQ
WVLK
WVIC
KWEN
WISM
KEZR
KKXX
KERN
KROY
FM103
KTKT

WFBG
95XIL
Z102
95SGF
WFOX
WCGQ
WISE
KVOL
WANS
KFYR
KENI
KSly
KQDI
KBOZ
KYYA
KOOK
KFXD



on Warner Bros.
Records

Produced by Richard Dashut, Ken Caillat, and Fleetwood Mac



EARTH NEWS welcomes these fine stations to our line-up: KXXY-FM Oklahoma City, KKYK-FM Little Rock, WRBN-FM Macon.

Call Pete Howard (213) 399-4949

131 Ocean Park Boulevard Santa Monica, CA 90405

Media Marketing

Country-Fried Positioning

I have previously discussed the concepts of 1) *positioning* your radio station within a market, and 2) *target audience delineation* as an important task in dealing with radio fragmentation. Recognition of the inherent selectivity of radio is essential in both programming and promoting your station successfully.

Unfortunately, radio people are often prone to believe that *if only* they could program their stations correctly, they would achieve the myth of the past: mass appeal radio. Listeners would flock to their station like fleas to a hound *if only* the proper programming mix could be constructed. Formats rise and fall in the quest for this programming "holy grail." Disco flashed, then fizzled, in terms of mass audience appeal.

Country music is the latest fad. Spurred on by the success of "Urban Cowboy" and the continued surge of "crossover" artists and hits within country music, more and more stations are converting to an all-Country format (three stations in the last six months in Los Angeles alone). All this activity is a great thing for Country radio, but those deeply involved with it must remember that country music is *not* going to become the mass appeal radio of the 1980's. It is enjoying a temporary crescendo of popularity, following which another fad will come along to replace it. Five years from now there will be more Country stations than there were in 1979, but fewer than there are today.

The letter from Ron Fineman of KKAL/Arroyo Grande, printed in Jim Duncan's column (1-16) criticized Country stations for positioning themselves as "cowboys" by having the jocks appear at events wearing cowboy hats, etc. Mr. Fineman asserted that Country radio is "holding itself back" from its potential popularity by this sort of positioning activity, and that Country stations need to promote a different image if they wish to appeal to the masses.

This is a dangerous misconception on Mr. Fineman's part. He is confusing the temporary popularity of country music with the proper positioning for a Country station. Do you really think that a Country station would have any credibility whatsoever if the jocks appeared in public wearing polyester suits with white shoes and belts?

Maybe more than any other format, Country carries a strong lifestyle identification with it. How could a listener truly enjoy songs about 18-wheelers, outlaws, and shotguns and then be turned off by a jock wearing boots and a cowboy hat? The "easy listening" audience is going to find more easy listening on a Pop/Adult station or from the evolving Beautiful Music sound, so I doubt that many listeners are tuning to Country stations for its easy listening quality.

In short, Country radio is not mass appeal radio and it should not be tempted to dilute its position, or image, in the market by attempting to make itself more "mass appeal." Any movement to try to be all things to all listeners is doomed to failure. The radio market is fragmented and will remain so. No one station can capture all segments of the market, so it is best to concentrate on one segment, as long as it is large enough to be profitable.

A detergent analogy may be helpful in underscoring this point. Back in the days before sophisticated market segmentation, the

"Country radio is not mass appeal radio and should not be tempted to dilute its position . . . Any movement to try to be all things to all listeners is doomed to failure."

detergent market consisted of "general household detergent" which was used for everything from washing dishes to doing the laundry. Manufacturers found, through market research, that consumers liked a lot of suds when they were washing dishes but low sudsiness for washing clothes. The solution? General household detergents were formulated to be moderately sudsy. Thus, one product was "mass appeal" — it could do both jobs, but neither very well. Then some bright marketer came up with the idea of two products: a high suds dishwashing detergent and a low suds laundry detergent. The segments were recognized and served well by the combination of two products. Seen many general household detergents down at the supermarket lately?

If people buy multiple detergents to meet their washing needs, it seems clear that they will tune into multiple radio stations to meet their listening needs. The key question for Country radio (or any other format) is not "How do I appeal to everyone all the time?" but "How do I best serve the listeners who tune in — what do they want from my station during the times they are listening to it?"

In the past, Country radio stations may have had a firm grasp on who their listeners were and what they wanted from radio. But that is changing dramatically with the broadening of Country radio's appeal. Now is the time for Country stations to do some research on their audiences — find out exactly who is listening

and why. What do they like and dislike about the station? How much time do they spend listening, and what other stations share their collective ear? What are their music preferences? What other kinds of programming content might they like to hear? Do they want to become more knowledgeable about the origins and evolution of country music? Do they want to get to know country artists better? What other lifestyle characteristics do they possess that you can build on in your programming?

There are clearly opportunities for Country stations to establish themselves in strong market positions during this period of popularity. Country radio is already of much greater appeal than Disco, but something can be learned from the Disco experience. Many Disco stations failed to survive very long, but others have done quite well, in markets where there is a large enough segment of listeners that likes what Disco (or its evolved counterparts Dancemusic and especially Urban Contemporary) radio has to offer. The successful post-Disco stations have tapped that audience, which is far from being a mass audience, and have positioned themselves strongly as the place to tune for dance-oriented music. Disco failed as mass appeal radio, but in modi-

fied form has an important place in the overall "mix" of formats available to listeners.

For Country radio to benefit maximally from its current popularity, it must identify what it is that it does well for its listeners — what can Country radio do better than other formats can? Finding this "unique niche" in the radio market is the key to long-run success.

Perhaps in a small market with few competing stations, a Country station will have to provide a broader programming mix in order to be successful. But, in a large market, with multiple competitors in all formats, a Country station would most likely be better off with a stronger "Country" positioning. There is little room for wishy-washy positioning in a highly-segmented, fiercely competitive market such as radio. You have to find your strengths, build on them, and run with them. As soon as you depart from that formula, you run the risk of being no one's first choice, and a lot of people's fourth or fifth (or lower!) choice.

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



THE PICTURE PAGE

Ullanda Joins Atlantic



Atlantic has signed vocalist Ullanda, with an album called "Ullanda McCullough" just completed with composers/producers Nickolas Ashford and Valerie Simpson. Pictured in the studio are (l-r) Record Logic President Tom Cossie, engineer Jimmy Simpson, Valerie Simpson, Cotillion President Henry Allen, manager Maye James, Ullanda, Nickolas Ashford, and Atlantic/Cotillion VP Everett Smith.

Gold For Ferguson's "Conquistador"



Columbia's Maynard Ferguson was recently awarded a gold record for his "Conquistador" album. Shown at the ceremony are (l-r) Columbia's Ken Sasano, label VP's Terry Powell and Ron Oberman, Ferguson's manager Stuart Ross, Ferguson's daughter Kim, Columbia VP/GM Myron Roth, Ferguson, label VP Michael Dilbeck, Columbia's George Chaltas, CBS International VP Mauri Lathower, and label's Debbie Newman.

Millennium Scores Knockouts



Millennium Records contracted Franke & the Knockouts and set February for the release of the group's first single and album. Pictured (l-r) are Millennium VP Don Jenner, group's lead singer Franke Previte, Millennium President Jimmy Jenner, group's Billy Elworthy and Blake Levinsohn, and label's Ken Franklin; two other Knockouts, Claude LeHenaff and Leigh Foxx, are not pictured.

Yarbrough & Peoples's Party People



Mercury/Polygram's Yarbrough & Peoples recently celebrated the success of their debut LP, "The Two Of Us," and single, "Don't Stop The Music," with a party held at the Max 151 club in Los Angeles. Photo'd at the fete are, left to right: Mercury/Polygram recording artist Robert "Goodie" Whitfield, Mercury/Polygram's Gap Band member Ronnie Wilson, Alisa Peoples and Calvin Yarbrough, Los Angeles City Councilman David Cunningham, Gap Band members Robert and Charlie Wilson, and Polygram's Willie Tucker.

Delbert Gets Roxy Rolling



While performing at L.A.'s Roxy in support of his Capitol/Muscle Shoals Sound debut LP, "The Jealous Kind," and its premiere single, "Giving It Up For Your Love," Delbert McClinton was visited backstage by various label execs. Seen on the scene are (l-r) Capitol's Louie Newman, McClinton, and Capitol's Marsha Costa and Ray Tusken.

Cleveland Samples Whitman



While in Cleveland recently to promote his current "Songs I Love To Sing" album, Cleveland International's Slim Whitman (third from left) was greeted by (l-r) WHK MD Tim Byrd, WMMS PD John Gorman, and Cleveland International's Bill Catino.

What The Fools Believe



EMI/America's Fools take time out for a picture in the midst of recording their new album, which they believe will outperform their first. Pictured (l-r, top) are group's Mike Gerard, producer Vinny Poncia, group's Richard Bartlett, Steve Zaretsky, and Chris Pedric; (l-r, front) group's Stacey Pedric, Bob Schaper, and Doug Foreman.

Knockout Wins Escorts



Knockout Records, a division of Audlofidelity Records, has signed R&B group the Escorts. Shown smiling at the signing are (l-r) group's manager Alva Dwellingham, Audlofidelity Chairman Dan Puglese, Escorts's producer Herschel Dwellingham, and Audlofidelity President Sam Goff.



**John
Leader**



A LOOK IN THE MAILBAG

CHR Correspondence

R&R has always encouraged the kind of ongoing dialogue that exposes us all to new ideas. This week — two letters from radio both addressed to the record industry.

First, KEARTH/Los Angeles Music Director Guy Zapolean on a subject that has been on all of our minds recently.

The Tempo Of CHR

In regard to your article a few months back on the mellowing of CHR, I would like to add a few more comments and address them to the record community.

It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion. Looking back to the Top 40 we knew in the 60's, the music mix was about 60% rock to 25% ballads and 15% R&B. This formula was originally geared to bring in the teens, but it eventually garnered a large adult audience and huge overall numbers for the format. It was the mellowing of Top 40 and the tighter playlists which gave rise to AOR and began the subsequent downfall of Top 40 in many markets.

One must remember that the baby boom generation now dominating 25-34 and beginning to edge into the 35+ demographics grew up with a heavy dose of rock and roll in its daily music diet. People who were listening to Elvis in 1956 are now approaching 40, and the teens of the 60's, who were listening to the Beatles and the Rolling Stones, are now in their late 20's and early 30's. If CHR is to regain its position as the dominant music format, it must harken back to the ideas which made Top 40 great — namely, variety with a balance of rock, R&B, and ballads.

The argument that adults don't like rock is fueled by the failure of many rock songs to materialize as Top 40 hits. One must remember that the soft rock era came in during the early 70's and paved the way for previously MOR acts to be heard on Top 40. As the 70's rolled along programmers tied into the idea of programming "the hits" found it much harder to play the Rolling Stones

alongside of Helen Reddy. When you think about it, a decade has passed since the Top 40 audience has had a steady diet of rock and roll. This audience just isn't used to rock and roll, and rock records have a lot harder time breaking through as hits. Luckily, Los Angeles has had enough stations to choose from, and when one outlet softened up, the audience could still turn to another for rock and roll. This fact paved the way for records like "Another One Bites The Dust" and "Call Me" to be two of the biggest songs of the year in Southern California. And these songs were not only popular with the 12-24 market but with the 25+ demographic as well.

Radio stations in other markets, where the audience had nowhere to turn when the markets softened up, will have to give rock a chance to reestablish itself on CHR and show patience when the 25+ audience doesn't respond immediately. It will in time.

The record industry should encourage its stronger adult artists to do rock songs. Someone like Neil Diamond, who was so successful with rock early in his career, is fully capable of recording a rock hit today. Also with artists like Bob Seger, the record company should not be afraid to make their artists' first or second single releases from albums the rock cuts. "Old Time Rock And Roll" is still one of the most requested Seger tunes on KEARTH even though it was the fourth release from the album. In order to survive, radio must be able to balance the music it plays from a wide variety of tempos. If the record industry isn't making this variety available in the form of a 45rpm release, then programmers may have to begin depending more and more on album cuts to balance their stations' music.

Guy Zapolean
Music Director
KEARTH/Los Angeles

Whether or not you agree with every point Guy makes in his letter, his underlying theme — CHR needs variety in music selection — is a reality.

Both sides of the radio and record relationship are at fault for the kind of overreaction that keeps a particular style (or tempo) of music in the public's ear for

extended runs. When disco music got hot, nearly every record company signed and released new disco product. Contemporary stations reacted quickly and began programming more disco product in reaction to public demand. Now disco still exists as a form of music, but it has returned to its proper level in the overall perspective of CHR's music mix.

With more CHR's outwardly admitting that 25+ is the demographic they seek, more and more softer-

"It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion."

— Guy Zapolean, PD, KEARTH/Los Angeles

sounding tunes are being programmed. Record companies see this trend and add more mellow fuel to the fire by releasing more softer product. The one assumption that may or may not be correct in this entire cycle is the point Guy brings up in his letter: do people over 25 dislike rock and roll? Until that question is answered definitively, CHR's who go the all-mellow route to the adult demographics may run the serious risk of sounding like something their listeners can't relate to.

Pay For Giveaway?

KFIM/EI Paso PD Johnny Thompson has a novel idea for record companies to consider regarding the use of promotional albums for station giveaways and how KFIM is willing to "trade" some very inexpensive advertising for the privilege of picking the prize acts.

Same old argument . . . radio stations are ruining the record business by not exposing enough product and stations only want the top LP's for promotional giveaways.

The truth is record companies need a way of exposing new acts and radio listeners prefer to win the name artists' albums.

Here's an offer from KFIM, one which will give the record companies a way to expose new product and allow us to give away the LP's our listeners want. Here's the deal; for every 10 LP's supplied to KFIM, we will run one spot for that record company advertising any act on their label. As an example: if Columbia supplies us with 50 Wings LP's and 50 Boz Scaggs LP's, we would then run 10 spots for Columbia on any act they choose. All spots would be R.O.S./B.T.A. 6am-12midnight, Sunday-Saturday and all commercials would be sixty seconds in length.

I am sure there are a lot of people who will think this is insane, however, in these times you've got to bend a little to get what you want. It's really simple. We want to choose the LP's we give away on the air and you want to advertise (expose) your new product. We'll try this for three months — February, March and April — and at the end of that time we'll make the decision to continue or not.

If you've got some acts you know just need a little exposure to bust wide open and some top acts we might be interested in, give me a call. Crazy idea or good idea . . . we'll know in three months. Any takers?

Johnny Thompson
Programming Director
KFIM/EI Paso

Johnny's idea may look a little unorthodox, but remember that medium markets are not often lucky enough to have endless supplies of name LP's to give away on the air. KFIM's "trade" arrangement just might be mutually beneficial for the station and any record label willing to give it a try. We'll check back with KFIM in a few weeks to see just what the reaction to Johnny's offer was.

As always, I welcome your comments on any subject that you feel would be of interest to our readers.

WKTU SAYS STAY IN SCHOOL —

The Sugarhill Gang visited WKTU/New York recently to lend their speaking voices to a series of special public service messages urging teenagers to "be cool and stay in school." Several artists have assisted WKTU in recording the announcements which have a common signoff: "Don't take a vacation from your education — stay in school." Pictured at the recording session are (l-r): Sugarhill Gang member Guy "Master G" O'Brien, "Big Hank" Hank Jackson, WKTU PD and morning personality Dale Reeves, "Wondermike" Wright, WKTU programming assistant Bob Bottone, midday jock G. Keith Alexander, and evening jock Carlos de Jesus.



Polygram Restructures Black Music Dept.

Polygram Records Inc. has reorganized its Black Music Department, with Tommy Young named director of Field Promotions for Black Music and Ernie Singleton appointed Director of Black Music Marketing, West Coast for the label. An eight-year veteran of the Phonogram organization, Young most recently served as National Promotion Director for Polygram Records East. Singleton, most recently National R&B Promotion Director at Casablanca Records, had been with the organization since 1976. Both will report directly to Polygram VP/Black Music Marketing Bill Haywood.

Polygram announced its new regional promotion managers as well: they are John Brown, Marcus Martin, Gwen Franklin, Luther Terry, Brenda Smith, Mike Atkins, Ken Bell, Willie Tucker, Walter White, Bruce Knight, and Joe Lewis.

Busby Named VP/R&B Promotion At A&M

Jheryl Busby has been appointed Vice President of R&B Promotion at A&M Records. Busby comes to A&M after holding a similar post with Casablanca Records for the past three years. Prior to joining Casablanca, Busby served as West Coast Regional R&B Promotion Manager at CBS Records. Busby reports to VP/Executive Director of Promotion Charlie Minor.



Jheryl Busby

DO IT TOGETHER IN WINELIGHT

"JUST THE TWO OF US"

E-47103

GROVER WASHINGTON JR.'S MULTI-FORMATTED SMASH

| | | |
|------|------|------|
| WFIL | WAKX | FM99 |
| 94Q | Z104 | KKRC |
| KJR | KEZR | KKLS |
| KPLZ | KIDD | WSPT |
| WFBR | KJRB | KRMG |
| WAEB | KNBQ | WBCY |
| WKEE | KHYT | WIP |
| Y103 | WHEB | KENI |
| WBBQ | WCIR | KQDI |
| 92Q | WSGA | KOOK |
| WRJZ | WFOX | KRLC |
| WVLK | WISE | B100 |
| | WXLK | |

WIOD

Continued from Page 3

ally catering to. If you start playing that music think you'll be very efficient at picking up both male and female listenership in that 35-55 demographic. That's what we're after," Anderson concluded. He added that the station would occasionally play post-1955 records by compatible pop artists.

Anderson continued by analyzing some problems faced by WIOD and other "so-called full-service stations": "You try to cater to some music listenership, you try to put on as much information as possible, and you do a lot of sports, etc., but you're not serving any one group. You're trying to be all things to all people. We want to go back to consistency. We think there's a void in the market."

WNOE-AM

Continued from Page 3

going to use a lot of research to make sure that we have a key in on that demographic. We'll be a little more newsy and add a little more personality than the AM station. They've given me a challenge and a good opportunity — it's a clear channel 50,000-watt facility — I think it's going to be a lot of fun."

Although staffer Bruce Cramer has left the station, Patrick said there were no further staff changes immediately forthcoming. "I told everybody in the staff meeting that if they want to be part of us, they can."

"I don't think anybody stays committed to one format for all of their life unless they're forced to or are unwilling to change," concluded Anderson. "Nevertheless, times change, attitudes change, and music changes. There are obviously an awful lot of people out there who are enjoying country music. The proof of the pudding is in the FM's Arbitron ratings, which we received the day after we made the AM switch. I don't think those numbers are just a one-time fluke."

Shannon

Continued from Page 3

by the same token, I'm real excited with the concept of WTWR as that's the period of radio in which I began." Prior to coming to Detroit, Shannon achieved notable success as a jock at WKBW/Buffalo in the early 60's, as well as writing the Rockin' Rebels' "Wild Weekend" instrumental hit of 1963.

CKLW President Chuck Camroux commented, "Due to various circumstances, we chose not to renew Shannon's contract at the old levels."

Duncan

Continued from Page 3

Allen told R&R that "Jesse spent a lot of time on the road talking to different PD's and we had the chance to talk with others at the Superstars Convention here three weeks ago. We felt John was the best candidate for the job."

"We're going to be doing some very different and unusual things now," continued Allen, "and John's the one to help us with them." Allen explained that these changes would encompass experimenting with Lee Abrams's "Superstars 2" format (see R&R 1-30 for details) and that these changes would begin implementation in 60-90 days.

De Passe

Continued from Page 3

Motown Chairman Berry Gordy commented, "Suzanne de Passe has been involved in every aspect of our company over the last 13 years. She has more taste than anyone I've ever met. I have total confidence in her creative ability and business expertise. I expect great results from Motown Productions in the coming years." De Passe joined Motown in 1968, most recently serving as a VP at Motown Industries.

RAB

Continued from Page 1
ther in income to a station in a major market."

Session topics included personality profiles of radio sales people, organization, tools of the trade, and profitable co-op development. Receptions, suites and luncheons were hosted by TM, Enterprise

Radio, FirstCom, Westinghouse, Broadcast Center, McGavren Guild, Arbitron, Bonneville, and the Webster Group. Participants were impressed by the overall businesslike atmosphere of the conference, cited by Group W's

Harris in his opening address: "This is a spartan, working conference. We're here to get down to the big business of radio." A similar conference is expected, although not confirmed, for next year.



WINNING PANEL — Personality Dynamics' Mark Friedman (at podium) profiles radio sales people's characteristics during the "What Makes Radio Salespeople Winners" panel, while (l-r, seated) Insilco President Fred Walker, WOR/New York's Robert Biernacki, and KAKZ/Wichita's Frank Gunn listen in.

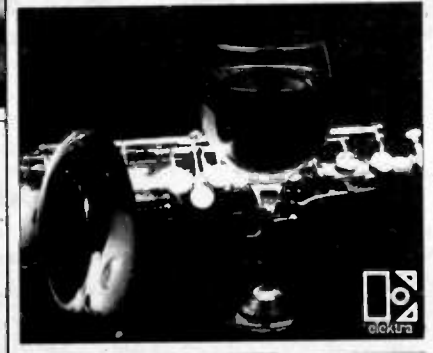
Kale

Continued from Page 1
highest profit levels in 1980.

Kale did not announce any immediate future plans, but indicated that he is considering going into ownership or forming a company of his own.



GROVER WASHINGTON JR.
WINELIGHT



ON ELEKTRA RECORDS AND TAPES

©1981 Elektra/Asylum Records • A Warner Communications Co



Give the gift of music

STEVE DAHL BREAKFAST CLUB

Listen 6-11 A.M. EST (800) 621-8057



**John
Leader**



A LOOK IN THE MAILBAG

CHR Correspondence

R&R has always encouraged the kind of ongoing dialogue that exposes us all to new ideas. This week — two letters from radio both addressed to the record industry.

First, KEARTH/Los Angeles Music Director Guy Zapolean on a subject that has been on all of our minds recently.

The Tempo Of CHR

In regard to your article a few months back on the mellowing of CHR, I would like to add a few more comments and address them to the record community.

It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion. Looking back to the Top 40 we knew in the 60's, the music mix was about 60% rock to 25% ballads and 15% R&B. This formula was originally geared to bring in the teens, but it eventually garnered a large adult audience and huge overall numbers for the format. It was the mellowing of Top 40 and the tighter playlists which gave rise to AOR and began the subsequent downfall of Top 40 in many markets.

One must remember that the baby boom generation now dominating 25-34 and beginning to edge into the 35+ demographics grew up with a heavy dose of rock and roll in its daily music diet. People who were listening to Elvis in 1956 are now approaching 40, and the teens of the 60's, who were listening to the Beatles and the Rolling Stones, are now in their late 20's and early 30's. If CHR is to regain its position as the dominant music format, it must harken back to the ideas which made Top 40 great — namely, variety with a balance of rock, R&B, and ballads.

The argument that adults don't like rock is fueled by the failure of many rock songs to materialize as Top 40 hits. One must remember that the soft rock era came in during the early 70's and paved the way for previously MOR acts to be heard on Top 40. As the 70's rolled along programmers tied into the idea of programming "the hits" found it much harder to play the Rolling Stones

alongside of Helen Reddy. When you think about it, a decade has passed since the Top 40 audience has had a steady diet of rock and roll. This audience just isn't used to rock and roll, and rock records have a lot harder time breaking through as hits. Luckily, Los Angeles has had enough stations to choose from, and when one outlet softened up, the audience could still turn to another for rock and roll. This fact paved the way for records like "Another One Bites The Dust" and "Call Me" to be two of the biggest songs of the year in Southern California. And these songs were not only popular with the 12-24 market but with the 25+ demographic as well.

Radio stations in other markets, where the audience had nowhere to turn when the markets softened up, will have to give rock a chance to reestablish itself on CHR and show patience when the 25+ audience doesn't respond immediately. It will in time.

The record industry should encourage its stronger adult artists to do rock songs. Someone like Neil Diamond, who was so successful with rock early in his career, is fully capable of recording a rock hit today. Also with artists like Bob Seger, the record company should not be afraid to make their artists' first or second single releases from albums the rock cuts. "Old Time Rock And Roll" is still one of the most requested Seger tunes on KEARTH even though it was the fourth release from the album. In order to survive, radio must be able to balance the music it plays from a wide variety of tempos. If the record industry isn't making this variety available in the form of a 45rpm release, then programmers may have to begin depending more and more on album cuts to balance their stations' music.

**Guy Zapolean
Music Director
KEARTH/Los Angeles**

Whether or not you agree with every point Guy makes in his letter, his underlying theme — CHR needs variety in music selection — is a reality.

Both sides of the radio and record relationship are at fault for the kind of overreaction that keeps a particular style (or tempo) of music in the public's ear for

extended runs. When disco music got hot, nearly every record company signed and released new disco product. Contemporary stations reacted quickly and began programming more disco product in reaction to public demand. Now disco still exists as a form of music, but it has returned to its proper level in the overall perspective of CHR's music mix.

With more CHR's outwardly admitting that 25+ is the demographic they seek, more and more softer-

"It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion."

— Guy Zapolean, PD, KEARTH/Los Angeles

sounding tunes are being programmed. Record companies see this trend and add more mellow fuel to the fire by releasing more softer product. The one assumption that may or may not be correct in this entire cycle is the point Guy brings up in his letter: do people over 25 dislike rock and roll? Until that question is answered definitively, CHR's who go the all-mellow route to the adult demographics may run the serious risk of sounding like something their listeners can't relate to.

Pay For Giveaway?

KFIM/EI Paso PD Johnny Thompson has a novel idea for record companies to consider regarding the use of promotional albums for station giveaways and how KFIM is willing to "trade" some very inexpensive advertising for the privilege of picking the prize acts.

Same old argument . . . radio stations are ruining the record business by not exposing enough product and stations only want the top LP's for promotional giveaways.

The truth is record companies need a way of exposing new acts and radio listeners prefer to win the name artists' albums.

Here's an offer from KFIM, one which will give the record companies a way to expose new product and allow us to give away the LP's our listeners want. Here's the deal: for every 10 LP's supplied to KFIM, we will run one spot for that record company advertising any act on their label. As an example: if Columbia supplies us with 50 Wings LP's and 50 Boz Scaggs LP's, we would then run 10 spots for Columbia on any act they choose. All spots would be R.O.S./B.T.A. 6am-12midnight, Sunday-Saturday and all commercials would be sixty seconds in length.

I am sure there are a lot of people who will think this is insane, however, in these times you've got to bend a little to get what you want. It's really simple. We want to choose the LP's we give away on the air and you want to advertise (expose) your new product. We'll try this for three months — February, March and April — and at the end of that time we'll make the decision to continue or not.

If you've got some acts you know just need a little exposure to bust wide open and some top acts we might be interested in, give me a call. Crazy idea or good idea . . . we'll know in three months. Any takers?

**Johnny Thompson
Programming Director
KFIM/EI Paso**

Johnny's idea may look a little unorthodox, but remember that medium markets are not often lucky enough to have endless supplies of name LP's to give away on the air. KFIM's "trade" arrangement just might be mutually beneficial for the station and any record label willing to give it a try. We'll check back with KFIM in a few weeks to see just what the reaction to Johnny's offer was.

As always, I welcome your comments on any subject that you feel would be of interest to our readers.

WKTU SAYS STAY IN SCHOOL —

The Sugarhill Gang visited WKTU/New York recently to lend their speaking voices to a series of special public service messages urging teenagers to "be cool and stay in school." Several artists have assisted WKTU in recording the announcements which have a common signoff: "Don't take a vacation from your education — stay in school." Pictured at the recording session are (l-r): Sugarhill Gang member Guy "Master G" O'Brien, "Big Hank" Hank Jackson, WKTU PD and morning personality Dale Reeves, "Wondermike" Wright, WKTU programming assistant Bob Bottone, midday jock G. Keith Alexander, and evening jock Carlos de Jesus.



Polygram Restructures Black Music Dept.

Polygram Records Inc. has reorganized its Black Music Department, with Tommy Young named Director of Field Promotions for Black Music and Ernie Singleton appointed Director of Black Music Marketing, West Coast for the label. An eight-year veteran of the Phonogram organization, Young most recently served as National Promotion Director for Polygram Records East. Singleton, most recently National R&B Promotion Director at Casablanca Records, had been with the organization since 1976. Both will report directly to Polygram VP/Black Music Marketing Bill Haywood.

Polygram announced its new regional promotion managers as well: they are John Brown, Marcus Martin, Gwen Franklin, Luther Terry, Brenda Smith, Deke Atkins, Ken Bell, Willie Tucker, Walter White, Bruce Knight, and Joe Lewis.

Busby Named VP/R&B Promotion At A&M

Jheryl Busby has been appointed Vice President of R&B Promotion at A&M Records. Busby comes to A&M after holding a similar post with Casablanca Records for the past three years. Prior to joining Casablanca, Busby served as West Coast Regional R&B Promotion Manager at CBS Records. Busby reports to VP/Executive Director of Promotion Charlie Minor.



Jheryl Busby

DO IT TOGETHER IN WINELIGHT

"JUST THE TWO OF US"

E-47103

GROVER WASHINGTON JR.'S MULTI-FORMATTED SMASH

| | | |
|------|------|------|
| WFIL | WAKX | FM99 |
| 94Q | Z104 | KKRC |
| KJR | KEZR | KKLS |
| KPLZ | KIDD | WSPT |
| WFBR | KJRB | KRMG |
| WAEB | KNBQ | WBCY |
| WKEE | KHYT | WIP |
| Y103 | WHEB | KENI |
| WBBQ | WCIR | KQDI |
| 92Q | WSGA | KOOK |
| WRJZ | WFOX | KRLC |
| WVLK | WISE | B100 |
| | WXLK | |

WIOD

Continued from Page 3

really catering to. If you start playing that music I think you'll be very efficient at picking up both male and female listenership in that 35-55 demographic. That's what we're after," Anderson concluded. He added that the station would occasionally play post-1955 records by compatible pop artists.

Anderson continued by analyzing some problems faced by WIOD and other "so-called full-service stations": "You try to cater to some music listenership, you try to put on as much information as possible, and you do a lot of sports, etc., but you're not serving any one group. You're trying to be all things to all people. We want to go back to consistency. We think there's a void in the market."

WNOE-AM

Continued from Page 3

going to use a lot of research to make sure that we can key in on that demographic. We'll be a little more newsy and add a little more personality than the FM station. They've given me a challenge and a good opportunity — it's a clear channel 50,000-watt facility — so I think it's going to be a lot of fun."

Although staffer Bruce Cramer has left the station, Patrick said there were no further staff changes immediately forthcoming. "I told everybody in the staff meeting that if they want to be part of us, they can."

"I don't think anybody stays committed to one format for all of their life unless they're forced to or are unwilling to change," concluded Anderson. "Nevertheless, times change, attitudes change, and music changes. There are obviously an awful lot of people out there who are enjoying country music. The proof of the pudding is in the FM's Arbitron ratings, which we received the day after we made the AM switch. I don't think those numbers are just a one-time fluke."

Shannon

Continued from Page 3

by the same token, I'm real excited with the concept of WTWR as that's the period of radio in which I began." Prior to coming to Detroit, Shannon achieved notable success as a jock at WKBW/Buffalo in the early 60's, as well as writing the Rockin' Rebels' "Wild Weekend" instrumental hit of 1963.

CKLW President Chuck Camroux commented, "Due to various circumstances, we chose not to renew Shannon's contract at the old levels."

Duncan

Continued from Page 3

Allen told R&R that "Jesse spent a lot of time on the road talking to different PD's and we had the chance to talk with others at the Superstars Convention here three weeks ago. We felt John was the best candidate for the job.

"We're going to be doing some very different and unusual things now," continued Allen, "and John's the one to help us with them." Allen explained that these changes would encompass experimenting with Lee Abrams's "Superstars 2" format (see R&R 1-30 for details) and that these changes would begin implementation in 60-90 days.

De Passe

Continued from Page 3

Motown Chairman Berry Gordy commented, "Suzanne de Passe has been involved in every aspect of our company over the last 13 years. She has more taste than anyone I've ever met. I have total confidence in her creative ability and business expertise. I expect great results from Motown Productions in the coming years." De Passe joined Motown in 1968, most recently serving as a VP at Motown Industries.

RAB

Continued from Page 1 other in income to a station in a major market."

Session topics included personality profiles of radio sales people, organization, tools of the trade, and profitable co-op development. Receptions, suites and luncheons were hosted by TM, Enterprise

Radio, FirstCom, Westinghouse, Broadcast Center, McGavren Guild, Arbitron, Bonneville, and the Webster Group. Participants were impressed by the overall businesslike atmosphere of the conference, cited by Group W's

Harris in his opening address: "This is a spartan, working conference. We're here to get down to the big business of radio." A similar conference is expected, although not confirmed, for next year.



WINNING PANEL — Personality Dynamics' Mark Friedman (at podium) profiles radio sales people's characteristics during the "What Makes Radio Salespeople Winners" panel, while (l-r, seated) Insilco President Fred Walker, WOR/New York's Robert Biernacki, and KAKZ/Wichita's Frank Gunn listen in.

Kale

Continued from Page 1 highest profit levels in 1980.

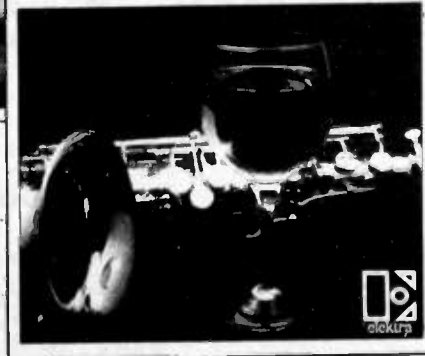
Kale did not announce any immediate future plans, but indicated that he is considering going into ownership or forming a company of his own.

STEVE DAHL BREAKFAST CLUB

Listen 6-11 A.M. EST (800) 621-8057



GROVER WASHINGTON JR. WINELIGHT



ON ELEKTRA RECORDS AND TAPES

©1981 Elektra/Asylum Records • A Warner Communications Co.



Give the gift of music.

CHOOSE THE



DOLLY PARTON

"9 To 5"

PB 12133

| | | | | |
|---------------------|----|---|---|---|
| NATIONAL AIRPLAY/30 | 16 | 8 | 4 | 2 |
| P/A AIRPLAY/30 | 9 | 7 | 4 | 1 |

DON McLEAN

"Crying"

YB 11799

From the album "Chain Lightning"

BXL 17756

| | | | | |
|---------------------|----|----|----|----|
| NATIONAL AIRPLAY/30 | 30 | 28 | 23 | 15 |
| P/A AIRPLAY/30 | — | 30 | 19 | 12 |

millennium RECORDS



DARYL & JOHN HALL & OATES

"Kiss On My List"

PB 12142

NATIONAL AIRPLAY/30 — — 29 27

168 STATIONS/29 NEW ADDS

AVERAGE MOVE +6

RONNIE MILSAP

"Smoky Mountain Rain"

PB 12084

NATIONAL AIRPLAY/30 28 25 24 20



YOU CAN DEPEND ON

HITS ON RCA

ELVIS PRESLEY

"Guitar Man"

PB 12158

WFIL deb 27
WIFI on
WCAO add
WROR add 25

WRKO add
PRO-FM add
JB105 25-22
KVIL on

Z93 add
KSLQ on
WGCL on
WOKY deb 26

KEARTH 21-19
KPLZ add

73 STATIONS/23 NEW ADDS



GRACE SLICK

"Sea Of Love"

The forthcoming single

From The Hit album "Welcome To The Wrecking Ball"

AQL 1-3851

KSHE
WMET
WMMS

WMMR
WIYY
KMET

WPLJ
WCOZ
KILT-FM

KTXQ
WYSP
WKLS

PLUS MANY MORE . . .

LAKESIDE

"Fantastic Voyage"

YB 12129

From their gold album

WXLO 17-14
WXKS 5-3
KFRC 19-14

KIIS-FM deb 29
KCPX add
KHYT 3-2

KVOL 5-1
FM99 4-2

#1 R&B Single: BB, CB, RW



WHISPERS

"It's A Love Thing"

YB 12154

WXLO 16-12
WXKS 14-6
KRLY add
KINT add

KIIS-FM add
KFRC deb 39
KIOY deb 25



RCA TO DELIVER!!

PARALLEL ONEPLAYS

EAST

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
FM 95.5 & AM 1580
Washington D.C.

96 KX
Pittsburgh

WJLB
Stereo

WDC 77
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WJLB
Pittsburgh

96 KX
Stereo

WDC 77
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WABC
Washington D.C.

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WABC
Washington D.C.

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

WDC 77
NEW YORK'S RADIO STATION
New York

98.5 FM Boston

1050 chum
Toronto

WDRQ
Detroit

WABC
Washington D.C.

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

KS95 FM Minneapolis

101.5 FM

1. 101.5 FM
2. 101.5 FM
3. 101.5 FM
4. 101.5 FM
5. 101.5 FM
6. 101.5 FM
7. 101.5 FM
8. 101.5 FM
9. 101.5 FM
10. 101.5 FM
11. 101.5 FM
12. 101.5 FM
13. 101.5 FM
14. 101.5 FM
15. 101.5 FM
16. 101.5 FM
17. 101.5 FM
18. 101.5 FM
19. 101.5 FM
20. 101.5 FM

Chicago

94-9

1. 94-9
2. 94-9
3. 94-9
4. 94-9
5. 94-9
6. 94-9
7. 94-9
8. 94-9
9. 94-9
10. 94-9
11. 94-9
12. 94-9
13. 94-9
14. 94-9
15. 94-9
16. 94-9
17. 94-9
18. 94-9
19. 94-9
20. 94-9

Atlanta

94-Q

1. 94-Q
2. 94-Q
3. 94-Q
4. 94-Q
5. 94-Q
6. 94-Q
7. 94-Q
8. 94-Q
9. 94-Q
10. 94-Q
11. 94-Q
12. 94-Q
13. 94-Q
14. 94-Q
15. 94-Q
16. 94-Q
17. 94-Q
18. 94-Q
19. 94-Q
20. 94-Q

WEST

102.7

1. 102.7
2. 102.7
3. 102.7
4. 102.7
5. 102.7
6. 102.7
7. 102.7
8. 102.7
9. 102.7
10. 102.7
11. 102.7
12. 102.7
13. 102.7
14. 102.7
15. 102.7
16. 102.7
17. 102.7
18. 102.7
19. 102.7
20. 102.7

Los Angeles

KIS FM 102.7

1. 102.7
2. 102.7
3. 102.7
4. 102.7
5. 102.7
6. 102.7
7. 102.7
8. 102.7
9. 102.7
10. 102.7
11. 102.7
12. 102.7
13. 102.7
14. 102.7
15. 102.7
16. 102.7
17. 102.7
18. 102.7
19. 102.7
20. 102.7

KSFX 104 San Francisco

104.3 FM

1. 104.3
2. 104.3
3. 104.3
4. 104.3
5. 104.3
6. 104.3
7. 104.3
8. 104.3
9. 104.3
10. 104.3
11. 104.3
12. 104.3
13. 104.3
14. 104.3
15. 104.3
16. 104.3
17. 104.3
18. 104.3
19. 104.3
20. 104.3

800 CKLW Detroit

98.1 FM

1. 98.1
2. 98.1
3. 98.1
4. 98.1
5. 98.1
6. 98.1
7. 98.1
8. 98.1
9. 98.1
10. 98.1
11. 98.1
12. 98.1
13. 98.1
14. 98.1
15. 98.1
16. 98.1
17. 98.1
18. 98.1
19. 98.1
20. 98.1

WHP 71 Kansas City

71.0 FM

1. 71.0
2. 71.0
3. 71.0
4. 71.0
5. 71.0
6. 71.0
7. 71.0
8. 71.0
9. 71.0
10. 71.0
11. 71.0
12. 71.0
13. 71.0
14. 71.0
15. 71.0
16. 71.0
17. 71.0
18. 71.0
19. 71.0
20. 71.0

JQ105 FM Tampa

105.1 FM

1. 105.1
2. 105.1
3. 105.1
4. 105.1
5. 105.1
6. 105.1
7. 105.1
8. 105.1
9. 105.1
10. 105.1
11. 105.1
12. 105.1
13. 105.1
14. 105.1
15. 105.1
16. 105.1
17. 105.1
18. 105.1
19. 105.1
20. 105.1

101 FM Los Angeles

101.1 FM

1. 101.1
2. 101.1
3. 101.1
4. 101.1
5. 101.1
6. 101.1
7. 101.1
8. 101.1
9. 101.1
10. 101.1
11. 101.1
12. 101.1
13. 101.1
14. 101.1
15. 101.1
16. 101.1
17. 101.1
18. 101.1
19. 101.1
20. 101.1

Denver

101.1 FM

1. 101.1
2. 101.1
3. 101.1
4. 101.1
5. 101.1
6. 101.1
7. 101.1
8. 101.1
9. 101.1
10. 101.1
11. 101.1
12. 101.1
13. 101.1
14. 101.1
15. 101.1
16. 101.1
17. 101.1
18. 101.1
19. 101.1
20. 101.1

64 KFI Los Angeles

64.1 FM

1. 64.1
2. 64.1
3. 64.1
4. 64.1
5. 64.1
6. 64.1
7. 64.1
8. 64.1
9. 64.1
10. 64.1
11. 64.1
12. 64.1
13. 64.1
14. 64.1
15. 64.1
16. 64.1
17. 64.1
18. 64.1
19. 64.1
20. 64.1

102 Cincinnati

102.1 FM

1. 102.1
2. 102.1
3. 102.1
4. 102.1
5. 102.1
6. 102.1
7. 102.1
8. 102.1
9. 102.1
10. 102.1
11. 102.1
12. 102.1
13. 102.1
14. 102.1
15. 102.1
16. 102.1
17. 102.1
18. 102.1
19. 102.1
20. 102.1

63 KDWB Minneapolis

63.0 FM

1. 63.0
2. 63.0
3. 63.0
4. 63.0
5. 63.0
6. 63.0
7. 63.0
8. 63.0
9. 63.0
10. 63.0
11. 63.0
12. 63.0
13. 63.0
14. 63.0
15. 63.0
16. 63.0
17. 63.0
18. 63.0
19. 63.0
20. 63.0

4-100 Miami

100.1 FM

1. 100.1
2. 100.1
3. 100.1
4. 100.1
5. 100.1
6. 100.1
7. 100.1
8. 100.1
9. 100.1
10. 100.1
11. 100.1
12. 100.1
13. 100.1
14. 100.1
15. 100.1
16. 100.1
17. 100.1
18. 100.1
19. 100.1
20. 100.1

101 FM Los Angeles

101.1 FM

1. 101.1
2. 101.1
3. 101.1
4. 101.1
5. 101.1
6. 101.1
7. 101.1
8. 101.1
9. 101.1
10. 101.1
11. 101.1
12. 101.1
13. 101.1
14. 101.1
15. 101.1
16. 101.1
17. 101.1
18. 101.1
19. 101.1
20. 101.1

Denver

101.1 FM

1. 101.1
2. 101.1
3. 101.1
4. 101.1
5. 101.1
6. 101.1
7. 101.1
8. 101.1
9. 101.1
10. 101.1
11. 101.1
12. 101.1
13. 101.1
14. 101.1
15. 101.1
16. 101.1
17. 101.1
18. 101.1
19. 101.1
20. 101.1

64 KFI Los Angeles

64.1 FM

1. 64.1
2. 64.1
3. 64.1
4. 64.1
5. 64.1
6. 64.1
7. 64.1
8. 64.1
9. 64.1
10. 64.1
11. 64.1
12. 64.1
13. 64.1
14. 64.1
15. 64.1
16. 64.1
17. 64.1
18. 64.1
19. 64.1
20. 64.1

WOKY Milwaukee

103.1 FM

1. 103.1
2. 103.1
3. 103.1
4. 103.1
5. 103.1
6. 103.1
7. 103.1
8. 103.1
9. 103.1
10. 103.1
11. 103.1
12. 103.1
13. 103.1
14. 103.1
15. 103.1
16. 103.1
17. 103.1
18. 103.1
19. 103.1
20. 103.1

94-KX WCKX Tampa

94.1 FM

1. 94.1
2. 94.1
3. 94.1
4. 94.1
5. 94.1
6. 94.1
7. 94.1
8. 94.1
9. 94.1
10. 94.1
11. 94.1
12. 94.1
13. 94.1
14. 94.1
15. 94.1
16. 94.1
17. 94.1
18. 94.1
19. 94.1
20. 94.1

103 Dallas

103.1 FM

1. 103.1
2. 103.1
3. 103.1
4. 103.1
5. 103.1
6. 103.1
7. 103.1
8. 103.1
9. 103.1
10. 103.1
11. 103.1
12. 103.1
13. 103.1
14. 103.1
15. 103.1
16. 103.1
17. 103.1
18. 103.1
19. 103.1
20. 103.1

950 Seattle

95.0 FM

1. 95.0
2. 95.0
3. 95.0
4. 95.0
5. 95.0
6. 95.0
7. 95.0
8. 95.0
9. 95.0
10. 95.0
11. 95.0
12. 95.0
13. 95.0
14. 95.0
15. 95.0
16. 95.0
17. 95.0
18. 95.0
19. 95.0
20. 95.0

13K San Diego

13.1 FM

1. 13.1
2. 13.1
3. 13.1
4. 13.1
5. 13.1
6. 13.1
7. 13.1
8. 13.1
9. 13.1
10. 13.1
11. 13.1
12. 13.1
13. 13.1
14. 13.1
15. 13.1
16. 13.1
17. 13.1
18. 13.1
19. 13.1
20. 13.1

101.5 Seattle

101.5 FM

1. 101.5
2. 101.5
3. 101.5
4. 101.5
5. 101.5
6. 101.5
7. 101.5
8. 101.5
9. 101.5
10. 101.5
11. 101.5
12. 101.5
13. 101.5
14. 101.5
15. 101.5
16. 101.5
17. 101.5
18. 101.5
19. 101.5
20. 101.5

104 FM Kansas City

104.1 FM

1. 104.1
2. 104.1
3. 104.1
4. 104.1
5. 104.1
6. 104.1
7. 104.1
8. 104.1
9. 104.1
10. 104.1
11. 104.1
12. 104.1
13. 104.1
14. 104.1
15. 104.1
16. 104.1
17. 104.1
18. 104.1
19. 104.1
20. 104.1

94-KX WCKX Tampa

94.1 FM

1. 94.1
2. 94.1
3. 94.1
4. 94.1
5. 94.1
6. 94.1
7. 94.1
8. 94.1
9. 94.1
10. 94.1
11. 94.1
12. 94.1
13. 94.1
14. 94.1
15. 94.1
16. 94.1
17. 94.1
18. 94.1
19. 94.1
20. 94.1

2-99 Atlanta

99.1 FM

1. 99.1
2. 99.1
3. 99.1
4. 99.1
5. 99.1
6. 99.1
7. 99.1
8. 99.1
9. 99.1
10. 99.1
11. 99.1
12. 99.1
13. 99.1
14. 99.1
15. 99.1
16. 99.1
17. 99.1
18. 99.1
19. 99.1
20. 99.1

950 Seattle

95.0 FM

1. 95.0
2. 95.0
3. 95.0
4. 95.0
5. 95.0
6. 95.0
7. 95.0
8. 95.0
9. 95.0
10. 95.0
11. 95.0
12. 95.0
13. 95.0
14. 95.0
15. 95.0
16. 95.0
17. 95.0
18. 95.0
19. 95.0
20. 95.0

13K San Diego

13.1 FM

1. 13.1
2. 13.1
3. 13.1
4. 13.1
5. 13.1
6. 13.1
7. 13.1
8. 13.1
9. 13.1
10. 13.1
11. 13.1
12. 13.1
13. 13.1
14. 13.1
15. 13.1
16. 13.1
17. 13.1
18. 13.1
19. 13.1
20. 13.1

101.5 Seattle

101.5 FM

1. 101.5
2. 101.5
3. 101.5
4. 101.5
5. 101.5
6. 101.5
7. 101.5
8. 101.5
9. 101.5
10. 101.5
11. 101.5
12. 101.5
13. 101.5
14. 101.5
15. 101.5
16. 101.5
17. 101.5
18. 101.5
19. 101.5
20. 101.5

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

MIDWEST Most Added Hottest
Mail & Oates
Sheena Easton REO Speedwagon
Barbra & Barry
Blondie
Dolly Parton
John Lennon

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
April Wine
Sheena Easton Bruce Springsteen
Steve Winwood
John Lennon
Dolly Parton

MIDWEST PARALLEL TWO

82W/Columbus, OH
Teri Nutter
HALL & OATES
LEO SAYER
RANDY WEISNER
Hottest:
REO SPEEDWAGON 1 1
DOLLY PARTON 9-3
JOHN LENNON 12-4
BLONDIE 4-7
STYX 15 10
KIOA/Des Moines, IA
A.W. Partridge
PHIL SEYMOUR
STEVE WINWOOD
HALL & OATES
Hottest
BLONDIE 1-1
REO SPEEDWAGON 2 2
EDDIE RABBITT 12 8
BOZ SCAGGS 15-9
JOHN LENNON 18-13
KOFM/Oaklahoma City, OK
Chuck Morgan
BLONDIE
BOZ SCAGGS
CLIFF RICHARD
DOLLY PARTON 1 1
BLONDIE 4-2
REO SPEEDWAGON 7 3
DAN FOGELBERG 9 6
JOHN LENNON 13-9
KRAV/Tulsa, OK
Gary Reynolds
STEVE WINWOOD
STEVIE WONDER
ELVIS PRESLEY
Hottest:
DOLLY PARTON 1 1
RONNIE MILSAP 4-2
ROOL & THE GANG 11-7
TERRI GIBBS 20-10
STYX 17 14
KZB3/Peoria, IL
Keith Edwards
NEIL DIAMOND
BRUCE SPRINGSTEEN
BARBRA STREISAND
BLONDIE
Hottest:
REO SPEEDWAGON 1 1
DOLLY PARTON 6 3
JOHN LENNON 13 5
CLIFF RICHARD 12-7
STYX 14-10
WQRD/Grand Rapids, MI
Ray Baker
JOHN LENNON
REO SPEEDWAGON
JOURNEY
NEIL DIAMOND
DOBBIE BROS
HALL & OATES
Hottest:
REO SPEEDWAGON 1-1
DOLLY PARTON 2-2
JOHN LENNON 5-3
STYX 10-5
ROOL & THE GANG 25-15
WHOT/Younstown, OH
Dick Thompson
BRUCE SPRINGSTEEN
ROVERS
Hottest:
DOLLY PARTON 6-1
REO SPEEDWAGON 7 2
JOHN LENNON 8 4
RONNIE MILSAP 17-14
LEO SAYER D 22
WMEE/Fort Wayne, IN
John Curry
STEVE WINWOOD
HALL & OATES
OUTLAWS
BRUCE SPRINGSTEEN
Hottest:
BLONDIE 1-1
EDDIE RABBITT 5 2
DOLLY PARTON 12-5
JOHN LENNON 15-10
ROOL & THE GANG 14-12
WOHO/Toledo, OH
Jeff McCarthy
ROOL & THE GANG
STYX
ELVIS PRESLEY
Hottest:
EDDIE RABBITT 3 1
DAN FOGELBERG 4 3
JOHN LENNON 6 4
CLIFF RICHARD 12-9
NEIL DIAMOND 15-10
WOW/Omaha, NE
J.C. Corcoran
BRUCE SPRINGSTEEN (dp)
BLONDIE (dp)
Hottest:
BLONDIE 1 1
EDDIE RABBITT 4 2
STEELY DAN 7-4
DOLLY PARTON 9-5
JOHN LENNON 12-7
WVIC/East Lansing, MI
Jim St. John
POLICE
BADFINGER
SHEENA EASTON
ELVIS PRESLEY
TERRI GIBBS
YARBROUGH/PEOPLES
JOHN COUGAR
BARYS
Hottest:
REO SPEEDWAGON 4 1
STEELY DAN 1 2
DELBERT MCCLINTON 10-8
BLONDIE 19-10
DOLLY PARTON 31 14
KSTT/Davenport, IA
Mike Kennally
HALL & OATES
BLONDIE
SHEENA EASTON
BARBRA STREISAND
ELVIS PRESLEY
Hottest:
STEELY DAN 4-1
JOHN LENNON 14-4
RONNIE MILSAP 11-5
STEVIE WONDER 16-8
DON MCLEAN 18 14
WISM/Madison, WI
Ruru Starr
BLONDIE
HALL & OATES
FLEETWOOD RAC
Hottest:
REO SPEEDWAGON 10-1
ABBA 18-10
STEVIE WONDER 20-13
STYX 24 15
RONNIE MILSAP 22-17
KEYN-FM/Wichita, KN
Terry Springs
BRUCE SPRINGSTEEN
ABBA
DOBBIE BROS
BARBRA STREISAND
Hottest:
STEELY DAN 2-1
CLIFF RICHARD 5-3
ROOL & THE GANG 6-4
DELBERT MCCLINTON 7 5
JOHN LENNON 15 7
KWEN/Tulsa, OK
Ronnie Curtis
JB SPECIAL
ROLLY HATCHET
STEELY DAN
Hottest:
REO SPEEDWAGON 1 1
PAT RENATAR 9 8
JOHN LENNON 10-7
STYX 11-8
AC/DC 27 17
WYFM/Youngstown, OH
Jeff Tobin
DOLLY PARTON
PAT RENATAR
Hottest:
REO SPEEDWAGON 3-1
ROOL & THE GANG 12-5
JOHN LENNON 15-8
STEELY DAN 11 10
DAN FOGELBERG 18-12
WTWR/Detroit, MI
Kurt Kelly
YARBROUGH/PEOPLES
COM FUNK SHUN
HALL & OATES
SHEENA EASTON
Hottest:
ROOL & THE GANG 2 1
REO SPEEDWAGON 3-2
DELBERT MCCLINTON 15-11
STYX 22-14
JOHN LENNON 21-15
WAXX/Duluth, MN
Bruce McGregor
COM FUNK SHUN
POLICE
TOTO
Hottest:
BLONDIE 1 1
DOLLY PARTON 14-10
STYX 18-12
PAT RENATAR 19-13
AC/DC 27 20
WNAM/Appleton/Oshkosh, WI
Jay Tyler
POLICE
SHEENA EASTON
BARBRA STREISAND
APRIL WINE
Hottest:
REO SPEEDWAGON 1-1
EDDIE RABBITT 3-2
DOLLY PARTON 5 3
STYX 15-7
DELBERT MCCLINTON 13-9
WGBF/Evanseville, IN
B.J. Hunter
CLIFF RICHARD
STEVIE WONDER
PAT BENATAR
Hottest:
BLONDIE 1-1
DAN FOGELBERG 7-4
DOLLY PARTON 13-7
JOHN LENNON 16-11

WVVC/East Lansing, MI
Jim St. John
POLICE
BADFINGER
SHEENA EASTON
ELVIS PRESLEY
TERRI GIBBS
YARBROUGH/PEOPLES
JOHN COUGAR
BARYS
Hottest:
REO SPEEDWAGON 4 1
STEELY DAN 1 2
DELBERT MCCLINTON 10-8
BLONDIE 19-10
DOLLY PARTON 31 14
KSTT/Davenport, IA
Mike Kennally
HALL & OATES
BLONDIE
SHEENA EASTON
BARBRA STREISAND
ELVIS PRESLEY
Hottest:
STEELY DAN 4-1
JOHN LENNON 14-4
RONNIE MILSAP 11-5
STEVIE WONDER 16-8
DON MCLEAN 18 14
WISM/Madison, WI
Ruru Starr
BLONDIE
HALL & OATES
FLEETWOOD RAC
Hottest:
REO SPEEDWAGON 10-1
ABBA 18-10
STEVIE WONDER 20-13
STYX 24 15
RONNIE MILSAP 22-17
KEYN-FM/Wichita, KN
Terry Springs
BRUCE SPRINGSTEEN
ABBA
DOBBIE BROS
BARBRA STREISAND
Hottest:
STEELY DAN 2-1
CLIFF RICHARD 5-3
ROOL & THE GANG 6-4
DELBERT MCCLINTON 7 5
JOHN LENNON 15 7
KWEN/Tulsa, OK
Ronnie Curtis
JB SPECIAL
ROLLY HATCHET
STEELY DAN
Hottest:
REO SPEEDWAGON 1 1
PAT RENATAR 9 8
JOHN LENNON 10-7
STYX 11-8
AC/DC 27 17
WYFM/Youngstown, OH
Jeff Tobin
DOLLY PARTON
PAT RENATAR
Hottest:
REO SPEEDWAGON 3-1
ROOL & THE GANG 12-5
JOHN LENNON 15-8
STEELY DAN 11 10
DAN FOGELBERG 18-12
WTWR/Detroit, MI
Kurt Kelly
YARBROUGH/PEOPLES
COM FUNK SHUN
HALL & OATES
SHEENA EASTON
Hottest:
ROOL & THE GANG 2 1
REO SPEEDWAGON 3-2
DELBERT MCCLINTON 15-11
STYX 22-14
JOHN LENNON 21-15
WAXX/Duluth, MN
Bruce McGregor
COM FUNK SHUN
POLICE
TOTO
Hottest:
BLONDIE 1 1
DOLLY PARTON 14-10
STYX 18-12
PAT RENATAR 19-13
AC/DC 27 20
WNAM/Appleton/Oshkosh, WI
Jay Tyler
POLICE
SHEENA EASTON
BARBRA STREISAND
APRIL WINE
Hottest:
REO SPEEDWAGON 1-1
EDDIE RABBITT 3-2
DOLLY PARTON 5 3
STYX 15-7
DELBERT MCCLINTON 13-9
WGBF/Evanseville, IN
B.J. Hunter
CLIFF RICHARD
STEVIE WONDER
PAT BENATAR
Hottest:
BLONDIE 1-1
DAN FOGELBERG 7-4
DOLLY PARTON 13-7
JOHN LENNON 16-11

WRRR/Sound Bend, IN
Joe Lightner
NEIL DIAMOND
Hottest:
JOHN LENNON 2-1
NEIL DIAMOND 11-8
OLIVIA N-3 17-12
EDDIE RABBITT 19 13
BOZ SCAGGS 18-15
Z104/Madison, WI
Little/Hudson
JOURNEY
DOBBIE BROS
COM FUNK SHUN
NEIL DIAMOND
Hottest:
EDDIE RABBITT 1-1
BLONDIE 5 5
BLONDIE 13-6
JOHN LENNON 18 13
STYX 20-16
WISB/Indianapolis, IN
Mike Thnee
COM FUNK SHUN
DOBBIE BROS
Hottest:
REO SPEEDWAGON 1-1
ROOL & THE GANG 7-2
JACOBSONS 10 7
ALAN PARSONS 14-10
DOLLY PARTON 21-14
WDJR/Dayton, OH
Mark Elliott
BARBRA STREISAND
LEO SAYER
RUFERT HOLMES
SHEENA EASTON
POLICE
TOUCH
Hottest:
MCGUFFEY LANE 2 1
JOHN LENNON 15-7
ROOL & THE GANG 14-10
OUTLAWS 24-17
DON MCLEAN 29-18
PARALLEL THREE
KPYR/Bismarck, ND
Dan Brennan
HALL & OATES
BLONDIE
FLEETWOOD RAC
Hottest:
BLONDIE 1 1
REO SPEEDWAGON 8 1
RONNIE MILSAP 9-4
JOHN LENNON 14-9
CLIFF RICHARD 18-14
KELB/Rapid City, SD
Mark Mohr
CLINAX BLUES BAND
GROVER WASHINGTON
STEVE WINWOOD
SHEENA EASTON
Hottest:
ROD STEWART 1 1
JOHN LENNON 16-5
STYX 17 6
BLONDIE 26-20
KWWL/Waterloo, IA
Drew Bentley
BRUCE SPRINGSTEEN
MCGUFFEY LANE
SHEENA EASTON
QUEEN
Hottest:
ROOL & THE GANG 2-1
DOLLY PARTON 10-2
DAN FOGELBERG 12 3
STYX 11-5
NEIL DIAMOND 18-8
KELO/Sioux Falls, SD
Paul Wacott
ABBA
HALL & OATES
BLONDIE
Hottest:
REO SPEEDWAGON 3 1
JOHN LENNON 5 3
DOLLY PARTON 8-5
ROOL & THE GANG 15 7
STYX 12-10

KKXL/Grand Forks, ND
Jeff Parker
STEVE WINWOOD
BLONDIE
ABBA
Hottest:
STEELY DAN 1 1
REO SPEEDWAGON 6 3
JOHN LENNON 10-5
RANDY WEISNER 12-10
DOLLY PARTON 14-11
WEAQ/Lau Claire, WI
Rick Roberts
Hottest:
EDDIE RABBITT 1-1
NEIL DIAMOND 8-4
BARRY HANILOM 7 5
DAN FOGELBERG 8-6
BLONDIE 13 8
WRRR/Rochester, WI
Fred Tomczak
LEO SAYER
RICK NELSON
Hottest:
BLONDIE 1-1
ROOL & THE GANG 4 2
BLONDIE 15-6
DOLLY PARTON 18-11
STYX 25-20
WSPV/Stevens Point, WI
Pat Martin
POLICE
BADFINGER
GROVER WASHINGTON
LEO SAYER
SHEENA EASTON
Hottest:
EDDIE RABBITT 4-1
DOLLY PARTON 7 3
OUTLAWS 18-7
DOBBIE BROS 18-10
JOE CHERAY BAND 25-20
WTRU/Muskegon, MI
Mike Stevens
NEIL DIAMOND
HALL & OATES
LEO SAYER
BARBRA STREISAND
OUTLAWS
BRUCE SPRINGSTEEN
FIREFALL
BLONDIE
SPYRO CYRA
ETC (dp)
Hottest:
STEELY DAN 1 1
REO SPEEDWAGON 4 2
DOLLY PARTON 7-3
JOHN LENNON 8 4
STYX 21-10
KDVV/Tapeko, KS
Rocky Roberts
BARBRA STREISAND
BRUCE SPRINGSTEEN
OUTLAWS
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 16-5
STYX 17 6
BLONDIE 26-20
KWWL/Waterloo, IA
Drew Bentley
BRUCE SPRINGSTEEN
MCGUFFEY LANE
SHEENA EASTON
QUEEN
Hottest:
ROOL & THE GANG 2-1
DOLLY PARTON 10-2
DAN FOGELBERG 12 3
STYX 11-5
NEIL DIAMOND 18-8
KELO/Sioux Falls, SD
Paul Wacott
ABBA
HALL & OATES
BLONDIE
Hottest:
REO SPEEDWAGON 3 1
JOHN LENNON 5 3
DOLLY PARTON 8-5
ROOL & THE GANG 15 7
STYX 12-10

WEST PARALLEL TWO
KCPX/Salt Lake City, UT
Gary Waldron
BARBRA STREISAND
EWAF
HARRY CHAPIN
SHEENA EASTON
LAKESIDE
Hottest:
DOLLY PARTON 2-1
STEELY DAN 4-2
JOHN LENNON 10-6
DON MCLEAN 13 10
ABBA 25 16
KENO/Las Vegas, NV
Bill Alexander
STEVE WINWOOD
BRUCE SPRINGSTEEN
ABBA
POLICE
Hottest:
REO SPEEDWAGON 6 1
JOHN LENNON 10-4
CLIFF RICHARD 12 8
DOLLY PARTON 17 10
BLONDIE 27 17
KERN/Riverside, CA
Guy Davis
BRUCE SPRINGSTEEN
LEO SAYER
HALL & OATES
Hottest:
STEELY DAN 2 1
REO SPEEDWAGON 7 4
DOLLY PARTON 9-5
JOHN LENNON 13-7
STEVIE WONDER 14-9
KQW/Portland, OR
Jarda Wejnisk
Hottest:
JOHN LENNON 1 1
STEELY DAN 7-3
DOLLY PARTON 13-6
BOZ SCAGGS 18 8
DAN FOGELBERG 11 9
KJRB/Spokane, WA
Brian Gregory
SMOKEY ROBINSON
SHEENA EASTON
PHIL SEYMOUR
HALL & OATES
COM FUNK SHUN (dp)
Hottest:
REO SPEEDWAGON 3-1
JOHN LENNON 8-6
RONNIE MILSAP 18-18
DELBERT MCCLINTON 15-12
TEDDY PENDERGRASS 17-13
KROY/Sacramento, CA
Dianne Newhall
JOURNEY
NICOLETTE LARSON
ELVIS PRESLEY
JOHN LENNON
RANDY WEISNER
Hottest:
REO SPEEDWAGON 2 1
STEELY DAN 1 2
JOHN LENNON 6-3
ALAN PARSONS 4 5
STEVE WINWOOD 15 9
KRO/Tucson, AZ
Kerr Lacy
BLONDIE
POLICE
STEVE WINWOOD
SHEENA EASTON
Hottest:
ROD STEWART 2 1
BARRY HANILOM 4 2
REO SPEEDWAGON 8-4
JOHN LENNON 13 8
DON MCLEAN 24-21
KTAC/Tacoma, WA
Tom Jeffries
TEDDY PENDERGRASS
COM FUNK SHUN
EWAF
SHEENA EASTON
MANCHESTER/BRYSON
Hottest:
ROOL & THE GANG 1 1
REO SPEEDWAGON 5 3
JOHN LENNON 12-6
BLONDIE 24 19
HALL & OATES 30-23
KTKT/Tucson, AZ
Ed Alexander
APRIL WINE
COM FUNK SHUN
CLINAX BLUES BAND
Hottest:
REO SPEEDWAGON 2 1
JOHN LENNON 3 2
STYX 8-4
DELBERT MCCLINTON 12-10
POLICE 16-13

Y84/Fresno, CA
Ray Appleton
ABBA
NANDY WEISNER
Hottest:
ROOL & THE GANG 1 1
DAN FOGELBERG 5 3
DOLLY PARTON 9 5
JOHN LENNON 13-9
BOZ SCAGGS 14 10
KLUC/Las Vegas, NV
Dave Anthony
LEO SAYER
POLICE
Hottest:
JOHN LENNON 1-1
DOBBIE BROS 11-8
STYX 15 9
EAGLES 19-15
PAT BENATAR 21-17
KMJK/Portland, OR
John Shomby
Hottest:
EDDIE RABBITT 1-1
JOHN LENNON 5 4
REO SPEEDWAGON 10-8
AC/DC 22-16
STYX 24-17
KIOY/Fresno, CA
Mark Dretsch
APRIL WINE
JOHNNY AVERAGE
BLONDIE
Hottest:
DOLLY PARTON 10-1
REO SPEEDWAGON 3 2
JOHN LENNON 16-3
HALL & OATES 23-7
ROOL & THE GANG 14 11
KYNO/FM/Fresno, CA
Walker Monson
EAGLES
Hottest:
STACY LATTISAH 1 1
BLONDIE 6-3
AIR SUPPLY 17 12
NEIL DIAMOND 19-14
QUEEN 20-15
KZZA/Albuquerque, NM
D.D. Lewis
NIGHT
Hottest:
ROOL & THE GANG 2 1
HEART 3 2
POLICE 4 3
STEELY DAN 5-4
ANDY CTRIP 7-6
FM102/Sacramento, CA
Lucifer Manders
BLONDIE
LEO SAYER
ABBA
Hottest:
ROOL & THE GANG 1-1
REO SPEEDWAGON 9 3
DAN FOGELBERG 8 6
ROD STEWART 10-7
JACOBSONS 11-9
KSPZ/Colorado Springs, CO
Mike Daniels
BRUCE SPRINGSTEEN
ELVIS PRESLEY
SHEENA EASTON
BARBRA STREISAND
Hottest:
HALL & OATES 5-1
BLONDIE 8-4
DON MCLEAN 16 10
STEVIE WONDER 17-11
STYX 19 13
KYBN/Colorado Springs, CO
Mark Murray
PHIL SEYMOUR
STEVE WINWOOD
Hottest:
REO SPEEDWAGON 1-1
RONNIE MILSAP 10-5
PAT BENATAR 11 6
STYX 17 7
CLIFF RICHARD 13-9
KZZP/Phoenix, AZ
Steve Goddard
HALL & OATES
SHEENA EASTON
DONNA SUMMER
TERRI GIBBS
Hottest:
REO SPEEDWAGON 1 1
JOHN LENNON 6 2
DOLLY PARTON 14-8
DON MCLEAN 15-11
BLONDIE 9 13

KMYT/Tucson, AZ
Rich Brother Robbin
BRUCE SPRINGSTEEN
MANCHESTER/BRYSON
SHEENA EASTON
LENNY WHITE
SKRY
SMOKEY ROBINSON
STEVE WINWOOD
ELVIS PRESLEY
FIREFALL
Hottest:
PAT BENATAR 1-1
LAKESIDE 3 2
BLONDIE 2-3
JOHN LENNON 13-4
DOLLY PARTON 10-9
KEZR/San Jose, CA
Bob Harlow
NEIL DIAMOND
POLICE
HALL & OATES
STEVIE WONDER
DOBBIE BROS
Hottest:
REO SPEEDWAGON 6 1
STYX 11-5
CLIFF RICHARD 14-9
DON MCLEAN 18-11
RANDY WEISNER 18-12
KIDD/Monterey, CA
Ron Rodriguez
LEO SAYER
DOBBIE BROS
APRIL WINE
POLICE
Hottest:
ROOL & THE GANG 1-1
STEELY DAN 8-4
DELBERT MCCLINTON 11 7
REO SPEEDWAGON 17-10
DOLLY PARTON 16-13
KQOI/Riverside
San Bernardino, CA
Bob West
BLONDIE
CLIFF RICHARD
Hottest:
JOHN LENNON 2-1
ROD STEWART 3-2
EDDIE RABBITT 10-7
JOHN LENNON 17 10
RAMO D-14
KXXX/Bakersfield, CA
Chris Squires
TOUCH
APRIL WINE
NEIL DIAMOND (dp)
CLINAX BLUES BAND (dp)
Hottest:
REO SPEEDWAGON 3 1
AC/DC 5 2
FLEETWOOD RAC 6 4
JOHN LENNON 7 5
ABBA 12-9
KNBQ/Tacoma, WA
Bryan Roberts
OUTLAWS
SHEENA EASTON
GROVER WASHINGTON
Hottest:
BLONDIE 1-1
QUEEN 10-7
STYX 17 10
PAT BENATAR 22-14
BLONDIE 26 16
KSB/Provo, UT
Jim Bumgarner
HALL & OATES
STEVE WINWOOD
BRUCE SPRINGSTEEN
Hottest:
ROOL & THE GANG 1-1
BOZ SCAGGS 9-6
JOHN LENNON 10-7
QUEEN 14-10
DOLLY PARTON 20-11
FM103/Salt Lake City, UT
Lorraine Winnegar
JOURNEY
STEVE WINWOOD
APRIL WINE
Hottest:
REO SPEEDWAGON 1 1
PAT BENATAR 10-4
FLEETWOOD RAC 17 12
AC/DC 18 13
RANDY WEISNER 20 15
PARALLEL THREE
KBOZ/Bozeman, MT
Greg Williams
APRIL WINE
BRUCE SPRINGSTEEN
DOBBIE BROS
Hottest:
EDDIE RABBITT 1 1
DAN FOGELBERG 6-2
STEELY DAN 8-3
BLONDIE 9 5
JOHN LENNON 14-8
KCBN/Reno, NV
Larry Irons
DIRE STRAITS
NICOLETTE LARSON
LOVERBOY
JOE CHERAY BAND
APRIL WINE
Hottest:
STEELY DAN 2 1
REO SPEEDWAGON 12 2
RONNIE MILSAP 6 4
JOHN LENNON 20-9
AC/DC 18-14

KDZA/Pueblo, CO
Rip Avina
BARBRA STREISAND
BRUCE SPRINGSTEEN
COM FUNK SHUN
PHIL SEYMOUR
STEVE WINWOOD
APRIL WINE
Hottest:
STEELY DAN 1-1
REO SPEEDWAGON 5 3
QUEEN 15-5
JOHN LENNON 21 11
STYX 24-12
KFXD/Boise, ID
Charlie Fox
FLEETWOOD MAC
BARBRA STREISAND
TERRI GIBBS
APRIL WINE (dp)
STEVIE WONDER (dp)
Hottest:
EDDIE RABBITT 3 1
BARRY HANILOM 5 2
REO SPEEDWAGON 3 4
JOHN LENNON 15-10
RONNIE MILSAP 21-13
KOK/Billings, MT
Dennis Nichols
BARBRA STREISAND
BRUCE SPRINGSTEEN
APRIL WINE
POLICE
FLEETWOOD MAC
Hottest:
BLONDIE 1 1
REO SPEEDWAGON 6 2
DOLLY PARTON 11-4
JOHN LENNON 17-9
CLIFF RICHARD 18-14
KODU/Great Falls, MT
Barry Cooper
PHIL SEYMOUR
GROVER WASHINGTON
JOHN COUGAR
DOBBIE BROS
LOVERBOY
Hottest:
ROOL & THE GANG 1-1
DOLLY PARTON 8 3
STEVIE WONDER 10 6
DELBERT MCCLINTON 13-8
DAN FOGELBERG 15-12
KRLC/Lawton, ID
Steven Alan Mackelvie
APRIL WINE
TOTO
SHEENA EASTON
JOHN COUGAR
JOE CHERAY BAND (dp)
Hottest:
OUTLAWS 1-1
DOBBIE BROS 7 4
RONNIE MILSAP 10-7
BLONDIE 12-8
LOVERBOY 18 12
KSLV/San Luis Obispo, CA
Don Potter
Hottest:
STEELY DAN 2-1
ROD STEWART 3-2
REO SPEEDWAGON 5-3
DELBERT MCCLINTON 14-9
JOHN LENNON 15-10
KENV/Anchorage, AK
Randy Robbins
CHRIS MONTAN
APRIL WINE
STEVE WINWOOD
TOTO
FLEETWOOD RAC
Hottest:
STEELY DAN 1-1
DOBBIE BROS 6 3
DOLLY PARTON 12-4
TIERRA 15-11
JOHN LENNON 21-16
KYVA/Billings, MT
Jack Bell
STEVE WINWOOD
APRIL WINE
HALL & OATES
SHEENA EASTON
BRUCE SPRINGSTEEN
Hottest:
REO SPEEDWAGON 5-1
JOHN LENNON 16 11
BLONDIE 21-14
QUEEN 28-22
KATV/Cooper, WY
Donna Foxx
ELVIS PRESLEY
BRUCE SPRINGSTEEN
DOBBIE BROS
POLICE
STEVE WINWOOD
SHEENA EASTON
Hottest:
BOZ SCAGGS 1 1
JOHN LENNON 3 2
EDDIE RABBITT 8 6
REO SPEEDWAGON 9-7
STEVIE WONDER 12-9

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
14Q/WFTQ/Worcester
KHFI/Austin
KBFM/McAllen-Brownsville
WTMA/Charleston
WZOK/Rockford
WNAP/Indianapolis
U93/WNDU-FM/South Bend
WNCI/Columbus
WANS-FM/Anderson

ROCK & THE GANG (Rock & The Gang continued)

DONNIE IRIS
LP: Back On The Streets
81/10 37%
Regional Summary
E 37% S 37% W 37%
N&A

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

JOHN LENNON
Woman (Geffen)
LP: Double Fantasy
218/2 89%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

JACKSONS
Heartbreak Hotel (Epic)
LP: Triumph
102/0 46%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

DELBERT McCLINTON
Giving It Up For... (Capitol)
LP: The Jealous Kind
188/1 84%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT
Games People Play (Arista)
LP: The Turn Of A Friendly Card
173/5 78%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT
I Love A Rainy Night (Elektra)
LP: Horizon
188/1 84%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ELVIS PRESLEY
Guitar Man (RCA)
LP: Elvis Presley
72/23 33%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

RONNIE MILSAP
Smoky Mountain Rain (RCA)
148/2 67%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

RANDY MEISNER
Hearts On Fire (Epic)
LP: One More Song
178/12 80%

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

JOHN LENNON (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ELVIS PRESLEY (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

ALAN PARSONS PROJECT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

EDDIE RABBITT (continued)

Table with 3 columns: P1, P2, P3. Lists station call letters and song titles.

FEBRUARY FAVORITES FROM *Epic*

MELANIE "One More Try"

GET YOUR
TURNTABLES
READY FOR
EXCITING NEW
MUSIC SHIPPING
THIS WEEK!!



Portrait

Executive Producers:
Produced by Peter Schekeryk and Lenny Petze. Artie Ripp and Jonathan Needle.

THE ROVERS "Wasn't That A Party"

| | |
|---------------|-------------|
| WBEN-FM 40-38 | WAPE add |
| 96KX on | WAYS 30-20 |
| CFTR 2-2 | 92X on |
| CKGM 22-17 | WOHO on |
| WOLF add 37 | WHOT add |
| K104 22-14 | 95XIL 36-31 |
| WSGN add | WISE add |

"The record was added
Friday. By Sunday it was
the #1 requested record
18-40 demos, primarily
male. #1 requested
record all weekend;
ALL ADULT CALLS!!"
Lou Simon, WAYS

Epic / CLEVELAND

Produced by Jack Richardson
for J.A.R. Productions.

MOLLY HATCHET "The Rambler"

| | | |
|-------------|--------------|-------------|
| KUPD on | KX104 add | WIGY add |
| WPST add | WQRK on | WISE add |
| WKEE 31-25 | KJ100 deb 23 | FM99 add |
| KINT deb 34 | KWEN add | WKXY add |
| | | KRLC deb 28 |



Produced by Tom Werman
for Julla's Music, Inc.

ON *Epic* RECORDS

WAVI PUSHES PEOPLE POWER

Balancing Open Forum, Specialty Shows

The sharing of ideas is important, especially in radio. With that in mind, Steve Hall, Operations Manager/Program Director of WAVI/Dayton, recently sent a letter outlining his philosophies concerning Talk radio. His programming techniques and comments make for interesting reading.

Birth Of People Power

According to Hall, several years ago a consultant began building upon the thought of a station "powered by the people who call in." Thus "People Power" was born amidst the growth of Talk radio. Stations including WERE/Cleveland once adopted the slogan, and WAVI has used it for 10 of its 12 years. Such an emphasis on people naturally coincides with open forum telephone talk, the foundation of Talk radio. However, after his arrival at the station a year ago, Hall felt there was too

News/Talk

—Gail Mitchell

much emphasis on open forum. This became his first order of business. "I find," Hall explains, "that sometimes if you talk about anything under the sun, sometimes people will respond, sometimes they won't. I've tried to acquaint people with more things in their environment. We can't just entertain people; we've also got to help teach them."

To attain his goal Hall added and subtracted, aiming for what he terms a good balance: 60% open forum, 40% specialized shows. At first hearing, WAVI might seem to fit the mold of most Talk stations featuring programs hosted by a banker/economist, clinical psychologist, and others dealing with unemployment, drugs, prostitution, and gardening. But WAVI also offers a retired 3-star general who discusses military and world affairs, plus a gynecologist who deals with sexual problems and is, coincidentally, a pioneer in female sexual recon-

structive surgery. The frequently controversial shows go hand in hand with the hosts, referred to by Hall as talk masters and described as "rather flamboyant." Reminiscent of the late Joe Pyne era, these hosts let listeners know whether they like them or not and have even gone so far as to cut them off during a conversation. And controversy isn't restricted to six days a week. Besides airing a local church service, the station broadcasts two evangelists who quote the Bible and argue with listeners about their interpretations.

Nosiness Pays Off

How did Hall know he wanted to put these people on the air? It's a combination of nosiness and research. Hall continues, "I'm pretty nosy; I think most of us are nosy by nature. I think one of the interesting things about talk radio is you get a chance to eavesdrop on someone else's conversation. It makes us feel good. And maybe we can relate to that problem."

As far as research is concerned, Hall occasionally enlists the aid of broadcast school students who conduct market research, interviewing people on the street. Additionally, Hall's "topic board" meets once a week. From these bull sessions he culls a cross-section of ideas from the news, sales, and secretarial staffs. Both types of research generate ideas for shows. For example, in an effort to attract younger demographics, Hall surveyed a random sampling of people under 30 whose common link was a desire to know what to do during their spare time. Contracting with a local newspaper writer, Hall now presents a twice-weekly show centered primarily around things to do in town in addition to inexpensive mini-trips.

Attracting VIP's

Besides the special features, the open forum portion welcomes many guests and newsmakers. For the newsmakers, WAVI initiated a VIP Newsmaker line complete with laminated VIP card. With the card a county official can call in, for example, and "corroborate information, make a statement, or offer an opinion," or call the newsroom line with a hot tip. These cards are handed out to all elected officials and others in key posts within the metro area. Hall points out, "It lends a lot of credibility to the conversation when someone actually



Steve Hall

involved is on the line." The station also has a challenge line, adding more fuel to the controversial fires. It allows callers direct access to each other on the air with the host serving as moderator of the sometime violent debates.

Radio Dating Game

Like most News and News/Talk stations, WAVI concentrates primarily upon traditional forms of advertising, including TV, newspaper ads, and bumper stickers, without a lot of giveaways. And despite its success with its various programs, there was one failure which Hall laughingly related. "This was my predecessor. They tried a dating game show on the air. A girl could call in and talk to a boy on the air. Our producer would give them their numbers off the air so they could make contact with one another. It lasted about a month and was a disaster."

As to the reasons behind WAVI's success, Hall cites a tighter operation and a sense of pride and belief in what the station is doing. "If you really feel good about your product, it grows. We want to become the station that people tune to for news and information. I think Talk radio is coming of age. It used to be only old folks listened to Talk, but it's changing."

Going Once . . . Twice . . . Sold!

KDWN/Las Vegas and KGNR/Sacramento recently put themselves on the block — for charity. Both became auctioneers of the airwaves during station-sponsored celebrity auctions.

Via live remote from the Stardust Hotel, KDWN presented its fourth annual auction in conjunction with a leukemia radiothon. Each year, according to Program Manager Jack London, the list of beneficiary organizations grows longer; it now includes the Heart and Arthritis Foundations. With a professional auctioneer on hand, over 4000 participants vied for items ranging from a Wayne Newton belt to an old beer bottle donated by a Vegas strip star. London estimates 75% of the participants were locals. As a result, well over \$50,000 was raised for what London calls "the best year ever."

Further west, KGNR conducted its "Community Christmas Gift," now in its third consecutive year. Running throughout the month of December, the auction culminated January 30 with a drawing among contributors. Prizes included a trip to Hawaii, a diamond ring and diamond watch. Unlike KDWN, KGNR staged the auction entirely on the air, with listeners invited to call in bids usually between 1 and 3pm. Depending upon items, bidding was held open sometimes for the whole two hour period. An autographed "M*A*S*H" script generated the top amount of \$150, followed by a "Dallas" script going for \$125, while an autographed "Real People" T-shirt was the leading contender in its category, \$40. Local people also offered their services and handcrafted items for sale. A subtotal of \$13,000 from the auction will go to the burn facility at the University Medical Center there and the Special Olympics. Program Director Dave Darin termed response "overwhelming in view of the economy."

News/Talk Personalities

ON THE MOVE: Tom Straw becomes Assistant Program Director of KMPC/Los Angeles, transferring from the PD post at KVI/Seattle . . . Sherry Frank has been appointed Promotion Manager of KYW/Philadelphia . . . Congratulations to Brad Palmer of WBBM/Chicago and Bob Martin of KOA/Denver on being selected as sportscasters of the year (1980) for their respective states by the National Sportscasters and Sportswriters Association . . . **BILL ZAK DAY:** Bill Zak (pictured), a KTRH/Houston air personality, was recently



honored with his own day by city officials in commemoration of 30 years on the air at KTRH. Former partners Dan Rather of CBS and Steve Edwards of KNXT-TV/Los Angeles offered on-air best wishes . . . And speaking of KTRH, midday host Ben Baldwin served as Larry King's vacation replacement last month . . . Michael Packer, Operations Manager of WXYZ/Detroit, is looking for a talk host interested in management for an Assistant Operations Manager post at the station. The most current Assistant OM, Joe Martelle, has exited for the PD slot at KVI/Seattle (see Page 3) . . . **WHO/Des Moines** is also on the lookout for a talk host . . . **CLASSICAL TALK:** KFAC/Los Angeles debuted a one-hour telephone talk show on the arts on February 2. The show is

set to run M-F from 11am to 12noon . . . **WRC/Washington, DC** host Karna Small named Deputy White House Press Secretary. Her replacement is Craig Spence. Small is the first woman to hold such a position . . . Prior to Reagan's inauguration, **WSDR/Sterling, IL** broadcast a 12-part series focusing upon Reagan's memories of living in nearby Tampico and Dixon. In addition to live coverage the day of the inauguration, the station was also instrumental in putting together broadcasts from Tampico to radio hams all over the world, including Europe and Asia . . . **KNX/Los Angeles** has named Reagan 1980 KNX Newsradio Man of the Year, with hostage wife Dorothea Morefield honored as Woman of the Year . . . Celebrations are still being held on behalf of the returned hostages. **KTAR/Phoenix** presented live coverage of hostage James Lopez's arrival, as well as live feeds from a parade held in his honor on January 29 and a news conference at City Hall that week . . . **SON OF BUFORD:** WRC/Washington launches into the second phase of its extensive advertising promotion (R&R 12-5-80) after moving up 3.8-5.8 in the October/November '80 Arbitron survey. The new commercial spotlights a "family" of animated talking radios . . . **BIORHYTHMIC FOOTBALL:** Although KOA/Denver air staffer Arleen Arnsparger only broke even this year, station officials report she'll be back next year. Arnsparger's biorhythms prediction charts are a successful staple during the Broncos season, with her record an outstanding 14-2 in 1979 and a "better than .500" for 1980. Arnsparger's predictions are tempered with common sense factors such as home field advantage, while the station strongly avoids announcing point spreads. Although the Broncos were 8-8 this time around, KOA isn't complaining — the station went from 6.5 to 7.8 in the October/November Arbitron broadcasting the games . . . **TATER TASTE-OFF:** KABC/Los Angeles's restaurant reviewer Elmer Dills recently conducted the "First Annual Potato Chip Taste-Off" in pursuit of the city's number one potato chip. Over 200 listeners volunteered to serve as judges of the seven leading market brands. Chips were rated on the basis of thickness, crunchiness, flavor, saltiness and size, making it difficult indeed to find the extraordinary chip off the old spud.



Jeff Gelb

AOR

AOR Roll Call

AOR radio has grown into a dominant radio factor in most markets nationwide. Radio & Records has always represented the format's winners, both in terms of ratings and programming creativity. This issue we present our updated list of reporting stations and their representatives.

Commercial professional AOR radio stations that wish to become AOR reporters to R&R should submit a station bio, sample music playlist, and telescoped cassette aircheck of all dayparts to R&R, AOR, 1930 Century Park West, Los Angeles, CA 90067.

East:

WQBK/Albany, NY, (518) 462-5555
 MD: Ellen McKinnon, MD: Lin Brehmer
 WPYX/Albany, NY, (518) 785-9800
 PD: Ted Utz, MD: Ron Nenni
 WZZO/Allentown, PA, (215) 694-0511
 PD: Lyn Corey, MD: Cinda Holt
 WIYY/Baltimore, MD, (301) 889-0098
 PD: Chuck Ducoty, OM: Ty Ford
 WAAL/Binghamton, NY, (607) 772-8850
 PD: Roberta Haber
 WBCN/Boston, MA, (617) 266-1111
 PD: Tony Berardini, MD: Jimmy Mack
 WCOZ/Boston, MA, (617) 267-9090
 PD: Andy Beaubien, MD: Rob Lipshutz
 WEEI-FM/Boston, MA, (617) 262-5900
 PD: Clark Smidt, MD: Russ Dana
 WRKI/Bridgeport, CN, (203) 579-9995
 PD: Bob Kocak, MD: Bruce Goldsen
 WGRQ/Buffalo, NY, (716) 881-4555
 PD: George Hawras, MD: Paul Heine
 WECM/Claremont, NH, (603) 542-7735
 PD: Bob Rivers, MD: Song Fontaine
 WTPA/Harrisburg, PA, (717) 238-1402
 PD: Doug Sorenson, MD: Bill Grant
 WCCC/Hartford, CN, (203) 549-3456
 PD: Country Paul Payton, MD: Lich
 WHCN/Hartford, CN, (203) 247-1060
 PD: Daniel F. Hayden, MD: Bob Bittens
 WBLM/Lew.-Portland, ME, (207) 783-2065
 MD: Jose Diaz, PD: Mike Bushey
 WBAB/Long Island, NY, (516) 587-1023
 PD: Bob Buchmann, MD: Marc Coppola
 WLIR/Long Island, NY, (516) 485-9200
 PD: Denis McNamara, MD: Ray White
 WRCN/Long Island, NY, (516) 727-1570
 PD: Paul Harris, MD: Malcolm Gray
 WGIR/Manchester, NH, (603) 625-6915
 PD: Joe Bledrzycki, MD: Karen Anderson
 CHOM-FM/Montreal, ON, (514) 935-2425
 PD: Bob Braide
 WVAQ/Morgantown, WV, (304) 296-0029
 OM: Scott Rader
 WPLR/New Haven, CN, (203) 777-6617
 PD: Gordon Weingarh, MD: Eddie Wazoo
 WNEW-FM/New York, NY, (212) 986-7000
 PD: Scott Muni, Asst. PD: Dick Neer
 WPLJ/New York, NY, (212) 887-7777
 PD: Larry Berger
 WDHA/North Jersey, NJ, (201) 328-1055
 GM: Bob Linder, PD: Mark Chernoff
 CHEZ-FM/Ottawa, ON, (613) 563-1919
 PD: Steve Colwill, MD: Greg Torrington
 WIOQ/Philadelphia, PA, (215) 667-8100
 PD: Alex Demers
 WMMR/Philadelphia, PA, (215) 561-0933
 PD: Charlie Kendall, MD: Joe Bonnadonna
 WYSP/Philadelphia, PA, (215) 668-9460
 PD: Dick Hungate, MD: Lisa Richards
 WDVE/Pittsburgh, PA, (412) 562-5900
 PD: Dave Lange
 WYDD/Pittsburgh, PA, (412) 362-2144
 PD: Mike Perkins, MD: Jim Kinney
 WPDH/Poughkeepsie, NY, (914) 471-1500
 PD: Mike Harris, MD: Stew Schantz
 WCMF/Rochester, NY, (716) 288-3200
 PD: Trip Reeb, MD: Ted Edwards
 WMJQ/Rochester, NY, (716) 232-7550
 WEZX/Scranton, PA, (717) 961-1842
 PD: Chris Norton, MD: Ben Smith
 WKLC/St. Albans, WV, (304) 722-3308
 PD: Chuck Geiger, Asst. PD: Doug Burton
 WAQX/Syracuse, NY, (315) 682-9538
 PD: Ed Levine
 WSYR/Syracuse, NY, (315) 474-5061
 PD: Howie Castle, MD: Tom Nast
 Q107/Toronto, ON, (416) 967-3445
 PD: Gary Slight
 WOUR/Utica, NY, (315) 797-0803
 PD: Dale Edwards, MD: Tom Starr
 WAVA/Washington, DC, (703) 534-0320
 PD: Jim Herron, MD: Gary Chase
 DC101/Washington, DC, (202) 828-9932
 PD: Dave Brown, MD: Michael McKay
 WAAF/Worcester, MA, (617) 752-5611
 WRHY/York, PA, (717) 266-6606
 PD: Russ Ryan, MD: Jack Quigley

South:

KYTX/Amarillo, TX, (806) 359-8561
 OM: Jim Dillon, PD: Don Sitton
 WKLS/Atlanta, GA, (404) 325-0960
 PD: Alan Sneed
 WYMX/Augusta, GA, (404) 722-1302
 PD: Glenn Stewart
 KLBJ/Austin, TX, (512) 474-6543
 PD: Chuck Dunaway, MD: Cy Statum
 KZOM/Beaumont, TX, (713) 727-0229
 PD: Dave Scott, MD: Mark McLaren
 WRKK/Birmingham, AL, (205) 870-9900
 GM: Dan Brennan
 WROQ/Charlotte, NC, (704) 392-6191
 PD: Jim Ballard, MD: Jonathan White
 KNCN/Corpus Christi, TX, (512) 855-4641
 PD: Bob Fazio, MD: Charlie Palmer
 KTXQ/Dallas, TX, (214) 528-5500
 PD: Tom Owens
 KZEW/Dallas, TX, (214) 748-9898
 PD: Tom Owens, MD: Janel Dolan
 KPAS/El Paso, TX, (915) 533-8211
 PD: Jeffrey Scott Blazy, MD: Libby Zabriskie
 KLAQ/El Paso, TX, (915) 544-8864
 PD: Arin Michaels, MD: Rob Roman
 KLOL/Houston, TX, (713) 526-4591
 PD: Chris Miller, Asst. PD: Michele Robinson
 WZZQ/Jackson, WY, (801) 982-1062
 PD: David Perkins, MD: Steve Keller
 WFVY/Jacksonville, FL, (904) 642-1055
 PD: Rad Messick, MD: John Brownlee
 WJAX/Jacksonville, FL, (904) 633-2785
 PD: Jamie Brooks, MD: Richard Langlois
 WQUT/Johnson City, TN, (615) 477-3127
 PD: Chris Wilson, MD: Candy Bryant
 WIMZ/Knoxville, TN, (615) 525-6000
 PD: Kerry Lambert
 KSMB/Lafayette, LA, (318) 232-1311
 PD: Jay Walker
 WKQQ/Lexington, KY, (606) 252-6694
 PD: Gary Dixon, Asst. PD: Dave Krusenklau
 WLRS/Louisville, KY, (502) 585-5178
 PD: Rick Harris, MD: John Simon
 WZZX/Louisville, KY, (502) 245-6601
 PD: Mark Williams, MD: Randy Davidson
 KFMX/Lubbock, TX, (806) 745-4125
 PD: Bo Jagger, MD: Domino Rippy
 WZXR/Memphis, TN, (901) 726-0060
 PD: Redbeard
 WSHE/Miami, FL, (305) 581-1580
 PD: Neal Mirsky
 LOVE94/Miami, FL, (305) 672-2500
 PD: Rick Peters, MD: Ross Block
 WHHY/Montgomery, AL, (205) 264-2288
 PD: Neil Harrison
 WLSQ/Montgomery, AL, (205) 832-4295
 WKDF/Nashville, TN, (615) 244-9532
 MD: David Hall
 WMYK/Norfolk, VA, (804) 461-1194
 PD: John Heimerl, MD: Bill Simmons
 WNOR/Norfolk, VA, (804) 623-9667
 PD: Ronald Reager
 KATT/Oklahoma City, OK, (405) 631-8881
 PD: Jeff Freund, MD: Clark Ryan
 WDIZ/Orlando, FL, (305) 645-1802
 PD: Bob Church, MD: Mike Lyons
 WORJ/Orlando, FL, (305) 298-5510
 PD: David Sousa, MD: Bill Mims
 WQDR/Raleigh, NC, (919) 832-8311
 PD: Daniel Bruntly, MD: Bob Walton
 WRXL/Richmond, VA, (804) 282-9731
 PD: Ilyse Gottlieb, MD: Steve Forrest
 WSLQ/Roanoke, VA, (703) 387-0234
 PD: Ric Johnson
 KISS/San Antonio, TX, (512) 223-6211
 PD: Tim Spencer, MD: Tempie Lindsey
 WQXM/Tampa, FL, (813) 224-0742
 PD: Mark Stevens, MD: Ron Parker
 WYNF/Tampa, FL, (813) 876-0455
 PD: Al Peterson, MD: Nick Van Cleve
 KMOD/Tulsa, OK, (918) 664-2810
 PD: Bill Bruun, Asst. PD: Charlie West

Midwest:

WAPL/Appleton, WI, (414) 734-9226
 PD: Wayne Shayne, MD: Mark Colter
 WBWB/Bloomington, IN, (812) 332-9292
 PD: Bill Flint, MD: Craig Klein
 WLUP/Chicago, IL, (312) 440-5270
 PD: Max Floyd, MD: Sky Daniels
 WMET/Chicago, IL, (312) 828-9191
 PD: Tom Teuber, MD: Dave Benson
 WXRT/Chicago, IL, (312) 777-1700
 PD: Norm Winer, MD: Bob Gelms
 WEBN/Cincinnati, OH, (513) 871-8500
 PD: Denton Marr, MD: Curt Gary
 WMMS/Cleveland, OH, (216) 781-9667
 PD: John Gorman, MD: Kid Leo
 M105/Cleveland, OH, (216) 391-1260
 PD: Phil Demarne, MD: Marty Sobol
 WLWQ/Columbus, OH, (614) 224-1271
 PD: Steve Runner, MD: Tim Smith
 WXLN/Davenport, IA, (319) 326-2541
 PD: Tom McGuire, MD: Gabe Baptiste
 WTUE/Dayton, OH, (513) 224-1501
 PD: Michael McConnell
 WDEK/Dekalb, IL, (815) 756-9250
 PD: Bill Cerny, MD: Ward Holmes
 KGGO/Des Moines, IA, (515) 265-6181
 PD: Larry Dawson, MD: Tom Woerner
 WABX/Detroit, MI, (313) 398-1100
 PD: Carey Curelop, MD: Steve Koston
 WLLZ/Detroit, MI, (313) 863-1800
 PD: John Larson, MD: Joe Urbiel
 WRIF/Detroit, MI, (313) 444-1010
 PD: Tom Bender, MD: Tawnya Townsend
 KQDS/Duluth, MN, (218) 728-6421
 PD: Johnathan Hanley, MD: Annie Steamer
 WHKC/Evansville, IN, (812) 477-8811
 PD: Dave Lyons, MD: Brad Curtis
 WWCK/Flint, MI, (313) 744-1570
 PD: Tim Siegrist, MD: Mark Miller
 WXKE/Ft. Wayne, IN, (219) 484-0580
 PD: Rick West, MD: J B Smith
 WLAV/Grand Rapids, MI, (616) 456-5461
 PD: Dave Logan, MD: Tony Gates
 WFBQ/Indianapolis, IN, (317) 257-7565
 PD: Joe Krause, MD: Simon Jeffries
 KSAS/Kansas City, MO, (816) 531-3400
 PD: Bishop Cheen, MD: Dale August
 KYYS/Kansas City, MO, (816) 753-4567
 PD: Dick Wilson, MD: Joe McCabe
 WXUS/Lafayette, IN, (317) 448-1566
 PD: Stuart McRae, MD: Bob Majersky
 WILS/Lansing, MI, (517) 393-1320
 PD: Brad Curtis, MD: Frank Smith
 KFMQ/Lincoln, NB, (402) 476-8565
 PD: Bruce Wheeler
 WIBA/Madison, WI, (608) 274-5450
 PD: Dave Ervin, MD: Mike Hayes
 WMAD/Madison, WI, (608) 249-9277
 PD: Barry Grant, MD: Frisco Bob
 WLPX/Milwaukee, WI, (414) 342-1111
 PD: Tom Daniels, MD: Bobbin Beam
 WQFM/Milwaukee, WI, (414) 276-2040
 PD: Brent Alberts, MD: Mike Wolf
 KDWB-FM/Minneapolis, MN, (612) 739-4000
 PD: Dave Hamilton, MD: Pam Abresch
 KQRS/Minneapolis, MN, (612) 545-5601
 PD: Tac Hammer
 KFMH/Muscatine, IO, (319) 263-2512
 PD: Steve Bridges, MD: Lisa Catalona
 KXXY/Oklahoma City, OK, (405) 528-5543
 PD: Andy Lockridge
 KEZO/Omaha, NB, (402) 592-5300
 PD: Bob Linden
 WWCT/Peoria, IL, (309) 674-2000
 PD: Rick Peterson, MD: Wendy Rice
 Y95/Rockford, IL, (815) 877-3075
 PD: Les Cook, MD: Dick Bascom
 WHNN/Saginaw, MI, (517) 892-9528
 PD: Dave Brewer, MD: Joe DeSantis
 KSHE/St. Louis, MO, (314) 842-1111
 PD: Rick Ballis, MD: John Ulett
 WWWW-FM/St. Louis, MO, (314) 644-1380
 PD: Bob Hattrik
 KLYX/Sioux Falls, SD, (605) 339-1520
 PD: Bill Richards
 WFRF/Terre Haute, IN, (812) 238-2557
 PD: R.J. Cortrecht, MD: Chuck Cahill
 WIOT/Toledo, OH, (419) 248-3377
 PD: Terry Sullivan, MD: Lee Randall
 WXEZ/Toledo, OH, (419) 255-1470
 PD: Cary Pall, MD: Anne Carlini
 KICT/Wichita, KS, (316) 722-8123
 PD: Bob Lawrence
 CITI-FM/Winnipeg, CN, (204) 775-0371
 PD: Gary Christian, MD: Terry DiDonte

West:

KFMG/Albuquerque, NM, (505) 265-8811
 PD: John Florence, MD: Craig Martin
 KWXL/Albuquerque, NM, (505) 765-5400
 PD: Peter Benson
 KEZY-AM/Anaheim, CA, (714) 776-3696
 PD: Dave Forman, MD: Larry Reisman
 KRKN/Anchorage, AL, (907) 277-2655
 PD: Larry Wayne, MD: Karla Michaels
 KNPN/Aspen, CO, (303) 925-5776
 PD: Frank Ericson, MD: Tom Carey
 KMGV/Bakersfield, CA, (805) 832-1410
 PD: Dave Lawrence, MD: Dick Sheppard
 KIDQ/Boise, ID, (208) 344-6363
 MD: Dan McColly, MD: Dave Freeman
 KBCO/Boulder, CO, (303) 444-5600
 PD: Dennis Constantine, MD: Bruce McCaleb
 KFMF/Chico, CA, (916) 343-8461
 PD: Ron Woodward
 KILQ/Colorado Springs, CO, (303) 634-4896
 PD: Rick Hawk, MD: Art Phillips
 KAZY/Denver, CO, (303) 759-5600
 PD: Dave Van Dyke, MD: Greg Gillispie
 KBPI/Denver, CO, (303) 936-2313
 PD: Frank Cody, MD: Phil Strider
 K-97/Edmonton, AL, (403) 428-8597
 PD: Neil Edwards, MD: Bruce Kenyon
 KZEL/Eugene, OR, (503) 484-4304
 PD: Chris Kovarik, MD: Peyton Mays
 KTCL/Ft. Collins, CO, (303) 571-1232
 PD: Tom Wheeler, MD: Rick Lofgren
 KKDJ/Fresno, CA, (209) 226-5991
 PD: Dean Opperman, MD: Jeff Riedel
 KDOK/Honolulu, HI, (808) 524-7100
 PD: Ken Hutchinson, MD: Rich West
 KQMQ/Honolulu, HI, (808) 946-2869
 PD: Austin Vail, MD: Celeste Perry
 KENO/Las Vegas, NV, (702) 876-1460
 PD: Jesse Summers
 KNAC/Long Beach, CA, (213) 437-0366
 PD: Paul Fuhr, MD: Jimmy Christopher
 KLOS/Los Angeles, CA, (213) 557-7250
 PD: Tommy Hedges, MD: Ruth Pinedo
 KMET/Los Angeles, CA, (213) 464-5638
 PD: Sam Bellamy, Asst. PD: Jack Snyder
 KNX-FM/Los Angeles, CA, (213) 469-1212
 PD: Michael Sheehy, MD: David Hall
 KWST/Los Angeles, CA, (213) 467-1224
 PD: Ted Ferguson, MD: Ted Habel
 KYLT-FM/Missoula, MT, (406) 728-5000
 PD: Vern Argo
 KROQ/Pasadena, CA, (213) 778-0830
 PD: Rick Carroll, MD: Larry Groves
 KDKB/Phoenix, AZ, (602) 833-8888
 PD: Jeff Sattler, MD: Lynda Clayton
 KGON/Portland, OR, (503) 655-9181
 PD: Jerry Ostertag, MD: Gloria Johnson
 KINK/Portland, OR, (503) 226-5000
 PD: Bill Minckler, MD: Les Sarnoff
 KQFM/Portland, OR, (503) 226-0100
 PD: Bob Brooks, MD: Cynde Slater
 KOZZ/Reno, NV, (702) 329-9261
 PD: Daniel Cook, MD: Bruce Van Dyke
 KXOA-FM/Sacramento, CA, (916) 446-4965
 PD: Art Schroeder
 KZAP/Sacramento, CA, (916) 444-2806
 PD: Les Tracy, MD: Gary Nixon
 KCPX/Salt Lake City, UT, (801) 972-3030
 PD: Gary Waldron
 KCAL/San Bernardino, CA, (714) 825-5020
 PD: Jim James, MD: Pete Harmon
 KGB-FM/San Diego, CA, (714) 292-1360
 PD: Larry Bruce, MD: Judy McNutt
 KPRI/San Diego, CA, (714) 565-6006
 PD: John Duncan, MD: Sandi Banister
 KMEL/San Francisco, CA, (415) 391-9400
 PD: Bob Cole, MD: Paul Vincent
 KOME/San Jose, CA, (408) 246-6811
 PD: Mikel Hunter, MD: Dana Jang
 KSJO/San Jose, CA, (408) 288-5400
 PD: Lee Roy Hansen
 KTIM/San Rafael, CA, (415) 456-1510
 PD: David T., MD: Belle
 KTMS/Santa Barbara, CA, (805) 963-1975
 PD: Mark Giles
 KTYD/Santa Barbara, CA, (805) 963-1601
 PD: Jim Trapp, MD: Laurie Cobb
 KXFM/Santa Maria, CA, (805) 922-2156
 PD: Irene Salyards
 KISW/Seattle, WA, (206) 624-4305
 PD: Beau Phillips, MD: Steve Slaton
 KZAM/Seattle, WA, (206) 454-1540
 PD: Paul Sullivan, MD: Marion Seymour
 KZOK/Seattle, WA, (206) 223-3913
 PD: Nils Von Veh, MD: Brad Hoffman
 KREM/Spokane, WA, (509) 448-2000
 PD: Jeff Peel, MD: Steve Wilke
 K10K/Tri-Cities, WA, (509) 586-0459
 PD: Tony Miles
 KWFM/Tucson, AZ, (602) 624-5588
 PD: Jim Ray, MD: Jim Owens
 CFOX/Vancouver, BC, (604) 684-7221
 PD: Don Shafer

A reminder: you need not be an R&R AOR music reporter to have station news and photos printed in the pages of the industry's newspaper. Just send relevant data to the address above.

Jeff Gelb

EVOLUTION

Replacing WSAI-FM as Cincinnati's AOR competition for WEBN is WOKV, which just switched from Top Tracks to a more traditional AOR approach. Ron Phillips is PD and MD at this 50,000 watt facility . . . WAIM/Anderson, SC is a 100,000 watt facility that has just switched back to AOR from CHR. Michael Steele is PD; Scott Christiansen consults . . . David Bernstein has been named Acting PD for WAAF/Worcester and may soon get the PD nod . . . Former WLRS/Louisville MD Drake Hall has joined KTXQ/Dallas for middays . . . Hal Grant has been upped to MD from the airstaff at WXKE/Ft. Wayne following J.B. Smith's resignation of the post . . . Sandi Banister has been named MD for KPRI-FM/San Diego . . . Brian St. James has exited as MD of WRKI/Bridgeport and Bruce Goldsen has been named as his replacement . . . Former KSPN/Aspen PD Todd Cipolla has joined WMTN/Jackson Hole, WY as PD and MD . . . John Fisher has joined WMET/Chicago from WLVQ/Columbus for mornings, replacing departing Mike Bechtel . . . Peter James is new to part-time airwork at KWST/Los Angeles . . . Ed Joyce has joined KZOK/Seattle from KTHO/Lake Tahoe for a weekly talk show . . . Harold Kozlowski has joined WRKI/Bridgeport from WOUR/Utica for overnights . . . Steve Perun has exited KDWB-Minneapolis for the Research Director post at WLPX/Milwaukee . . . John Misner has been upped to Promotion Director at KKDJ/Fresno from account exec . . . Liz Curtis has exited former AOR WWW/Detroit for mornings at WQMF/Louisville . . . Jim Brady has been upped to MD at KTKT/Tucson.

COMING NEXT WEEK: Many of the biggest success stories for AOR radio this ratings period have come from the tighter-listed, research or consultation-oriented stations. At the same time, recent months have seen some of the last remaining progressive AOR's switch formats (KSNF/San Francisco), tighten their approaches dramatically (WABX/Detroit), or bring in new PD's and restructure (KLBX/Austin). Next week we begin a two-part series of interview-articles with the PD's at AOR's progressive survivors, including conversations with WXRT/Chicago's Norm Winer, KTIM/San Rafael's David T., and KTYD/Santa Barbara's Jim Trapp.



STIRRED-UP AND CRAZY — Following a recent screening of Columbia's "Stir Crazy" for 450 listeners, KMET/Los Angeles personalities Jeff Gonzer and Ace Young partied with the woodpeckers from the film prior to the Kingbees' performance at the party.



ON THE MONEY — During a recent concert stop-over in Houston, Columbia's Eddie Money was invited for an on-air interview at KILT-FM. Pictured (l-r) are station's "Humble" Billy Maze, Eddie Money, and Columbia's Norman Hurt.



SAMURAI RIBBON-CUTTER — Atlantic's Alvin Lee mimicked a John Belushi character as he participated in a ribbon-cutting ceremony for a new Peaches Records outlet in Chicago. Pictured (l-r) are WLUP's Susan Bax, WEA's Tony Marfisi, Atlantic's Rick Sudakoff, WEA's Bill Giardini, Peaches' Tom Campbell, Peaches employee, Lee, Peaches' President Tom Heiman, Lee's co-managers Robert Patterson and Jon Brewer, and store's J.D. Haas.

UPDATE

Two seven-year AOR anniversaries this week: KZOK/Seattle and KGON/Portland. Congrats to both . . . Remember that football game carried on TV in December without announcers? WZZO/Allentown decided it would supply two of its own announcers to winning listeners. The station asked for bids on the services of its two sportscasters. The highest bid, \$603, went to "Animals in Distress," while the two sportscasters went to the winner's home for complete personalized play-by-play. Sparing no expense to make the experience special, the station also provided the services of two cheerleaders and a vendor, who served free popcorn, hot dogs, beer, pretzels and peanuts . . . In an ongoing promotion, WLUP/Chicago is amassing photo entries from listeners of rock artists in performance that will become a touring photo display. One of the entrants will receive \$3000 in Nikon equipment . . . Remember the WQDR Store (R&R 8-15-80)? Just got an update from the station on the store's performance over the last six months: it's sold 4239 individual WQDR items from 22 different pieces of merchandise. That equates to over \$15,000 worth of goods. The store has also sold over \$64,000 worth of tickets to area concerts . . . WBLM/Lewiston-Portland co-sponsored its second annual Ski-For-All, featuring demonstrations, instruction for beginners, and a ski-jumping exhibition. The day climaxed with a series of cross-country races . . . WMMR/Philadelphia produced and recorded a single called

"Fly With The Eagles" to add excitement to last weekend's Superbowl contest. 6000 copies were pressed for sale, with a percentage of the profits earmarked for the Eagles' "Fly for Leukemia Foundation" . . . The week brought two excellent homegrown album efforts from KGON/Portland and WMYK & WZAM/Norfolk. Record companies take note! . . . WZAM and WMYK also sent along a copy of their rock newspaper, the Monitor, featuring articles on the state of the music economy, station programming, profiles of local rock groups, and album reviews . . . For the second year in a row, WMMS/Cleveland topped all competitors to be named the Best Radio Station in Rolling Stone's annual listener poll . . . WMMR/Philadelphia raised \$20,000 for MS in a dance marathon . . . It pays to listen: KILCO/Colorado Springs has turned a tuneout into a tune-in. When the station goes off the air for routine maintenance, it asks listeners to stay tuned and time the dead air, then submit postcards with the elapsed time to win 50 cents per minute the station stayed off . . . WMET/Chicago is sending two winning listeners to Germany to see Pink Floyd perform "The Wall" . . . The WZZO/Allentown "Superstars" basketball team raised \$400 for leukemia research in a benefit game . . . The KAZY/Denver morning air team held its first "Brunch Club" at the Rainbow Music Hall, serving brunch live to listeners from 11am to 3pm, then continuing with performances from five area bands . . . "Television Live Radio Hour" is the name of WIBA-FM/Madison's TV simulcasted weekly showcase of area groups in concert. WIBA-FM MD Mike Hayes plays host . . . Two AOR's have added or expanded jazz programming and need service: WCCC (Litch, WCCC, 11 Asylum, Hartford, CT 06103), and WHHY-FM/Montgomery (Neil Harrison or Phil Horton, WHHY-FM, Box 2744, Montgomery, AL 36105) . . . KLIV/San Jose provided unique coverage of the Superbowl with a satirical play-by-play done by air personality Lobster. Phony interviews and commercials were inserted, along with appropriate musical selections like "Hold The Line."

CONCERTS & CONVERSATIONS

BROADCASTS: Joan Jett on WMAD/Madison.
CONVERSATIONS: Stevie Nicks on KDKB/Phoenix . . . Journey on WYNF/Tampa, KATT-FM/Oklahoma City, KAZY/Denver, WMMS/Cleveland . . . Shoes on WQFM/Milwaukee . . . Outlaws on KWXL/Albuquerque . . . Steve Goodman on WNEW-FM/New York . . . Supertramp on WRCN/Riverhead . . . Steve Winwood on WXRT/Chicago . . . Ventures, Naughty Sweeties, Blondie on KROQ-FM/Pasadena . . . Les McCann on KSPN/Aspen . . . Rodney Dangerfield on WZZO/Allentown . . . Steve Khan, Journey, Donnie Iris, Norton Buffalo on KTIM/San Rafael . . . 38 Special on KILCO/Colorado Springs . . . Joan Jett on WDHA/North Jersey . . . Outlaws, Firefall on KEZY/Anahelm . . . Steve Winwood, Journey on WLUP/Chicago . . . Bob Weir, Outlaws on KLOS/Los Angeles . . . Maryedith Burrell, Lacy J. Dalton, Asleep At The Wheel on KFAT/Gilroy . . . Styx, Journey on WMET/Chicago.



SOMETHING IN THE AIR — KLAQ/E Paso took an unusual approach to gaining attention for a recent MDA radiothon, when air personality Magic Mike was hoisted 50 feet in the air to spend 50 hours broadcasting from an airborne waterbed.

AOR

WELCOME TO THE WRECKING BALL! GRACE SLICK



When a legendary performer like Grace Slick reaches down to her rock 'n' roll roots and decides to do what she does best, and when it happens to be exactly what her fans have been waiting for, the result is an unforgettable album.

"Welcome To The Wrecking Ball!" is the Grace Slick we've all been waiting to hear. And now we've got it!

Produced by Ron Frangipane



RCA
Records

.38 SPECIAL



GOING WILD!

FIRST WEEK OUT AND LOOK WHAT THOSE WILD EYED SOUTHERN BOYS HAVE DONE...

SP 4835

#1 Most Added Cash Box National Breakout Billboard
#1 Most Added Bill Hard #1 Most Added Album Network
#1 Most Added Feedback #2 Most Added Record World

WILD EYED SOUTHERN BOYS ON THE LOOSE ALL OVER AMERICA...

1/30-31 Portland, OR/2/1 Seattle, WA/2/3 Salt Lake City, UT/2/5-6 Denver, CO/2/8 Kansas City, MO/
2/9 Wichita, KS/2/11, 13-15 Chicago, IL/2/17 Louisville, KY/2/18 Terre Haute, IN/2/19 Cincinnati, OH/
2/21-22 Minneapolis, MN/3/1 New Orleans, LA/3/3 Shreveport, LA/3/4 Norman, OK/3/6 Nashville, TN/
3/7 Birmingham, AL/3/8 Biloxi, MS/3/10 Dothan, AL/3/12 Chattanooga, TN/3/13 Memphis, TN/
3/14 Huntsville, AL/3/15 Little Rock, AR/3/17 Jackson, MS/3/19 Wheeling, WV/3/20 Charleston, WV/
3/21 Johnson City, TN/3/22 Williamsburg, VA

Produced by Rodney Mills • Production Associates: Don Barnes and Jeff Carlisi
Management: Mark Spector/David Passick • Agent: Terry Rhodes

WATCH FOR THE FORTHCOMING SINGLE "HOLD ON LOOSELY"

AM 2316



AOR BREAKERS

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

.38 SPECIAL



.38 SPECIAL
Wild-Eyed Southern Boys
(A&M)

"Hold" Title "Grit" "Hitin'" 70% of our reporters on it. Total album reports: 111. A-109, M-1, H-1. Debuted this week at number 22.

SINGLES

- 1 ANY TROUBLE "Second Choice" (Stiff)
- 2 DAN FOGELBERG "Same Old Lang Syne" (Full Moon/Epic)
- 3 DOOBIE BROTHERS. "Keep This Train A Rollin'" (WB)
- 4 PHIL SEYMOUR "Precious To Me" (Boardwalk)
- 5 XTC. "Generals And Majors" (Virgin)
- 6 MAX WEBSTER "Battle Scar" (Mercury/PolyGram)
- 7 TALKING HEADS. "Once In A Lifetime" (Sire)
- 8 STINGRAY "The Man In My Shoes" (Carrere/Atco)
- 9 JON ANDERSON "Some Are Born" (Atlantic)
- 10 BOZ SCAGGS. "Miss Sun" (Columbia)
- 11 ALVIN LEE BAND "Ridin' Truckin'" (Atlantic)
- 12 KANSAS "Got To Rock On" (Kirshner)
- 13 JIMMIE MACK "It's Gonna Hurt" (RCA)
- 14 CARS "Gimme Some Slack" (Elektra)
- 15 BILLY THORPE "In My Room" (Elektra)

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 DAN SIEGEL The Hot Shot (Inner City)
Title "Talk"
- 2 GROVER WASHINGTON JR. Winalight (Elektra)
"Two" "Memory"
- 3 SPYRO GYRA Carnival (MCA)
"Cafe" "Awakening"
- 4 JOE SAMPLE Voices In The Rain (MCA)
"Grass" "Hurricane"
- 5 NATIVE SON Savanna Hot-Line (MCA)
Title
- 6 KILIMANJARO Killmanjaro (Philo)
"Foot"
- 7 EARL KLUGH Late Night Guitar (Liberty)
Various Cuts
- 8 WEATHER REPORT. Night Passage (ARC/Columbia)
Title
- 9 GENE DUNLAP Just The Way I Feel (Capitol)
"Things"
- 10 HIROSHIMA Odori (Arista)
"Winds"

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

MOST ADDED

- .38 SPECIAL Wild-Eyed... (A&M) 32/31
- JOURNEY Captured (Columbia) 32/26
- ELVIS COSTELLO & ATTRACTIONS Trust (Columbia) 23/22
- GRACE SLICK ... Wrecking Ball (RCA) 22/21
- SHERBS The Skill (Atco) 20/20

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

MEDIUM

- MANDRED MANN'S EARTH BAND Chance (WB) 28/20
- JIM CARROLL BAND Catholic Boy (Atco) 20/17
- CLASH Sandinista! (Epic) 27/16
- APRIL WINE Nature Of The... (Capitol) 25/16
- LOVERBOY Loverboy (Columbia) 21/15

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

THE HOTTEST

- BRUCE SPRINGSTEEN The River (Columbia) 37/36
- JOHN LENNON & YOKO ONO Double Fantasy (Geffen) 38/34
- REO SPEEDWAGON Hi Infidelity (Epic) 35/31
- STEELY DAN Gaucho (MCA) 35/30
- POLICE Zenyatta Mondatta (A&M) 32/29

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

104 WOBK FM
Albany 518-462-5555

Added: GRACE SLICK (RCA), SHIRAS (Atco), ELVIS COSTELLO & ATTRACTIONS (Columbia), JIM CARROLL BAND (Atco), JOURNEY (Columbia), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WAAA
Binghamton 607-772-8850

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

104FM WBCN
Boston 617-266-1111

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

COITROCK WEEFRAK
Boston 617-262-5900

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WECM Claremont 603-542-7735

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WHCN Hartford 203-247-1060

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

104.1 WYZZ
Albany 518-785-9800

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

97.9 WYZZ
Boston 617-267-9090

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

97.9 WYZZ
Bridgeport 203-579-9995

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

97.9 WYZZ
Harrisburg 717-238-1402

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WBLM Lewiston-Portland 207-783-2065

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WZZO Allentown 215-894-0511

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

97.9 WYZZ
Buffalo 716-881-4555

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

97.9 WYZZ
Hartford 203-549-3456

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WCCB Hartford 203-549-3456

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

WBAB Long Island 516-587-1023

Added: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

Noted: JIM CARROLL BAND (Atco), JON ANDERSON (Atlantic), BOZ SCAGGS (Columbia), KANSAS (Kirshner), JIMMIE MACK (RCA), CARS (Elektra), BILLY THORPE (Elektra).

STEVE DAHL BREAKFAST CLUB
For information call Elliot Gage (312) 337-0600

EAST

WLIW 22.1 Long Island
516-485-9200

Address: 6015 JEFFERSON RD., RAYMOUTH, N.Y. 11778

Headline: JOEY MULLINS (Philly/Poly)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)
30 SPECIAL (AM) STEVE WINDOOD (Iceland)
30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)
30 SPECIAL (AM) STEVE WINDOOD (Iceland)
30 SPECIAL (AM) STEVE WINDOOD (Iceland)

New York
212-867-7777

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WOL 104.5 North Jersey
201-328-1055

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)



EAGLES VISIT THE ALLMANS - After discovering that Arista's Allman Brothers were big Philadelphia Eagles fans, WMMR/Philadelphia personalities invited the Eagles to help emcee their concert and presented them with Eagles jerseys. Pictured (l-r) are group's Dave Toler, Eagle Louie Giammona, group's Dan Toler and Mike Lawler, Eagle John Spagnola, group's Gregg Allman and David Goldfleece, Arista's Michael Nix, and WMMR PD Charlie Kendall; (l-r, front) unidentified fan, Eagle John Bunting, station's Anita Geivinson, and group's Dickie Betts and Butch Trucks.

WUON 104.1 Long Island
516-727-1570

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WOL 104.5 North Jersey
201-328-1055

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Pittsburgh
412-382-2144

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Scranton
717-961-1842

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Q107 Toronto
416-967-3445

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Manchestor
603-625-6915

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Ottawa
813-563-1919

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Poughkeepsie
914-471-1500

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-882-9538

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Washington, D.C.
202-828-9932

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Morgantown
304-298-0029

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Philadelphia
215-887-8100

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Philadelphia
215-581-9333

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-472-9797

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

York
717-266-8606

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WPLR New Haven
203-777-8617

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Philadelphia
215-868-9460

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Rochester
716-288-3200

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-472-9797

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

York
717-266-8606

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WPLR New Haven
203-777-8617

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Philadelphia
215-868-9460

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Rochester
716-288-3200

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-472-9797

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

York
717-266-8606

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WUON 104.1 Long Island
516-727-1570

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Pittsburgh
412-562-5900

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Rochester
716-232-7550

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-472-9797

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

York
717-266-8606

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

WUON 104.1 Long Island
516-727-1570

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Pittsburgh
412-562-5900

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Rochester
716-232-7550

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

Syracuse
315-472-9797

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

York
717-266-8606

Address: POLICE (AM) BRUCE SPRINGSTEEN (Columbia)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

30 SPECIAL (AM) STEVE WINDOOD (Iceland)

KZAM/FM is quality radio, from management to music presentation, serving the Seattle area listener. As an adult/AOR station, we emphasize music, information, community involvement, and outdoor activity... In short, KZAM fully reflects the Northwest lifestyle with a staff of skilled and personal announcers that blend these ingredients into life and style.

Telephone conversation regarding your ability, experience and desire to join KZAM will be accepted through February from 12-2pm. KZAM is an equal opportunity employer and we encourage male, female, and minority applicants... all phone calls and resumes will receive attention. Our attempt is to deliver what radio "can be." If professionalism, experience and past results show you as a contributor to this end... I want to talk with you!

Paul Sullivan
Program Manager
(206) 454-1598

KZAM
A DIVISION OF SANDUSKY NEWSPAPERS, INC.

SOUTH

MOST ADDED

- 38 SPECIAL *Wild Eyed... (A&M)* 23/23
- JOURNEY *Captured (Columbia)* 21/13
- GRACE SLICK *...Wrecking Ball (RCA)* 9/9
- CLASH *Sandinista (Epic)* 9/7
- NAZARETH *The Fool Chole (A&M)* 7/7
- SHERBS *The Skill (Atco)* 7/7

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

MEDIUM

- APRIL WINE *Nature Of The... (Capitol)* 22/15
- MANFRED MANN'S EARTH BAND *Chance (WB)* 22/15
- LOVERBOY *Loverboy (Columbia)* 21/15
- OUTLAWS *Ghost Riders (Arista)* 28/14
- TOTO *Turn Back (Columbia)* 18/13

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

- REO SPEEDWAGON *Hi Infidelity (Epic)* 29/28
- STYX *Paradise Theater (A&M)* 29/28
- STEELY DAN *Gaucha (MCA)* 29/26
- JOHN LENNON & YOKO ONO *Double Fantasy (Geffen)* 28/24
- ALAN PARSONS PROJECT *The Turn Of A... (Arista)* 28/23
- BRUCE SPRINGSTEEN *The River (Columbia)* 27/23

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.



Amarillo

806-359-8501

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Dallas-Ft. Worth

214-828-8500

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

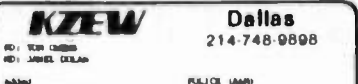


Atlanta

404-328-9800

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

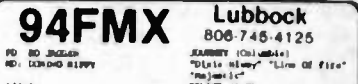


Dallas

214-748-8988

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

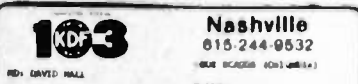


Lubbock

806-745-4125

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Nashville

615-244-9532

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Orlando

305-208-8510

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Augusta

404-722-1302

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

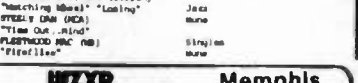


El Paso

915-544-8884

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

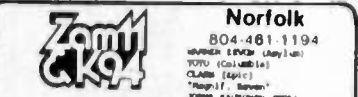


Memphis

901-728-0060

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Norfolk

804-481-1194

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Raleigh

919-832-8311

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Beaumont

713-727-0229

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

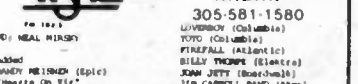


Jackson

801-982-1062

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

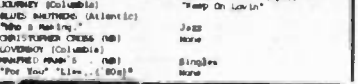


Miami

305-581-1580

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Norfolk

804-623-9867

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Richmond

804-282-9731

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Birmingham

205-870-9900

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

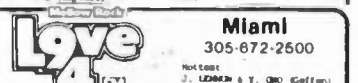


Jacksonville

904-633-2785

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

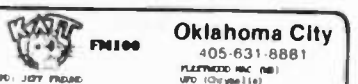


Miami

305-672-2500

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Oklahoma City

405-631-8881

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Tampa

813-224-0742

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Corpus Christi

512-855-4641

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Louisville

502-585-5178

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

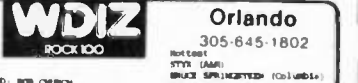


Montgomery

205-284-2288

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

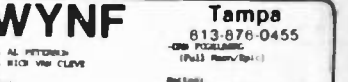


Orlando

305-645-1802

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Tampa

813-876-0455

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Corpus Christi

512-855-4641

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Louisville

502-245-8601

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



Montgomery

205-832-4295

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

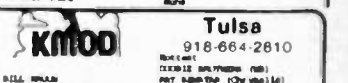


Orlando

305-645-1802

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

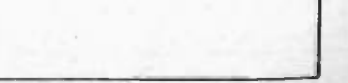


Tampa

813-876-0455

Added
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)

Noted
 J. LINDEN & T. ORO GEFEN
 "The Long Run" (Arista)
 "The Long Run" (Arista)



MIDWEST

Appleton
414-734-9226

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Bloomington
812-332-9292

WB 97
97.1 FM
WB 97
WB 97

WB 97
97.1 FM
WB 97
WB 97

WB 97
97.1 FM
WB 97
WB 97

Chicago
312-440-5270

Loop
Loop FM
Loop FM
Loop FM

Loop
Loop FM
Loop FM
Loop FM

Loop
Loop FM
Loop FM
Loop FM

Chicago
312-828-9191

95 WMEY
95.1 FM
95 WMEY
95 WMEY

95 WMEY
95.1 FM
95 WMEY
95 WMEY

95 WMEY
95.1 FM
95 WMEY
95 WMEY

Chicago
312-777-1700

WYRT 93
93.1 FM
WYRT 93
WYRT 93

WYRT 93
93.1 FM
WYRT 93
WYRT 93

WYRT 93
93.1 FM
WYRT 93
WYRT 93

Chicago
312-871-8500

WEPN
WEPN FM
WEPN FM
WEPN FM

WEPN
WEPN FM
WEPN FM
WEPN FM

WEPN
WEPN FM
WEPN FM
WEPN FM

Chicago
312-871-8500

WEPN
WEPN FM
WEPN FM
WEPN FM

WEPN
WEPN FM
WEPN FM
WEPN FM

WEPN
WEPN FM
WEPN FM
WEPN FM

Cleveland
216-781-9687

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Cleveland
216-391-1260

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Columbus
614-224-1271

Q-FM 96
96.1 FM
Q-FM 96
Q-FM 96

Q-FM 96
96.1 FM
Q-FM 96
Q-FM 96

Q-FM 96
96.1 FM
Q-FM 96
Q-FM 96

Davenport
319-326-2541

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Dayton
513-224-1501

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

DeKalb
815-758-9250

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

DeKalb
815-758-9250

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

MOST ADDED
38 SPECIAL
Wild Eye... (A&M) 28/27
JOURNEY
Captured (Columbia) 41/26
GRACE SLICK
Wrecking Ball (RCA) 20/20
SHERBS
The Skill (A&M) 17/17
NAZARETH
The Foot Circle (A&M) 13/13

Des Moines
515-265-6181

KGGO 7
77.1 FM
KGGO 7
KGGO 7

KGGO 7
77.1 FM
KGGO 7
KGGO 7

KGGO 7
77.1 FM
KGGO 7
KGGO 7

Detroit
313-398-1100

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Detroit
313-863-1800

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Detroit
313-444-1010

WRIF 101
101.1 FM
WRIF 101
WRIF 101

WRIF 101
101.1 FM
WRIF 101
WRIF 101

WRIF 101
101.1 FM
WRIF 101
WRIF 101

Duluth
218-728-6421

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Evansville
812-477-8811

Album Station
Album Station
Album Station
Album Station

Album Station
Album Station
Album Station
Album Station

Album Station
Album Station
Album Station
Album Station

Flint
313-744-1570

WWCK 105 FM
105.1 FM
WWCK 105 FM
WWCK 105 FM

WWCK 105 FM
105.1 FM
WWCK 105 FM
WWCK 105 FM

WWCK 105 FM
105.1 FM
WWCK 105 FM
WWCK 105 FM

MEDIUM
MANFRED MANN'S
EARTH BAND
Chance (WB) 37/23
STEVE WINWOOD
Arc Of A Diver (Island) 38/19
APRIL WINE
Nature Of The... (Capitol) 34/19
FLEETWOOD MAC
Live (WB) 34/19
UFO
The Wild... (Chrysalis) 24/17

Ft. Wayne
219-484-0580

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Grand Rapids
616-458-5481

LAV-FM 97
97.1 FM
LAV-FM 97
LAV-FM 97

LAV-FM 97
97.1 FM
LAV-FM 97
LAV-FM 97

LAV-FM 97
97.1 FM
LAV-FM 97
LAV-FM 97

Indianapolis
317-257-7568

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

Indianapolis
317-257-7568

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

WFBQ 98.5 FM STEREO
98.5 FM
WFBQ 98.5 FM
WFBQ 98.5 FM

Kansas City
816-753-4587

KT102
102.1 FM
KT102
KT102

KT102
102.1 FM
KT102
KT102

KT102
102.1 FM
KT102
KT102

Kansas City
816-531-3400

SAS 106 1/2
106.5 FM
SAS 106 1/2
SAS 106 1/2

SAS 106 1/2
106.5 FM
SAS 106 1/2
SAS 106 1/2

SAS 106 1/2
106.5 FM
SAS 106 1/2
SAS 106 1/2

Lafayette
317-448-1566

WXUS 93
93.1 FM
WXUS 93
WXUS 93

WXUS 93
93.1 FM
WXUS 93
WXUS 93

WXUS 93
93.1 FM
WXUS 93
WXUS 93

Lafayette
317-448-1566

WXUS 93
93.1 FM
WXUS 93
WXUS 93

WXUS 93
93.1 FM
WXUS 93
WXUS 93

WXUS 93
93.1 FM
WXUS 93
WXUS 93

THE HOTTEST
REO SPEEDWAGON
Hi Infidelity (Epic) 46/44
STYX
Paradise Theater (A&M) 45/41
JOHN LENNON & YOKO ONO
Double Fantasy (Geffen) 42/38
STEELY DAN
Gaucho (MCA) 40/37
BRUCE SPRINGSTEEN
The River (Columbia) 39/36

Lansing
517-393-1320

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

WJIS 101.1
101.1 FM
WJIS 101.1
WJIS 101.1

Lincoln
402-478-8565

FM 102 WJIS
102.1 FM
FM 102 WJIS
FM 102 WJIS

FM 102 WJIS
102.1 FM
FM 102 WJIS
FM 102 WJIS

FM 102 WJIS
102.1 FM
FM 102 WJIS
FM 102 WJIS

Madison
608-274-5450

WIBA-FM
94.1 FM
WIBA-FM
WIBA-FM

WIBA-FM
94.1 FM
WIBA-FM
WIBA-FM

WIBA-FM
94.1 FM
WIBA-FM
WIBA-FM

Madison
608-249-9277

WMAD
94.1 FM
WMAD
WMAD

WMAD
94.1 FM
WMAD
WMAD

WMAD
94.1 FM
WMAD
WMAD

Milwaukee
414-342-1111

WLPX 97 FM
97.1 FM
WLPX 97 FM
WLPX 97 FM

WLPX 97 FM
97.1 FM
WLPX 97 FM
WLPX 97 FM

WLPX 97 FM
97.1 FM
WLPX 97 FM
WLPX 97 FM

Milwaukee
414-276-2040

93QFM
93.1 FM
93QFM
93QFM

93QFM
93.1 FM
93QFM
93QFM

93QFM
93.1 FM
93QFM
93QFM

Milwaukee
414-276-2040

93QFM
93.1 FM
93QFM
93QFM

93QFM
93.1 FM
93QFM
93QFM

93QFM
93.1 FM
93QFM
93QFM

Minneapolis
612-545-5601

KQ92
92.1 FM
KQ92
KQ92

KQ92
92.1 FM
KQ92
KQ92

KQ92
92.1 FM
KQ92
KQ92

MIDWEST

101 Minneapolis 812-739-4000. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KFMH Muscatine 319-283-2512. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WANNAS Saginaw 517-892-8528. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

Z-92 Omaha 402-592-5300. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

106 WLUK Peoria 309-674-2000. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

99.5 Rockford 815-877-3075. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WANNAS Saginaw 517-892-8528. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

USHERS St. Louis 314-842-1111. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

Sioux Falls 605-339-1520. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WWWK St. Louis 314-844-1380. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

PFDR Terre Haute 812-238-2657. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

FM 104 Toledo 419-248-3377. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

FM 104 Toledo 419-248-3377. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WXEZ Toledo 419-255-1470. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

T-95 Wichita 316-722-8123. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

92 CITI FM Winnipeg 204-775-0371. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WEST

KFMG Albuquerque 505-265-8811. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KWXL Albuquerque 505-785-5400. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KRKN Anchorage 907-277-2855. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KEZY-Anaheim 714-778-3898. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KSPN Aspen 303-925-5778. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KRKN Anchorage 907-277-2855. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

MOST ADDED. 38 SPECIAL Wild Eye... (A&M) 28/28. JOURNEY Captured (Columbia) 30/24.

98 Bakersfield 805-832-1410. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KFM Chico 916-343-8461. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

MEDIUM. MANFRED MANN'S EARTH Chant (WB) 34/25. OUTLAWS Ghost Riders (Arista) 38/20.

KILO 94 Colorado Springs 303-634-4896. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KAZZ Denver 303-759-5600. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

THE HOTTEST. JOHN LENNON & YOKO ONO Double Fantasy (Geffen) 45/41. BRUCE SPRINGSTEEN The River (Columbia) 43/35.

106 KBPI Denver 303-936-2313. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

Eugene 503-484-4304. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

104 Boise 208-344-6363. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KFM Chico 916-343-8461. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

KAZZ Denver 303-759-5600. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

Eugene 503-484-4304. Album: GRACE SLICK (RCA), "Little Love". Artist: GRACE SLICK (RCA).

WEST

K97
Edmonton
403-428-8597
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Fort Collins
303-571-1232
THOMAS BRIDGES
THOMAS BRIDGES

K97
Fresno
209-228-5991
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-663-3311
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-464-5838
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-480-1212
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-487-1224
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-487-1224
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-487-1224
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

Missoula
408-728-5000
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KROQ
Pasadena
213-578-0830
JOHN JETTY (Boardman)
JOHN JETTY (Boardman)

KDKB
Phoenix
602-833-8888
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KGON
Portland
503-855-9181
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

hink
Portland
503-226-5000
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Portland
503-228-0100
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Los Angeles
213-487-1224
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KZL 103
Reno
702-329-9281
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KROSA
Sacramento
916-448-4985
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Sacramento
916-444-2806
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Salt Lake City
801-972-3030
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KCAL 96.7
San Bernardino
714-825-5020
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KGB-FM
San Diego
714-292-1360
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

FM 106
San Diego
714-565-6006
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

San Francisco
415-391-9400
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KOME
San Jose
408-246-8811
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
San Jose
408-288-5400
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
San Rafael
415-458-1510
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KTMS-FM
Santa Barbara
805-963-1975
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KTMS-FM
Santa Barbara
805-963-1975
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KTMS-FM
Santa Barbara
805-963-1975
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KTMS-FM
Santa Barbara
805-963-1975
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KTMS-FM
Seattle
206-624-4305
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KXFM 99
Santa Maria
805-922-2158
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KZAM
Seattle
208-454-1540
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

KZOK
Seattle
208-223-3913
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

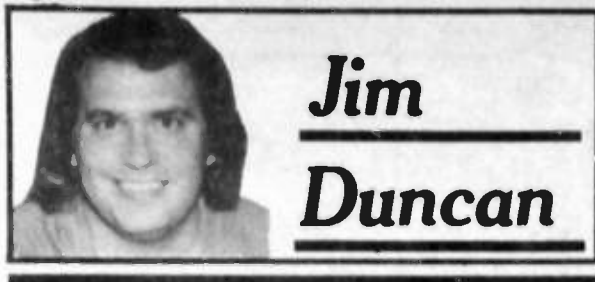
K97
Spokane
509-448-2000
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Tri-Cities
509-588-0459
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Tucson
802-624-5888
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Vancouver
804-884-7221
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)

K97
Vancouver
804-884-7221
JERRY SUTTON (Boardman)
JERRY SUTTON (Boardman)



**Jim
Duncan**



COMPLEMENTARY COUNTRY COMBOS

WIL & KNIX: AM/FM Powerhouses

Recent ratings have borne out the increased popularity of FM Country radio, sometimes to the detriment of a sister AM facility. When AM/FM combos both program country music, aren't they competing against themselves for the same audience? Not necessarily, say WIL-AM-FM/St. Louis PD Mike Carta and KNIX-AM-FM/Phoenix OM Larry Daniels.

WIL has, until recently, all but owned the St. Louis Country market. The FM showed a healthy gain of 5.7 to 8.7 in the October/November Arbitron results, while the AM remained relatively stable at 3.5. KSD-AM's recent conversion to a Country format doesn't worry the folks at WIL, either, as Mike Carta explains.

"My initial impression is fantastic. It couldn't have come at a more opportune time for us. Obviously when another radio station comes in they're going to be the fairy child of the market, which is going to cause a lot of recognition, a lot of curiosity. So there's going to be quite a lot of sampling. WIL is synonymous with country music and has been for quite a number of years. Having another radio station go Country in the St. Louis market is going to cause an indentation in people's minds... Well, WIL is Country too."

Competing Against Each Other?

While Mike is obviously not worried about outside competition, what about WIL-AM & FM competing against themselves? "Our cell of listeners is 18-34 on the FM, while the AM is strong in 25+," notes Carta. "Our AM side is the alternative to FM... a little more personality, a little more gold, more information, more entertainment. The FM offers music in stereo, LP cuts, solid music hours... things the listeners won't get on the AM side. There's probably just a tad more talk on our AM than there is on the FM. The only simulcasting we do is specialized programs and overnight right now. I think the reason the FM is getting better ratings than the AM at present is due to the popularity of FM across the nation. You can hear your country music in full stereo. If you combine the popularity of country music with the

"My philosophy is that you program a station as if you were being rated 365 days a year, 24 hours a day."

— Mike Carta
PD, WIL-AM-FM/St. Louis

modern approach to producing records, listeners can now have the best of both worlds... hearing their favorite country artists in stereo."

Mike elaborates further on WIL's longevity. "All our air personalities on both the AM & FM know country music, and they have excellent radio basics. We focus on St. Louis and what's going on in and around the St. Louis area on both radio stations. My philosophy is that you program a station as if you were being rated 365 days a year, 24 hours a day. This year we'll be into Extended Measurement, which I'm looking forward to because it cuts out a lot of radio stations which concentrate all their promotions and bucks into four weeks out of each rating period.

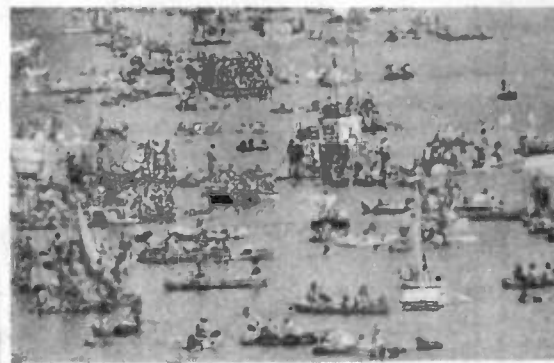
"I think probably the most successful things we did all year were outside the radio station to generate a lot of public awareness (Battle of the Bands, Chili Cookoff, Mechanical Bull Riding Contest, Ugliest Bartender promotion, Great Merrimack River Raft Float, etc.). Last year while discussing where we wanted to be in six months and what we wanted to do, we found that not a lot of radio stations were as visible as they should be. There had been a lot of on-air promoting, but not much outside promoting. Any kind of outside promotions that you do for your radio station are going to build come, and the on-air promotions just educate your loyal and



Mike Carta



Larry Daniels, Mike Owens



Great Merrimack River Raft Float



KNIX Beetleboard

help create word of mouth, so you can't have one without the other."

Mike's philosophies of consistency both on and off the air are summed up quite nicely in his radio analogy: "A radio station is just like a taxicab... it remains the same but does change drivers, and once in a while you have to take it in and have an oil change and grease job... but basically it doesn't change."

Surviving Separately

Last May KNIX's AM & FM separated, following the AM's expansion to 24 hours a year ago. The Fall book was the first rating period both stations were on their own; the FM side remained stable (and still #1 in the market) with a 9.1, while the AM dropped slightly, 2.9 to 2.4. The AM dip was entirely expected, though, as Operations Manager Larry Daniels explains: "We had just introduced an entirely new staff. The most recent Radio Index reports we've seen show it (the AM) doing much better, so we're very pleased with the progress; and we intend to build on the AM just like we did on the FM. Between the two stations, with an 11+ share, it makes it very good for our sales department. The stations seem to be complementing one another, with the FM slightly stronger 18-24 and the AM picking up the upper demographics."

With 34 stations in the 27th market (four of which are Country), competition is stiff. How does Larry explain KNIX-FM's #1 ranking? "Country has always gotten respectable shares in Phoenix. One of the nicest things about this market is that it's sophisticated, it's unsophisticated, it's large, it's small. You have a lot of Easterners out here in the wintertime, and yet you have a lot of cowboys. It's a beautiful market for radio to be creative with and it is very competitive, as any person who's ever programmed here can tell you. Country music has roots and foundation... it's been around a long time, and there will always be those people who will love the music no matter how popular. I've always believed that anyone who listens to country music for any small amount of time will be hooked.

"When I first came to KNIX, the AM was a day-timer, while FM hadn't really caught on. I felt our only real opportunity to gain a significant audience in the Phoenix area was to promote the FM because it was on 24 hours a day. Through the years the consistency we

have worked with on the FM has enabled it to be a lot stronger. Everybody can relate to the lyrics of a country song. There are people who are now listening to country music who were into disco and rock that have never understood lyrics in their lives!

Reasons For Success

"Our music mix is very close, but we tend to play a few more oldies on the AM than on the FM. We play album cuts (with the exception of drive time periods) on both stations. We use the same formula for our jocks on

"There are people who are now listening to country music who were into disco and rock that have never understood lyrics in their lives!"

— Larry Daniels
OM, KNIX-AM-FM/Phoenix

both stations. They're very warm, sincere, personable people who don't do a lot of talk but have the opportunity to be themselves on the air.

"We do promotions year-round. We are everywhere... auto stickers, nightclubs, shows, newspapers, TV, you name it. We spend a lot of time on music research and have a very stable crew, some of whom have been with us for eight or nine years. We're a very hardworking company, and I have a GM who makes me look awfully good."

That GM is Mike Owens, who is also VP for the stations, and who had some thoughts of his own regarding KNIX's success: "We have a sound, proven product and years of being in the market, not just changing formats because it seemed like the timely thing to do. Once the product was good, we just brought it to everybody's attention with some good advertising campaigns. But the key ingredient to our success is the staff itself... we have the best air staff, the best sales staff, the best office staff in town. Everyone is a family here. It's one thing to say it's a job and another thing to say it's fun!"

WIL and KNIX prove that not only can a Country AM/FM combination survive... it can prosper as well.

— Carolyn Parks

THIS CASH IS GOOD AS GOLD.



ROSANNE CASH AND HER NEW SINGLE **SEVEN YEAR ACHE** • #11-11426 •
WRITTEN BY **ROSANNE CASH** • PRODUCED BY **RODNEY CROWELL** • FROM
THE SOON TO BE RELEASED ALBUM **SEVEN YEAR ACHE** • #JC36965 •
ON  COLUMBIA RECORDS.

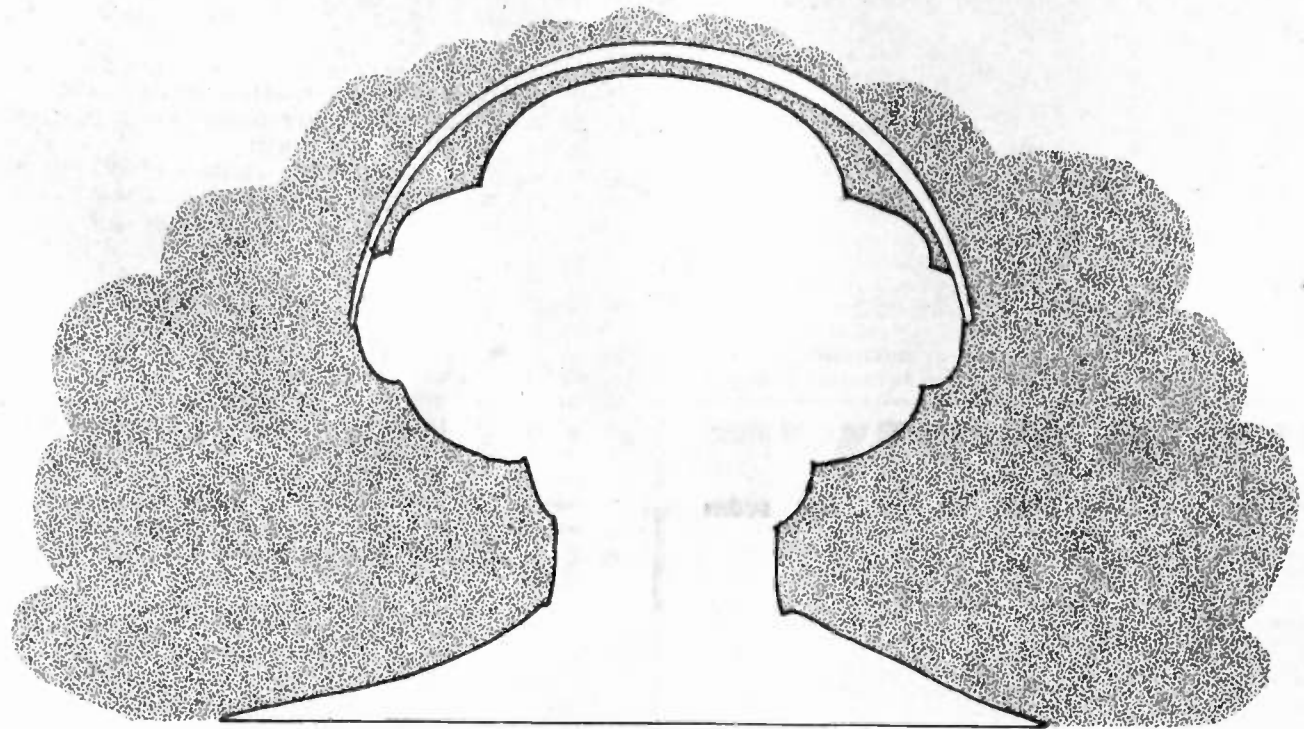
Management: Mike Gardner • 1901 Ave. of Stars, Suite 548 • Los Angeles, CA 90067 • 213-556-2818

Booking Agency: APA • 120 W. 57th St. • New York, New York 10019 • 212-582-1500 • 9000 Sunset Blvd., Suite 315, Los Angeles, CA 90069 • 213-273-0744

"Columbia;"  are trademarks of CBS Inc. © 1981 CBS Inc.

\$1,000 REWARD

WANTED!



*KNEW IS SEARCHING FOR AMERICA'S NEXT
GREAT MORNING ENTERTAINER.*

*We will pay \$1,000 CASH to the first bounty hunter
who tracks down the talent we hire ...*

no questions asked.

*Send all taped material to: SHERIFF JIM WOOD
c/o KNEW P.O. BOX 910 OAKLAND, CA. 94604*



**AVOID
PONY
EXPRESS!**

**(no
telephone
calls)**
EOE M/F



BREAKERS

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

CONWAY TWITTY & LORETTA LYNN Lovin' What Your Lovin' Does... (MCA)

On 77% of reporting stations. National Summary: Up 28, Same 15, Down 0, Debuts 33, Adds 19. R&R Chart: Debut 39.

HANK WILLIAMS JR. Texas Women (Elektra)

On 76% of reporting stations. National Summary: Up 9, Same 17, Down 0, Debuts 37, Adds 31. R&R Chart: Debut 40.

JOHNNY LEE Pickin' Up Strangers (Full Moon/Asylum)

On 68% of reporting stations. National Summary: 5, Same 9, Down 0, Debuts 11, Adds 59. R&R Chart: Debut 41.

DAVID FRIZZELL & SHELLY WEST You're The Reason God Made Oklahoma (WB)

On 66% of reporting stations. National Summary: Up 36, Same 13, Down 0, Debuts 18, Adds 13. R&R Chart: Debut 42.

Most Added:

- ALABAMA**
Old Flame (RCA)
Pickin' Up Strangers (Full Moon/Asylum)
- JOHNNY LEE**
Pickin' Up Strangers (Full Moon/Asylum)
- MICKEY GILLEY**
A Headache Tomorrow... (Epic)
- MERLE HAGGARD**
Leonard (MCA)

Hottest:

- DOLLY PARTON**
9 To 5 (RCA)
- CHARLY McCLAIN**
Who's Cheatin' Who (Epic)
- MEL TILLIS**
Southern Rains (Elektra)
- WILLIE NELSON**
Angel Flying Too Close (Columbia)
- T.G. SHEPPARD**
I Feel Like Loving You Again (WB/Curb)
- ELVIS PRESLEY**
Guitar Man (RCA)
- BELLAMY BROTHERS**
Do You Love As Good As You Look (WB/Curb)

MOST ACTIVE

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

- CRISTY LANE "I Have A Dream" (Liberty) 72/5**
National Summary: Up 35, Same 19, Down 0, Debuts 13, Adds 5. KLAC, KTRB, WVMI, WBAP, WSUN, KUUY 38-27, KEED 20-13, WESC-AM-FM 39-29, KKYX 47-31, WSAI 30-21, WHK 20-15, KSO 30-24, WXCL 34-28, KTTS-AM-FM 42-33, KVOO 44-33. R&R Chart: Debut 45.
- ALABAMA "Old Flame" (RCA) 71/65**
National Summary: Up 15, Same 1, Down 0, Debuts 17, Adds 65 including WEEP, WMZQ-FM, WYDE, KIKK-FM, WMC-AM, WSM, WSAI, WHK, WCXI, WIRE, WIL-AM-FM, KLAK, KNIX-FM, KMPS-AM-FM. R&R Chart: Debut 49.
- DON McLEAN "Crying" (Millennium) 70/21**
National Summary: Up 19, Same 17, Down 0, Debuts 14, Adds 21 including WMNI, WBCS-FM, KFEQ, KKAL, KCUB, WOKQ, WHN, WYDE, KHEY, KWKH, WTSO 44-32, KCKC 20-14, WWCS-FM 18-8, WSIX-FM 19-16, KRMD-AM-FM 44-37. R&R Chart: Debut 50.
- BRENDA LEE "Every Now And Then" (MCA) 67/19**
National Summary: Up 15, Same 18, Down 0, Debuts 17, Adds 19 including WMAQ, WMNI, WIRE, KFH, KRZY, KLAK, WKXA, WNOW, KHEY, WINN, WTSO 46-37, KUUY 48-38, WYDE 39-30, WGTO 49-40, KENR 38-28, KKYX 50-35.
- CRYSTAL GAYLE "Take It Easy" (Columbia) 63/27**
National Summary: Up 5, Same 16, Down 0, Debuts 15, Adds 27 including KSOP, KGA, WCAW, WWVA, WCOS-FM, WKSJ-FM, WSIX-FM, WHOO, WHK, WAXX, WITL-FM, WTHI, KUUY 48-39, KRMD-AM-FM 48-33, WQYK-FM 38-30.
- VERN GOSDIN "Too Long Gone" (Ovation) 61/10**
National Summary: Up 21, Same 17, Down 0, Debuts 13, Adds 10, WMAQ, WSAI, WITL-FM, KYNN, KVOO, KLAK, KRDR, KWJJ, WPOR, KHEY, WXCL 50-43, WWCS-FM 28-19, WIXL-FM 41-29, WGTO 34-25.
- EDDY RAVEN "Peace Of Mind" (Dimension) 59/8**
National Summary: Up 18, Same 16, Down 0, Debuts 19, Adds 6, WHK, WIRE, WKQC-FM, KFH, KVEG, KWJJ, KBMR d-17, KWMT 44-34, WXCL 49-37, KEED 42-33, KFTN 36-28, WGTO 44-34, KKYX 40-28.
- DEBBY BOONE "Perfect Fool" (WB/Curb) 58/26**
National Summary: Up 4, Same 14, Down 0, Debuts 14, Adds 26 including KOKE-FM, WQIK-FM, WBAM, KBMR, WMNI, WXCL, KFDI-AM, KBMY, KVOO, WPOR, WWVA, WQAM 36-30, KSOP 49-39.
- JOE SUN "Ready For The Times To Get Better" (Ovation) 55/2**
National Summary: Up 31, Same 13, Down 1, Debuts 8, Adds 2, KIDN, KSON-AM-FM, KSSS 29-20, KEED 33-28, WBAX 34-26, WGTO 42-35, KENR 28-20, KKYX 39-27, KYNN 30-21, KTTS-AM-FM 37-30, KVOO 42-31.
- EAGLES "Seven Bridges Road" (Asylum) 53/9**
National Summary: Up 20, Same 16, Down 0, Debuts 8, Adds 9, WITL-FM, WTSO, KFH, KTM, WGNM-FM, WPOR, WBAP, KLL-AM-FM, WSM, WIL-AM-FM 19-8, KVOO 45-34, KCKC 9-8, WHN 11-10, WYII 49-35.
- GENE WATSON "Any Way You Want Me" (WB) 52/32**
National Summary: Up 4, Same 10, Down 0, Debuts 8, Adds 32 including WHK, KFGO, KTTS-AM-FM, KSSS, KEED, KMAK, KNIX-FM, WCAW, KHEY, KENR, WKSJ-FM, WPOC-FM 8-4, WIXL-FM 43-31.
- RANDY BARLOW "Dixie Man" (Paid) 52/13**
National Summary: Up 11, Same 15, Down 0, Debuts 13, Adds 13, WSEN, WPOR, KHEY, KYXX, WKLM, WMAQ, WSAI, KWMT, KBUF, WKQC-FM, KFH, KLAK, KNIX-FM, WIXL-FM 36-25, KVOO 48-38.
- MICKEY GILLEY "A Headache Tomorrow..." (Epic) 50/48**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 48 including KIKK-FM, WMC-AM, WSIX-FM, WSAI, KSO, WCXI, WIRE, KLAC, KNIX-FM, KMPS-AM-FM, WMZQ-FM, WYII.
- JIM STAFFORD "Cow Patti" (WB) 49/2**
National Summary: Up 31, Same 11, Down 2, Debuts 3, Adds 2, KWMT, KBMY, KBMR 8-8, KSO 14-4, WFMS-FM 15-11, WITL-FM 18-12, KTRB 18-13, WPOC-FM 18-11, WIXL-FM 27-16, WEEP 19-13, WVMI 18-9, WIRK-FM 13-3.
- BARBARA MANDRELL "Love Is Fair" (MCA) 48/17**
National Summary: Up 4, Same 9, Down 0, Debuts 16, Adds 17 including WITL-FM, WXCL, KVOO, KEED, KONE, KSOP, KGA, WWVA, KHEY, KENR, KWMT 45-36, WSIX-FM 30-20.
- MERLE HAGGARD "Leonard" (MCA) 39/38**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 38 including WIXL-FM, WVMI, WESC-AM-FM, WMC-AM, WSM, KSO, WCXI, KEBC-FM, KFDI-AM, KUZZ, KNIX-FM, KTM, KEEN.
- LARRY GATLIN "It Don't Get No Better..." (Columbia) 37/34**
National Summary: Up 2, Same 1, Down 0, Debuts 0, Adds 34 including KMAK, KWJJ, WKXA, WBHP, WBAM, WSIX-FM, WIRK-FM, WNR, WCXI, WFMS-FM, WBGW-FM 43-34, WWCS-FM 30-24.
- MARTY ROBBINS "Completely Out Of Love" (Columbia) 36/11**
National Summary: Up 9, Same 12, Down 1, Debuts 3, Adds 11, WWVA, WBAX, KOKE-FM, WSIX-FM, WIRK-FM, WSLR, WMNI, WXCL, WHBF, KFTN, KGA, WIXL-FM 39-21.
- BILLY "CRASH" CRADDOCK "It Was You" (Capitol) 34/19**
National Summary: Up 1, Same 9, Down 0, Debuts 5, Adds 19 including KBMR, WMNI, WAXX, KFEQ, KRDR, KSOP, WYII, WQIK-FM, WSIX-FM, WIRK-FM, KCKC 34-21.
- DAVE & SUGAR "It's A Heartache" (RCA) 33/14**
National Summary: Up 4, Same 10, Down 0, Debuts 5, Adds 14 including KSO, WTSO, WKKN, KLAK, WWVA, KHEY, KKYX, WIRK-FM, KFGO 40-35, KUUY 50-40, WIXL-FM 48-37, KRMD-AM-FM 50-39.

Radio & Records NATIONAL AIRPLAY/50

February 6, 1981

THREE TWO LAST
WEEKS WEEKS WEEK

| | | | | |
|----|----|----|----|--|
| 4 | 3 | 2 | 1 | T.G. SHEPPARD/I Feel Like Loving You Again (WB/Curb) |
| 14 | 9 | 5 | 2 | MEL TILLIS/Southern Rains (Elektra) |
| 12 | 7 | 6 | 3 | CHARLY McCLAIN/Who's Cheatin' Who (Epic) |
| 1 | 1 | 1 | 4 | DOLLY PARTON/9 To 5 (RCA) |
| 7 | 4 | 4 | 5 | GAIL DAVIES/I'll Be There (WB) |
| 6 | 6 | 3 | 8 | JOHN ANDERSON/1959 (WB) |
| 24 | 18 | 14 | 7 | DOTTIE WEST/Are You Happy Baby? (Liberty) |
| 23 | 16 | 12 | 9 | LACY J. DALTON/Hillbilly Girl With The Blues (Columbia) |
| 26 | 21 | 15 | 6 | TANYA TUCKER/Can I See You Tonight (MCA) |
| 18 | 12 | 10 | 10 | WILLIE NELSON & RAY PRICE/Don't You Ever Get Tired... (Columbia) |
| 13 | 10 | 8 | 11 | STEVE WARINER/Your Memory (RCA) |
| 22 | 15 | 9 | 12 | GLEN CAMPBELL/Any Which Way You Can (WB) |
| 17 | 13 | 13 | 13 | MOE BANDY w/JUDY BAILEY/Following The Feeling (Columbia) |
| 38 | 29 | 21 | 14 | WILLIE NELSON/Angel Flying Too Close (Columbia) |
| 36 | 27 | 22 | 11 | REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB) |
| 25 | 22 | 18 | 10 | EDDY ARNOLD/Don't Look Now (RCA) |
| 28 | 24 | 20 | 17 | EARL THOMAS CONLEY/Silent Treatment (Sunbird) |
| 46 | 37 | 28 | 11 | BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb) |
| 2 | 2 | 7 | 19 | OAK RIDGE BOYS/Beautiful You (MCA) |
| 10 | 11 | 11 | 20 | RAZZY BAILEY/I Keep Coming Back (RCA) |
| 45 | 39 | 32 | 21 | ELVIS PRESLEY/Guitar Man (RCA) |
| 33 | 28 | 23 | 22 | GEORGE JONES & JOHNNY PAYCHECK/You Better Move On (Epic) |
| 43 | 33 | 26 | 23 | CON HUNLEY/What's New With You (WB) |
| 41 | 32 | 27 | 24 | BOBBY BARE/Willie Jones (Columbia) |
| 42 | 35 | 31 | 25 | RONNIE McDOWELL/Wandering Eyes (Epic) |
| 47 | 40 | 35 | 26 | GEORGE JONES/If Drinkin' Don't Kill Me (Epic) |
| - | 44 | 36 | 27 | SYLVIA/Drifter (RCA) |
| 40 | 34 | 30 | 28 | FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.) |
| 30 | 26 | 24 | 29 | MEL McDANIEL/Countrified (Capitol) |
| 5 | 5 | 16 | 30 | JANIE FRICKE/Down To My Last Broken Heart (Columbia) |
| 3 | 8 | 19 | 31 | EDDIE RABBITT/I Love A Rainy Night (Elektra) |
| - | 43 | 38 | 32 | JERRY LEE LEWIS/Thirty Nine And Holding (Elektra) |
| 49 | 42 | 37 | 33 | STEPHANIE WINSLOW/Anything But Yes Is Still A No (WB/Curb) |
| - | 47 | 40 | 34 | JOHN CONLEE/What I Had With You (MCA) |
| 44 | 38 | 34 | 35 | DEBORAH ALLEN/Nobody's Fool (Capitol) |
| - | 45 | 41 | 36 | BILIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty) |
| - | - | 43 | 37 | JOE STAMPLEY/I'm Gonna Love You Back... (Epic) |
| - | - | 42 | 38 | JACKY WARD/Somethin' On The Radio (Mercury/PolyGram) |
| - | - | 41 | 39 | CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA) |
| - | - | 40 | 40 | HANK WILLIAMS JR./Texas Women (Elektra) |
| - | - | 39 | 41 | JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum) |
| - | - | 38 | 42 | DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB) |
| 48 | 46 | 39 | 43 | ROGER BOWLING/Yellow Pages (Mercury/PolyGram) |
| - | 49 | 44 | 44 | CHARLIE DANIELS BAND/Carolina (I Remember You) (Epic) |
| - | - | - | 45 | CRISTY LANE/I Have A Dream (Liberty) |
| 16 | 17 | 25 | 46 | TERRI GIBBS/Somebody's Knockin' (MCA) |
| 8 | 14 | 17 | 47 | ED BRUCE/Girls, Women, Ladies (MCA) |
| 9 | 20 | 29 | 48 | MERLE HAGGARD/Think I'll Just Stay Here... (MCA) |
| - | - | - | 49 | ALABAMA/Old Flame (RCA) |
| - | - | - | 50 | DON McLEAN/Crying (Millennium) |

New Entry

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

Others Getting Significant Action

- BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 30/10**
National Summary: Up 3, Same 14, Down 0, Debuts 3, Adds 10, WFMS-FM, WITL-FM, WMUS-AM-FM, WKQC-FM, KICD-FM, KVOO, KTRB, WPOR, WCAW 48-38, WIXL-FM 44-22.
- BILLY LARKIN "20/20 Hindsight" (Sunbird) 28/8**
National Summary: Up 7, Same 10, Down 1, Debuts 2, Adds 8, WSEN, KHEY, WESC-AM-FM, KLRA, WCXI, WHBF, KEED, KGA, KYYX 16-13, KKYX 44-39.
- CHARLIE RICH "Are We Dreamin' The Same Dream" (Elektra) 27/21**
National Summary: Up 2, Same 3, Down 0, Debuts 1, Adds 21 including WKMF, KEBC-FM, KTTS-AM-FM, KUUY, KFTN, KSOP, WYII, WGTO, KLRA, KRMD-AM-FM, WQYK-FM 5-4.
- SLIM WHITMAN "I Remember You" (Epic/Cleveland International) 25/11**
National Summary: Up 2, Same 6, Down 0, Debuts 6, Adds 11, WYDE, WKSJ-FM, WQYK-FM, WHK, KSO, WKMF, KWMT, WITL-FM, KVOO, KGA, WWVA.
- RAY STEVENS "One More Last Chance" (RCA) 23/22**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 22 including KUUY, KNIX-FM, KGA, WKXA, WESC-AM-FM, WWOD, WSIX-FM, KFGO, WXCL, KFDI-AM.
- ROSANNE CASH "Seven Year Ache" (Columbia) 23/22**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 22 including KSO, KEBC-FM, KFEQ, KSSS, KRDR, KRSY, WBGW-FM, WWCS-FM, WYDE, WBAM, WSM.
- GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 23/4**
National Summary: Up 7, Same 5, Down 0, Debuts 7, Adds 4, WIRE, KEBC-FM, KIKK-FM, KKYX, KVOO 50-41, KCKC 18-17, WWVA 38-33, WESC-AM-FM d-34, WHOO 29-19, KRMD-AM-FM 38-28.
- JOHNNY CASH "Without Love" (Columbia) 23/2**
National Summary: Up 9, Same 1, Down 1, Debuts 3, Adds 2, WSLR, KLL-AM-FM, KBUF 41-38, KUZZ 34-29, KTRB 36-30, WIXL-FM 18-4, KHEY 50-42, KKYX 46-41.
- RITA COOLIDGE "Fool That I Am" (A&M) 23/2**
National Summary: Up 6, Same 9, Down 1, Debuts 6, Adds 2, KHEY, WGEE, WMAQ 31-19, WIRE d-34, WMUS-AM-FM 17-10, KNIX-FM 37-34.
- DONNA HAZARD "My Turn" (Excelsior) 22/4**
National Summary: Up 5, Same 10, Down 0, Debuts 3, Adds 4, WWVA, WBAM, KLAK, KMPS-AM-FM, KKYX 49-42, WXCL 48-42, KFDI-AM 48-43, KEED 48-43.
- MUNDO EARWOOD "Blue Collar Blue" (Excelsior) 21/11**
National Summary: Up 2, Same 4, Down 0, Debuts 4, Adds 11, KSOP, KGA, WBGW-FM, WYII, KOKE-FM, WKSJ-FM, WSM, KRMD-AM-FM, WQYK-FM, WKMF, KVOO.
- KING EDWARD IV "Dixie Road" (Soundwaves) 21/6**
National Summary: Up 1, Same 13, Down 0, Debuts 1, Adds 6, WWVA, KNOE, WQYK-FM, WITL-FM, KICD-FM, KRDR, On: WCXI, KFDI-AM, KMPS-AM-FM.
- BURRITO BROTHERS "She's A Friend Of A Friend" (Curb) 18/5**
National Summary: Up 6, Same 4, Down 0, Debuts 3, Adds 5, KYNN, WXCL, WKKN, KONE, KWKH, KVOO 29-23, KSSS 50-45, KOKE-FM 24-21, KKYX d-43.
- GEORGE BURNS "Willie, Sing A Song" (Mercury/PolyGram) 14/8**
National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 8, KUUY, KMAK, KRSY, KSOP, KNOE, WDAF, KYNN, KVOO, KWMT 47-41.
- JOHNNY CARVER "Tie A Yellow Ribbon..." (MCA) 13/12**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 12, WYDE, WBAP, WWOD, WIRK-FM, WJZ-FM, WKMF, WXCL, KRDR, KCKC, WOKQ, WKYQ, WEEP.
- J.W. THOMPSON "Two Out Of Three" (NSD) 12/2**
National Summary: Up 4, Same 6, Down 0, Debuts 0, Adds 2, WNR, KICD-FM, WCXI 39-37, KVOO 47-45, On: KFDI-AM, KGA, KWKH.

Country Pictures

THANK GOD THEY'RE HOME

WQHK Radio 1380

SIGN OF THE TIMES — WQHK/Ft. Wayne, IN sent along a copy of one of the ten billboards the station put up the day the former hostages arrived in the U.S.



HARD HAT HONEYS — WIRE/Indianapolis recently held a "Ms. Hard Hat" contest. Top prize included a \$200 gift certificate for western wear. Seen at the festivities are WIRE's Ken Speck and Doug Dahlgren. Speck is also pictured giving a lift to one of the contestants.



PASSING THE BUC — WKDA/Nashville MD Fred Buc is seen receiving a house call from "Dr." Jerry Seabolt of Capitol/EMI-America/Liberty Records and Capitol recording artist Keith Stegall. Seabolt was letting Fred hear Keith's new release, "Anything That Hurts You, Hurts Me." "We're happy to report the operation was a success — only time will tell how the record will do."



CLOWER POWER TURNS SOUR — Jerry Clower (left) visited with KHEY/El Paso's morning man Charlie Russell (right) prior to the Sun Bowl game. However, the Mississippi Stater's smile quickly faded when his Bulldogs lost to the Nebraska Cornhuskers 31-17.

Biff Collie

Inside Nashville



POCKET SECRETARY: John Conlee becomes a Grand Ole Opry member this week and WSM/Nashville announces modifications in Opry schedules which will cut down on the frequency of the Opry casts'

appearances (or some of them) . . . Jack Greene and Jeannie Seely split their stage mikes after almost 12 years as a concert team . . . Mitch Torok (remember his "Mexican Joe," "Caribbean," and other classic songs?) is painting murals at the Ryman Auditorium (the old Grand Ole Opry House) as commissioned by NLT . . . Rumors are circulating in the entertainment community that T. Tommy Cutrer is being nudged to run for Governor next term. He's a State Senator this term . . . Jerry Foster (of the great Foster & Rice songwriting team) hosted a TV pilot . . . Tom T. Hall appointed member of the Board of Directors of Harpeth National Bank . . . Andy Williams and Paul Anka both album'ed here; Williams produced by Steve Popovich and Bill Justis; Larry Butler produced Anka . . . Loretta Lynn visits the "Tonight Show" February 11 . . . TV's "Those Amazing Animals" cohost and Grand Old Opry graduate Jim Stafford's "self-inflicted" birthday present: a \$15,000 electric piano for his \$50,000 Mercedes VAN! . . . Kenny Rogers gifted C.K. Spurlock (Rogers's concert manager) and his wife with an all-expense paid trip to anywhere in the world for a month-and-a-half . . . Dolly Parton taking Yoga lessons? . . . Jerry Clower making his first appearance this weekend at Ownesboro's Executive Inn. It's also the first time Clower has performed in a night-club atmosphere where liquor is served. Clower, a lay-preacher, has heretofore declined bookings in the normal night club atmosphere . . . Joe & Betty Gibson's Nationwide Sound Distributors signed a promo and distribution deal with Josiah Weaver's Mountain Rock Music . . . Glen and Tanya having second thoughts about that Valentine wedding?



JACK OF ALL TRADES — "The Purple People Eater," Sheb Wooley, is at it again with his soon-to-be-released Sunbird Records novelty song "The Jackhammer Man." Sheb is shown demonstrating his technique to backup singer Hi C. Lea.

BITS & PIECES: T.G. Sheppard on the "Midnight Special" February 6 with a "Barbara Mandrell Show" appearance scheduled for later in the month . . . Freddy Fender, who has not recorded for Music Enterprises, Inc. for the past year, is being sued by the firm and Huey Meaux in a \$1 million breach of contract suit . . . Former Dave & Sugar back-up soprano Sue Powell has been signed to RCA Records. Her first single is due out in early spring . . . Also on the RCA roster is well-known Nashville producer and songwriter Norro Wilson, who has been named Executive Producer of Artists and Repertoire for the Country Division. His first project for the label will be the upcoming Jerry Reed LP . . . Johnson City, TN's East Tennessee State University has established the Floyd Cramer Music Scholarship Fund. Announcement made at a ceremony honoring the country great with a proclamation issued by Tennessee Governor Lamar Alexander . . . Opryland Radio Productions has over 150 markets set to air its syndicated radio program "On Stage" April 1. Radio personality Charlie Chase is the host of the show, which will feature special performances at the Grand Ole Opry as well as on-stage interviews with the performers . . . Bill Anderson taping Nashville-based TV program "Miller & Company" . . . Mel Tillis will sandwich in "Hollywood Squares" and "John Davidson Show" tapings while appearing at Las Vegas's Frontier Hotel January 22-February 4 . . . Dolly Parton's

February 19-March 4 stand in Vegas, they say, will pay her \$350,000 a week! . . . Speaking of Nevada, that state's Governor Robert List recently presented Roy Clark with a trophy honoring the singer for his "outstanding contribution to Nevada's fame as the entertainment capital of the world" . . . Don Williams working on his 13th (lucky?) MCA album even as the second single, "Falling Again," is being released from his "I Believe In You" gold album . . . **FURTHERMORE:** Kenny Rogers turned down millions in Las Vegas to pursue an acting career . . . Glad John Denver & his Annie are singing the same tune again after domestic waves . . . Charlie Daniels, Joe Sullivan and other moneyed friends, they say, will build a superspeedway near Nashville, a \$6 to \$8 million project. Waylon's involved with another racing entrepreneur, Gary Baker, who now operates Nashville's Speedway . . . Construction should begin by early spring on the \$2 million Conway Twitty home and museum-office complex across the road from Johnny's house of Cash in nearby Hendersonville . . . MCA signed Taffy McElroy, a 13-year old who insiders say "is something else!" (another Tanya Tucker?) . . . Ronnie Milsap opens February 19th for his Las Vegas debut at the Aladdin Hotel with Debby Boone on the bill. Casio Electronics made Milsap a gift of the as yet unmarketed MT-30 Portable Keyboard, which plays 22 different instrument sounds and has three octaves . . . Kenny Rogers's house cost \$14 million, not counting the \$800,000 he's spending to furnish it . . . Internationally-famous attorney Melvin Belli retained by Leona Williams to represent her in that divorce countersuit against Merle Haggard.

WASN'T THAT A PARTY!

(19-51007)

The explosive new single from
THE ROVERS

that has already been certified platinum in Canada.
Watch for The Rovers forthcoming album,
Wasn't That A Party.

On Epic/Cleveland International Records.

Produced by Jack Richardson.



THE PARTY HAS ONLY BEGUN!

"Epic" and "Epic" are trademarks of CBS Inc. © 1981 CBS Inc.

"Cleveland International" and "Cleveland International Records" are trademarks of Cleveland International Records Inc. © 1981



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, MOST ADDED, WEST, HOTTEST. Lists artists and record labels for each region.

EAST table listing radio stations (e.g., WQVA-FM, WYFF) and the artists they are playing.

MIDWEST table listing radio stations (e.g., WLSR, WMAQ) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

SOUTH table listing radio stations (e.g., WVAZ, WVAZ-FM) and the artists they are playing.

SOUTH table listing radio stations (e.g., WVAZ, WVAZ-FM) and the artists they are playing.

SOUTH table listing radio stations (e.g., WVAZ, WVAZ-FM) and the artists they are playing.

SOUTH table listing radio stations (e.g., WVAZ, WVAZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

WEST table listing radio stations (e.g., KJZZ, KJZZ-FM) and the artists they are playing.

NUMBER OF REPORTING STATIONS THIS WEEK: 123

Hottest Tracks: "Object of My Affection" GAIL DAVIES (WB)

"Louisiana Saturday Night" MEL MCDANIEL (Capitol)

JOHNNY DUNCAN - You're On My Mind - (Columbia)

CRYSTAL GAYLE - A Woman's Heart - (Liberty)

MEL TILLIS - Southern Rains - (Elektra)

CONWAY TWITTY - Rest Your Love On Me - (MCA)

HANK WILLIAMS JR. - Rowdy - (Elektra)

COUNTRY ALBUMS

- List of country albums including MOE BANDY - Following The Feeling, BELLAMY BROTHERS - Sons of the Sun, DEBBY BOONE - Savin' It Up, GAIL DAVIES - I'll Be There, MAC DAVIS - Taxes In My Rearview Mirror.

- List of country albums including JOHNNY DUNCAN - You're On My Mind, CRYSTAL GAYLE - A Woman's Heart, TERRI GIBBS - Somebody's Knockin', MERLE HAGGARD - Back To The Barrooms, JOHNNY LEE - Lookin' For Love, CHARLY MCCLAIN - Who's Cheatin' Who, MEL MCDANIEL - I'm Countryfied, ORION - Rockability, DOLLY PARTON - 9 To 5 And Odd Jobs.

- List of country albums including MEL TILLIS - Southern Rains, CONWAY TWITTY - Rest Your Love On Me, HANK WILLIAMS JR. - Rowdy, DOLLY PARTON - 9 To 5, JIM STAFFORD - Cow Patti, WILLIE NELSON - Angel Flying Too Close, BELLAMY BROTHERS - Do You Love As..., CHARLY MCCLAIN - Who's Cheatin' Who, ELVIS PRESLEY - Guitar Man.

Most Requested:

- List of most requested songs including DOLLY PARTON "9 To 5", JIM STAFFORD "Cow Patti", WILLIE NELSON "Angel Flying Too Close", BELLAMY BROTHERS "Do You Love As...", CHARLY MCCLAIN "Who's Cheatin' Who", ELVIS PRESLEY "Guitar Man".



P/A

POP/ADULT®

Mike Kasabo

The Rotation Migration

Since we have converted nearly 65 reporting stations to conform with our new rotational music methodology (R&R 1-23), the response has been pouring in — so far all in favor of the conversion. It's regarded as a musical system that Pop/Adult radio can completely identify with, reflecting rotations as opposed to less meaningful station numbers, giving everyone an accurate perspective of what is actually happening musically across the nation.

Eight varied P/A stations came forth with their exceptions of why and how the rotation system works best. Since their comments were brief, and for the most part unduplicated, we offer them individually:

First, John Wetherbee, Music Director at WFYR/Chicago:

"Rotations are more important to me because for adult radio, sales are not as important a factor as they might be for CHR stations. A P/A station tends to target for an adult 25-49 and will play a record that isn't a CHR hit — so the rotation system is more important and helpful to me because I can find out what my fellow P/A stations are reacting to, not with a number, but with how much air time they're giving a piece of product. And since all of them are now going by that system, that becomes the most accurate way of finding out what they're doing with different pieces of product. Whether it's a big country hit or a black hit or a big CHR item, each market has to position itself differently and the way you break it all down is very helpful to me."

Transition

Dick Stone (pictured) has been appointed News Director of WCFL/Chicago, coming from across town at WIND, where he held the same position... Tom Lopez comes in as the new Program Director of WOAI-FM/San Antonio from WCHV/Charlottesville... Pat Patterson moves across town to WISN as weekend air talent from WTMJ/Milwaukee...



Dick Stone

Bill Towery has been named Production Director and weekend personality at WFYR/Chicago after a four-year stint at WRJZ/Knoxville as Operations Director... Dick Pomerantz has joined KSTP/Minneapolis as nighttime talk show host coming from WSOC/Charlotte... Peter Dean has been named Production Director of WCLR/Skokie, IL; he had previously been the Operations Manager of KRCH/Rochester, MN... Rick O'Connor is the new Program Director and Music Director of WATR/Waterbury, from WRCQ/Hartford; he replaces Chris Evans, who has moved on to WATR-TV... Veteran programmer Don Hofmann has joined the swelling ranks of former PD's who've made their move into management, as he takes over the Station Manager position at KOKQ/Seaside, CA... Darnell Holmes takes over the 7-mid air slot at KLTE/Oklahoma City from across town at K107... Joe Bennett is the new 9-12noon air personality at WSLI/Jackson, MS replacing Don Vaughn, who moves on to WKOR/Starkville, MS.

We go next to a Rocky Mountain high opinion from KPPL/Denver Program Director Jim Heath:

"I really don't believe that much in numbers, never have. I can't go by them because I don't really get any truth in them from sources like record stores and things like that. I still continue to use your numbers because I know how they are determined, but basically our rotation is not determined by whether a record is #1 or #2 from any other source. New stuff from a Kenny Rogers or any other hot artist of the time will never see low rotation — it will go right into a heavy rotation. And this is where numbers can be so misleading. A new hot artist receiving heavy play might be listed as #28 or even lower on a numerical chart, giving the impression that it's not as big as say a No. 5 record on the same chart that may only be played a couple of times a day. A lot of times a record may be reflected in a market as being No. 1, but in actuality, it's in low or even a recurrent rotation at the station. If we tried to go strictly by the numbers, I think we'd get caught with our pants down."

A former Denver programmer and personality, Scott Fischer, now PD of WFTL/Ft. Lauderdale, said:

"We feel that a rotation system can give a much better flow to the sound of our radio station. The rotation of our music happens for a reason — we want certain records to play at certain times, and I've always used the rotational pattern — I've never dealt with a numerical thing."

Next the Sage of the East, Walt Pinto, Music Director of WELI/New Haven, responded:

"At this type of station, which is as P/A as you can get, numbers don't really mean anything, and frankly, it would be a hell of a lot of extra work for no reason to try and determine the specific number, or ranking of a record. So what we do, based on publications like R&R, is strictly determine a record's value by its sound and artist acceptability plus some indication of local activity in order to place a record in one of the rotational categories. A numerical list just wouldn't make any sense for us because we don't worry about playing a record because someone says it's number so-and-so. Numbers are totally irrelevant to what we do."

Jumping to the West Coast, Bruce Murdock of KING/Seattle related:

"A rotation list (in R&R) reflects more accurately the worth of a record at any given time to a lot of radio stations like mine. I think when you distill the process of taking the 30 or 40 songs you play and looking at them, I think they logically bunch into three groups — heavy, medium, and light. And I think that any record in a heavy rotation is probably worth as much as any other record in the heavy rotation. Trying to look for a No. 1 or 2 or 15 record, no matter what your research might tell you, is looking for a piece of data that isn't necessarily there. Plus I think that a record moving from a light rotation to a heavy rotation in the course of two weeks is more significant, and means more to me personally, than saying it goes from 30 to 19 to 11."

WBEN/Buffalo Program Director Bob Wood, coming off a fantastic book for his station, parallels his rating success with numbers vs. rotations:

"It occurred to me all through this current rating analysis, the results of which showed us to be No. 1, that while I'm happy and proud to be No. 1, the question is — what does it really mean? We're No. 1 in people 12+, but if you look really close we're No. 1 again in 25-54, but not 18-24, but we are 12+, but not really in all parts of it — it's kind of meaningless. I think the country is too No. 1 conscious. It takes a lot of integrity to not be No. 1, which everyone seems to forget about. And that brings us to the rotational lists you have for your musical input. I find that the emphasis on No. 1, or any other number, is incomplete. There should be a quality attached to it. You're applying that quality by expressing the type of rotation given each record. No one really cares if it's number one this or that, just how often they are hearing

the songs they want to hear. In other words, when you say No. 1, you're assuming quality, and it ain't necessarily so."

Down in Florida, we fished out Tom Kennington, WDBO/Orlando PD:

"I've worked with a numbered chart in the past, and I can tell you that once you've gotten past the top ten or twelve tunes, then all you're really doing is playing games with numbers. By using rotations, I can always keep a better handle on what is actually happening in terms of accurate exposure of any record."

WIP/Philadelphia's Al Herskovitz replied:

"I find numbers meaningless. After the top several songs, there is no way to accurately measure by numbers what is going on. The record companies should realize that assigned numbers, which I could easily do, are not giving the proper perspective as to what is actually happening in terms of the airplay exposure. The rotation system gives us a better balance and enhances our musical posture. It also eliminates 'personal preference' from our personalities, thereby insuring automatic play in their proper categories — a numbered system may not give us such much-needed accuracy."

Update



WHUPPED WITH AN UGLY STICK?: WASH/Washington and over 60 area bars combined to raise over \$50,000 for the Multiple Sclerosis Society recently, holding D.C.'s first "Ugliest Bartender" contest. The city-wide event featured personality John Bodnar (left), who helped promote the search by making several guest bartending appearances, and packing the house each time. Bodnar is captured here with a couple of merry mirth makers from a local watering hole.

THE RAZOR'S EDGE: KSTP/Minneapolis is looking for an audio production whiz. Unto itself, that's no big newscast — but the station is really going major league with its scouting. KSTP would like tapes and resumes from all over the country, with the finalists being flown into the Twin Cities for the "Grand Splice Off." Each applicant will get a turn to show what magic he or she can perform with a multi-track studio. All information should be addressed to Robert Oakes, Operations Manager, 3415 University Avenue, St. Paul, MN 55114... We received a very interesting programming feature from Time Capsule, Inc. It's a 90-second feature that challenges listeners to identify random months from 1960 to the present, and includes a 70-second quiz, a cutaway for spots and a 20-second answer and close. Anyone interested call the company's automatic hookup to hear a sample program — (617) 771-8484... WGBS/Miami News Director Robert Cain has been named to the Board of Directors of the Radio Television News Directors Association... Darrell Aune, Sports Director of KEX/Portland, has been named Oregon's Sportscaster of the Year for 1980, making it the seventh time in 11 years he has received the award... WIOD/Miami has picked up the ABC Information Radio Network service — William Viands Jr., VP/GM of the station, points out, "This signals a new direction for WIOD Radio and its programming which will evolve throughout the month of February."



POP/ADULT®

BREAKERS®

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

BARBRA STREISAND & BARRY GIBB What Kind Of Fool (Columbia)

64% of our reporters are on it. Adds include WLW, KSL, WTIC, WELI, WATR, WFTL, WLVA, KXIC. Added into Medium rotation: WAKR, WFDF, KBAI, KMJJ, WRVA, KFMB. Increased rotation at WHBC, KRMG, WJON, WSGW, WDFW, WDF, KWOS, WHBY, KLO, WORG, WMAZ, WSLI, WABZ, WTMJ, WGAR, KEX, WHAS, WIP, WGR. Heavy rotation: WNAB, WEIM, WSBA, WKHM. Jumps 30-21 on the 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.

TERRI GIBBS "Somebody's Knockin'" (MCA) 47/14 add WCCO-FM, WIP, WELI, WBN, WABZ, WJBO, KOB, KMJJ, KBAI, KRKK, KFOR, WDF, WKHM, WFDF. Increased rotation: KMBZ, WHIO, KSFO, WGR, WACI, WSBA, WCHV, WSLI, WORG, KFQD, KMED, WIBW, WJON, KMRJ. Hot and Heavy at WSB, KAAV. Strongest action in the South and Midwest. Debuts at No. 27 on P/A chart.

DELBERT McCLINTON "Giving It Up For Your Love" (Capitol) 39/7 add WSIX, WBT, KDKA, WGR, WJBO, WSTV, KLTE. Heavy rotation: WCCO-FM, WTVN, WLW, WGY, WNAB, WABZ, WCHV, KAAV, WFIR, KRZI, WHIZ, WJON, WOOD. Medium rotation: WGAR, KNBR, WASH, WPRO, WEIM, WCFR, WMAZ, KFQD, KLO, WHBC, WBOW. Action evenly spread in all regions but West. Debuts at No. 28 on P/A chart.

STEVIE WONDER "I Ain't Gonna Stand For It" (Tamla) 38/4 add WLW, WPRO, WGR, KXIC. Heavy rotation: WCCO-FM, WASH, WIP, WORG, WFIR, KOLO, KIMS. Medium rotation: KRKK, KPPL, WDAE, WSIX, WBT, WCBM, KDKA, WEIM, WCFR, WABZ, WCHV, WMAZ, KRZI, WOWO, KWOS, WBOW, WHIZ, WHBC. Strong Midwest action, picking up in South and spreading East. Debuts at No. 29 on P/A chart.

KOOL & THE GANG "Celebration" (De-Lite/PolyGram) 35/9 add WGAR, WASH, WGR, WRVA, KBAI, WHBC, KFOR, WSGW, WFDF. Heavy rotation: WBZ, WIP, KDKA, WTAE, WSIX, WFYR, WLW, WCCO-FM, WABZ, WEIM, WOWO. Medium rotation: KOGO, WBT, WPRO, 3WS, WJBO, WJON, KWOS, WKHM. Showing very strong action wherever played. Debuts at No. 30 on P/A chart.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 44/10 add KSTP, WGR, WATR, WDBO, WRVA, KMJJ, KBLF, WAKR, KFOR, KXIC. Medium rotation: WELI, WBT, KPPL, KEX, WCCO-FM, WQUA, WSLI, WSBA, WEIM, WJON. Increased to Medium: KSL, WHAG, WDEF, WNDB, KAAV, WYMC, WORG, KLO, KLTE. Greatest strength in the South, some good action in Midwest.

PHIL EVERLY "Dare To Dream Again" (Curb/CBS) 37/6 add KFMB, WACI, WCHV, WSLI, WTAR, KUGN. Heavy rotation: KLO, KMED, WQUA, WLTA. Medium rotation: KMBZ, KLOK, KSL, WDEF, KRKK, KOB, WAKR, WJON, WOOD, KXIC, WHBY. Strong everywhere but in the East.

ELVIS PRESLEY "Guitar Man" (RCA) 33/5 add WHIO, WEIM, WJON, KMRJ, KXIC. Heavy rotation: WNAB, WKHM. Medium rotation: WCCO-FM, WBT, WGY, WHAG, WNDB, WQUA, WFIR, KLO, KRMG, WSTV, WDF. Best action in the South and the Midwest.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 31/2 add KSFO, KLTE. Heavy rotation: WTMJ, KLO, WRVA, WSBA. Medium rotation: KSL, KEX, KPPL, WLTA, WACI, WCHV, WFTL, WLVA, WFIR, KFQD, KBLF, KRKK, WHBC, WKIQ, KFOR, WJON, KMRJ, WDF, WDF. Continued strength in the West, South and Midwest.

ASSOCIATION "Dreamer" (Elektra) 29/11 add WHIO, WLW, KSFO, KFMB, WDEF, WNDB, KMED, KLO, WHIZ, WBOW, WSTV. Medium rotation: WKIQ, KFOR, WJON, WKHM, WHBY, WFIR, WSBA. Growing in the Midwest and South.

STYX "Best Of Times" (A&M) 29/7 add WTVN, WFYR, KPPL, WHAS, WEIM, WGR, KBLF. Heavy rotation: KNBR, WMAZ. Medium rotation: WOWO, KBAI, WFIR, WSLI, WCHV, WABZ, WGR, WIP, WTAE, WSIX, WLW, WGR, WCCO-FM. Vary even spread with all regions.

ROBBIE DUPREE "Nobody Else" (Elektra) 27/2 add WTMJ, KXIC. Heavy rotation: KRKK, WEIM. Medium rotation: WHBC, WJON, KOLO, KBLF, KMED, KUGN, KFQD, WSLI, WQUA, WJBO, WSBA, WHIO, KEX, KPPL, WDAE, WDAI-FM. Strongest in the West, growing in the South and East.

Others Getting Significant Action

FIREBALL "Staying With It" (Atlantic) 19/3 add WCCO-AM, WDAI-FM, KBAI. Heavy rotation: WJON, KLTE. Medium rotation: WCCO-FM, WGY, KRKK.

GROVER WASHINGTON JR. "Two Of Us" (Elektra) 17/15 add WCCO-FM, KMBZ, KEX, KPPL, WSLI, WMAZ, WORG, KOLO, KRKK, WHBC, WSTV, KWOS, WKHM, WHBY, WCVV.

TASTE OF HONEY "Sukiyaki" (Capitol) 17/6 add KEX, KPPL, WHBC, KFOR, WJON, WKHM. Medium rotation: WNAB, WEIM, WSBA, WNDB, WSLI, KNBR, WDAE, WSB.

BOBBY HART "Lovers For The Night" (Ariola) 17/0. Heavy rotation: WTMJ, WDEF, KLMS. Medium rotation: WNDB, KMED, KLO, KRKK, WHBC, WHBY.

LOBO "Fight Fire With Fire" (Elektra/Curb) 16/8 add WHAG, WATR, WSLI, WLVA, WORG, WKIQ, WSTV, KWOS. Medium rotation: KFOR, WKHM, WHBY, WLTA.

RANDY MEISNER "Hearts On Fire" (Epic) 14/3 add WHAS, KLTE, WGR. Medium rotation: KRZI, WFIR, WMAZ, WABZ.

PETER ALLEN "Fly Away" (A&M) 14/2 add WLTA, WOOD. Heavy rotation: WNAB, WHAG. Medium rotation: KLO, WLVA, KMRJ, KLTE, WKHM.

FLEETWOOD MAC "Fireflies" (WB) 12/11 add KPPL, WEIM, WACI, WCHV, WMAZ, KLO, KOLO, KRKK, KWOS, KXIC, WHBY.

AMBROSIA "Outside" (WB) 11/6 add WCCO-FM, WDAI-FM, WHAG, WLVA, KBLF, WHIZ. Medium rotation: WFIR, WCHV.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 11/2 add KSL, KFOR. Medium rotation: WDF, WHAG, WSBA, WORG.

Radio & Records POP/ADULT AIRPLAY / 30

February 6, 1981

| Three Weeks | Two Weeks | Last Week | This Week | |
|-------------|-----------|-----------|-----------|---|
| 9 | 7 | 4 | 1 | DOLLY PARTON/9 To 5 (RCA) |
| 4 | 3 | 1 | 2 | BLONDIE/The Tide Is High (Chrysalis) |
| 8 | 6 | 5 | 3 | ABBA/The Winner Takes It All (Atlantic) |
| 5 | 2 | 2 | 4 | EDDIE RABBITT/I Love A Rainy Night (Elektra) |
| 1 | 1 | 3 | 5 | BARRY MANILOW/I Made It Through The Rain (Arista) |
| — | 22 | 12 | 0 | JOHN LENNON/Woman (Geffen) |
| 11 | 9 | 8 | 7 | STEELY DAN/Hey Nineteen (MCA) |
| 13 | 11 | 9 | 8 | DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic) |
| 20 | 14 | 10 | 9 | RONNIE MILSAP/Smoky Mountain Rain (RCA) |
| 2 | 4 | 6 | 10 | AIR SUPPLY/Every Woman In The World (Arista) |
| 14 | 13 | 11 | 11 | FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.) |
| — | 30 | 19 | 12 | DON McLEAN/Crying (Millennium) |
| 19 | 16 | 14 | 13 | BOZ SCAGGS/Miss Sun (Columbia) |
| 29 | 23 | 18 | 14 | CLIFF RICHARD/A Little In Love (EMI America) |
| 3 | 5 | 7 | 15 | NEIL DIAMOND/Love On The Rocks (Capitol) |
| 30 | 27 | 21 | 10 | EAGLES/Seven Bridges Road (Asylum) |
| 18 | 15 | 15 | 17 | BETTE MIDLER/My Mother's Eyes (Atlantic) |
| — | — | 25 | 11 | NEIL DIAMOND/Hello Again (Capitol) |
| 6 | 8 | 13 | 19 | BARBRA STREISAND & BARRY GIBB/Guilty (Columbia) |
| 7 | 10 | 16 | 20 | DIANA ROSS/It's My Turn (Motown) |
| — | — | 30 | 21 | B. STREISAND & BARRY GIBB/What Kind Of Fool (Columbia) |
| 10 | 12 | 17 | 22 | JOHN LENNON/(Just Like) Starting Over (Geffen) |
| 24 | 21 | 20 | 23 | RITA COOLIDGE/Fool That I Am (A&M) |
| — | — | 29 | 24 | SPYRO GYRA/Cafe Amour (MCA) |
| 27 | 29 | 26 | 25 | TIERRA/Together (Boardwalk) |
| 25 | 25 | 22 | 26 | ANDY GIBB/Time Is Time (RSO) |
| — | — | → | 27 | TERRI GIBBS/Somebody's Knockin' (MCA) |
| — | — | → | 28 | DELBERT McCLINTON/Giving It Up For Your Love (Capitol) |
| — | — | → | 29 | STEVIE WONDER/I Ain't Gonna Stand For It (Tamla) |
| — | — | → | 30 | KOOL & THE GANG/Celebration (De-Lite/PolyGram) |

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 →

LEO SAYER "Living In A Fantasy" (WB) 26/14 add WCCO-FM, WCBM, WBN, WHAG, WGR, WACI, KRZI, KFQD, KBLF, KOLO, KRKK, WKIQ, WHIZ, WBOW. Medium rotation: WFIR, WEIM, WCHV, WSLI, WSGW, WDF. Even start in all regions.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off) (20th) 25/13 add WEIM, WGR, WDEF, WSLI, KFQD, KMED, WHBC, WKIQ, WIBW, WJON, KWOS, WKHM, WFDF. Medium rotation: KSL, KRKK, WRVA, WLVA, WNDB, WHBY, KFOR. South, West and Midwest showing signs.

HALL & OATES "Kiss On My List" (RCA) 24/10 add WCCO-FM, WGAR, WLW, WBT, WCBM, WFIR, KFQD, KBAI, WBOW, WOWO. Medium rotation: WPRO, WEIM, WCFR, WABZ, WCHV, WSLI, WMAZ, KOLO, WDF. South has strongest action at this point.

DEBBY BOONE "Perfect Fool" (WB/Curb) 24/8 add WHIO, WEIM, WLVA, WQUA, KUGN, WKIQ, WKHM, WIBW. Heavy rotation: WRVA. Medium rotation: WCCO-AM, KNBR, WNAB, WNDB, KFOR, WJON. Strongest in Midwest, spreading South.

Most Added:

- NEIL DIAMOND** "Hello Again" (Capitol) Added at 25% of our reporting stations.
- BARBRA STREISAND & BARRY GIBB** "What Kind Of Fool" (Columbia) Added at 22% of our reporting stations.
- GROVER WASHINGTON JR.** "Just The Two Of Us" (Elektra) Added at 15% of our reporting stations.
- TERRI GIBBS** "Somebody's Knockin'" (MCA) Added at 14% of our reporting stations.
- LEO SAYER** "Living In A Fantasy" (WB) Added at 14% of our reporting stations.
- CHRIS MONTAN** "Let's Pick It Up (Where We Left Off) (20th)" Added at 13% of our reporting stations.

Hottest:

- DOLLY PARTON** "9 To 5" (RCA) Reported hot at 61% of our stations.
- BLONDIE** "The Tide Is High" (Chrysalis) Reported hot at 41% of our stations.
- JOHN LENNON** "Woman" (Geffen) Reported hot at 37% of our stations.
- STEELY DAN** "Hey Nineteen" (MCA) Reported hot at 34% of our stations.
- DAN FOGELBERG** "Same Old Lang Syne" (Full Moon/Epic) Reported hot at 30% of our stations.
- BARRY MANILOW** "I Made It Through The Rain" (Arista) Reported hot at 28% of our stations.
- EDDIE RABBITT** "I Love A Rainy Night" (Elektra) Reported hot at 26% of our stations.

P/A REGIONAL ADDS & HOTS

EAST

WCBM/Baltimore
Hal Martin

WIP/Philadelphia
Bob Rusoo

WGYSchenectady
Bill Buchner

WAKR/Akron
Bill Hart

WLV/Cincinnati
Greg Picciano

WOW/FL Wayne
Sam DeVincent

KLMS/Lincoln
Gary Claus

WJON/St. Cloud
Tom Scott

WBOW/Terre Haute
Larry Joseph

KRMQ/Tulsa
Don Bishop

WHZ/Zanesville
Dave Crist

N. Diamond (Hello)
L. Sayer (Fantasy)
Hall & Oates
Eagles
HOTTEST
D. McLean
J. Lennon (Woman)
C. Richard

T. Gibbs
S. Robinson
R. Holmes (Blackjack)
HOTTEST
A. Gibb
E. Rabbitt
C. Richard
D. Parton
Steeley Dan

KDKA/Pittsburgh
Randy Flick

F. Knoblock & S. Anton (ra)
RED
D. McClinton
D. Parton
B. Streisand & B. Gibb (Fool)
HOTTEST
Blondie
(Tide)
E. Rabbitt
D. Parton
Kool & Gang
Steeley Dan

WTAE/Pittsburgh
Don Berns

H. Chapin
Eagles (ra)
L. L. Jones
N. Diamond (America)(lp)(ra)
HOTTEST
D. McLean
D. Fogelberg
Kool & Gang
Blondie
(Tide)

WASH/Washington D.C.
Bob Duckman

B. Streisand & B. Gibb (Fool)
Kool & Gang
HOTTEST
J. Lennon (Woman)
D. McLean
S. wonder
N. Diamond (Hello)
N. Diamond (America)(lp)

WATR/Waterbury
Rick O'Connor

B. Streisand & B. Gibb (Fool)
Lobo
Spro Gyra
Doobie Bros. (Myken)
HOTTEST
J. Lennon (Woman)
D. McLean
B. Streisand & B. Gibb (Guilty)
N. Diamond (Hello)

WBSA/York
Jim Horn

D. Fogelberg
J. Ward
E. Arnold
HOTTEST
Abba
D. McLean
J. Lennon (Woman)
E. Rabbitt

WPRO/Providence
Gary Berkowitz

S. wonder
Abba
B. Streisand & B. Gibb (Fool)
HOTTEST
E. Rabbitt
Steeley Dan
D. Parton
J. Lennon (Woman)
R. Milsap
Abba

WHAM/Rochester
Dave Laird

N. Diamond (Hello)
HOTTEST
B. Manflow
Abba
F. Knoblock & S. Anton
B. Midler

WEMF/Fitchburg
Chuck Morgan

Fleetwood Mac
C. Montan
D. Boone
Elvis
J. Buffett
R. Holmes (Blackjack)
N. Larson
Styx
HOTTEST
Steeley Dan
Kool & Gang
J. Lennon (Woman)
N. Diamond (Hello)
Hall & Oates

WHAQ/Hagerstown
Bill Johnson

J. Lennon (Woman)
A. Stewart
C. Gayle
Ambrosia
Lobo
L. Sayer
EWF
(Goes)
HOTTEST
D. Parton
Steeley Dan
B. Manflow
S. Bishop
P. Allen

WTIC/Hartford
Ginny Jesionka

N. Diamond (Hello)
B. Streisand & B. Gibb (Fool)
HOTTEST
B. Manflow
Air Supply
B. Midler
D. Parton
J. Lennon (Woman)

WGIR/Manchester
Karen Anderson

C. Montan
Styx
L. Sayer (Fantasy)
Doobie Bros. (Myken)
HOTTEST
E. Rabbitt
D. Parton
Blondie
(Tide)
Steeley Dan
R. Milsap
J. Lennon (Woman)

WELM/New Haven
Walt Pinso

B. Streisand & B. Gibb (Fool)
T. Gibbs
HOTTEST
D. Parton
C. Richard
J. Lennon (Woman)

MIDWEST

WAKR/Akron
Bill Hart

WLV/Cincinnati
Greg Picciano

WOW/FL Wayne
Sam DeVincent

KLMS/Lincoln
Gary Claus

WJON/St. Cloud
Tom Scott

WBOW/Terre Haute
Larry Joseph

KRMQ/Tulsa
Don Bishop

WHZ/Zanesville
Dave Crist

N. Diamond (Hello)
B. Streisand & B. Gibb (Fool)
Spro Gyra
Doobie Bros. (Myken)
HOTTEST
E. Rabbitt
J. Buffett
D. Parton
D. Fogelberg
J. Lennon (Woman)

WMBY/Appleton
Jeff Clark

N. Diamond (Hello)
Fleetwood Mac
H. Chapin
G. Washington Jr.
G. D'Sullivan
J. Buffett
HOTTEST
B. Manflow
Blondie
(Tide)
D. Fogelberg
Steeley Dan
J. Lennon (Woman)

WGAR/Cleveland
Chuck Collier

Kool & Gang
Hall & Oates
HOTTEST
Blondie
(Tide)
J. Lennon (Over)
D. Fogelberg
E. Rabbitt
Steeley Dan

WTWN/Columbus
Danny Nugent

N. Diamond (Hello)
Styx
HOTTEST
D. Fogelberg
D. Parton
E. Rabbitt
RED
Steeley Dan

KXIC/Knox City
Randy Lee

Fleetwood Mac
Doobie Bros. (Myken)
B. Streisand & B. Gibb (Fool)
S. wonder
Elvis
R. Dupree
HOTTEST
Eagles
R. Milsap
C. Richard
D. Parton

WKHM/Jackson
Jerry Barnhart

EWF
(Goes)
D. Boone
R. Whittaker
C. Francis
C. Washington Jr.
C. Montan
T. Gibbs
R. Bailey
Taste Of Honey
A. Martino
J. Lee
HOTTEST
Elvis
Abba
Eagles
D. McLean
J. Lennon (Woman)

KWOS/Jefferson City
Steve Morse

Fleetwood Mac
Lobo
Climax Blues Band
C. Montan
G. Washington Jr.
K. Walker
B. Dickson
HOTTEST
Blondie
(Tide)
B. Manflow
Abba
Styx
N. Diamond (Hello)

KMBZ/Kansas City
Steve Bell

J. Lee
L. Gatlin
G. Washington Jr.
B. Mandrell (Sometime)
N. Larson
R. Flack & P. Bryson
B. Streisand & B. Gibb (Fool)
HOTTEST
Blondie
(Tide)
B. Manflow
D. Parton
D. Fogelberg
Eagles

KFOR/Lincoln
Cathy Blythe

T. Gibbs
Kool & Gang
Doobie Bros. (Myken)
HOTTEST
Taste Of Honey
Association
P. Bryson
HOTTEST
Blondie
(Tide)
D. Parton
R. Milsap
J. Lennon (Woman)
N. Diamond (Rocks)

KSFJ/San Francisco
John Hardy

A. Martino
N. Diamond (Hello)
HOTTEST
Association
E. Dan & J.F. Coley
HOTTEST
E. Rabbitt
D. Parton
Blondie
(Tide)
J. Lennon (Woman)

KKOK/Rock Springs
Rod Tucker

L. Sayer (Fantasy)
G. Washington Jr.
N. Diamond (Hello)
Fleetwood Mac
T. Gibbs
S. Winwood
HOTTEST
D. Parton
D. Fogelberg
B. Midler

KNBR/San Francisco
Bryan Eaton

None
HOTTEST
D. Fogelberg
Blondie
(Tide)
J. Lennon (Woman)
C. Richard
Styx

KLOK/San Jose
Donna Biehoff

None
HOTTEST
Air Supply
B. Streisand & B. Gibb (Guilty)
D. Parton
J. Lennon (Woman)
I. Rabbitt

SOUTH

WABZ/Albany
Mark Robinson

WNDB/Daytona Beach
Mark D'Angio

WMC/Mayfield
Mike Brophy

WPTF/Raleigh
Jimmy Dean

B. Springsteen
(Fade)
P. Seymour
T. Gibbs
HOTTEST
Steeley Dan
D. Parton
B. Scaggs
J. Lennon
Kool & Gang

WFLA/Atlanta
Allen Saunders

D. Fogelberg
Steeley Dan
J. Ward
Capt. & Tennille (First)
P. Allen
R. Nelson
HOTTEST
R. Coolidge
Abba
Blondie
(Tide)
B. Midler
R. Milsap
R. Coolidge

WSPA/Atlanta
George Fisher

B. Midler
G. O'Sullivan
HOTTEST
E. Rabbitt
N. Diamond (Rocks)
R. Milsap
D. Parton
T. Gibbs

WCCO-FM/Minneapolis
Curt Lundgren

L. Sayer (Fantasy)
G. Washington Jr.
T. Gibbs
Steeley Dan (Time)(lp)
S. Winwood
Hall & Oates
Ambrosia
HOTTEST
D. McLean
Kool & Gang
R. Milsap
D. Fogelberg
D. Parton

KLTE/Oklahoma City
John Williams

R. Milsap
D. McClinton
Eagles
E. Dan & J.F. Coley
HOTTEST
D. Fogelberg
B. Manflow
B. Scaggs
N. Diamond (Hello)
C. Fox

KMRJ/Pittsburg
Lonnie Swonger

B. Scaggs
J. Buffett
N. Diamond (Hello)
H. Chapin
Elvis
Climax Blues Band
HOTTEST
E. Rabbitt
Blondie
(Tide)
Abba
D. Parton

WQUA/Quad Cities
Jack McKay

B. Streisand & B. Gibb (Fool)
HOTTEST
D. Fogelberg
D. Parton
Spro Gyra
D. Boone
HOTTEST
D. Fogelberg
R. Scaggs

WDEF/Chattanooga
Stanley Hall

C. Gayle
Association
C. Montan
J. Carver
HOTTEST
E. Klugh (Run)
Abba
D. McLean
C. Richard
J. Lennon (Woman)

WMAZ/Macon
Steve Murphy

G. Washington Jr.
S. Winwood
Climax Blues Band
N. Larson
Fleetwood Mac
J. Buffett
G. Campbell (Name)
HOTTEST
Blondie
(Tide)
Steeley Dan
D. Parton
R. Milsap
T. Gibbs

WEST

KOB/Albuquerque
Paul Douglas

KMJJ/Las Vegas
Kevin O'Brien

KEX/Portland
Bob Swanson

KSL/Salt Lake City
George Lemich

KMBZ/Kansas City
Steve Bell

KLTE/Oklahoma City
John Williams

KMRJ/Pittsburg
Lonnie Swonger

WDEF/Chattanooga
Stanley Hall

WMAZ/Macon
Steve Murphy

N. Diamond (Hello)
Spro Gyra
T. Gibbs
HOTTEST
Blondie
(Tide)
E. Rabbitt
D. Parton
D. Fogelberg
D. McLean
J. Lennon (Woman)

KFOD/Anchorage
Mark Lewis

J. Stafford
B. Streisand & B. Gibb (Fool)
L. Sayer (Fantasy)
Hall & Oates
C. Montan
J. Lennon (Woman)
HOTTEST
Blondie
(Tide)
D. Parton
E. Rabbitt
B. Manflow
J. Lennon (Over)

KPPL/Denver
Michael Moore

Fleetwood Mac
Styx
Champaign
Taste Of Honey
G. Washington Jr.
HOTTEST
Steeley Dan
Abba
D. Fogelberg
Steeley Dan

KLO/Ogden
Barbara M. Richardson

Association
B. Dickson
N. Diamond (Hello)
Fleetwood Mac
W. Nelson
Styx
R. Whittaker
HOTTEST
D. Parton
P. Evely
J. Stafford
D. Fogelberg

KUGN/Eugene
Brian James

H. Chapin
G. O'Sullivan
D. Boone
P. Evely
C. Gayle
HOTTEST
D. Parton
B. Manflow
Abba
R. Milsap
J. Lennon (Woman)

KOB/Albuquerque
Paul Douglas

KMJJ/Las Vegas
Kevin O'Brien

KEX/Portland
Bob Swanson

KSL/Salt Lake City
George Lemich

KMBZ/Kansas City
Steve Bell

KLTE/Oklahoma City
John Williams

KMRJ/Pittsburg
Lonnie Swonger

WDEF/Chattanooga
Stanley Hall

WMAZ/Macon
Steve Murphy

N. Diamond (Hello)
Spro Gyra
T. Gibbs
HOTTEST
Blondie
(Tide)
E. Rabbitt
D. Parton
D. Fogelberg
D. McLean
J. Lennon (Woman)

KFOD/Anchorage
Mark Lewis

J. Stafford
B. Streisand & B. Gibb (Fool)
L. Sayer (Fantasy)
Hall & Oates
C. Montan
J. Lennon (Woman)
HOTTEST
Blondie
(Tide)
D. Parton
E. Rabbitt
B. Manflow
J. Lennon (Over)

KPPL/Denver
Michael Moore

Fleetwood Mac
Styx
Champaign
Taste Of Honey
G. Washington Jr.
HOTTEST
Steeley Dan
Abba
D. Fogelberg
Steeley Dan

KLO/Ogden
Barbara M. Richardson

Association
B. Dickson
N. Diamond (Hello)
Fleetwood Mac
W. Nelson
Styx
R. Whittaker
HOTTEST
D. Parton
P. Evely
J. Stafford
D. Fogelberg

KUGN/Eugene
Brian James

H. Chapin
G. O'Sullivan
D. Boone
P. Evely
C. Gayle
HOTTEST
D. Parton
B. Manflow
Abba
R. Milsap
J. Lennon (Woman)

KOB/Albuquerque
Paul Douglas

KMJJ/Las Vegas
Kevin O'Brien

KEX/Portland
Bob Swanson

KSL/Salt Lake City
George Lemich

KMBZ/Kansas City
Steve Bell

KLTE/Oklahoma City
John Williams

KMRJ/Pittsburg
Lonnie Swonger

WDEF/Chattanooga
Stanley Hall

WMAZ/Macon
Steve Murphy

N. Diamond (Hello)
Spro Gyra
T. Gibbs
HOTTEST
Blondie
(Tide)
E. Rabbitt
D. Parton
D. Fogelberg
D. McLean
J. Lennon (Woman)

KFOD/Anchorage
Mark Lewis

J. Stafford
B. Streisand & B. Gibb (Fool)
L. Sayer (Fantasy)
Hall & Oates
C. Montan
J. Lennon (Woman)
HOTTEST
Blondie
(Tide)
D. Parton
E. Rabbitt
B. Manflow
J. Lennon (Over)

KPPL/Denver
Michael Moore

Fleetwood Mac
Styx
Champaign
Taste Of Honey
G. Washington Jr.
HOTTEST
Steeley Dan
Abba
D. Fogelberg
Steeley Dan

KLO/Ogden
Barbara M. Richardson

Association
B. Dickson
N. Diamond (Hello)
Fleetwood Mac
W. Nelson
Styx
R. Whittaker
HOTTEST
D. Parton
P. Evely
J. Stafford
D. Fogelberg

KUGN/Eugene
Brian James

H. Chapin
G. O'Sullivan
D. Boone
P. Evely
C. Gayle
HOTTEST
D. Parton
B. Manflow
Abba
R. Milsap
J. Lennon (Woman)



Black Radio

Bill Speed

Commissioner Tyrone Brown — The Last Interview

During his 3½ years as an FCC Commissioner, Tyrone Brown has become one of the leading proponents of minority broadcasters' rights. He has been interviewed before in this column as well as in other sections of the paper, and on the eve of his departure from the Commission, I felt it would be interesting to speak to him again. As always, he was candid and forthright in our talk, which by a quirk of scheduling took place just 15 minutes before his resignation took effect, making it his last interview as an FCC Commissioner.

R&R: What prompted your resignation from the FCC?

TB: A number of factors. Commissioners' salaries don't keep pace with inflation. Over the years my income has decreased by 35½%. The second factor is I am a lawyer by training. I always knew I would like to go back to a law practice, and I have an opportunity to do that. The third and most important reason is that the Commission, in my judgment, is going to go through a period of quiescence as the new Chairman and Commissioners, along with the new communications leadership on the Hill and the new administration get their

"I expect the initiatives for minorities' employment and participation for ownership will continue."

agendas together, get their education, get their key staff people in place. During that period I don't expect to see extensive dealing with the major issues as was the case when (exiting Chairman) Charles Ferris and I came to the agency. Under those circumstances I expect it's going to be a year to a year-and-a-half before the big issues begin to move again, and I'm an impatient guy. I didn't feel I wanted to sit and wait.

R&R: You are one of the more outspoken Commissioners. What do you feel will be the effects of your departure in the long run?

TB: That's difficult for me to answer. Certainly between Charles Ferris and myself the cause of increased minority participation and involvement has been a major item on our agenda. At the same time, all the initiatives the agency has attempted to push forward during the past 3½ years have had the unanimous or near-unanimous endorsement of the entire Commission. So I expect the initiative for minorities' employment and participation for ownership will continue, because that commitment has become an institution. I'm more concerned about certain proposals which may not move forward as quick-

"I very much hope and expect that President Reagan sees fit to appoint a minority to replace me . . . It's very important to have the minority perspective represented at the highest levels of the Commission."

ly as they might otherwise or may indeed die — I have in mind some proposals that look forward into further expansion of AM radio outlets, TV outlets, and FM. I think these proposals are important because they provide opportunities for new ownership, a large proportion of them, I would hope, being minorities. More importantly, they would provide a greater degree of competition in the marketplace, with a greater level of variety and services available to the American people.

R&R: Since you are the last minority Commissioner, at least for the present, what do you think will happen to the minority broadcaster, whose views will not be directly represented?

TB: Let me say I don't look at myself as the last of the minority Commissioners. I have heard many of my colleagues publicly speak out for the minority voice, and I have tried to do the same. I very much hope and expect that President Reagan sees fit to appoint a minority to replace me. I hope he will do that; I hope he will see that communications play a very important part in all of our lives, and that in setting policy it's very important to have the minority perspective represented at the highest levels of the Commission.

R&R: Will you stay close to the communications industry?

TB: I will always be close to the communications industry, because in the past 3½ years it has become an important part of my life. During the next year as part of my law practice I will be involved in some aspects of communications.

R&R: I'd like to bring up your no vote on deregulation . . .

TB: I found myself in a very difficult and disappointing position on the matter of radio deregulation, something I spoke out for very early. I was one of the first Commissioners to come forward on deregulation. Indeed, the day we took the vote, I went in expecting to get a full report. But I felt there was a lessening of obligation of the radio broadcasters to serve their local communities by providing local programming, local information. I feel that is the bedrock of our institution.

R&R: Any words you would like to pass on to broadcasters?

TB: Just that I would say think about the challenge of the medium.

People

Pam Robinson has exited her post as an airstaffer at L.A.'s KACE for an Associate Director post at a new TV company, On Line Entertainment . . . WJZZ/Detroit's PD Herman Haynes has moved into the station's sales department; MD Dorian Paster has been named interim PD . . . Guy Broady has rejoined the airstaff of WVON/Chicago. Broady was most recently with WWIN/Baltimore . . . "Singing" Curtis Anderson, WWIN/Baltimore's PD, is recuperating from an appendix ailment and is expected back to work soon. Get well, Curtis! . . . Leo Jackson has been upped to PD at WEDR/Miami. Jackson had served as MD in recent months . . . WANT/Richmond's Jim Minor will accept a point-of-purchase display award from the Retail Advertising Board this weekend in Chicago . . . Mike Frisby, former PD of WDIA/Memphis and National PD for Sheridan Broadcasting, is going to be a father. Frisby is now a practicing attorney with the firm of Strote & Whitehouse in the Los Angeles area . . . Barbara O'Banion has joined the staff at KDKQ/Denver as Office Manager.

Places

WOIC/Columbia recently celebrated its seventh year under Nuance Broadcasting . . . Houston is the place that the February meeting of the Young Black Programmers Coalition (YBPC) will hold its workshop meeting. YBPC Secretary-Treasurer and WKXI/Jackson MD Jerry Mason challenges all persons to come and get involved in the February 10 meeting.

Things

WINNING ISN'T EVERYTHING, IT'S THE ONLY THING: Not content with winning in the recent ARB ratings, Norfolk's WOWI is challenging all radio stations with basketball teams to a do-or-die contest. PD Chester Benton says, "We average 104 points a game and can beat any team up or down the eastern seaboard." Any takers? . . . WVON/Chicago is decreasing its talk show's hours from four to two hours nightly. The show will now be heard from 10pm to midnight . . . February is Black History Month; it's a time to reflect on our rich heritage. However, the time is now to pursue a fruitful future because "growth is the only evidence of life." . . . Please send all your station's news items, photos, etc. to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067.



SEAWIND WINDS UP IN ATLANTA — A&M's Seawind blew into the studios of WIGO/Atlanta recently, where they shot the breeze with station Music Director Melvin Jones (second from right). Seen at the scene are, from left: Seawind members Bud Nuanez, Larry Williams, Ken Wild, Bob and Pauline Wilson, and Kim Hutchcroft.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- GAP BAND**
"Burn Rubber On Me" (Mercury/PolyGram)
- YARBROUGH & PEOPLES**
"Don't Stop The Music" (Mercury/PolyGram)
- WHISPERS**
"It's A Love Thing" (Solar)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- STEVIE WONDER**
"I Ain't Gonna Stand For It" (Tamla)
- JACKSONS**
"Heartbreak Hotel" (Epic)
- SLAVE**
"Watching You" (Cotillion)
- BAR-KAYS**
"Boogie Body Land" (Mercury/PolyGram)
- CON FUNK SHUN**
"Too Tight" (Mercury/PolyGram)
- JONES GIRLS**
"I Just Love The Man" (Philadelphia International)

CLIMBERS

Following are listed in order of their airplay activity.

ISLEY BROTHERS "Who Said?" (T-Neck) 59% reporting. Added at WXYV with medium activity at WWIN and WKND in the East. New at WHRK and WVEE, climbing at KMJQ, WVOL, WAOK, WKXI and WJMI, and hot at WLOU, WPDQ and WOIC in the South. Climbing at KAEZ, WKWM, WJMO, WJLB, WWWW and KATZ while hot at WCIN in the Midwest. The West shows it hot at KLIP and KDAY with medium airplay at KSOL.

TIERRA "Together" (Boardwalk) 59% reporting action. The South shows it hot at KMJQ, WOIC and WOWI with medium activity at WHRK, WVEE, WOIA, WVOL, WKXI and WENN. Added at KYAC, climbing at KDKO, and hot at KLIP and KSOL in the West. Hot at WVON, WJMO, WBMX and WJLB; climbing at KAEZ and WKWM in the Midwest. Medium airplay at WXYV, WWIN, WAMO and WKND in the East.

SUGARHILL GANG "8th Wonder" (Sugarhill) 56% of our reporters are on it. Climbing at KSOL in the West. Hot at WTLC, WKWM, WCIN, WWWW and KATZ with medium airplay at WJMO and KMJM in the Midwest. Hot rotation at WVOL, WAOK, WENN and WANT; climbing at WPDQ, WEDR, WHRK, WVEE, KMJQ, WKXI and WOWI in the South. Climbing at WXYV and WAMO; hot at WWIN in the East.

TOM BROWNE "Thighs High" (GRP/Arista) 56% reporting airplay. Added at WKWM, climbing at KAEZ, WJMO, WBMX, WWWW and KATZ, and hot at WDAO in the Midwest. The South shows an add at WEDR, medium airplay at WLOU, WHRK, WVEE, WDIA, WAOK, WOIC, WJMI and WGIV, and hot rotation at WPDQ. New at WAMO; climbing at WXYV in the East. Hot at KDKO; climbing at KLIP and KYAC in the West.

NORMAN CONNORS "Melancholy Fire" (Arista) 54% reporting. Added at WXYV with medium activity at WAMO and WWRL in the East. New at WHRK and WVEE, climbing at WLOU, WEDR, WVOL and WGIV, and hot at WDIA, WJMI and WOWI in the South. Medium airplay at WJMO, WJMO, WCIN, WBMX, WJLB and KATZ; hot at WDAO in the Midwest. The West shows it climbing at KYAC and KSOL.

ZAPP "Be Alright" (WB) 54% reporting action. Debuting at WJMO, climbing at KAEZ, WJLB and KATZ, and hot at WKWM and WCIN in the Midwest. Hot at KDAY; climbing at KLIP and KYAC in the West. Climbing at WXYV and WAMO while hot at WWRL in the East. The South shows it hot at WLOU, WPDQ, WDIA and WENN while climbing at WHRK, WVEE, WVOL, WAOK and WGIV.

ARETHA FRANKLIN "United Together" (Arista) 51% reporting activity. Hot rotation in the East at WXYV, WWIN, WAMO and WOL. Climbing at KDKO and KLIP; hot at KYAC and KSOL in the West. Climbing at WKXI; hot at WHRK, WVEE, KMJQ, WVOL and WOWI in the South. Hot at WJMO and KATZ; medium airplay at KAEZ, WVON, WBMX and WWWW in the Midwest.

ROBERTA FLACK w/PEABO BRYSON "Make The World..." (Atlantic) 51% of our reporters are on it. Hot at WAOK; climbing at WHRK, WVEE, WDIA, WVOL, WKXI, WENN and WOWI in the South. The East shows hot rotation at WWIN with medium airplay at WXYV, WAMO and WKND. Climbing at KSOL with hot rotation at KLIP and KDAY in the West. Hot at WCIN; climbing at WJMO, WBMX, WJLB and KATZ in the Midwest.

ROBERT WINTER & FALL "Magic Man" (Buddah) 51% reporting. Added at WKWM and WVON with medium airplay at WDAO, WTLC, WJMO and WJLB in the Midwest. The South shows an add at WLOU, WHRK and WVEE with medium activity at WDIA, WAOK, WKXI, WOIC and WENN. New at WAMO and WXYV while climbing at WKND in the East. Debuting at KSOL with medium airplay at KLIP and KYAC in the West.

SISTER SLEDGE "All American Girls" (Cotillion) 49% reporting action. The South shows an add at WHRK, WVEE, WPDQ and WENN, and medium activity at WLOU, WDIA, WVOL, WKXI, WJMI and WOWI. New at WJLB, climbing at WTLC, WJMO, WWWW and KATZ, and hot at WDAO in the Midwest. Hot at KDKO in the West. Added at WXYV and WAMO in the East.

T.S. MONK "Bon Bon Vie" (Mirage) 49% reporting activity. Climbing at KDAY in the West. Added at WKWM, climbing at KAEZ, WJLB and WWWW, and hot at WDAO, WVON and WBMX in the Midwest. New at WHRK and WVEE, climbing at WPDQ, WAOK, WKXI and WOIC, and hot at WLOU and WJMI in the South. Debuting at WXYV; climbing at WKND and WWRL in the East.

SKYY "Here's To You" (Salsoul) 49% of our reporters are on it. Added at WPDQ, climbing at WDIA, WJMI and WOWI, and hot at WEDR and WGIV in the South. Medium airplay at WAMO and WWRL while hot at WKND in the East. New at KSOL, climbing at KLIP, and hot at KDKO in the West. The Midwest reflects hot rotation at WDAO and WJLB with medium airplay at WTLC, WKWM, WJMO, WCIN and WWWW.

BLACKBYRDS "What We Have Is Right" (Fantasy) 44% reporting. Climbing at WLOU, WHRK, WVEE, WDIA, WENN and WJMI and hot at WAOK in the South. The Midwest shows medium airplay at WTLC, WKWM, WCIN and WJLB. Added at KDKO in the West. Hot at WWRL; climbing at WAMO, WXYV, WWIN and WKND in the East.

A TASTE OF HONEY "Sukiyaki" (Capitol) 44% reporting. Climbing at WDAO and WJLB in the Midwest. New at KDKO in the West. Added at WLOU, WOIA and WVOL, climbing at WPDQ, WHRK, WVEE, WAOK, WOIC and WGIV, and hot at WOWI in the South. Debuting at WAMO, climbing at WXYV and WWIN, and hot at WWRL in the East.

SWITCH "Love Over And Over Again" (Gordy) 41% of our reporters are on it. Hot rotation at WHRK, WVEE and WKXI while climbing at WENN, WOWI and WGIV in the South. Climbing at WWIN; hot at WXYV, WAMO and WKND in the East. The West shows it climbing at KYAC. Medium airplay at KAEZ and WCIN; hot rotation at WKWM, WVON and WJMO in the Midwest.

SILVER PLATINUM "Dance" (SRI) 41% reporting action. The East shows it climbing at WWIN and WKND. Added at WENN, climbing at WPDQ, WEDR, WDIA, WVOL, WKXI, WOIC and WJMI, and hot at WAOK in the South. Climbing at KYAC and KSOL while hot at KDAY in the West. Hot at WTLC; climbing at WJMO in the Midwest.

SHALAMAR "Full Of Fire" (Solar) 41% reporting. Hot rotation at WOIC and WJMI with medium airplay at KMJQ, WAOK, WOWI and WGIV in the South. Climbing at KLIP and KYAC with hot rotation at KDAY in the West. Climbing at WKND in the East. New at WVON, climbing at WKWM, WJMO, WJLB and WWWW, and hot at WCIN in the Midwest.

LENNY WHITE "Fancy Dancer" (Elektra) 41% reporting activity. Hot at KDKO and climbing at KLIP in the West. Medium airplay at WTLC, WCIN, WBMX and WJLB in the Midwest. Debuting at WXYV and WKND; climbing at WAMO and WWRL in the East. New at WVEE and WHRK, medium airplay at WLOU, WKXI and WGIV, and hot rotation at WJMI in the South.

JERMAINE JACKSON "Little Girl Don't You Worry" (Motown) 41% reporting. Added at WHRK and WVEE; climbing at WKXI and WENN in the South. New at WXYV, climbing at WWIN, WAMO and WKND, and hot at WWRL in the East. The Midwest shows medium airplay at KAEZ, WVON, WJLB and KATZ. Hot at KYAC; climbing at KSOL in the West.

KANO "I'm Ready" (Emergency) 38% reporting. Climbing at WXYV in the East. Hot at WVOL; climbing at WHRK, WVEE, KMJQ and WKXI in the South. Climbing at WTLC, WVON, WJMO, KMJM, WCIN and KATZ; hot at WBMX in the Midwest. Hot at KDKO while climbing at KSOL in the West.

DRAMATICS "You're The Best Thing In My Life" (MCA) 36% of our reporters are on it. Added at WLOU; climbing at WEDR, WVOL, WOIC and WGIV in the South. The Midwest shows an add at WBMX, medium airplay at WJMO and WCIN, and hot rotation at WDAO and WJLB. New at WAMO and WWRL in the East. Added at KSOL; climbing at KDKO in the West.

T-CONNECTION "Everything Is Cool" (Capitol) 36% reporting. New at WWIN and WKND in the East. Added at WDIA and WAOK; climbing at WLOU, WKXI and WOIC in the South. Hot at KLIP and climbing at KDKO in the West. Debuting at WDAO, WJLB and WWWW; climbing at WTLC and KAEZ in the West.

JOE SIMON "Glad You Came My Way" (Posse) 33% reporting. Hot at WDAO and climbing at WJLB in the Midwest. Medium airplay at WXYV in the East. Hot at WOIC and WGIV; climbing at WLOU, WHRK, WVEE, WDIA, WVOL, WAOK, WKXI and WENN in the South.

ZINGARA "Love's Calling" (Wheel) 33% of our reporters are on it. Climbing at WBMX and WJLB; hot at WDAO. Medium airplay at WLOU, WHRK, WVEE, WVOL, WOIC and WGIV in the South. New at WWIN and climbing at WXYV in the East. Hot at KDKO; climbing at KDAY in the West.

LEON HUFF "I Ain't Jivin', I'm Jammin'" (Philadelphia International) 31% reporting airplay. Climbing at WXYV, WWIN and WKND in the East. Hot at WDIA and WVOL; climbing at WHRK, WVEE and WENN in the South. New at WCIN while climbing at WKWM, WVON and WJLB in the Midwest.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 31% reporting action. Added at WDAO and WJMO; climbing at KATZ in the Midwest. New at WOIC; climbing at WHRK, WVEE, WAOK and WJMI in the South. Hot at WWRL; climbing at WXYV in the East. Debuting at KDAY while climbing at KDKO in the West.

LENNY WILLIAMS "Messing With My Mind" (MCA) 31% reporting activity. Added at WDAO, climbing at WKWM and WWWW and hot at KAEZ in the Midwest. New at WAOK, climbing at WEDR, WHRK, WVEE, WENN and WJMI, and hot at WKXI in the South. Medium airplay at WXYV in the East.

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 31% reporting. Added at WWIN and WKND; climbing at WWRL in the East. New at WAOK; climbing at WDIA in the South. Debuting at KDKO and KYAC in the West. Added at WDAO, KAEZ, WKWM, WCIN and WBMX in the Midwest.

NEW & ACTIVE

SMOKEY ROBINSON "Being With You" (Tamla) 28% reporting airplay. Added at WDAO, WTLC, WVON, WCIN and WWWW in the Midwest. New at WHRK, WVEE, WDIA and WOIC in the South. Debuting at WXYV and WWIN in the East.

UNLIMITED TOUCH "I Hear Music In The Streets" (Prelude) 26% reporting. Climbing at KDAY in the West. Hot at WTLC; climbing at WCIN in the Midwest. Hot at WAOK with medium airplay at WLOU, WHRK and WVEE in the South. The East shows medium activity at WXYV, WWIN and WKND.

CHAMPAIGN "How 'Bout Us" (Columbia) 26% reporting action. Added at WJLB in the Midwest. New at KDAY in the West. Debuting at WAOK and WOIC; climbing at WHRK, WVEE, WDIA and WVOL in the South. Medium airplay at WXYV and WWRL in the East.

B.T. EXPRESS "Stretch" (Columbia) 26% reporting activity. Climbing at WAOK, WLOU and WENN while hot at WJMI in the South. The Midwest shows hot rotation at WWWW and medium activity at WTLC and WKWM. Climbing at WWIN and WKND in the East. Climbing at KLIP in the West.

JERRY KNIGHT "Perfect Fit" (A&M) 26% reporting. Climbing at WXYV in the East. New at WLOU and WPDQ; climbing at WHRK, WVEE and WAOK in the South. Added at WTLC, KAEZ and WWWW; showing medium airplay at WDAO in the Midwest.

KLEER "Get Tough" (Atlantic) 26% of our reporters are on it. Added at KLIP in the West. New at WDAO, WTLC, KAEZ and WJLB in the Midwest. Hot at WOL in the East. Debuting at WLOU, WPDQ and WJMI while climbing at WKXI in the South.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- WEATHER REPORT** Night Passage (ARC/Columbia)
- LOU RAWLS** Shades Of Blue (Philadelphia International)
- GROVER WASHINGTON JR.** Winelight (Elektra)
- SPYRO GYRA** Carnival (MCA)
- JOE SAMPLE** Voices In The Rain (MCA)
- DEXTER GORDON** Gotham City (Columbia)
- L.A. FOUR** Zaca (Concord)

NEW & ACTIVE

- DIZZY GILLESPIE** Digital At Montreux 1980 (Pablo)
- STEELY DAN** Gaucho (MCA)

EAST: WHUR/Washington, D.C., Jesse Feix; WESB/Baltimore, MD, Cheuncey Lewis; WYBC/New Haven, CT, Jonathan Braslow. SOUTH: WCLK/Atlanta, GA, Requesya Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Paster. WEST: KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms
Hottest
February 6, 1981

| EAST | SOUTH | MIDWEST | WEST |
|---|---|--|--|
| Aretha Franklin Bar-Kays Lakeside Jacksons | Gap Band Yarbrough & Peoples Lakeside | Lakeside Gap Band Jones Girls Yarbrough & Peoples | Yarbrough & Peoples Lakeside Con Funk Shun |

Regionalized Adds & Hots

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

EAST

WXIV
Baltimore, MD
Larry Wilson

ADDED
Robert Winter & Fall
Smoke Robinson
Lenny White
T.S. Monk
Blondie "Rapture"
Slave
Jermaine Jackson
Sister Sledge
Norman Connors
Isley Brothers

HOTTEST
Stevie Wonder
Jacksons
Yarbrough & Peoples
Whispers
Con Funk Shun
Bar-Kays
Switch
Aretha Franklin
Gap Band
Lakeside

WKND
Hartford, CT
Eddie Jordan
ADDED
T-Connection
Grover Washington Jr. "Two"
Lenny White
HOTTEST
Slave
Lakeside
Yarbrough & Peoples
Kool & The Gang
Switch
Bar-Kays
Skyy
O.C. Smith
LTD
Jacksons

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Tom Browne
S.O.S. Band
A Taste Of Money
Robert Winter & Fall
Dramatica
Sister Sledge

HOTTEST
Lakeside
Yarbrough & Peoples
Switch
Aretha Franklin
Con Funk Shun
Jacksons
Sweet Band
Parliament
Commodores
Reddings

WOL
Washington, DC
Dewey Hughes

ADDED
Eather Phillips
Dee Dee Sharp Gamble
Michael Urbanick
Lou Rawls

HOTTEST
Ray, Goodman & Brown "Prayer"
Linda Clifford "Man"
Eloise Laws
Bar-Kays
Kleer
Gene Dunlap
Whispers
Stylytics
Grover Washington Jr.
Aretha Franklin

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Seawind
Dramatica

HOTTEST
A Taste Of Money
Stevie Wonder
Blackbyrds
Jermaine Jackson
Earth, Wind & Fire "Love"
Spyro Gyra
Crusaders "Call"
Zapp
Minnie Riperton
Teddy Pendergrass "Take"

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Zingars
Grover Washington Jr.
"Two"

HOTTEST
Smoke Robinson
Conversation
Z.Z. Hill
T-Connection
HOTTEST
Jacksons
Sugarhill Gang
Lakeside
Bar-Kays
Jones Girls
Stevie Wonder
Gap Band
Prince
Fleck/Bryson
Aretha Franklin

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Grover Washington Jr. "Two"
Bohannon "Don't"
Lenny Williams
Kleer
Smoke Robinson
Teena Marie
T-Connection
Clifton Dyon
Earth, Wind & Fire

HOTTEST
Whispers
George Benson
Stevie Wonder
Dramatica
Skyy
Tom Browne
Instant Funk
O'Jays
Zingars
T.S. Monk

KMJM
St. Louis, MO
Curt Winston

ADDED
None

HOTTEST
Kool & The Gang
Streisand/Gibb "Guilty"
Jacksons
Kenny Rogers
Ray, Goodman & Brown
Air Supply
Rod Stewart
Jones Girls
Lakeside
Queen

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Smoke Robinson
Jerry Knight
Reddings "Went"
Free Expression
Michael Henderson "Reach"
Common Sense
Kleer

HOTTEST
Mammatapee
Sugar Daddy
Whispers
Sugarhill Gang
Parry & Sanlin
Gap Band
Yarbrough & Peoples
Silver Platinum
Slave
Unlimited Touch

WJMO
Cleveland, OH
Bernie Moody

ADDED
Earth, Wind & Fire "Love"
George Benson
Zapp

HOTTEST
Jacksons
Lakeside
Bar-Kays
Switch
Jones Girls
Gap Band
Aretha Franklin
Tierra
Con Funk Shun
Whispers

WYDN
Chicago, IL
Ron King

ADDED
Walter Hawkins
Al Green
Stylytics
Shalamar
Robert Winter & Fall
Smoke Robinson
One Way
Gap Band "Yearning"
B.B. King
Linda Clifford

HOTTEST
Bobbyland
T.S. Monk
Gap Band
Bar-Kays
Yarbrough & Peoples
Tierra
Stevie Wonder "All"
Patrice Rushan
Switch
Wilton Felder

WJLB
Detroit, MI
J. Michael McKay

ADDED
Sister Sledge
Lou Rawls
Tavares
Kleer
Bohannon
T-Connection
Della
Cameron
Champagn
Alicia Meyers

HOTTEST
Yarbrough & Peoples
Jacksons
Lakeside
Jones Girls
Stevie Wonder
Con Funk Shun
Bar-Kays
Dramatica
Tierra

WBMX
Chicago, IL
Spanky Lane

ADDED
Dramatica
Grover Washington Jr.
"Two"
Booty "F"

HOTTEST
Lakeside
Slave
Kano
Kool & The Gang
Yarbrough & Peoples
Jones Girls
Con Funk Shun
Gap Band
T.S. Monk
Tierra

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Grover Washington Jr.
"Two"
Leon Huff
Bohannon
Marvin Gaye
Smoke Robinson
Debra Laws

HOTTEST
Slave
Sugarhill Gang
Isley Brothers
Zapp
Jones Girls
Stevie Wonder
Fleck/Bryson
Gap Band
Shalamar
Lakeside

ADDED
Grandmaster Flash

HOTTEST
Aretha Franklin
Stevie Wonder
Norman Connors
Parliament
George Benson
Con Funk Shun
A Taste Of Money
Jacksons
Tierra
Slave

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Tom Browne
Grover Washington Jr. "Two"
Robert Winter & Fall
T.S. Monk

HOTTEST
Gap Band
Bar-Kays
Yarbrough & Peoples
Slave
Switch
Zapp
Sugarhill Gang
Sequence
Jacksons
Jones Girls

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Chi-Lites "Have"
Cameron
Jerry Knight
Grover Washington Jr. "Two"
Teena Marie
Michael Henderson "Reach"
Kleer
Tavares

HOTTEST
Yarbrough & Peoples
Lakeside
Gap Band
Con Funk Shun
Jacksons
Whispers
Isley Brothers
Fleck/Bryson
Kool & The Gang
Jones Girls
Lenny Williams

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Michael Henderson
One Way
Smoke Robinson
Ambrosia
T-Connection
Jerry Knight

HOTTEST
Gap Band
Yarbrough & Peoples
Slave
Gap Band "Humplin"
Lakeside
Sugarhill Gang
Lakeside "On"
Police
B.T. Express
Bobby & Demo

KATZ
St. Louis, MO
Earl Parnell

ADDED
None

HOTTEST
Jacksons
Parliament
Patrice Rushan
Kool & The Gang
Sugarhill Gang
Lakeside
Aretha Franklin
Ray, Goodman & Brown
Commodores
Larry Graham

HOTTEST
Slave
Sugarhill Gang
Isley Brothers
Zapp
Jones Girls
Stevie Wonder
Fleck/Bryson
Gap Band
Shalamar
Lakeside

ADDED
Robert Winter & Fall
Whispers
Skyy
Dramatica

HOTTEST
Jacksons
Gap Band
Yarbrough & Peoples
Lakeside
Bar-Kays
Jones Girls
Con Funk Shun
Aretha Franklin
Tierra
Stevie Wonder

WEST

KOKO
Denver, CO
Byron Pitts

ADDED
Conversation
Dazz Band
A Taste Of Money
Blackbyrds
Tavares
Seawind
Grover Washington Jr. "Two"

HOTTEST
Yarbrough & Peoples
Kano
Carrie Lucas
Tom Browne
Zingars
Skyy
Rod Stewart
Lenny White
Whispers
Sister Sledge

KLIP
Fresno, CA
Debbie Lee

ADDED
Stylytics "See"
Enchantment
Hiroshima
Kleer

HOTTEST
T-Connection
Debra Laws
Reddings "Remote"
Slave
Tierra
Con Funk Shun
Whispers
Isley Brothers
Fleck/Bryson
Earth, Wind & Fire "You"

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Champagn
Earth, Wind & Fire "Love"

HOTTEST
Isley Brothers
Yarbrough & Peoples
Gap Band
Lakeside
Slave
Con Funk Shun
Fleck/Bryson
Zapp
Silver Platinum
Shalamar

KYAC
Seattle, WA
Tammie Henry

ADDED
Linx
Grover Washington Jr. "Two"
Tierra
Dynasty

HOTTEST
Kool & The Gang
Yarbrough & Peoples
Jacksons
Lakeside
Pointer Sisters "Could"
Jermaine Jackson
Aretha Franklin
Manhattans
Reddings "Remote"
Stevie Wonder "Master"

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Robert Winter & Fall
Whispers
Skyy
Dramatica

HOTTEST
Jacksons
Gap Band
Yarbrough & Peoples
Lakeside
Bar-Kays
Jones Girls
Con Funk Shun
Aretha Franklin
Tierra
Stevie Wonder

SOUTH

WLOU
Louisville, KY
BB Price

ADDED
Jerry Knight
Dramatica
Robert Winter & Fall
A Taste Of Money
Kleer
Johnny Bristol
Debra Laws
ESP

HOTTEST
Stevie Wonder
Narada Michael Walden
One Way
Sequence
T.S. Monk
Isley Brothers
Slave
Jacksons
Zapp
Bar-Kays

WJMI
Jackson, MS
Carl Haynes

ADDED
Reddings "Went"
Kleer
Stylytics "See"

HOTTEST
Gap Band
Norman Connors
T.S. Monk
Yarbrough & Peoples
Shalamar
B.T. Express
Whispers
Moments
Stevie Wonder
Lenny White

WAOK
Atlanta, GA
Carl Connors

ADDED
T-Connection
Champagn
Michael Henderson
Quincy Jones
Tavares
Grover Washington Jr. "Two"
Lenny Williams
Blondie
Lina
Booty "F"
Chi-Lites "Have"
Bohannon
Atlantic Starr

HOTTEST
Parliament
Yarbrough & Peoples
Fleck/Bryson
Gap Band
Silver Platinum
Slave
Sugarhill Gang
Barbara Mason
Unlimited Touch
Blackbyrds

WEDR
Miami, FL
Jerry Rushin

ADDED
Common Sense
R.J.'s Latest Arrival
Tom Browne
Delegation
Johnny & Michelle Hill
Jimmy Cliff
Ashford & Simpson
Vicky Anderson
Fatback Band
Seawind
Chi-Lites "Have"

HOTTEST
Skyy
Gap Band
Mammatapee
Clarence Carter
M. Lady
Lakeside
Staples
Yarbrough & Peoples
Roots Uprising
Jacksons

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Robert Winter & Fall
Smoke Robinson
Lenny White
T.S. Monk
Blondie "Rapture"
Slave
Jermaine Jackson
Sister Sledge
Norman Connors
Isley Brothers

HOTTEST
Stevie Wonder
Jacksons
Yarbrough & Peoples
Whispers
Con Funk Shun
Bar-Kays
Switch
Aretha Franklin
Gap Band
Lakeside

KMLQ
Houston, TX
Robert V

ADDED
Dynasty

HOTTEST
Gap Band
Kool & The Gang
Aretha Franklin
Lakeside
Jimmy Spicer
Bar-Kays
Patrice Rushan
Tierra
Reddings
Teddy Pendergrass

WDIA
Memphis, TN
Mark Christian

ADDED
Smoke Robinson
T-Connection
A Taste Of Money
Elite

HOTTEST
Gap Band
Yarbrough & Peoples
Lakeside
Jones Girls
Bar-Kays
Slave
Leon Huff
Whispers
Zapp
Norman Connors

WKXI
Jackson, MS
Tommy Marshall

ADDED
Cameron
Maurice Starr
Clare Bathie
Evelyn Champagne King
Leon Ware
Debra Laws

HOTTEST
Stevie Wonder
Con Funk Shun
Slave
Yarbrough & Peoples
Jacksons
Switch
Gap Band
Lenny Williams
Bar-Kays
LTD

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Bohannon "Don't"
Skyy
Sister Sledge
Kleer
Jerry Knight
Charles Johnson
Kurtis Blow
Grandmaster Flash

HOTTEST
Jacksons
Con Funk Shun
Tom Browne
Kool & The Gang
Isley Brothers
Prince
Reddings
Lakeside
Zapp
Pointer Sisters

WENN
Birmingham, AL
Dave Donnell

ADDED
Gene Dunlap
Silver Platinum
Sister Sledge

HOTTEST
Rockie Robbins
Stevie Wonder
Zapp
Bar-Kays
Gap Band
Prince
Yarbrough & Peoples
Sugarhill Gang
Lakeside

WOIC
Columbia, SC
Bob Walters

ADDED
Smoke Robinson
Originals
Champagn
Whispers
All Points Bulletin
Chi-Lites "Have"
Earth, Wind & Fire "Love"

HOTTEST
Gap Band
Lakeside
Yarbrough & Peoples
Slave
Midnight Blue
Stevie Wonder
Isley Brothers
Joe Simon
Shalamar
Tierra

WHRK
Memphis, TN
Ron Olson

ADDED
Robert Winter & Fall
Smoke Robinson
Lenny White
T.S. Monk
Blondie "Rapture"
Slave
Jermaine Jackson
Sister Sledge
Norman Connors
Isley Brothers

HOTTEST
Stevie Wonder
Jacksons
Yarbrough & Peoples
Whispers
Con Funk Shun
Bar-Kays
Switch
Aretha Franklin
Gap Band
Lakeside

WVOL
Nashville, TN
Fred Harvey

ADDED
A Taste Of Money

HOTTEST
Lakeside
Gap Band
Kool & The Gang
Jacksons
Sugarhill Gang
Yarbrough & Peoples
Leon Huff
Jones Girls
Aretha Franklin
Kano

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Sugarhill Gang
Yarbrough & Peoples
Gap Band
Cameo
Bar-Kays
Jones Girls
Sweet Band
Slick
Lakeside

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
None

HOTTEST
Gap Band
Yarbrough & Peoples
Lakeside
Skyy
Jones Girls
LTD
Chi-Lites "Heavenly"
Joe Simon
Jacksons
Whispers

WDWI
Norfolk, VA
Chester Benton

ADDED
Grandmaster Flash

OPPORTUNITIES

Openings

EAST

Mature Pop/Adult sound needed for afternoons at WKSJ/Jamestown, NY. Production skills a must. The right person will move up with the new owners. Beautiful Western NY small market year-round recreation area. Experienced only need apply to Dana Bolles, Box 1199, Jamestown, NY 14701. EOE M/F (2-6)

WGRQ/Buffalo is accepting tapes for future part and full-time openings. Send tape and resume to George Hawras, PD, WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (2-6)

WKYG/Parkersburg/Marietta looking to add to our air staff. Require experience, good production, knowledge of equipment, and ability to work within structured format. Need someone who can communicate, make people think, and become part of our listeners' routine. Excellent money. Tapes and resumes to Jack Randell, WKYG, Box 368, Parkersburg, WV 26101. EOE (2-6)

WHCN/Hartford seeks a News Director. College graduate, minimum three years commercial radio experience. Tapes and resumes to Chip Triest, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (2-6)

Good opportunity for full-time on-air positions. Accepting tapes and resumes at one of Boston's 50,000-watt FM contemporary stations. Knowledge of oldies and contemporary music a must, plus good production skills. Send to PD, 33 Franklin St., Lawrence, MA 01840. EOE M/F (2-6)

WCOU/WAYU-FM is accepting tapes and resumes for future openings. Send to Charlie Edwards, WCOU, Box 330, Lewiston, ME 04240. (2-6)

Immediate! WGBB/Long Island needs an experienced, hard working pro to direct its locally-oriented news operation. Send tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EOE M/F (2-6)

Metromedia's top-rated Pop/Adult FM seeks a polished performer to entertain the nighttime audience in the nation's capital. We are looking for a well-rounded human being with a warm, friendly, intelligent presence on the air. Show us you can be creative within a format and document your success with adults 25-49. Deadline for tapes and resumes is February 20. Mail to Bob Hughes, PD, WASH-FM, Washington, DC 20016. No calls please. EOE (2-6)

WLVL/Lockport, NY, "The Spirit Of Niagara," seeks an afternoon news anchor for established Pop/Adult leader in suburban Buffalo. Our last afternoon newsmen went to WBEN/Buffalo. Send tapes and resumes (with references) to Ma. Robin Lynn, ND, WLVL, Box 474, Lockport, NY 14094. EOE (2-6)

Looking for afternoon newscaster for station with heavy local news commitment. Must also cover meetings, produce features. One year experience required. Must be a digger. Tapes and resumes to Ann Murphy, ND, Box 727, WEIM, Fitchburg, MA 01420. (2-6)

WLPL/Baltimore can be your next I.D. We're still looking for unique air talents. Send tapes and resumes to Jack Beach, WLPL, 6623 Reisterstown Road, Baltimore, MD 21215. EOE M/F (2-6)

WEIR/Weirton, WV looking for afternoon news person for information-oriented Ohio Valley station. Aggressive in gathering and writing with strong delivery. Experience a must. Member of Gilcom Corp. Send tapes and resumes to Gene Stabile, WEIR, 3578 Pennsylvania Ave., Weirton, WV 26062. EOE M/F (2-6)

SOUTH

WRNL/Richmond is expanding its news department. We need someone who knows how to dig for local news and who can write and deliver the news so that it will grab the listeners' attention. Tapes, resumes, and writing samples to Joel Meltzer, ND, WRNL, 7100 Bethlehem Rd., Richmond, VA 23228. No calls please. EOE (2-6)

Openings

SOUTH

Immediate opening for experienced salesperson or announcer-sales combination. Excellent opportunity for individual with good overall skills in copywriting, production, face-to-face selling and preferably on-air capabilities for conversational-style talk show. Mail tapes and resumes to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EOE (2-6)

WBAP/Ft. Worth has several on-air openings. Send tapes and resumes to Hal Jaly, PD, WBAP, 3900 Barnett, Ft. Worth, TX 76103. No calls please. EOE (2-6)

Morning drive personality wanted for soon-to-be 10kw Pop/Adult FM in coastal Carolina. Sports background helpful and salary commensurate with experience. Tapes and resumes immediately to Robert Powell, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (2-6)

WQOK/Greenville, SC needs morning person for AM drive, male or female. Send tapes and resumes to Dave Crockett, ND, WQOK, Box 7777, Greenville, SC 29610, or call him at (803) 246-8960. EOE M/F (2-6)

Kickin' Southwest AOR needs Chief Engineer sensitive to needs of both airstaff and management. Solid on maintenance and studio design. Emergency jock potential desirable. Warm climate, hot station. Contact G. Haston, KPAS, 3901 N. Mesa, Suite 401, El Paso, TX 79902, or call (915) 533-8211. (2-6)

For future expansion in news department. WLOF/Orlando is now accepting tapes and resumes. Send to Allen Gardner, News Director, WLOF, Box 15746, Orlando, FL 32808. No calls please. EOE M/F (2-6)

The listeners say we're Richmond's #1 FM and #1 overall 12-49. The national music report said we were "the best medium market station in the nation" in 1980. Our staff proves we pay major market money. If you'd like to be considered for future opening, send tapes and resumes to Bill Thomas, OM, WRVQ-FM, Box 1394, Richmond, VA 23211. EOE (2-6)

WGIV/Charlotte, NC is in need of a full-time on-air personality with production ability. We are also building our talent bank for future openings for air talent and dependable news people. Send tapes and resumes to Jim Black, Station Manager, Box 3856, Charlotte, NC 28203. EOE M/F (2-6)

We need tapes. Country format looking for some good talent that is wanting to move up. Contact Jeff Serich, KOYL, Box 6350, Odessa, TX 79762, or call (915) 368-2801. (2-6)

Wouldn't you rather be at the beach? 63MFD-AM Contemporary now looking for right person to fill afternoon drive slot and handle moderate production load. Must have good voice and good production skills. Also looking for automation Superstar to work with FM Program Director on our sister station, WWQQ, which is TM Country. Tapes and resumes only to Greg Bunce, PD, WMFD, Box 1889, Wilmington, NC 28402. No calls please. EOE M/F (2-6)

Midday personality for coastal Carolina Country station. Minimum 1 to 2 years experience. Must be hard worker. Tapes and resumes to Mark Robertson, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (2-6)

WNOE-AM/New Orleans is now Country and looking for one-to-one personalities for various shifts. Call Joe Patnick at (504) 529-1212. EOE (2-6)

WGBS/Miami is in search of a reliable weekend/fill-in air talent in the South Florida area. Rush tapes and resumes to Brian Scott, 710 Brickell Avenue, Miami, FL 33131. EOE M/F (2-6)

If you are an interesting and entertaining radio personality who can communicate with adults and is tired of playing "all the hits that fit," I have what you are looking for. If you want to become dominant morning personality in San Antonio, send tapes and resumes to Pat Rodgers, WOAI, 6222 NW IH 10, San Antonio, TX 78201. EOE (2-6)

Openings

WJMI/Jackson, MS has opening for full-time DJ strong in production. Prefer female. Tapes and resumes to Carl Haynes, WJMI, Box 3320, Jackson, MS 39207. (2-6)

The country's fastest-growing FM Country station and El Paso's new #1 is looking for a morning personality. Warm, bright sounding, intelligent, communicative, content-oriented personality needed now! Excellent chance of becoming PD too! Send tapes, resumes and production samples to Lee Masters, VP/GM, K102, 444 Executive Center Boulevard, El Paso, TX 79902. No calls please. (2-6)

KYKS is searching out talent for future openings. Number one rated, powerful multi-county stereo. Unique Pop/Country format. You must sound GOOD, with energetic Pop/Adult delivery. Tapes, resumes and salary requirements to Steve Reed, KYKS, Box 2209, Lufkin, TX 75901. EOE M/F (2-6)

MIDWEST

AM drive personality needed for a growing 5000-watt Pop/Adult station. Must be creative, experienced and intelligent. New building and equipment. Tapes and resumes to Larry O'Brien, KVOX, Box 97, Moorhead, MN 56560. No calls please. EOE M/F (2-6)

WJJD/Chicago soon to go 24 hours. Looking for talented persons to fill new positions. Tapes and resumes to John David Spangler, 180 N. Michigan Ave., Chicago, IL 60601. (2-6)

Based upon a recent promotion, Y-95 FM/Grand Forks, a 100,000kw Top 40 rocker, has an opening for our overnight show. Send tapes (real-to-reel) and resumes to Don Bowers, OM, Box 1638, Grand Forks, ND 58201. No beginners or floaters need apply. (701) 772-7197. EOE (2-6)

Opening for experienced Program Director in charge of announcers, music and to work short airshift. Excellent working and living conditions. Contact Norm Engstrom, WDAY Radio, 301 S. 8th St., Fargo, ND 58103, or call (701) 237-6500. EOE M/F (2-6)

WDRQ/Detroit needs afternoon drive personality. Send tapes and resumes to Bill Garcia, 20300 Civic Center Drive, Southfield, MI 48076. No calls please. EOE (2-6)

Our team is #1 in Topeka 12-49 even with Kansas City booming into our market. We're a P3 reporter in the process of rebuilding. Looking for morning drive and midday air personalities who smile, are fun, and can communicate like another human. Right money for right person. Also looking for nighttime 6-10pm personality who is also capable of MD duties. Send tapes and resumes to Tony Stewart, KDVV-FM, Box 1478, Topeka, KS 66601, or call (913) 234-3444. EOE M/F (2-6)

PROGRAM DIRECTOR. WBNS full-service Pop/Adult and WBNS-FM Schulte Beautiful Music need highly-motivated leader for these major Columbus, OH powerhouses. Send resume, tape and salary requirements to Christian R. Caggiano, GM, WBNS-AM-FM, 62 E. Broad St., Columbus, OH 43215. No calls please. EOE M/F (2-6)

Capital city leader needs a great morning personality, entertainer, communicator who can also do killer production. CHR, but applicants from all formats welcome. Tapes and resumes to Greg Thomas, WCVS, Box 2989, Springfield, IL 62708. No calls please. EOE M/F (2-6)

Our most recent book has us #1 12+. We're looking for a talented female to anchor our 7pm-12mid shift. Good pay and benefits — we will take care of you. Tapes and calls fine — just get in touch as soon as possible! We are a broad-scale Superstars station looking for the right person. Send tapes to Dave Logan, WLAV, Waters Building, Grand Rapids, MI 49503. (2-6)

WUBE/Cincinnati looking for experienced newscaster/reporter for general assignment reporting and some anchoring. Tapes and resumes to Doug Anthony, WUBE News, 225 E. 6th St., Cincinnati, OH 45201. EOE M/F (2-6)

Openings

'79 Billboard station of the year congratulates Jim Roberts on his career move to Viacom's WRVR in Memphis. It will take one heck of an Operations Manager to replace him after six years with this Pop/Adult FM. Just moved into our new \$1.1 million facility and have the welcome mat out for the right manager. Send resume and your station's best tape, in confidence, to George Scantland, President, WDIF, Marion, OH 43302. (2-6)

Air talent and newscaster wanted for new Pop/Adult station in fast-growing Midwestern market. Send tape and resume to PD, Box 1783, Sioux Falls, SD 57101. EOE M/F (2-6)

The flagship station of an aggressive Midwest group needs a strong authoritative news person NOW! Salary corresponds to ability. Send tape and resume to Mike Hawkins, WDBQ/KIWI, 1170 Iowa St., Dubuque, IA 52001. EOE M/F (2-6)

How come no one wants to play radio in North Dakota? Here I am at KCJB, a 24-hour Country Place, with an opening for a Production Director, a position for which I pay over \$50 a week, and I have no takers... and this KCJB Country Place has got two numbers! Call (701) 852-0361 and ask for Mark Ess or send tape to Box 1686, Minot, ND 58701. (2-6)

WSAI-AM is accepting applications for all-night personality. Two years minimum announcing experience required. Females and minorities encouraged to apply. Send tape and resume to Dale Turner, PD, WSAI-AM, West 8th and Matson Place, Cincinnati, OH 45204. EOE (2-6)

Are you the number two salesperson with nowhere to go? A growing broadcast group has openings for experienced, aggressive street pros. Several geographic locations. Tell us where you've been and where you want to go. John M. Carpenter, CDI Communications, Inc., Bankers Bldg., Suite 942, 105 W. Adams St., Chicago, IL 60603. No phone calls please. (2-6)

Needed immediately! Midday jock with personality and minimum two years experience. Pop/Adult Northern Indiana station. Send aircheck and resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46516. No calls please. EOE M/F (2-6)

WXYZ/Detroit seeking person experienced in Talk radio for assistant Operations Manager position. Can be talk host interested in management. Send resume to Michael Packer, OM, WXYZ, Box 789, Southfield, MI 48037. EOE M/F (2-6)

WEST

KAZY/Denver, powerful AOR FM, seeks production expert. If you want to be creative and have fun with state-of-the-art production equipment, send tape of your work and some air work to Marvin Rosenberg, GM, KAZY, 2149 S. Holly Street, Denver, CO 80222. EOE M/F (2-6)

KNTB/Bakersfield's News/Talk station is seeking tapes and resumes for future reporting and talk show host openings. Send to Pete Yockley, ND, Box 1499, Bakersfield, CA 93302. EOE M/F (2-6)

Major radio syndicator seeks self-motivated aggressive bright individual for station sales trainee position. Send resume to Judy Gold, VP, Westwood One, 9540 Washington Blvd., Culver City, CA 90230. (2-6)

KZAM-FM/Seattle has career opportunity. Please refer to the ad in the AOR section or call Paul Sullivan, PD, (206) 454-1598. EOE (2-6)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

RUTH COLLANDER has been appointed Public Service Director and Administrative Assistant in charge of Public Affairs at KRLA/Los Angeles, CA.

AMY MATHESON joins KYUU-FM/San Francisco, CA as Account Executive.

SOL (SCOOP) SIMAN appointed Account Executive at KYW/Philadelphia, PA.

CHARLIE MICHAELS, formerly with KGHO/Aberdeen, WA, joins WXLO/Berlin, NH as Operations Manager.

MIKE ALLEN joins WXLO/Berlin, NH as MD from WLAM/Lewiston, ME.

DENNY LUELL, formerly PD at KTNT/Tacoma, WA, appointed Operations Director at KACY-AM-FM/Oxnard/Ventura, CA.

JOHN RANDALL promoted to PD and middays at 16QT/Latrobe, PA.

GARY MITCHELL, formerly PD & morning man at QT101/Grafton, WV, moves to afternoon drive at 16QT/Latrobe, PA.

TONY FRANCIS joins 86WAZE/Tampa, FL from WWBA/St. Petersburg, FL.

DON ROBERTSON moves to KRZI/Waco, TX from WHOO/Waco, TX.

GEORGE MILLER appointed News Director at WQIO/Canton, OH from WHLO/Akron, OH.

JOHN GASTON named General Sales Manager at KOAX/Dallas, TX.

ELAYNE GEIGER has joined KTAC/Tacoma, WA as Account Executive.

MYLES CAMERON, formerly with KYTE/Portland, OR, moves to KLIF/Dallas, TX.

RIC WAYMAN (J.T. JACKSON) named MD at KIQO-FM/Atascadero, CA from KTSM/El Paso, TX.

BO JAGGER (SHOTGUN STONE) moves to WRBQ/Tampa, FL, from 96X/Miami, FL.

Record

RICH HATHORNE named District Manager, Cleveland, for Capitol/EMI America/Liberty Records Group.

HARRIET STERNBERG named Director of Publicity & Artist Development at LAX Records.

Industry

RON BARON promoted to Senior Vice President at Norman Winter Public Relations.

SANDY WARDLAW appointed Vice President at Norman Winter Public Relations.

Super Start For A Superstar.

96KX add
CKGM add
Z93 deb 28
94Q 29-23
WDRQ add
CKLW on
KBEO on
KJR on
KIMN on
KOPA add
KUPD 26-24
WFBR on
WTRY on
WFLY 25-22
WPST 31-28
Q106 on
WKBO add 30
WAQY add
WHYN add
WKEE on
KSRR add 39
KRBE deb 29
KSET-FM add
KWIC deb 32
KXX106 deb 30
WAAY on
Y103 35-26
WBBQ add
92Q on
WSKZ on
WOKI add
WRJZ add
WAYS deb 26



WQRK deb 25
WRVQ 27-25
WAKY add 30
KJ100 add
WVLK add
WVIC on
WAKX on
KIOA add
KWEN deb 26
WCSC deb 30

KRAV add
WISM on
Z104 28-26
WNAM on
WIKS on
WMEE add
KEZR 23-15
KKXX on
KIDD on
KROY 15-9

KYSN add
FM103 add
K96 add 29
KMJK on
KLUC deb 27
KENO add
KZZP 30-26
KRQ add 29
KHYT add

KTKT deb 30
WJBQ add
WLAM add
WIGY add
13FEA add
WCIR add
WHHY on
Z102 on
95SGF add
WFOX deb 30
WCGQ on
WISE deb 35
WXLK on
WROV add 32
FM99 on
KSEL add
KPUR deb 27
KVOL add
WANS 35-28
KKXL add
KKRC add
KKLS add
WSPT deb 30
KWWL deb 30
KENI add
KDZA add
KATI add
KQDI on
KBOZ on
KYA add
KOOK on
KRLC deb 29

STEVE WINWOOD

"While You See A Chance"



PRODUCED BY STEVE WINWOOD
ON ISLAND RECORDS

Manufactured and Distributed by Warner Bros. Records

THE BACK PAGE

BREAKERS

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

BARBRA STREISAND/BARRY GIBB

What Kind Of Fool (Columbia)

67% of our reporters on it. Moves: Up 100, Same 15, Down 0, Adds 34 including WABC, WKBW, WRKO, KDWB, WZUU, WOKY, 13K, WBBF, KC101, WHYN, K TSA, KXX106, Y103, KSPZ. See Parallels, debuts at number 29.

BRUCE SPRINGSTEEN

Fade Away (Columbia)

60% of our reporters on it. Moves: Up 55, Same 36, Down 0, Adds 42 including WKBW, CHUM, KIMN, WFBR, WTRY, WBLI, V100, KINT, WERC, WAPE, WAYS, KZ93, WMEE, KHYT. See Parallels, debuts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. Indicates one of this week's "most added" new songs.

OUTLAWS "(Ghost) Riders In The Sky" (Arista) 117/14

Moves: Up 65, Same 36, Down 2, Adds 14, Z93, G100, CK101, WOKI, WRJZ, KJ100, WMEE, KNBQ, WLAM, WTSN, WFBG, WHHY, WTRU, KDVV.

QUEEN "Flash's Theme" AKA "Flash" (Elektra) 103/5

Moves: Up 72, Same 23, Down 3, Adds 5, WGCL, WAEB, WOKI, WSEZ, KWWL, Q105 24-20, WDRQ 21-15, Q102 24-21.

JACKSONS "Heartbreak Hotel" (Epic) 102/0

Moves: Up 44, Same 28, Down 30, Adds 0, JB105 18-13, CKLW 13-10, KJR 11-8, WFMF 7-4, WIKS 10-7, WFBG 9-7, KSEL 7-5.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 98/26

Moves: Up 44, Same 28, Down 0, Adds 26 including WKBW, WFIL, KRLY, Z93, CKLW, KSLQ, KFI, KFRC, KPLZ, KIMN, B97, WSGN, BJ105, KJRB.

FIREFALL "Staying With It" (Atlantic) 97/14

Moves: Up 48, Same 35, Down 0, Adds 14, JB105, CKGM, KUPD, WTRY, WBLI, G100, WSKZ, KHYT, WLAM, 14WK, Z102, KSEL, KKRC, WTRU.

POLICE "Don't Stand So Close To Me" (A&M) 95/43

Moves: Up 32, Same 19, Down 1, Adds 43 including 94Q, Q105, CKLW, KIIS-FM, 13K, Q106, WTIX, B97, BJ105, WOKI, WDJX, KEZR, KLUC, KRQ.

STEVE WINWOOD "While You See A Chance" (Island) 93/40

Moves: Up 26, Same 27, Down 0, Adds 40 including 96KX, CKGM, WDRQ, KOPA, WAQY, KSRR, WBBQ, WRJZ, KJ100, WVLC, WMEE, FM103, K96.

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 83/15

Moves: Up 49, Same 19, Down 0, Adds 15, KRLA, WOLF, WAXY, WSKZ, WTWR, WAKX, Z104, WIKS, KJRB, KTAC, KTKT, WTSN, 14WK, WISE, KDZA.

DONNIE IRIS "Ahi Leah!" (MCA) 81/10

Moves: Up 41, Same 25, Down 5, Adds 10, WPGC, KJR, KNUS, WSKZ, WGRD, WIKS, KEZR, KIDD, WXLK, KQDI.

TERRI GIBBS "Somebody's Knockin'" (MCA) 79/19

Moves: Up 48, Same 12, Down 0, Adds 19 including WKBW, WFI, KXOK, KOPA, WTRY, KC101, WAQY, KQ94, WSEZ, WQRK, WVIC, KZZP.

SHEENA EASTON "Morning Train (Nine To Five)" (EMI America) 73/60

Moves: Up 5, Same 8, Down 0, Adds 60 including WNBC, WFI, WCAO, WROR, PRO-FM, KRLY, WDRQ, CKLW, KSLQ, WOKY, KPLZ, WAEB, WERC, WRVQ, WAKY, KSTT, KNBQ.

ELVIS PRESLEY "Guitar Man" (RCA) 73/23

Moves: Up 30, Same 20, Down 0, Adds 23 including WCAO, WROR, WRKO, PRO-FM, Z93, KPLZ, WRJZ, WNOX, WQRK, WVIC, WOHO, KROY, KSPZ, KATI.

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 71/0

Moves: Up 36, Same 23, Down 12, Adds 0, WABC 32-25, 96KX 3-2, WLS 20-12, KFRC 27-21, WJDX 17-13, Z104 24-21, FM103 8-7.

AC/DC "Back In Black" (Atlantic) 59/0

Moves: Up 37, Same 19, Down 3, Adds 0, WFI 30-28, KFRC 29-26, 13K 27-23, WFMF 21-16, WAKX 27-20, KKXX 5-2.

APRIL WINE "Just Between You & Me" (Capitol) 57/34

Moves: Up 11, Same 12, Down 0, Adds 34 including WFI, WDRQ, KSLQ, WGCL, KIMN, WFLY, KWIC, WAPE, WOKI, WNAM, KIOY, KIDD, FM103, KTKT.

FLEETWOOD MAC "Fireflies" (WB) 50/12

Moves: Up 22, Same 16, Down 0, Adds 12, KIMN, WHFM, WFLY, WBLI, WKEE, WVLC, WISM, WISE, KFVR, KENI, KOOK, KFXD.

Others Getting Significant Action

LOVERBOY "Turn Me Loose" (Columbia) 49/8

Moves: Up 20, Same 21, Down 0, Adds 8, WGCL, WHFM, KRBE, WAAY, WSEZ, WIGY, KCBN, KQDI.

Radio & Records

NATIONAL AIRPLAY/30

February 6, 1981

| THREE WEEKS AGO | TWO WEEKS AGO | LAST WEEK | | |
|-----------------|---------------|-----------|----|--|
| 22 | 11 | 6 | ① | JOHN LENNON/Woman (Geffen) |
| 16 | 8 | 4 | ② | DOLLY PARTON/9 To 5 (RCA) |
| 12 | 6 | 3 | ③ | REO SPEEDWAGON/Keep On Loving You (Epic) |
| 3 | 2 | 2 | 4 | STEELY DAN/Hey Nineteen (MCA) |
| 1 | 1 | 1 | 5 | BLONDIE/The Tide Is High (Chrysalis) |
| 8 | 5 | 5 | 6 | EDDIE RABBITT/I Love A Rainy Night (Elektra) |
| 9 | 7 | 7 | 7 | KOOL & THE GANG/Celebration (Delite/PolyGram) |
| 27 | 22 | 13 | ⑧ | STYX/The Best Of Times (A&M) |
| 17 | 12 | 12 | ⑨ | DELBERT McCLINTON/Giving It Up For Your Love (Capitol) |
| 13 | 9 | 9 | 10 | DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic) |
| 4 | 4 | 8 | 11 | ROD STEWART/Passion (WB) |
| 26 | 18 | 14 | ⑫ | CLIFF RICHARD/A Little In Love (EMI America) |
| 14 | 10 | 10 | 13 | BOZ SCAGGS/Miss Sun (Columbia) |
| 25 | 19 | 15 | ⑭ | ALAN PARSONS PROJECT/Games People Play (Arista) |
| 30 | 28 | 23 | ⑮ | DON McLEAN/Crying (Millennium) |
| 2 | 3 | 11 | 16 | JOHN LENNON/(Just Like) Starting Over (Geffen) |
| - | 24 | 20 | ⑰ | STEVIE WONDER/I Ain't Gonna Stand For It (Tamla) |
| 29 | 27 | 22 | 18 | PAT BENATAR/Treat Me Right (Chrysalis) |
| - | 30 | 27 | ⑱ | NEIL DIAMOND/Hello Again (Capitol) |
| 28 | 25 | 24 | ⑳ | RONNIE MILSAP/Smoky Mountain Rain (RCA) |
| 24 | 20 | 18 | 21 | EAGLES/Seven Bridges Road (Asylum) |
| - | - | 25 | ㉑ | ABBA/The Winner Takes It All (Atlantic) |
| - | - | 28 | ㉒ | BLONDIE/Rapture (Chrysalis) |
| - | 29 | 26 | ㉓ | RANDY MEISNER/Hearts On Fire (Epic) |
| 5 | 14 | 16 | 25 | AIR SUPPLY/Every Woman In The World (Arista) |
| 10 | 15 | 17 | 26 | BARRY MANILOW/I Made It Through The Rain (Arista) |
| - | - | 29 | ㉗ | DARYL HALL & JOHN OATES/Kiss On My List (RCA) |
| - | - | 30 | ㉘ | LEO SAYER/Living In A Fantasy (WB) |
| - | - | → | ㉙ | BARBRA STREISAND/BARRY GIBB/What Kind... (Columbia) |
| - | - | → | ㉚ | BRUCE SPRINGSTEEN/Fade Away (Columbia) |

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

SHEENA EASTON "Morning Train" (EMI America)
POLICE "Don't Stand So Close To Me" (A&M)
BRUCE SPRINGSTEEN "Fade Away" (Columbia)
STEVE WINWOOD "While You See A..." (Island)
LEO SAYER "Living In A Fantasy" (WB)

Complete Regionalized Listings on Pages 30 and 31.

HOTTEST

JOHN LENNON "Woman" (Geffen)
REO SPEEDWAGON "Keep On Loving You" (Epic)
DOLLY PARTON "9 To 5" (RCA)
STYX "The Best Of Times" (A&M)
KOOL & THE GANG "Celebration" (Delite/PolyGram)

Parallel Listings Begin on Page 32.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 48/16

Moves: Up 18, Same 14, Down 0, Adds 16 including CFTR, KUPD, KQ94, Y103, BJ105, WVIC, WJBQ, WIGY, 95SGF, KQDI, KRLC.

SUZI QUATRO "Lipstick" (Dreamland) 41/6

Moves: Up 11, Same 24, Down 0, Adds 6, KFI, KRBE, KWIC, WTIX, Y103, WVLC, WBBQ 22-18, WSPT 30-26.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 40/15

Moves: Up 9, Same 16, Down 0, Adds 15, WFIL, WROR, PRO-FM, JB105, WGCL, KFRC, KPLZ, WKEE, G100, WAAY, WAXY, WSEZ, WQRK, KTAC, KCPX.

YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 36/14

Moves: Up 15, Same 7, Down 0, Adds 14, WFI, KEARTH, 13K, WKEE, KELP, WTIX, KEEL, 96X, WAPE, KX104, WGH, 95SGF.

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 33/16

Moves: Up 6, Same 11, Down 0, Adds 16, KJR, WFBR, WKEE, WBBQ, WRJZ, WVLC, KNBQ, WCIR, WSGA, WFOX, WISE, WXLK, KKRC, KKLS, WSPT, KQDI.

DIRE STRAITS "Skateaway" (WB) 33/1

Moves: Up 16, Same 12, Down 4, Adds 1, KCBN, CHUM 25-21, KUPD 17-9, K104 13-8, KKLX 12-9.

NIGHT "Love On The Airwaves" (Planet) 32/4

Moves: Up 15, Same 13, Down 0, Adds 4, WPST, WAEB, KWIC, KZZX, WBEN-FM 37-34, WCIR 26-21.

LTD "Shine On" (A&M) 27/1

Moves: Up 16, Same 3, Down 7, Adds 1, WSGA, WXKS 3-2, Y100 14-6, WCKX 13-7, KIIS-FM 20-16, FM100 9-6.

DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 22/16

Moves: Up 1, Same 5, Down 0, Adds 16, K104, KSRR, KQ94, KXX106, WAAY, Y103, WQRK, KEYN-FM, Z104, WGUY, 14WK, 95XIL, WHHY, WFOX.

SPYRO GYRA "Cafe Amour" (MCA) 22/4

Moves: Up 11, Same 7, Down 0, Adds 4, KINT, WGUY, WFLB, WTRU, WKBW 25-22, WBBF 23-21, KEYN-FM 29-24.

LAKESDIE "Fantastic Voyage" (Solar/RCA) 20/1

Moves: Up 15, Same 3, Down 1, Adds 1, KCPX, WXXS 5-3, KFRC 19-14, KINT 37-26, FM99 4-2, KVOL 5-1.

McGUFFEY LANE "Long Time Lovin' You" (Atco) 20/1

Moves: Up 9, Same 10, Down 0, Adds 1, KWWL, Q102 29-26, WDJX 2-1, WCIR 15-10.

GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 19/3

Moves: Up 9, Same 7, Down 0, Adds 3, KQ94, WAPE, WNOX, WBEN-FM 32-29, WOKY d-27, WTIX 31-27.

ASSOCIATION "Dreamer" (Elektra) 18/1

Moves: Up 8, Same 9, Down 0, Adds 1, WERC, WFBR 30-27, WLCY 29-26, Y103 40-35, WFLB 32-22.

RITA COOLIDGE "Fool That I Am" (A&M) 18/0

Moves: Up 8, Same 7, Down 3, Adds 0, KXOK 6-5, WZUU 24-21, KIMN 23-13, WLCY 6-6, WCIR 19-14.

CLIMAX BLUES BAND "I Love You" (WB) 17/13

Moves: Up 1, Same 3, Down 0, Adds 13, 96KX, WPST, WKEE, KRBE, WAAY, WGH, WRVQ, KKXX, KTKT, WFOX, WCGQ, FM99, KKLS.

TOUCH "Don't You Know What Love Is" (Atco) 16/4

Moves: Up 5, Same 7, Down 0, Adds 4, CKLW, WAPE, WDJX, KKXX, WBEN-FM 34-31, K104 34-32, WSPT 29-25.

Continued on Page 34