

Radio & Records

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Forsythe Named Chrysalis VP/Promotion

Jack Forsythe has been appointed Vice President/Promotion for Chrysalis Records, following last week's departure of Billy Bass, Sr. VP/Promotion & Creative Services for the label (R&R 2-13). Forsythe, most recently Marketing Director at Record World magazine, will report directly to Chrysalis President Sal Licata.

Licata commented, "I am very pleased with the addition of Jack to our staff. I know that his experience at Record World and his extensive radio background will be instrumental in the continued growth of Chrysalis Records."

Z93 AFFECTED BY DIARY ERROR

Arbitron To Reissue Atlanta Book

A diary crediting error has caused Arbitron to reissue its October/November 1980 Atlanta report. The end result will be that WZGC (Z93) will now replace WQXI-FM as the leading station (12+) in the Atlanta book.

The situation stemmed from the handling of a diary from a female in the 18-24 demo. According to WZGC VP/GM Bud Polachek, the respondent entered a series of listings "Z93/WCGC." The WCGC portion was credited to WZGC, but the listening in each entry was split, as the editor credited the "Z93" portion to "94Q" (WQXI-FM). The incorrect splitting of these entries shorted WZGC 241 quarter hours. Listening will be subtracted from WQXI-FM and added to WZGC in all demos involving women 18-24, and according to Polachek, his station will now edge CHR competitor WQXI-



Jack Forsythe

Before joining Record World, where he established several chart-related innovations, Forsythe worked at 96X/Miami, WAIV/Jacksonville and 13Q/Pittsburgh, among other radio positions.

FM for the 12+ lead by one-tenth of a point.

The problem was discovered when another Atlanta station spotted the heavy listening diary during ARBITRON/See Page 14

CINCINNATI DOWN TO ONE AOR

WOKV Merges Formats With WCIN

AOR-formatted WOKV-FM/Cincinnati will convert to the Black format employed by its sister station WCIN next month, and the stations will simulcast mornings and afternoon drive. WOKV will sign off March 4, go dark for five days, and begin its new approach March 9 under WCIN PD Mike Roberts. Fifteen staffers, including PD Ron Phillips, were given three

ALTERNATIVE NETWORK "OVER"

Dahl Joins WLS-FM For Afternoons

Following published reports that had him joining practically every other station in Chicago, former WLUP morning man Steve Dahl came to an agreement to take the afternoon drive shift at WLS-FM, along with his longtime WLUP air partner Garry Meier. WLS-AM-FM PD John Gehron jubilantly told R&R, "We're really excited. We talked with Steve and told him what our goals were and talked to him about what he wanted to do, and he's going to be part of the team here. I'm particularly excited because WLS to me has always represented personality radio, and we're carrying through what we've always tried to do on the AM on the FM now, and there are very few personalities that have the impact that Steve Dahl has." Dahl echoed Gehron's sentiments: "We're excited! It'll be the same show. Of all the people we talked to, they've been the only ones who understood what we're trying to do."

Commenting on the freewheeling AOR personality's teaming up with the ABC-owned CHR outlet, Gehron said, "WLS has certain standards and has always represented a certain style of broadcasting, and we wouldn't be hiring Steve and Garry if we didn't think they could perform under those requirements. Afternoon drive has different requirements, and Steve is aware of them; one of them is to play more music. We've always modified the format to maximize the impact of each personality, and we will do the same for them. It's a broad-based playlist, and he doesn't feel the music we're playing compromises his style or the audience that he has in any way."

Network Loss "Depressing"

Dahl observed, "The music on WLS-FM is real similar to that on the Loop. It's competitive with AOR. They're real supportive and have been entirely positive." Commenting on his Alternative Radio Network, which broadcast his show via satellite to three cities with two more set to debut DAHL/See Page 14

Ives To Head Golden West FM's



Victor Ives

WTWR/Detroit VP/GM Victor Ives has been promoted by Golden West Broadcasters to a newly-created position as head of the company's three FM stations (WTWR, KPLZ/Seattle, and KQFM/Portland). Golden West President John Reynolds, in making the announcement, stated, "GWB has been in FM for a relatively short time, but we are delighted with our initial success. Victor Ives is a programming specialist and we believe he is the man to maximize the success of our existing properties as well as the development of new FM opportunities."

Ives has been with Golden West for over 11 years, having joined the company as a programmer first at KEX/Portland and later IVES/See Page 14

BARRETT, SHERWOOD, SOLAN NAMED VP'S

Doubleday Promotes Three GM's

Doubleday Broadcasting has announced the promotion of three of its general managers to VP/GM positions: KWK-WWWK/St. Louis GM David Barrett, KHOU-AM-FM/Denver's Sam Sherwood, and WLLZ-FM/Detroit's Michael Solan.

All three new VP's expressed similar delight in their promotions. Barrett told R&R, "I was very happy to join Doubleday late last summer, and I'm happy that (company President) Gary Stevens has expressed this confidence in me." Sherwood said, "It's a great DOUBLEDAY/See Page 14



Four Out Of Five Sales Execs Recommend For Ratings Relief . . .

WZXR/Memphis performed a public service by passing out "Ratings Survival Kits" to media executives in the area, enabling them to withstand the "onslaught" of radio salespeople after the book came out. The contents, pictured above, thoughtfully provided relief for sore throats, assaulted eardrums (cotton ball earplugs), upset stomachs, tired eyes, and practically any other ratings-related ailment, plus a poetic memo to explain how the kit works.

ALI THOMSON

During the Summer of 1980 radio everywhere was playing ALI THOMSON'S "TAKE A LITTLE RHYTHM"^{AM 2243}...A brilliant debut for a young artist...

Now ALI THOMSON has a new song for you, one that will be heard for the months to come... From his forthcoming album **DECEPTION IS AN ART...**^{SP 4846}

We are proud to announce
THE NEW SINGLE

FOOLISH CHILD

AM 2314

Produced by Ali Thomson and Jon Kelly
Management: Mismangement Inc.



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Bill Ford Named WKHK PD

Bill Ford has been appointed PD of Viacom's WKHK-FM/New York, exiting the PD position at Country WCXI/Detroit to join the recently-converted Country facility. WKHK GM Don Boyles told R&R, "I'm very pleased that Bill has decided to join us. He is a heavyweight in this business, and this offers him a very timely challenge. He is a talented, aggressive, 20th century programmer, and I know he will contribute a tremendous amount of knowledge to this station, and will do a number on the Big Apple."



Bill Ford

Ford told R&R, "I'm sorry to be leaving Golden West; they've been really great to me. Part of the reason for my leaving is that my wife and I are media junkies, and she had a career opportunity in New York. As it turned out, the offer from WKHK came at the same time. I am very excited about the prospects of the new job and working with (Viacom President) Al Greenfield and (National PD) Bill Fingeshu, plus Don Boyles. As far as the radio station is concerned, it is all fundamentals: signal strength, talent, and competitive promotional budgets. As long as all of those are intact, I plan to be successful, or I won't be there very long."

WCXI GM John Risher announced that Music Director Dan Dixon would serve as interim PD at the station. Ford leaves WCXI Friday (2-27) and takes up his new duties March 9.

Landphair Takes WGSO PD Position

Ted Landphair has been named Manager of News and Programming at Talk-formatted WGSO/New Orleans, replacing PD Ira Apple. Apple has been transferred to the corporate offices of parent company Broad Street Communications to work with VP/Programming Bill Rock on new program development.

WGSO Sr. VP/GM Al Smith told R&R, "Obviously we are very excited. Ted brings tremendous credentials to a News/Talk operation. He comes from quality stock, particularly based on the stations he's worked with in the past. He also loves New Orleans. He told me, 'If I have to move, I'd like to move to the city I like best.'"

Landphair was most recently Executive Editor at KFWB/Los Angeles. He was previously News Director at WMAL/Washington for five years, and helped develop the pilot for National Public Radio's "Morning Edition" program.

ALL-TALK EVOLUTION IN WORKS

WOL Makes Move To Daytime Talk

WOL/Washington, DC has officially converted its daytime programming from a predominantly Black music format to a 12-hour Talk and News combination, as noted last week in R&R. Station owner Dewey Hughes told R&R that the move was part of a gradual evolution to an all-Talk approach (nighttime programming is still music at present), explaining: "When we took over the station, it was our original intent to shift to all-Talk. We wanted to take each step correctly one at a time, and we have been lucky enough to acquire Bernie McCain, who is without a doubt one of the top talk masters in the country." McCain, recently a talk host at WDAS/Philadelphia, joins other new hosts who will be announced at a later date. Hughes continued, "Bernie understands what we're attempting to do here in this city with radio. The end result will be the kind of radio that radio was intended to be." Hughes also cited excellent response to the new format in its first few days on the air.

KULF's Pruett Arrested After Mexican Plane Crash

Jim Pruett, half of KULF/Houston's (Mark) Stevens and Pruett morning team, has been arrested in Mexico after the Cessna aircraft he was piloting crashed (2-8). While early published reports of the incident had Pruett charged with gunrunning and the downed plane reportedly containing a half-million dollars worth of firearms, these allegations proved to be false and the Houston Post was forced on Monday (2-16) to print a front page retraction of its original (2-12) story.

John Long, KULF Program Director, told R&R that Pruett, a licensed pilot, said he would be flying to Midland-Odessa the weekend prior to his accident. When Pruett failed to show up for work on the following Monday or Tuesday, Long and Mark Stevens became concerned. On the 11th, Pruett's wife informed the station that her husband had suffered an air mishap and was slightly injured as a result. The next day, Long learned that Pruett's engine had stalled over Jalapa near Veracruz, necessitating his crashlanding the plane.

Pruett currently remains incarcerated in Mexico and although he has not been charged with gun-running (or any other crime for that matter), he can be brought to trial to face charges of entering Mexican air space illegally as well as carrying non-registered firearms. Pruett, a gun collector, reportedly had two rifles and four pistols aboard the aircraft.

Long told R&R that Pruett's attorneys, the U.S. consulate, and Mexican attorneys were now involved in the case, noting that "the wheels are in motion and we're keeping our fingers crossed till his return."

KILT-FM Converts To Country Format

Rumors became reality Monday afternoon (2-16) as KILT-FM/Houston changed formats from AOR to Country. KILT-AM & FM General Manager Dickie Rosenfeld commented, "We were inspired by Gilley's Club, John Travolta and the success of 'Urban Cowboy,' and Bum Phillips (head coach of the New Orleans Saints, formerly Houston Oilers coach). We plan to be a full-service radio station; news, weather, traffic, sports, etc. We're going to play the hell out of modern country music."

The new FM PD is Rick Candea (R&R 2-13), and apparently most of the AOR staff will remain with the station. Rosenfeld told R&R, "We gave them all a couple of weeks' notice of the planned change and none of them wanted to leave. They love the hell out of this music."

WSYR's "Rock-ettes"

Troupe Sued By Radio City

Radio City Music Hall has brought suit against WSYR/Syracuse over the rights to the term "Rock-ettes." WSYR, which uses the logo "94 Rock," gathered a group of girls together for station promotional purposes, dubbing the troupe the "94 Rock-ettes." Radio City Music Hall's contention is that the term "Rockettes" refers to its own longtime chorus line exclusively.

Hugh Barr, General Manager of the AOR-formatted outlet, told R&R that even though the term "Rockettes" is always used in conjunction with WSYR's dial position, Radio City Music Hall has taken issue with its use. WSYR's stance is that its audience is not confused by the station's employment of the term.

"New York is five and a half hours away," explained Barr, "and there can be no confusion as to what the heck is going on. Our girls don't sing or dance and our listeners know that." Barr stressed that the conflict was "a friendly situation" and that "while we don't deny their use of the term insofar as it supports their own group, we feel we're entitled to use the term '94 Rock-ettes' in reference to our group."

Radio City Music Hall VP/Public Relations Patricia Roberts, when contacted by R&R, said that it was the company's policy not to discuss issues that would go before the courts. No damages have been filed in the suit as yet, and WSYR is continuing to use the term and the troupe pending a court settlement.



this week...

2-20-81

FCC VOTES FOR VIRGINIA MOVE

But Congress could still foil agency's migration to suburban Rosslyn.

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A NATIONAL EXCHANGE FOR TALK RADIO GUESTS?

KARN/Little Rock's Rick McGee proposes a useful service for small market and beginning Talk stations.

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CHANGING OF THE CHR GUARD

John Leader looks back on three years as Top 40/CHR Editor... and next week — Joel Denver debuts.

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WGCI TAKES OVER CHICAGO

PD Barry Mayo claims black music has vast general market appeal, and his ratings back him up.

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OPTIMISM STILL RIDES HIGH AT WSB

WSB/Atlanta finally fell behind Z93 and WQXI-FM, ending an almost-eternal era of dominance, but PD George Fischer's confident the station will rise again.

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PROGRESSIVE SURVIVORS, PART II

More free-form-style AOR programmers detail their success and survival stories.

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SMALL MARKET RADIO WITH CLASS

KLSR/Memphis, TX provides some pointers on running a major market-style operation in a small town atmosphere.

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Washington Report

REPLAY OF 1980 "PAY FOR PLAY" FIGHT POSSIBLE

New Congress Gets Performers' Royalty Bill

Performers' royalty legislation that would make radio stations pay for airing copyrighted music has been introduced in the new Congress by Rep. George Danielson (D-CA) and 28 other members. The measure (H.R. 1805) is identical to a bill successfully fought by broadcasters in the last Congress.

Royalties would be assessed according to a station's net advertising receipts, after agency commissions are deducted:

- \$250 a year for stations with receipts of \$25,000-100,000.
- \$750 a year for stations with receipts of \$100,000-200,000.
- A fee of 1% of receipts for stations netting over \$200,000 a year.

The Danielson bill would exempt public radio stations and commercial outlets netting less than \$25,000 a year. However, it goes beyond radio stations to include television stations, background music services, discos, and virtually all other public uses of copyrighted music.

Danielson's legislative assistant, Melinda Howe, offered no predictions on the bill's fate, but told R&R, "He obviously believes in the bill and would like to see it move ahead."

H.R. 1805 will be referred to as the House Judiciary Committee's Courts Subcommittee, which has yet to schedule hearings or other action. But, said Subcommittee Counsel Bruce Lehman, "I certainly don't expect the bill to be ignored." He added that last year's hearings on the issue will speed legislative action on H.R. 1805 in the current Congress.

The subcommittee is chaired by Rep. Robert Kastenmeier (D-WI), whom Lehman described as being neutral on the performers' royalty issue. Other members are Dan-



George Danielson

ielson, Jack Brooks (D-TX), Barney Frank (D-MA), Tom Railsback (R-OH), Caldwell Butler (R-VA), and Harold Sawyer (R-MD).

NRBA Executive Director Abe Voron called the concept "absolutely ridiculous" and assessed the bill's chances of passing as poor. "This is a laissez-faire, marketplace administration. And this is interfering with what has been a very successful marketplace operation," he said.

Under Danielson's bill, the Copyright Royalty Tribunal would divide the fees equally among copyright owners and the performers, who would file claims each May. The bill specifies that performers shall include singers, musicians, conductors, actors, narrators, arrangers, orchestrators, and copyists.

MOVE TO BEGIN IN NOVEMBER

FCC Says Goodbye To Washington, DC

As predicted by R&R last week, the FCC voted last week to vacate its overcrowded offices in downtown Washington in favor of more spacious and less expensive quarters in the Twin Towers complex in Rosslyn, VA, about two miles away.

For out-of-town broadcasters staying downtown and others who visit the FCC, the move will mean taking a cab ride costing several dollars or spending 60 cents on Washington's Metro subway, which stops half a block from Twin Towers.

The FCC expects to begin moving into 11 floors of Tower I in November, with the rest of the agency moving into six to eight floors of Tower II starting in April, 1983.

The one serious roadblock to the move could be opposition from several Congressional committees,

which have objected to the FCC's failure to solicit bids for space and to its authority to lease space independently, without going through the General Services Administration.

Voting against the move was Commissioner Abbott Washburn, who dubbed the action "pre-mature and unfortunate." He claimed alternative sites in Washington were not adequately researched. Washburn also pointed out the irony of moving into a building whose construction was protested in court by several other federal agencies on the grounds the Twin Towers would ruin Washington's skyline.

NRBA TELLS CONGRESS SURVEY RESULTS ARE SHOCKING

Widespread Broadcaster Dissatisfaction On EEO Guidelines

94% of radio broadcasters consider the FCC's equal employment opportunity (EEO) guidelines to be impractical, according to a survey of 2000 radio stations conducted by the National Radio Broadcasters Association.

The NRBA sent the survey results to all members of Congress last week with a cover memo labelling the FCC's EEO policies as "onerous, inequitable, unproductive and constituting an un-American quota system."

The group called on Congress to take radio station EEO matters away from the FCC and to place them under the Equal Employment Opportunity Commission (EEOC), which regulates all other businesses.

Fully 94% of general managers responding called the FCC's equal

employment policies an abuse of the agency's power. The guidelines were described as an intolerable burden by 80%, while only 12% believe they are necessary. Furthermore, only 38% think the rules help minorities and women.

Compliance Difficult

When questioned about the difficulty of meeting the current standards, 63% replied that it's difficult, 17% said impossible, and only 5% said it's easy to meet the FCC's required percentage of minority employees.

Congress Seeks Tighter Grip On Commission

A move is underway in Congress to strip away some of the FCC's traditional independence by forcing the Commission to go before Congress every three years to be re-authorized. Rep. James Broyhill (R-NC), senior GOP member of the House Telecommunications Subcommit-

tee, is sponsoring a bill (H.R. 1801) to put an end to the FCC's unusual status as one of the few federal agencies with a permanent authorization.

Authorization is the process by which Congress empowers agencies to carry out specific functions. It is entirely separate from the appropriations process, with which Congress votes money to pay for authorized programs.

In a statement accompanying his bill, Broyhill said it would enable Congress to "perform more effective oversight of the Commission's activities."

Bernie Wonder, Associate Minority Counsel for the House Ener-

gy & Commerce Committee told R&R, "It's a very effective oversight tool and that's the principal reason for it. We can use that process of authorization and reauthorization as a means of looking at what the agency does. It gives our committee more say in the matter, and that's what's attractive to us."

Wonder predicted the bill would pass Congress, saying reaction has been "favorable." However, he downplayed the measure's significance, pointing out that Congress already wields considerable power over the FCC by holding the agency's purse strings.

According to the NRBA's analysis of the survey results, broadcasters from larger cities with more diverse populations are much more likely to find the guidelines useful and manageable than small market broadcasters.

Written comments sent in with the survey forms, according to the NRBA, show that broadcasters recognize the need for EEO policies but feel allowances must be made for market size, economic situation and station format.

Survey Figures

The FCC's present EEO policies and requirements were rated:

1. Fair: 12%
- Unfair: 88%
2. Practical: 6%
- Impractical: 94%
3. Helpful To Minorities And Women: 38%
- Not Helpful: 62%
4. No Burden On Broadcasters: 2%
- Necessary And Worthwhile Burden: 12%
- Unnecessary Burden: 6%
- Intolerable Burden: 80%
5. A Logical Use Of The FCC's Power: 6%
- An Abuse Of The FCC's Power: 94%

The Commission's EEO percentage requirements were rated:

6. Reasonable: 11%
- An Unreasonable Quota System: 89%
- Compliance was rated as:
 7. Easy: 5%
 - Not Too Difficult: 15%
 - Difficult: 63%
 - Impossible: 17%

Hiring qualified minority group members:

8. Easy: 1%
- Not Too Difficult: 6%
- Difficult: 63%
- Impossible: 25%
- Hiring qualified women:
 9. Easy: 15%
 - Not Too Difficult: 46%
 - Difficult: 37%
 - Impossible: 2%

Washington Street Talk

Lee Takes Charge

Although not officially either acting or interim FCC chairman, Commissioner Bob Lee's clout has been evident, as in his moving former staffer Kalman Schaefer into slot as Acting Director of Policy and Planning. Lee has also sent a memo to all FCC staff promising no purges under his leadership until the new Chairman takes office.

White House Nod For Fowler?

It's rumored that the Reagan kitchen cabinet met on the FCC chairmanship on Tuesday, and Mark Fowler's appointment could be announced as early as the end of the week.

Jitters At NPR

NPR officials are worried about a rumored 25% Reagan cut in the budget of the Corporation for Public Broadcasting. NPR insiders are especially nervous about possible current year funding, which would conflict with a two-year advanced appropriations process designed to shield NPR from political pressures of the moment.

NAB Loses Top GOP Lobbyist

NAB VP for Congressional Liaison Dave Markey is quitting March 1 to become top aide to Senator Frank Murkowski (R-AK). Markey, an effective operative for NAB on the Hill, was promoted to VP last May, after joining NAB in 1974 as legislative counsel.

We're Having A Party!!! Don't Cry, You're Invited!

Epic Records Cordially Invites You
To Join Us In Celebration.
Don't Be Late!



THE ROVERS "Wasn't That A Party"



Produced By: Jack Richardson For J.A.R. Productions
On Attic Records

WBEN-FM 34-21
96KX on
CFTR 1-1
CKGM 10-7
Q105 27-24
CKLW 29-25
KFI on
WFBR add
WOLF 25-22
WBBF on
WHFM on

K104 5-1
WKEE on
WSGN on
WRJZ on
WAYS 12-8
92X on
WOHO add 30
WDJX add
WHOT 26-23
WLBZ add
14WK add

95XIL 28-23
WROV on
WKXY on
KFYR on
WSPT deb 29
KENI add
KATI deb 35
KBOZ on
KYYA on
KRLC on

GARLAND JEFFREYS "96 Tears"

Produced By: Garland Jeffreys—Bob Clearmountain
For Ghostwriter, Inc.
Executive Producer: Dick Wingate

KUPD on
WOLF add
KINT add
WOKI add
KWEN add
KNBQ add
KTAC add
KBOZ add
KRLC add

R.S.V.P. — Your Local  Promotion Person

THE CLASH

"HITSVILLE U.K."

The New Single From
The Hit Album "SANDINISTA!"

On  Records

Politics In Religious Programming Worries Lee

Acting as FCC Chairman, Commissioner Bob Lee says he's concerned that some religious broadcasters are giving the impression that certain political and social views are "scripturally inspired." Lee aired his concerns about politics and the electronic church in Fort Worth, TX, last week as he received the Abe Lincoln Award given by the Radio-TV Commission of the Southern Baptist Convention.

"The electronic church can mislead audiences — perhaps mistakenly — into believing that strident claims of patriotism or extravagant defenses of certain notions of propriety are indeed the only answers to the great problems that beset our society," Lee told the broad-

casters. "It would be unfortunate if broadcast evangelists allowed themselves to become mere sloganeers for the proponents of some political positions on serious and complex national and international issues."

Lee said he gets uneasy "when

answers to the serious issues of our time are glib and when isolated passages from the Bible are used to support a variety of inconsistent political positions. I fear that, in the effort to find God on our side of an issue, we may lose sight of the true word of God."

Lee's message was strikingly similar to the theme of former Commissioner Tyrone Brown's farewell speech to religious broadcasters in Washington last month. Brown also cautioned against mixing politics with religion on the air, specifically advising broadcasters to beware of the Moral Majority movement.

DEAN SORENSON VIEWS ISSUES

The Future For RAB, Deregulation

Dean Sorenson, President of Sorenson Broadcasting of Pierre, SD, owns five radio stations, has construction permits pending on three others, and last month purchased two additional stations in Red Wing, MN subject to FCC approval. Sorenson's attention has otherwise been focused recently on industry matters. He is the primary small market representative on RAB's board and is currently running for a seat on the NAB Board. In this interview, Sorenson discusses RAB's recent Managing Sales Conference and his views on radio deregulation.

R&R: You were in Dallas for RAB's first National Sales Conference. How did it come off?

DS: This conference was really a hit. The RAB has filled a need for the radio industry, and I hope they can do it even better next year. I hope we can keep it to a small group like this was. We had the biggies — we had Dick Harris and we had Dwight Case and Frank Boyle and the big names in the rep business. We also had people like Pam Lontos from KMG/C/Dallas who are out in the street every day. A good cross-section — all parts of the country.

R&R: Can you share with us a little about what happened in Dallas?

DS: One of the highlights had to be on a panel that I moderated — Pam Lontos, GSM at KMG, which is the Shamrock station in Dallas. She manages the 14th rated station and probably bills in the top half-dozen stations in town, and she sells basic radio and has a very inspired sales force. After she did the panel the first time, the word got out and we repeated the panel. We had standing room only.

Another hit panel was the one that had to do with rate cards. Major markets are going to grid rate cards since time buyers are using grid rate cards in TV. So when the radio person comes in, they understand the grid rate card. Frank Yanta, co-owner of KGLO/Mason City, IA has a rate card higher than 80% of the stations in Chicago. I think there's about three stations in the whole state of Iowa that have higher rate cards — mostly, Des Moines. His message was to price what the product's worth — and he does a great job.

R&R: Let's get a little bit into the RAB itself: your function there, what you accomplished this weekend, and what you're looking forward to doing in the future.

DS: I happen to be involved in



Dean Sorenson

this meeting as a member of the RAB Board. A couple of years ago we began talking about directions the RAB should go in to take better care of its members' needs. Many of us had to admit that often a station hired a sales manager after looking around the sales force and saying who's been here the longest and who's writing the most business.

As a result, Dick Harris from Group W and some other people, who also did a whale of a job, came up with the idea of a managing sales conference. Nearly 800 people signed up. We didn't talk about any fluff. We got right down to the idea of managing sales people, being able to train sales people, giving them the emotional strokes they need to be happy and productive and compensating them fairly.

R&R: How do you feel about the FCC's recent deregulation action?

DS: The relief of mandatory ascertainment certainly is a move in the right direction. However, in our case, we need to know what's going on in our markets, so we look upon ascertainment as a chance to go out and meet the market.

We just purchased a station in Red Wing, and we look upon ascertainment as a chance to go out and talk face-to-face with the leaders of the community. I don't

know what other stations are going to do, but our people are still going to continue a dialogue with people in the community. I am pleased, however, that the Commission has left it up to us.

One of our markets is 4500 people. Our manager is in touch everyday with the problems and needs of that community — he doesn't have to go out and sit down formally with the mayor and say, "Mayor, what's the problems of this town?" The mayor, in that particular case, comes to our station — he has a program called "Kick The Mayor" where listeners call up and share their complaints and their problems.

R&R: Will you continue to do logging in the same manner?

DS: I appreciate the FCC saying, "Hey, you guys are big boys — you're bright enough and we don't have to look over your shoulder for every page of every broadcast day." On the other hand, we've got to remember we're businessmen and we have to have a record of what we're doing for our customers.

It's like going into the local service station. They're going to run your credit card through the machine and send you a copy for that bill back. Now we have to have some reference points so we can say to Jones Drugstore that we ran your 30-second commercial at 9:00 in the morning and 2:00 in the afternoon and 8:30 in the evening. So we'll have to continue our logging process. But, I'm glad they're treating us as being able to determine that.

R&R: Do you think stations will begin overloading commercials?

DS: I've just returned from the Sales Conference and I want to tell you — those commercial time figures are coming down and down and down — competition's taking care of it. We've got 8000 radio stations in this country competing for the advertising dollar, and one way they do it is to provide more listeners — and one way you provide more listeners in many markets is fewer commercials and so people are running fewer. 18 minutes is no longer a relevant ceiling. I realize that's a self-regulation-type deal that we all did because we want to do it rather than have the government do it. But I'm pleased the FCC now says let's let the marketplace do it.

TRADE ASSOCIATION NEWS

Hispanic Commissioner Pushed

The National Association of Spanish Broadcasters (NASB) is asking members to write the President and members of Congress urging appointment of a Hispanic FCC Commissioner. NASB will present President Reagan with a list of qualified Hispanic candidates and their resumes.

Goulet To Headline IRTS Dinner

Singer-actor Robert Goulet will headline the International Radio and Television Society's March 2 dinner in New York honoring former CBS Radio President Sam Cook Digges, the first radio executive to receive the IRTS Gold Medal.

Broadcast Town Meeting Planned

NAB's Radio & TV Code Boards will hold a broadcast town meeting March 31 in Louisville, KY to give the general public a chance to question broadcast programming and advertising standards.

NAB Claims No Fire Impact On Convention

NAB says the Las Vegas Hilton, where eight died in last week's fire, will reopen this week and not affect its April 12-15 convention. The group reports no broadcaster cancellations, but some calls wondering about possible room reassignments. After last year's MGM Grand fire, NAB had to find 1500 guest rooms and 100 hospitality suites at other city hotels.

New Services For Small Markets

Radiogram is NAB's new bimonthly newsletter for small market broadcasters, which will serve as "an idea exchange bank" on what others are doing. Coming in the next year are a source guide for promotional merchandising, a seasonal promotion merchandise service, and other aids for small market operators.

Costello Is NRBA Director

New Director for NRBA's Region 8 is Joseph Costello III. He's President of Gulf South Broadcasting, owner of four Louisiana stations, including WRNO/New Orleans. Costello will fill out the unexpired term of Bob Burk of KNOC/KDBH/Natchitoches, LA, who resigned.

NAB Gets New Regional Manager

Bud Floyd has taken over as NAB Regional Manager for Arkansas, Louisiana, Mississippi and Missouri, replacing Tim Menowski. Floyd, most recently account executive at WHO-TV/Des Moines, held similar posts at WOW/Omaha, KMNS/Sioux City and WMT/Cedar Rapids.

AWRT Anniversary Celebration

American Women in Radio & Television's 30th anniversary convention is set for May 5-9 at the Sheraton Washington in Washington, DC. AWRT VP Sallie Forman will serve as chairperson for the event. 1000 members are expected, and closed circuit TV coverage three times daily will summarize and preview convention highlights. More information available from AWRT, 1321 Connecticut Ave. NW, Washington, DC 20036.

NAEB Convention Set

The National Association of Educational Broadcasters' annual conference for 1981 will be held November 1-4 at the Hyatt Regency in New Orleans. The meeting includes classes, seminars, and mini-classes on professional development for public radio and TV personnel and new and current ideas relevant to the field. For more information, contact NAEB at 1346 Connecticut Ave. NW, Washington, DC 20036.

NAB's Markey Joins Senator

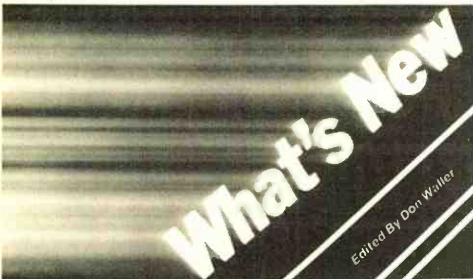
NAB VP for Congressional Liaison, David Markey, will become administrative assistant to Sen. Frank Murkowski (R-AK) on March 1. Markey was promoted to VP last May, after joining NAB in 1974 as legislative counsel.

IRTS Seminar

Nearly 50 broadcast executives helped put together a seminar on news and public affairs for the International Radio & Television Society recently in Glen Cove, NY. Communications professors and students were critiqued by industry experts after designing plans for profit-oriented news and public affairs schemes.

RAB Campaign Previewed

The Radio Advertising Bureau previewed its new 1981 campaign, "Radio Red Hot Because It Works" at its Managing Sales Conference last week. The campaign continues the RAB's "Radio It's Red Hot" theme, and began February 15.



Sony Developing Digital Disc System

Among the new products currently under development at **Sony Corp.** is a digital phonograph record, created in conjunction with Netherlands-based **Philips Gloeilampenfabriek N.V.** Sony claims that these "digital audio discs," which use lasers to reproduce recorded music more accurately, are vastly superior to present systems in that each disc can carry up to 60 minutes of music and is substantially less vulnerable to damage than current phonograph records. Sony plans to begin marketing the system in 1982.

In-Home Banking Draws U.S. Interest

In-home banking via computers is currently undergoing its first major U.S. test in a joint venture between the Knoxville-based **United American Service Corp.** (UASC), **Radio Shack**, and **CompuServe**. 40 USAC banks, located in Tennessee, Kentucky, and Virginia, are now offering the "Express Information" in-home banking system to customers presently using the firm's "Express Banking" services, which include tel-a-pay, ATM, and visual display terminals.

Those interested in banking at home pay only for the home computer equipment; rented from the bank for between \$15-\$25 per month. The service uses Radio Shack's "TRS 80" computer, which includes a standard keyboard that plugs into your home TV set and telephone.

USAC is introducing the at-home banking service in phases. Customers are presently able to make bill payments, update their accounts, and electronically mail information to others using the system. A special news and information network is also available. The second phase will encompass bookkeeping and two-way communications with the bank. USAC President **Tom Sudman** told **Advertising Age** that the system's introduction was designed to meet increased competition with convenience banking and predicted wide-scale adoption of the system by bankers "by the end of the '80's."

Interestingly, once such interface systems linking at-home terminals to remote computers are in the home, they can be adapted to provide a variety of uses (purchasing products, etc.), the cost of which can all be piggybacked off the initial bank package.

Improve Your Stereo's Image

The "IR2100" is a hand-held remote control device "capable of expanding the stereo image beyond the speakers of a normal stereo system to provide a full frontal hemisphere of sound with instruments precisely imaged from left to right and with greatly enhanced front-to-back imaging," according to **Sound Concepts Inc.**, the unit's manufacturer.

The "IR2100" claims two distinct advantages over competing products. First, rather than being built into a preamp, the "IR2100" is a separate unit that connects to your stereo system via a tape monitor or external processor loop in your current preamp. Second, the "IR2100" connects to your preamp by means of a 12-foot cable, allowing users the luxury of precisely adjusting the sound to their exact location in the room (your favorite easy chair, for example).

For further information contact Sound Concepts at 27 Newell Road, Brookline, MA 02146. Price: \$229.

CBS Records Recovers — '80 Net Up 42%

CBS Inc. has announced that its record division's 1980 net profits soared 42 percent to \$72.3 million, up from last year's \$51 million, while revenues for the division climbed eight percent to \$1.1 billion, up from \$1 billion in 1979. The turnaround was attributed to the performance of the firm's domestic record division, as the international record division's earnings kept pace with last year's record levels.

Net income for CBS Inc. meanwhile slipped four percent to \$193 million in 1980, down from \$200.7 million in the year previous, although 1980 revenues rose nine percent to \$4.1 billion, up from 1979's \$3.7 billion. CBS Inc.'s fourth quarter net earnings increased nine percent to a record \$69.5 million, up from \$64 million in the analogous period of 1979, while fourth quarter revenues swelled six percent to a record \$1.2 billion.

One of the factors in CBS's decreased year-end profits was the performance of its broadcast division, which saw a two percent dip in 1980 revenues to \$248.8 million, compared to \$253.6 million in 1979. Increased programming costs, notably those associated with coverage of the Presidential election, combined with what was described as a "very weak sales environment" for network television during the fourth quarter were cited as contributing to the decline. Meanwhile, 1980 revenues for the broadcast division rose 12 percent to a record \$1.7 billion.

Circuit Glue — A Little Dab'll Do



A mere drop of "Tak Pak" instantly bonds electronic components to circuit boards. Manufactured by Newington, CT-based **Loctite**, the adhesive dries on contact, allowing users to fix variable controls at precise settings.

ONE SIDE PRERECORDED

Island Intros Half-Blank Cassettes

In an effort to combat the controversial home-taping-leads-to-diminished-record-sales issue, **Island Records (UK)** has apparently decided to make the most of the present situation with the introduction of its "1 + 1" line of cassettes. One side of each cassette contains the entire album by an Island artist (**Steve Winwood's** "Arc Of A Diver" is the first in the series) and the other side of the cassette consists of straight blank chrome tape.

When asked by **British** consumer music publication **New Musical Express** whether such a move constitutes encouragement of home taping, Island Chairman **Martin Davis** replied, "Nowhere in our marketing or publicity are we advocating any particular use for the blank side. That must be for the consumer to decide."

Davis further noted that the new line of cassettes would benefit record companies at the expense of blank tape manufacturers, claiming the new half-blank tapes would appeal to those consumers already committed to blank tapes.

To sweeten the pot, Island is selling the cassettes at about a pound (\$2.40 U.S. currency) less than what such products normally cost. All upcoming Island releases will be available on the new format as will be back catalog in the near future.

First listen to our side of the bargain.



Southern Metros Enjoy Highest Living Standard

Whipsawed by high living costs and below-average incomes, Americans living in Northeast metros (New York City, Boston, Philadelphia, and Pittsburgh) have the lowest standard of living of any region of the country. In contrast, those who live in Southern metros (Washington, DC; Dallas, Houston, Atlanta, and Baltimore) sport the highest standard. Los Angeles's living standard reflects the national average.

These findings were the result of a recent survey by business research organization the **Conference Board** which examined 18 metros across the nation based upon 1979 cost of living estimates computed annually by the **Bureau of Labor Statistics** and 1979 household income information provided by the **U.S. Census Bureau**.

D.C. Metro Richest

Additional survey findings include Washington, DC's standard of living leading the nation, principally due to its high concentration of white-collar government employees (35 percent of the area's households have incomes in excess of \$30,000 — double the national average). Similarly, the preponderance of heavy industry in the North Central metros (Detroit, Milwaukee, Chicago, Cleveland, Minneapolis-St. Paul, and St. Louis) is keeping that area's incomes above spiraling living costs. The Western metros (Los Angeles, Seattle, and San Francisco), as mentioned earlier, mirror the national average.

Based upon an index of 100, living costs are highest in New York (114.6), Boston (116.2) and Washington, DC

(107.9). Metros with the lowest living costs were Dallas (90.4), Atlanta (91.8), and Houston (93.4).

Incomes High & Low

Household incomes, using the same index of 100, are highest in Washington, DC (138.9), Detroit (119.1), and Milwaukee (115.1) and lowest in St. Louis (90.6), Pittsburgh (95.8) and Philadelphia (97.1).

Trailing Washington, DC's living standard (128.8) were Dallas (121.0), Detroit (118.2), and Houston (117.3). (Bear in mind, when examining the Detroit figures, that these calculations are based upon 1979 data.) Boston (86.9), St. Louis (93.2) and Philadelphia (94.2) chase New York (86.7) in the lowest living standard category.

CCC Sees 4th Qtr., Year-End Earnings, Revenues Rise

Capital Cities Communications reported year-end earnings rose 14.9 percent to \$73.2 million, up from \$63.7 million in 1979. Year-end revenues for the firm increased 14 percent to \$472.1 million, up from \$414 million in the year previous.

During the fourth quarter of 1980, earnings rose 7 percent to \$19.9 million, up from \$18.6 million in the analogous period of 1979. Capital Cities' fourth quarter revenues gained almost 14 percent to \$131 million, up from \$115.1 million in the year-previous period.

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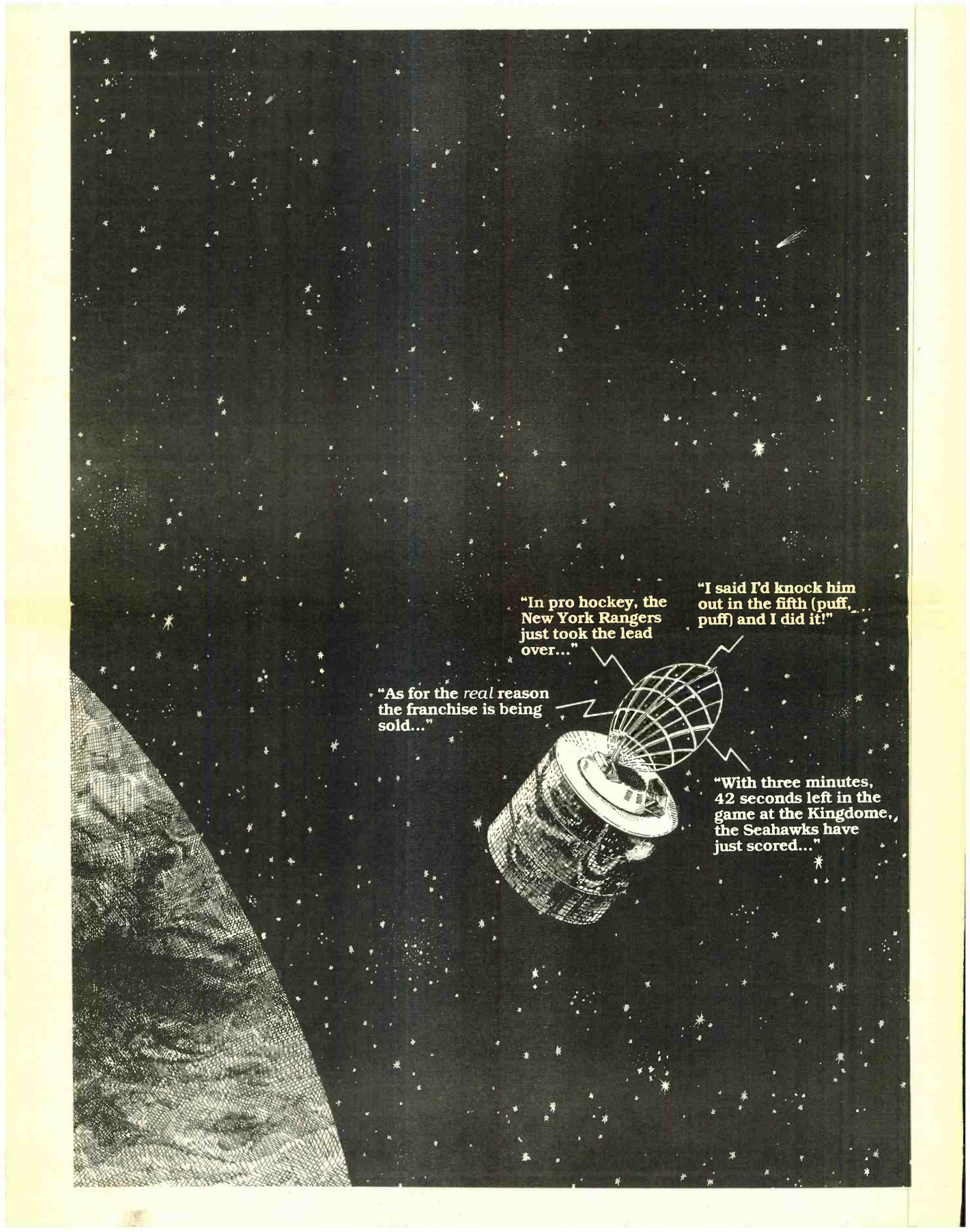


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puff) and I did it!"

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

"With three minutes,
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game at the Kingdome,
the Seahawks have
just scored..."

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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.

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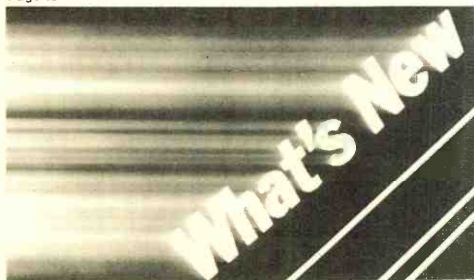
that are easy to buy, easy to program, and easy to build audience with.

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.

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Syndicators

Robert Klein



KLEIN CRAZINESS CAPTURED — Seen carousing at the scene of a recent taping of the *Robert Klein Show* are Bob's guests — A&M recording artists the *Police* and *Arista* recording artists the *Bus Boys*. From left: *F.B.I.* booking agency head *Ian Copeland*, *Police*-man *Sting*, *Klein*, *Bus Boy Brian O'Neal*, *Klein Show Producer Sandra Furton*, *Police's Stewart Copeland*, *Klein's Executive Producer Joshua Felgenbaum*, and *Andy Summers of the Police*.

Progressive Radio Network

KEZY/Anaheim, CA, WYDD/Pittsburgh, and WQXM/Tampa have signed on as affiliates for the firm's "News Blimp" program.

Westwood One

Budweiser will serve as national sponsor of the firm's "Concert Of The Month" concert series, which features live performances from major black recording artists.

Sales

Station Sales

WLYC-AM and WILQ-FM/Wilkes-Barre, PA are being sold by *Paul Rothfuss* and *Kerby Conter* to the *Grit Publishing Company* for \$2.3 million subject to FCC approval, according to broker *Keith W. Horton*.

WQZQ/Moyock, NC is being sold by *James Myers*, *Edward Kemmett* and *Kenneth Smith* to *Suzanne* and *Clyde Griffith* and *Loren Prehelm* for \$275,000, subject to FCC approval. *Blackburn & Co.* brokered the transaction for the station, which serves the Chesapeake market.

RAPID TURNOVER A PROBLEM

RAB Survey Profiles Radio Salespeople

68 percent of radio salespeople are under 35 years of age and 36 percent of radio salespeople are women, noted *Radio Advertising Bureau (RAB)* Executive Vice President *Robert Alter*, speaking at the organization's first annual Managing Sales Conference held in Dallas recently (1-31). In addition, 85 percent of the stations that took part in the RAB survey claimed they had at least one woman on their sales staffs.

Stations also reported that rapid turnover continues to present a problem with 64 percent of the radio salespeople having been with the station less than two years and 50 percent of the stations polled reporting a turnover of two or more salespeople yearly. Furthermore, stations estimated they spent \$5824 annually (or more than \$28 million per year nationally) to train salespeople that didn't work out.

In an effort to combat these problems, 97 percent of the responding stations said they had some form of sales training, with 94 percent holding sales meetings, 70 percent sending salespeople to outside sales meetings, 67 percent buying outside training courses, and 16 percent bringing in sales consultants. Nevertheless, only 37 percent of the stations surveyed have a formal sales training program and 41 percent of the stations reported they had no special sales training for new salespeople.

Nets

Ap Associated Press

Beginning March 15, the *Associated Press Radio Network* will broadcast a series of special programs designed to aid taxpayers in the completion of their federal income tax returns. AP Radio anchorman *Tom Martin* will produce the series, which will be offered in two versions (one 40-45 seconds long and one 90 seconds in

length). The series will include interviews with tax officials and tax shelter experts while focussing on the elimination of common errors in the preparation of the returns.



ABC-FM

"Preview: The Grammys," a special week-long series spotlighting the artists and music to be honored at this year's music awards, was broadcast last week (February 16-20) via the *ABC FM Network*. *ABC News* correspondent *Gil Fox* hosted the five-part series, which profiled a number of the artists nominated for Grammys as well as featured several of the competing songs.



RKO

KRAZ-FM/Farmington, NM has joined the net, becoming the 200th station to affiliate with *RKO* since October 1, 1979.



Stevie Nicks, vocalist with the *Fleetwood Mac* rock group, was interviewed by *Source* correspondent *Mary Lyon* for a segment of the "Source Report." The *Nicks* interview aired last weekend as the program celebrated its first anniversary of broadcasting.



Joseph Dembo, Executive Editor for *CBS Radio News*, has been appointed a Visiting Lecturer at *Yale University*. A 21-year veteran of the net, *Dembo* will teach a course entitled "Ethics, Standards and Policies in the Network Broadcast Newsroom."

ENTERPRISE RADIO

Joe Gallagher has been named Director of Production for the all-sports network. *Gallagher* was most recently Assistant Director of Men's Athletics for Sports Relations at *Syracuse University*, having previously produced radio and television sports shows for the major networks.



ABC Entertainment

Two new *ABC Radio News* series, "Hal Bruno's Washington" and "Bill Diehl's Spotlight," debuted this month via the *ABC Entertainment* network's 500 affiliates. The former premiered February 14 with former President *Gerald Ford* as guest. Airing Saturdays and Sundays, the show is described as "an informal, hard-hitting news program featuring key men and women in the Washington political spectrum."

The latter, to be presented three times weekly, will be an interview program concentrating on entertainers in the news. Guests for the initial show, which aired February 13, included *Lily Tomlin*, *Art Linkletter*, *Chris Reeves* and *Jaelyn Smith*.

Bonneville

Bonneville Broadcast Consultants and *ABC Radio* have announced the formation of a joint venture that will produce and distribute complete marketing campaigns for radio stations. *ABC Radio Marketing Service* will create and produce the materials, which will include custom television commercials as well as print and outdoor advertising. *Bonneville* will distribute the campaign to all radio stations, regardless of ownership or affiliation.

Campaigns on behalf of *Beautiful Music* and *Country* stations have already been produced under the joint venture. Both campaigns are available for immediate delivery.

Drake-Chenault

The firm's "Weekly Top 30" program for February 21-22 will feature a special "Grammy Awards Preview" in recognition of the 23rd annual *Grammy Awards* ceremonies to be held February 25. This special preview will spotlight previous winners as well as current nominees.

From Studio B

"American Morning Laugh Track," a fully-customized radio comedy series, will be available from the *From Studio B Company* beginning March 2. Noted air personality *Rick Dees* produced, created, and performed the series' material during his morning stints at *WHBQ/Memphis* and *KHJ/Los Angeles*.

To facilitate transitions between your station's morning air personality and the *Dees* material, *Dees* has added a library of custom material (intros, teasers, promos, advertiser billboards, etc.), which he produced and voiced as a character called "AM," who becomes the local jock's sidekick. 130 vignettes comprise the initial six-month series.

People

Washington

Earl Murton has been named General Sales Manager at *WASH/Washington, DC*. *Murton* joined the station as an account exec in 1978.

Charleston

Jeffrey Lyon has been upped to Sales Manager at *WTMA* from his previous post as a *WTMA* account exec, while *Susan Dwork* has been promoted to *Sales Manager* of *95 SX* (formerly *WPXI*), coming from her most recent position as *Manager* of *New Business Development* for the station.



Gerald Bean has been appointed Executive Vice President/General Manager for the *Gannett Satellite Information Network (GANSAT)*. A 17-year veteran of the firm, *Bean* most recently served as *Publisher* of the *Rockford Register Star* newspaper. In his new post, he will be responsible for the research and development of new information services and delivery systems for *Gannett's* recently established satellite efforts.



Mutual

"Triple," a three-hour county music special starring *Barbara Mandrell*, *Larry Gatlin*, and *Charlie Daniels*, will be aired this week (April 18-19) via the net. Produced by *WHN/New York* Program Director *Ed Salamon*, the special will feature not only the biggest hits from the three performers but exclusive interview segments as well. *WHN* air personality *Mike Fitzgerald* will host the show.



ABC Information

A five-part series, "Air Travel: How Safe," aired the week of February 9 via the net. *ABC News* Correspondent *Joe Templeton* anchored the program.

Reps



KMJK-FM/Portland, OR, and *WGOW - WSKZ/Chattanooga* have announced their affiliation with the rep.



RKO Radio Sales

Roxton Radio, a producer and syndicator of sponsored radio programming, has appointed *RKO Radio Sales Inc.* as its national sales rep.



BLAIR RADIO

Gloria DeMaría has joined the firm as an account exec in the rep's San Francisco office. *DeMaría* comes to the post from an account executive position with *Petry Television*, having previously served as *Division Sales Manager* with *ABC Radio Spot Sales*.



"Superstars Of Rock" Book Bows

"Superstars Of Rock," a 223 page hardcover book written by **Gene Busnar**, contains histories, profiles, and U.S. discographies for **Elvis Presley, the Beatles, the Rolling Stones, the Bee Gees, Eric Clapton, Jimi Hendrix, Janis Joplin, Aretha Franklin, Donna Summer, and Stevie Wonder**. While several of the artists have been the subject of book-length works themselves, "Superstars Of Rock" provides readers with a fair amount of information in a compact volume. "Superstars Of Rock" is available from **Simon & Schuster** under its **Messner** catalog.



Solid Smoke Launches Label

Solid Smoke Records, the San Francisco-based label best known for its reissuing classic performances from **James Brown, Buddy Holly, the (Johnny and Dorsey) Burnette Trio, and the Sheppards**, has announced the creation of a subsidiary label, **War Bride Records**. This newly-created label is designed to provide exposure for the company's contemporary artists.

The three initial War Bride albums are set for March 1981 release: **Roy Loney and the Phantom Movers' "Contents Under Pressure,"** **Ho-**

ly Stanton's "Temptation," and **"Rising Stars Of San Francisco,"** a compilation disc featuring current Bay Area artists. The company intends to continue releasing vintage material via the **Solid Smoke** label, but decided to form **War Bride** in an effort to avoid identification problems with its current artists roster.

National distribution for both labels will continue to be handled via **Rounder Records'** network of independent distributors. For further information contact **Solid Smoke** at (415) 731-0500.



Vernon Slaughter

Paris Eley

Slaughter Named VP/Black Music Promo At CBS; Eley To VP/Black Music Promo At E/P/A

Vernon Slaughter has been appointed Vice President of **Black Music and Jazz Promotion** for **Columbia Records** and **Paris Eley** becoming Vice President of **Black Music and Jazz Promotion** for the **Epic/Portrait/CBS Associated Labels**.

Slaughter, who began his industry career as a college rep with **CBS Records** 11 years ago, most recently served as VP/Jazz and Progressive Marketing for the label. Eley, most recently VP/National Promotion for **CBS Records' Black Music Marketing**, joined the label in 1975, coming from the Program Director post at **KCOH/Houston**.

Pro:Motions

Heigler Upped To VP At Mighty Three Music

Constance Heigler has been promoted to Vice President of the **Mighty Three Music Group**. Previously, Heigler served as Director of Publishing Administration at **Mighty Three**, having held the post for the past four years.

Robertson To Head Broadcast Division For Audio & Design

Ian Robertson has been named to head the Broadcast Division at **Audio & Design Recording's** Seattle facility. The signal processing equipment manufacturer is based in England.

Robertson most recently served as engineer for **KING-AM-FM/Seattle**.

Dalhuisen Elevated To Exec. VP At Phonogram Int'l; von Stein Upped To VP At Polydor Int'l.

Aart Dalhuisen has been promoted to Executive Vice President at **Phonogram International**. A four-year veteran of the firm, Dalhuisen will retain his post as VP for **PRO International** in addition to his new responsibilities. Prior to his joining Phonogram, Dalhuisen served as Managing Director of the **Dutch World Broadcasting System**.

In a related development, **Udo von Stein** has been appointed Vice President of **Polydor International**, which heads Polydor label activities worldwide. He too will retain his post as VP for **PRO International** as well as his new responsibilities. von Stein, a 12-year veteran of the organization, most recently served as Secretary to **PRO's International Management**.

Sykes Named Dir./Promotion At Warner Amex

John Sykes has been appointed Director of Promotion for Music Program Development at the **Warner Amex Satellite Entertainment Company (WASEC)**. Most recently, Sykes served as a promotion manager at **CBS Records**, having formerly been an air personality and Promotion Director at **WAER-FM/Syracuse**. Sykes will report to **WASEC VP/Pay TV Programming Bob Pittman**.

Boulding Named Managing Director/Black Product At MCA

Jerry Boulding has been appointed Managing Director of **Black Product** at **MCA Records**. Most recently Program Manager for **KDIA/Oakland**, Boulding's previous radio experience includes programming or consulting **WVON/Chicago, WWR/L New York, WCHB/Detroit, and WOL/Washington, DC** during the course of a lengthy radio career. He will be located at the label's **Universal City, CA** offices.



Jerry Boulding

Anger Appointed VP/Int'l Ops At Arista

Harry Anger has been named to the newly-created post of Vice President of **International Operations** for **Arista Records**. Prior to joining Arista, Anger served as Senior Vice President of Marketing at **Polydor Records** for five years, having previously been associated with the marketing divisions of **CBS and RCA Records**.

In his new post, Anger will be responsible for developing marketing plans for all Arista artists in the territories outside the U.S. and U.K. He will be based in the label's New York offices.



Harry Anger

Frances Named Dir./Mktg. At Millennium

Andrew Frances has been appointed to the newly-created post of Director of Marketing and Artist Development at **Millennium Records**. Frances formerly held press/artist relations and marketing posts at **RCA and RSO Records** as well as having served as VP at **Soundwave Studios** in Washington, DC and President of **Amazingrace Productions**, a concert and club promotions firm. Frances will retain his post as a contributing editor at **US** magazine in addition to his new position.

Winkler, Edelman Form Music Publishing Firm

Henry Winkler, President of **Fair Dinkum Productions**, and noted singer-songwriter **Randy Edelman** have announced the formation of the **Kindness Of Strangers Music Co.**, a new music publishing division of **Fair Dinkum**. Current Executive Vice President of **Fair Dinkum's** Motion Picture Division **Roger Birnbaum** will head the newly-formed division. Birnbaum previously served as a Vice President at **Arista Records** and as Director of A&R for **A&M Records** prior to his joining **Fair Dinkum**.

THIS WEEKEND ON SOUNDTRACK OF THE 60'S

MURRAY THE K presents three hours of 60's HITS from THE CLASSICS IV to THE DAVE CLARK FIVE

PLUS

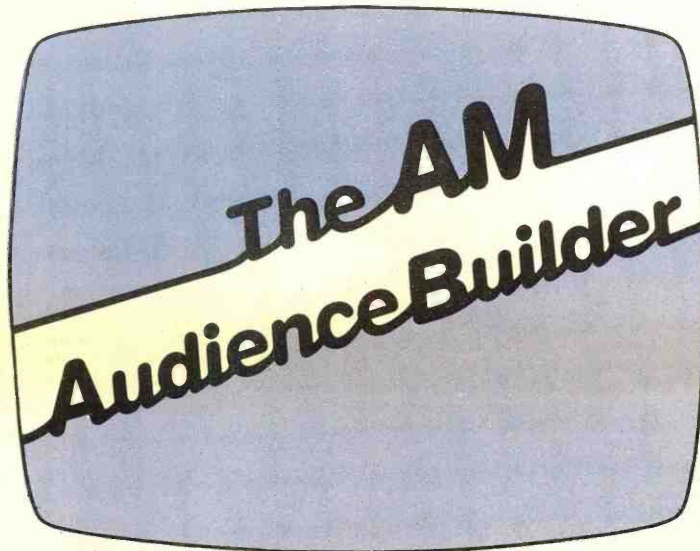
- ★ HERB ALPERT Sings BACHRACH
- ★ GARY OWENS in Beautiful Downtown Burbank
- ★ Lightning Strikes LOU CHRISTIE

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**.

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*Bill Moyes/President
The Research Group*



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Ratings & Research

"It is Arbitron's feeling that the industry will welcome the speedier ratings delivery."

Coming Soon: Faster Ratings Delivery

You say you're tired of having to wait what seems an eternity for the Arbitron ratings in your market? Cheer up, because Arbitron is taking steps to significantly speed the production of your numbers to you. These steps, which will be in effect this spring, are not a panacea for radio research, but the news — good or bad with regard to your figures — will be delivered in a much more timely fashion.

Arbitron's Goals

Dick Logan, Arbitron's VP/Marketing for the Radio Division, filled me in on the company's plans. Essentially, the company wants to:

1. Release the reports for the top three markets within approximately 21-23 days after the end of the survey (beginning with this spring's QM sweep).
2. Mail the top fifty markets within approximately 30-33 days after the survey has concluded.
3. Reduce the entire production period to approximately 65 days, with the goal of getting that down to 55 days in the spring sweep for 1982. In the past, the production of the approximately 176 standard reports has taken about 90 days, with consolidated reports generated thereafter.
4. Credit every possible diary, rather than allow entries to go to "unidentified."
5. Use ascertainment, rather than callbacks, to ferret out conflicting diary credits during production. The ascertainment ratio will be updated by performing callbacks after production, talking to those folks involved with diaries that had slogan conflicts or call letter confusion situations. After those callbacks are made, a new ascertainment ratio will be developed and used for the next sweep in the relevant market.

"Why the stress on ascertainment, you might ask. Because it saves a great deal of time!"

Worked In New York

Logan told R&R that these steps have been discussed with various trade research groups. He cited the example that has been mentioned to these groups that of entries in New York to WOR-FM, as a case where the ascertainment process has worked well. In that instance, the old WOR-FM calls are still being entered (the station is now WXLO) and Arbitron has been trying to determine whether to give credit to WOR or to WRFM.

I talked with Mimi Lopez, WOR's Director of Research & Sales Service, about the Arbitron handling of the WOR-FM case. She stated that she was basically pleased, especially with the part of ascertainment that credits every problem diary. In the past, when callbacks were done, only about 75% of the respondents in question could be reached for entry clarification.

How Ascertainment Works

You may want to review my columns of November 21 and 28, 1980, for a detailed examination of the ascertainment workings. For now, let's look at a hypothetical WOR-FM diary and use the procedure that Logan described to me.

If there are 20 diaries with the problem entry (and there must be at least five, with each station in conflict having at least 1% of the relevant county in-tab for ascertainment to be used), Arbitron will look at the *previous* survey to see how the conflicts were resolved. If callbacks then yielded 10 diaries to WOR, five to WRFM and five that could not be clarified and thus went to "unidentified," the company will delete the unusable and use the proportion of the remaining diaries for handling the *current* sweep. Of the 15 remaining diaries, WOR previously got two-thirds, so that station will get two out of every three WOR-FM diaries this time around. WRFM gets the remaining one-third, thus leading to a crediting of all 20 WOR-FM diaries in this sweep.

According to Logan there are certain persistent cases in which this type of entry has to be dealt with. One is the WOR-FM situation — others include WRKO-FM (where WRKO is an AM and the jointly owned FM is WROR); and KSL-FM (where the former KSL-FM is now under new ownership and is called KSFT). Perhaps notable slogan conflicts, such as the "FM104" problem in L.A., will also be dealt with through the updated ascertainment procedure.

Callbacks After Report Release

Why the stress on ascertainment, you might ask. Because it saves a great deal of time! In the past Arbitron has tried to make five attempts to reach each respondent in a callback situation. Without taking the days involved to pursue this tack, Arbitron will be able to handle slogan conflicts and call letter confusion in a quicker fashion. This contributes to a faster report delivery.

Since callbacks will be done outside of production, the work flow will not be as severely interrupted as it would be during the production of 250 market reports. Logan assured me that the time frame for callbacks after the release of your ratings would be no more delayed than the current procedure. His thought was that since the books would be out faster — and even though every market will be in Quarterly Measurement this spring — the time frame between the return of the diaries in question and the date of the callback will not be stretched out.

Lingering Problems

Although every broadcaster who pays attention to Arbitron numbers has wanted quicker delivery, and should now be getting it if Arbitron's plans work out, there is a compromise here. It is Arbitron's feeling that the industry will welcome the speedier ratings delivery and that dealing with approximately 5% of the entries — conflicts such as those described earlier — after the reports are delivered is a viable tradeoff. Logan does offer an alternative, however. If, in the relevant market, 100% of the subscribers agree to have callbacks done *during* production — and understand that this will mean their market will be the last delivered — Arbitron will go ahead and call back the respondents with conflicts during survey production.

Some broadcasters have expressed concerns about ascertainment being used exclusively during ratings production. There have been inquiries as to whether or not Arbitron has done any testing to see if going to ascertainment only during production

Week In Review

BRC Stresses Facility Forms

The recent meeting of the Board of Directors of the Broadcast Rating Council focused on two issues of importance to radio. The BRC approved an industrywide appeal to stations "to recognize the importance of ratings service facility forms" — to be sure to return them promptly — and requested ratings companies "to review these forms for clarity and ambiguity."

Additionally, the BRC leadership agreed to permit Arbitron to continue to include the population of group quarters, such as dorms or military barracks, in its population projections for markets. Although such population is included in the basis for ratings estimates, such quarters are not currently surveyed by Arbitron. The BRC gave Arbitron until October, 1982, when it is hoped that efforts to open military establishments to ratings surveys will be fruitful.

Arbitron To Do Nine Farm Reports

Arbitron will add seven more farm surveys to its two holdovers from last year for a total of nine farm radio markets to be surveyed this spring. The reports, which will be distributed nationwide to ad agencies, will zero in on farm operators with product income of \$20,000 or more. Reports will show average and cume ratings for producers of specific farm products, and will show listening within particular geographic areas within the Total Farm Survey Area. Further information can be obtained from Gary Donohue in Arbitron's Dallas office.

actually works. Arbitron Manager of Communications Connie Anthes told R&R that she was unaware of any tests, but the company felt that because the WOR-FM conflicts had apparently been handled to the satisfaction of both WOR and WRFM, this was a worthwhile indication that the procedure was usable nationwide.

The question of receiving illogical diary credits still remains. Because the Arbitron computer randomly assigns the diaries in conflict to one of the stations involved, it's possible that two disparate stations — one Black-formatted and a Beautiful Music entity, for example — could wind up with diaries that, if examined, might more logically be given to the other station. Logan acknowledged this potential situation but told me that "it will even out in the long run."

Significant Spring Survey

Suffice it to say that this will be the most important spring sweep in recent Arbitron history. Not only is the country going to Quarterly Measurement, but also the new production steps are going into effect, with the goal that more rapid report delivery will be the result. Let's hope that Arbitron is able to fulfill its desirable ends of quicker ratings turnaround, and that things go well in Beltsville this spring.

**Jhan
Hiber**



THE FACTS ABOUT ROSES AND RAINBOWS

AM 2315

AN **A&M** SINGLEPERFORMED BY **JULIE BUDD**
IN THE WALT DISNEY FILM
"THE DEVIL AND MAX DEVLIN"PRODUCED BY **MARVIN HAMLISH**WRITTEN BY **MARVIN HAMLISH**
AND **CAROL BAYER SAGER**

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THIS IS THE FEATURED SONG FROM THE MOTION
PICTURE AS PERFORMED BY ITS STAR**JULIE BUDD.**MILLIONS WILL SEE IT, AND WE WANT MILLIONS
TO HEAR IT.

ROSES AND RAINBOWS

A BEAUTIFUL SINGLE FROM **JULIE BUDD**

ON A&M RECORDS & TAPES

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October/November '80 Arbitron Shares

Toledo

WLQR Rebounds To Top Spot, Adds 5

Beautiful Music station WLQR jumped over five shares, 10.8-16.0, to forge a lead in Toledo. AOR fixture WIOT remained strong, 15.1-14.9, while WSPD (PA) improved 9.8-11.3. WOHO (R) improved 7.6-8.7, while WXEZ (A) fell 7.1-3.5. WTOD (C) slipped 9.2-6.9.

Other Toledo stations with a one share or higher included WCWA (PA) 1.3-2.2, WKLR (B) 4.6-1.9, WMHE (PA) stable at 8.6, and WVMO (PA/C) .6-1.0.

Detroit stations scoring above a one share in Toledo were CKLW (R) 2.3-3.1, WCXI (C) 1.1-1.2, WJR (PA) 5.9-5.7, WLLZ (A) debuting with a 1.0, and WRIF (A) 5-1.0.

Jacksonville

WIVY Up Two, Widens Lead

WIVY (R) cemented its hold on the market's top spot with an increase of 12.2-14.7. Beautiful Music entity WKTZ-FM remained runner-up, moving 11.8-13.1, while Country leader WQIK rose 11.0-12.8. WAPE (R) bounced up 6.3-8.8 in its final book before becoming Country. WPDQ (B) slipped 8.6-5.7. WFYV (A) climbed 5.9-7.0, and WVOJ (C) edged up 6.6-6.9.

Additional Jacksonville stations with a one share or better include WAIV (formerly WSNY) (PA) 5-1.5, WAIV-FM (R) 4.6-3.5, WBIX (RL) 8-1.2, WCGL (B) 2.6-1.2, WERD (B) 2.3-2.5, WEXI (N) 1.9-1.2, WJAX (PA) 1.7-1.5, WJAX-FM (A) 3.1-2.1, WJEE (BM) 3.1-3.2, WOZN (PA) 1.0-1.2, and WROS (BM) 2.3-1.1.

Honolulu

KSSK Down Three But Holds Lead; KIKI Surges To Second

Pop/Adult leader KSSK remains the pacesetter but slips 18.7-15.7. The big mover was KIKI (R), which jumped 9.8-14.2. KKUA (R) also advanced, up 6.3-10.7. KMAI (PA) slipped notably, 6.4-1.2, while KORL (R) dipped 7.4-4.8 and KUMU-FM (BM) slipped 8.1-6.9. KDUK (A) almost doubled 3.3-6.4.

The other Honolulu stations which received a one share or higher included KAIM (RL) 1.0-1.4, KCCN (M) 5.2-5.6, KGU (PA) 2.7-3.6, KHVH (N) 5.3-4.4, KIOE (T) 3.9-3.6, KJYE (BM) 2.9-1.8, KOHO (M) 1.8-1.7, KPOI (O) 4.8-5.3, KQM (A) 3.1-2.2, KULA (R) 2.1-3.7, and KUMU (BM) 3.1-2.3.

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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.

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

ASCAP, BMI Win In-Store Radio Play Judgments

The American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI) recently won court battles in their efforts to license establishments that play music via radios over multiple speaker systems. A New York Federal Court (2-3) delivered a summary judgment, sought on behalf of seven ASCAP-affiliated publishers, against the 420-store Gap retail clothing chain, which forbids the retailer from using copyrighted works. Damages have not yet been assessed, but could range from \$250 to \$10,000 per plaintiff.

The BMI victory came in Los Angeles Central

District Court (1-30) when a judge handed down an injunction against the United States Shoe Corp. and U.S. Specialty Retailing Inc., doing business as the Casual Corner retail clothing chain. The defendants were assessed \$2000 in damages on seven counts of copyright infringement and \$40,000 in court costs.

The judge in the New York ruling noted that the size of the Gap stores, which average 3500 square feet, and their use of multiple speaker systems placed them beyond the legal exemption granted to smaller retail establishments that play radios in-store.

Dahl

Continued from Page 1 in February until the WLUP dismissal. Dahl told R&R, "At this point it looks like it's over. All the contracts are with Hefelt and they fired me, so I think it's up to them. It's depressing. I think we proved it could work. I'd still like to do it, but right now there are other considerations." Gehron stated, "At the moment, the Network is off; whether it starts up again or not obviously could be discussed, but we're not planning on it at the moment."

Rick Carroll, PD of KROQ/Pasadena, one of the stations scheduled to start the ARN service, told R&R, "We're very disappointed" about the network's dissolution, and added that the station's two-year contract with ARN had been turned over to attorneys.

Dahl had been reportedly close to a deal with WLUP's AOR com-

petitor WMET last week. He explained to R&R, "Everything seemed to be going fine, then we didn't hear from them for three days, so I told them if we didn't hear from them by noon, we would have to look elsewhere, and we had this WLS thing happening." He starts his new WLS-FM shift Monday (2-23).

Arbitron

Continued from Page 1 ing a diary review at Laurel. WZGC was tipped off, and a subsequent investigation by Custom Audience Consultants dug up the diary in question.

According to Arbitron spokesperson Connie Anthes, Arbitron will revise the Atlanta report, but no other stations except WQXI-FM and WZGC are affected. Ms. Anthes stressed that it was "a fluke" that one diary could lead to such impact and the subsequent report revision.

Ives

Continued from Page 1 at KSFO/San Francisco. Ives told R&R, "I think this speaks well of the company's interest in FM, and I am very pleased with the promotion. When I first started with Golden West, my dream was to become a manager, and even though I hadn't thought of a position like this, I am thrilled with the prospects for the future."

WTWR General Sales Manager Tony Salvatore has been promoted to General Manager at the station, filling the vacancy created by Ives's promotion. Ives will be based in Detroit at WTWR's offices.

Doubleday

Continued from Page 1 honor to be appointed a VP/FM with one of broadcasting's leading and most successful groups." And Solan commented, "I'm delighted to be here in Detroit and am extremely pleased by the appointment."

“ANGEL OF THE MORNING”

THE SOARING
HIT SINGLE FROM

JUICE NEWTON



FROM THE NEW ALBUM

**#1 MOST ADDED
NEW & ACTIVE**

✓ **JUICE NEWTON** “Angel Of The Morning” (Capitol) 111/73
Moves: Up 20, Same 18, Down 0, Adds 73 including WKBW,
WIFI, F105, WRKO, Z93, KS95FM, KSLQ, KIMN, WFLY, Q106,
WTIX, KXX106, WHBO, WNOX, KZ93, WOW, KTAC.



Juice
Produced by
RICHARD LANDIS





STREET TALK

MELANIE "One More Try"



KPLZ on 14WK add
KINT 40-37 FM99 deb 35
WNAM add KENI add

Portrait

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

MOLLY HATCHET "The Rambler"



KUPD add 22	KX104 on	WCIR add
WHFM add	WQRK on	WCGQ on
WPST 31-29	KJ100 20-18	FM99 on
WKEE 20-16	KWEN on	WKXY on
KSRR 37-28	KROY add	KVOL on
KINT 30-29	KNBQ on	KKLS on
KHFI on	KTKT on	KWLO add
KWIC on	WLBZ add	KENI add
KXX106 on	WIGY on	KOOK on
BJ105 on		KRLC 24-21

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

ON SPIC RECORDS

Does Steve Dahl's deal with WLS-FM/Chicago include a possible future role in a proposed youth-oriented ABC network designed to compete with NBC's Source? Street Talk hears that the ABC people are seriously considering the introduction of their own AOR-based net and Dahl's connection would seem obvious now that he's part of the company.

The legendary Louisville morning star, Bill Bailey, who has been a major help in the resurgence of WAKY, is now rumored to be exiting the station. The question seems to be: does Bailey's alleged move have some connection with the sudden departure of WAKY's VP/GM George Francis (R&R 2-13)? The word on the street is that if Bailey exits WAKY he won't be leaving the market.

John Lund has resigned his position as VP/GM of the Sunbelt Consulting Corporation (a subsidiary of Sunbelt Communications) in order to form his own consulting company. John, who had been with Sunbelt since last July, will now devote his full attentions to his new enterprise.

While KULF/Houston was busy looking for Jim Pruett (see Page 3), word came from the station that sports programming will occupy the 7pm-5am slot beginning March 2. KULF will expand the Anita Martini Sports Talk Show, carry all Texas Rangers baseball games, and will pick up Enterprise Radio's National Sports Talk Show. The new programming will be called "Sportsradio 790." What this means for the rest of KULF's musical day is unclear.

Hot stuff from Hollywood this week has John Travolta as the leading candidate to play Jim Morrison in an upcoming film about the Doors.

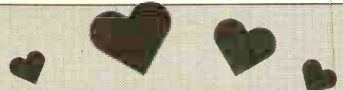
And while we're at it... WEA reports that the \$15.98 "Urban Cowboy" soundtrack double album racked up an impressive \$23 million in domestic sales for the company (more than the film's total)! Don't it make you want to dance?

Paul Sebastian will exit WAPE/Jacksonville now that the station has converted to Country. Effective almost immediately, Paul will take over the programming duties at WKTU/Charleston, SC. WKTU, which switched from AOR to CHR December 15, will remain with its present format under Sebastian.

The talented Mark Thompson, who had been MD and late evening jock at WERC/Birmingham, will join WSGA/Savannah as the new morning drive personality.

We keep hearing the rumor that KAAY & KLPQ/Little Rock are about to change program directors. Reportedly the stations' current PD Ray Lincoln has asked to be replaced. R&R should have details on this one within a week.

Tom Allen, Operations Director for KVET/Austin, has decided *not* to move back to St. Louis after all. Allen had announced plans to join KSD to do afternoons (R&R 2-13). Since that report he reversed his decision and will stay at KVET.



Love On The Airwaves

WLS/Chicago afternoon drive personality John Records Landecker wanted to do something very special for his sweetheart this Valentine's Day, so he crafted an "audio Valentine" in that famous radio form known as a 60-second spot.

However, instead of airing the vignette on WLS (as you might assume he would), John purchased one fixed-position 60-second commercial on rival WMET/Chicago and then arranged for his lady to be listening to WMET at the precise moment the surprise Valentine aired.

While we're sure she was impressed by the expensive token, we do wonder how the ABC folks felt about it.

Western Cities has promoted Randy Lundquist from Assistant PD to Program Director at KLUC/Las Vegas. Randy takes over for Dave Anthony, who segued to KZZP/Phoenix as that outlet's new programmer last week.

WOKI/Knoxville jock Brother St. John and Wilderness Roads Broadcasting Company, owners of another station in Manchester, KY have agreed to drop lawsuits against each other, which means St. John can return to his show on WOKI. The original story had St. John exiting WOKI to join WWXL as PD, then reversing his decision and attempting to return to WOKI. The lawsuits then flew in both directions and St. John had been in the middle for several months. Now that the suits have been dropped by both parties, he should return to WOKI as soon as all the legal documents are completed.

KWLO/Waterloo is the new identity of KWVL. The station recently underwent a change of ownership and to avoid possible confusion with KWVL-TV, the call letter change was a necessity. KWLO also has a new mailing address: P.O. Box 1330, Waterloo, IA 50704.

Street Talk congratulations to Dave Sholin (of the Gavin Report) and Debbie Geweke, who became Mr. & Mrs. on Valentine's Day in a private ceremony near San Francisco.

Elmo Ellis, the long-time VP/GM at WSB/Atlanta, has reportedly announced his plans to retire at the end of this year.

The latest from Denver is now that Great Empire Broadcasting has purchased KTLK & KADX, the stations may switch formats to... (okay, you guessed) Country. That rumor may have its foundation in the fact that Great Empire owns several other Country-formatted stations. However, the decision has not been made on any changes for the Denver properties. KTLK is CHR and KADX is Jazz.

Congratulations to Larry Cannon on his seventh anniversary at WFLB/Fayetteville!



THIS WEEK
**STEVE WINWOOD
GRACE SLICK**

NEXT WEEK
**THE KINGSTON TRIO
GLEN YARBROUGH**

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

Climax's "Love" For Radio Is Growing:

96KX 31-23
JB105 34-31
KBEQ on
KPLZ 25-22
WPST 33-30
WAEB add
Q106 deb 18
K104 34-30
14Q add
WKEE deb 40
V100 on
KSRR 39-32
KRBE 30-26
KHF1 add
KWIC deb 25
KXX106 on

WSGN deb 25
WAAY on
WLCY deb 30
WAXY 27-26
Y103 deb 36
BJ105 add
KX104 on
92Q add
WCSC on
WGH 17-11
WQRK deb 29
WRVQ 27-24
WVLK add
WVIC on
KIOA on

KWEN add
KRAV add
WISM add
KEZR deb 27
KKXX on
KNBQ add
KTAC add
KYSN on
KCPX deb 27
KMJK on
KLUC add
KTKT 28-22
KEYN-FM on
14WK add
WCIR on

95XIL 35-31
WHHY on
Z102 add 28
WFOX 25-21
WCGQ deb 29
WANS-FM on
WXLK on
FM99 on
WKXY add
KKLS deb 29
WRKR add 35
KENI on
KCBN deb 40
KQDI add
KYVA add
KOOK on



"I Love You" CLIMAX BLUES BAND

Produced By: John Ryan
for Chicago Kid Productions



Manufactured and distributed by Warner Bros. Records

Our Average Is Up Again This Week!

WIFI add
KFI on
KUPD add
WHFM on
WFLY on
WKEE add
KINT on

KBFM deb 30
KWIC deb 35
KQ94 on
BJ105 on
WBBQ 30-26
WCSC add

WGH on
WVIC on
KIOY deb 35
KNBQ add
KCPX deb 40
KVOL add



"Ch Ch Cherie"

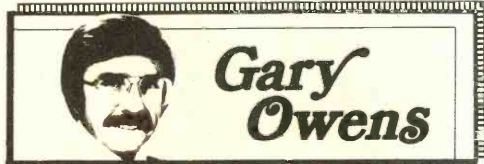
THE JOHNNY AVERAGE BAND

Featuring Nikki Willis

Produced by Griff McRee & Mick Hodgkinson



Bearsville Records



EGADS, NIPSY . . . I hadn't realized there were so many young and talented GM's in the radio biz. Not a week goes by that we don't get a handwritten scroll containing info on this breed and their monastic work habits . . .

Janice at KPUR/Amarillo says: "Dear Gary, Far be it for me to correct you . . . but you said Scott Noyes could be the youngest GM. Well, Brad Land is General Manager of KGUL AM & FM/Port Lavaca, TX and has been for quite a while. Brad is only 22, and just graduated from West Texas State University last May."

Thanks for the note, Janice and for the precocity report on Brad. It's nice to know that readership is such in R&R that every time we think we stumbled across one high-jumping crossbar, there's another contender popping up. I spoke with a much adulated and highly successful GM in a major market a couple of weeks back who is now 55. He said he enjoyed my comments on our topic, but until his senility is medically certified, he plans to carry on. Hey, we didn't mean to say that one age is better than another . . . it's just that radio has finally come to the point where a chance is given for some rare individuals in management to prove themselves. As I mentioned a while back — Jack Thayer (now GM of WNEW) became a GM at WDGY/Minneapolis when he was in his early 20's, but that was highly unusual.

Bob Stroud, the MD at KOSY/Texarkana, Arkansas sez that the GO column is re-

quired reading at his station . . . although as I recall, when Bob grew up in Palm Springs he once muttered, "If you eat candy with BOTH hands, does that make you AMBI-DEX-TROSE???"

* * * * *

GO CELEBTALK — Lloyd Bridges visited the GO column last week, and during our conversation, 2SM in Sydney, Australia called me and asked for my comments on the death of Bill Haley. I mentioned Bill's contributions to rock music were intense, and indeed he was a major force of music change in this country. The fellas at 2SM then noticed that Lloyd was sitting next to me at the telephone and said I should tell him his hilarious role in "Flying High" was the talk of Australia! Lloyd commented — "I don't ever recall doing a picture called 'Flying High'." We then got back on the phone and they explained that was the *retitle* for "Airplane" overseas.

You may recall Lloyd played the fabled glue-sniffer at the airport control tower. The casting on that film was superb, with Bob Stack, Peter Graves, et al., playing silliness very straight.

Bridges told me he did appear with the Ritz Brothers very early in his career . . . showing his amazing ability to withstand unabated pie-throwing.



Ratings A Garden For ABC's "Eden"

"Dallas" and "Dukes Of Hazzard" did just fine (first and third places), while "M*A*S*H" and "60 Minutes" also made the top 10. Otherwise it was a bleak week for CBS, as ABC surged to a strong victory behind Parts II and III of "East Of Eden" (second and fourth places, compared to Part I's 15th last week) and impressive series showings. ABC came up with a 20.8 average rating, CBS was a relatively distant second with 19.1, and NBC was an even more distant third with 16.9. Two theatrical blockbusters, "Animal House" and "Jaws II," registered 14th and 20th place finishes. The Nielsen ratings for the week ending February 15 were:

1	1	Dallas (CBS)	9	11	Love Boat (ABC)
—	2	East Of Eden Part II (ABC)	17	12	Happy Days (ABC)
2	3	Dukes Of Hazzard (CBS)	—	13	Bob Hope Special (NBC)
—	4	East Of Eden Part III (ABC)	—	14	Animal House (NBC Sunday Movie)
13	5	Little House On The Prairie (NBC)	18	15	That's Incredible (ABC)
4	6	M*A*S*H (CBS)	—	16	20/20 (ABC)
5	7	60 Minutes (CBS)	—	17	Magnum PI (CBS)
10	8	Three's Company (ABC)	—	18	Laverne & Shirley (ABC)
12	9	Too Close For Comfort (ABC)	7	19	Real People (NBC)
16	10	Hart To Hart (ABC)	14	20	House Calls (CBS)
			—	20	Jaws II (ABC Sunday Movie)



TIERRA FIRM ON DOUGLAS SHOW — Boardwalk's Tierra recently appeared on the "Mike Douglas Show." Pictured at the taping are (l-r) Douglas, group's Rudy Salas and Andre Baeza, guest Jerry Lewis, and group's Steve Salas and Phil Madayag.

Music On TV

More Grammy Awards performers and presenters were announced last week, including Herb Alpert, Harry Chapin, the Commodores, Roberta Flack, Aretha Franklin, Al Jarreau, Kris Kristofferson, Charley Pride, Boz Scaggs, Conway Twitty, and Mickey Gilley with the Urban Cowboy Band plus Johnny Lee. These performers join the lengthy roster listed in last week's column; Paul Simon hosts the February 25 CBS telecast . . . Loverboy and Rupert Holmes guest on "American Bandstand" February 21; the Association follow on February 28 . . . Rick Nelson is on "Mike Douglas" February 23 and the "Tomorrow Show" February 25 . . . Jacky Ward will be on "Hee Haw" March 21.

5 YEARS AGO TODAY

Radio & Records

- ★ **WCFL/CHICAGO DROPS ROCK FOR BEAUTIFUL MUSIC FORMAT.**
- ★ **DOUBLEDAY BUYS WYOO-FM/MINNEAPOLIS FOR \$1 MILLION** — Acquires FM complement for KDWB.
- ★ **SAMMY ALFANO NAMED VP/PROMOTION FOR ARIOLA AMERICA.**
- ★ **NUMBER ONE FIVE YEARS AGO** — "Theme From SWAT" — Rhythm Heritage (ABC).
- ★ **NUMBER ONE COUNTRY** — "Good Hearted Woman" — Waylon & Willie (RCA).
- ★ **NUMBER ONE LP** — "Comes Alive" — Peter Frampton (A&M)

VIDEOSCOPE:

BLAIR, KATZ ENTER VIDEO ARENA: **Broadcaster/rep firm** John Blair & Company recently announced the formation of Blair Video Enterprises, a new division that will work with advertisers, ad agencies, TV stations, cable companies, and producers to develop new programming vehicles and new media outlets designed to meet specific programming objectives. Richard Coveny, most recently VP for Blair Television's Market Development Division, has been named President of the new division, which will attempt to bring more advertising business to the emerging cable, videocassette, and videodisc media. Meanwhile, the Katz Agency rep firm has also launched a new division, Video Program Sales, created to sell programming to all video markets, ranging from commercial TV to home video systems. Inez Aimee, formerly VP/Sales for NFL Films, will head the new unit under the title of VP/Special Sales Development . . . CBS SLATES SEVEN TITLES FOR VIDEOCASSETTE: MGM/CBS Home Video has announced it will release the musicals "Fame" and "Oklahoma!," the controversial gay murder mystery "Cruising," the 1962 version of "Mutiny On The Bounty" (starring Marlon Brando as Fletcher Christian), the 1934 classic "Treasure Island," and "Carney" (starring and featuring soundtrack selections from the Band's guiding light Robbie Robertson) on videocassette in February/March. The firm will issue "Great Figures In History: John F. Kennedy," a 105-minute documentary on the late President produced by CBS News, on videocassette as well. This latter release marks the first in the firm's CBS News Collectors Series of videocassettes.



Joan Jett

(FW 37065)

Bad Reputation

Presented By The Boardwalk Entertainment Company

Produced by Kenny Laguna and
Ritchie Cordell for Jett Lag Productions

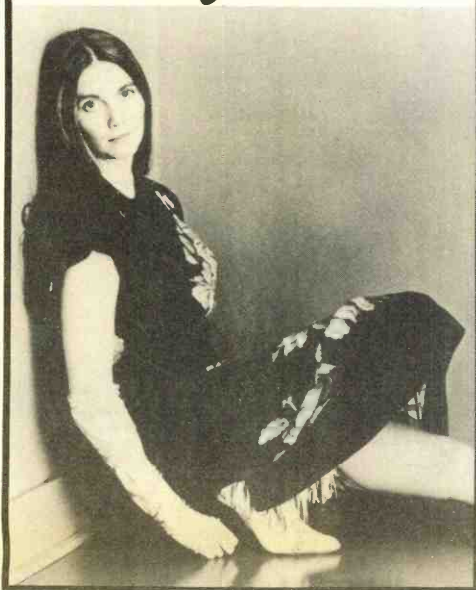
FEATURING
THE SINGLE
"YOU DON'T
OWN ME"



Give the gift
of music.



A Dream Of A Single From Emmylou



“Mister Sandman”

EMMYLOU HARRIS

WFIL add WAEB deb 26
 WFYR add KJRB deb 29
 KRLA add WFOX on
 KFI on KATI add
 KBOZ add

Produced By: Brian Ahern for Happy Sack Productions



ON WARNER BROS. RECORDS

BRAD MESSER



The Giant One-Person News Department

It isn't how big it is, but how effectively you use it. In radio the average news department is one person, one wire service, and one mike (perhaps with the added electronic luxury of a functioning tape recorder). With tools so limited, what can that one person do to really make a difference in how the small station sounds?

A lot. The first step is to become more *air-active*, by jumping in between newscasts whenever anything interesting or important is learned. Get news on the air right away if it has any time value whatsoever, even with a scheduled newscast coming up in only five minutes. One of the strongest assets of radio is immediacy. One of the least competitive things a news-person can do is to always wait.

There is nothing sacred about a three-minute record. If something just happened, stop the record and tell people, then go back to the music. You are most likely competing against radio stations that regard the uninterrupted flow of music as a Holy Law. It certainly isn't.

When does the air-active newsperson jump on mike? Beginning with the most important kind of air interruption, a real Flash comes up only every few years. The hostages have been freed. The president has been shot. Big, big stuff only. My secret definition of a Flash is, it has to be so important that I would (theoretically) call my boss at home where I know he is engaged in an important birthday celebration for his daughter, and interrupt his life to relay the information. If it is really a Flash he won't even be angry, he'll thank me. I'll tell you, something's gotta be mighty important to be a Flash. A Flash interrupts anything, period. The commercial — most sacred material on radio — is interrupted immediately. You punch the STOP button and go on the air with a Flash.

A Bulletin can interrupt a record. Something less urgent but still timely is often delayed until after the stop set. An Update on a running story can wait for a convenient break point.

The important thing for an air-active news operation is to be on the air between newscasts. Your listeners will quickly perceive that when something's happening, they'll hear about it quickly on your station. You may find you're jumping on the air two or three times per shift, or only once or twice a day; doing it is important, while how often or in what manner is much less significant.

One person can make a difference. Being air-active is one way. The cost is zero and the result on the radio sets you apart from competitors. For an automated station, live news inserts are quite extra-valuable.

Don't be afraid to break the music flow. It's all recorded. Life is live.

CALENDAR

The Great Five Cent Store

MONDAY, FEBRUARY 23: Frank Winfield Woolworth became fabulously rich from his weird merchandising idea. He thought it would be convenient for shoppers to know the price of everything in his variety store without having to ask, so he filled a shop with small articles that all sold for five cents. It wasn't long until he altered the concept to a five-and-ten-cent operation. Woolworth's store opened 102 years ago yesterday at Utica, N.Y.
 Peter Fonda is 42. Ed "Too Tall" Jones is 30. The Rotary Club is 76.

Goodbye, Bluebeard

TUESDAY, FEBRUARY 24: As the world turns faster it takes ever more terrible crimes to shock us. Someone can kill twenty or thirty people and we forget his name in a few months, whereas the mass murderers of times past still have name recognition. Case in point is Bluebeard, who was put to death 59 years ago today in France, for killing ten women. He pretended to be in love, got their money, then took them to a remote estate where they were killed and the bodies disposed of in a stove.

Five years ago today Gerald Ford whipped Ronald Reagan in the New Hampshire Republican primary election. Abe Vigoda is 59. Barbara Lawrence is 51. James Farentino is 43. The Voice of America began broadcasting in 1942.

Ex-Beatle Harrison Is 38

WEDNESDAY, FEBRUARY 25: George Harrison, who was a Beatle from his teens until he was 28, turns 38 today. The United States income tax was established 68 years ago today in 1913. Cassius Clay won the world heavyweight boxing championship 17 years ago this evening, by beating the late Sonny Liston in seven rounds. The following day Clay announced his name change to Muhammad Ali.

The state of Oregon levied the first gasoline tax today in 1919, only eleven years after Ford's first Model-T rolled off the assembly line.
 Faron Young is 49. Bobby Riggs is 63.

First Non-Stop Circumnavigation

THURSDAY, FEBRUARY 26: The first nonstop around-the-world flight began today in 1949. The U.S. Air Force B-50 Superfortress "Lucky Lady II" flew about 24,000 miles, thanks to carefully planned mid-air refueling.

Buffalo Bill Cody would have been 135 today. Johnny Cash is 49. Fats Domino is 53. Tony Randall is 57. Jackie Gleason hits 65. Grand Canyon National Park was established 62 years ago.

Working Toward "The Great Line-Up"

FRIDAY, FEBRUARY 27: Next year all the visible planets in our solar system will be optically arranged in a nearly-straight line, a phenomenon being called the Great Line-up. Last weekend's conjunction of Mercury and Venus, and this weekend's conjunction of Jupiter and Uranus, are part of the complex buildup. Uranus isn't visible to the unaided eye, but Jupiter certainly is, and it's the very bright "star" right beside the moon right now.

Ralph Nader is 47. Elizabeth Taylor Warner is 49. Joanne Woodward is 50. John Connally is 64.

Talk Radio Guest Exchange

Although 1981 is only two months old, you couldn't tell by the ever-busy pace of News/Talk stations across the country. This week I'd like to share several ideas and promotional activities in which these stations are involved. One of the primary functions of radio is service to the community, and this is especially the case in the News/Talk arena.

Please remember that any station news (staff and/or programming changes, promotions, photos, etc.) are welcome. They should be addressed to Gail Mitchell, R&R, 1930 Century Park West, Los Angeles, CA 90067.



A network for talk show guests? That's the idea proposed by Rick McGee, Program Director of KARN/Little Rock, AR.

Though his station has not had any major problems in attracting what he refers to as "national quality guests," McGee expressed the possible dilemma faced by stations in smaller markets or fledgling stations trying to get off the ground. Maybe they aren't aware of whom to contact, who would make an interesting guest, or where to go for any type of information along those

lines. Furthermore, McGee adds, "I think there is a wealth of people out there whom we (KARN) haven't tapped."

But how do you define a "national quality guest?" As an example, KARN cited international psychic Jay Bell. According to McGee, Bell's hour stint expanded into another hour during which time the phone lines went dead because of a blown circuit. In a one-minute period, the phone company estimates there were 3500 callers - obvious proof that Bell's maiden appearance in the city was a success. "And I'm sure there are other people who would love to have access to this man," McGee concludes.

Establishing a station guest exchange would facilitate this process. McGee explains how it would work: "Possibly there could be a number of stations in markets of a similar size, larger, smaller wherever a talk format is successful. We could have an intercommunication as to what guests we had who were very successful and could work in any part of the country." Then, possibly, a list of "hot" guests could be printed and distributed along the network. At the end of the month, McGee plans to make letter contact with other Talk stations in the area and around the country. However, any suggestions or ideas you may have now regarding the exchange are appreciated. It's a worthwhile and beneficial project that helps others as well as yourself, promoting station cooperation on a local and national level. "It's an opportunity for all of us to share in the positive aspects of what we are all trying to accomplish," emphasizes McGee.

Interested parties can contact Rick at KARN, Box 4189, Little Rock, AR 72214, (501) 661-7521.

News/Talk Personalities

ON THE MOVE: Judith Learner named KABC/Los Angeles Creative Services Director. She was most recently a communications supervisor... William C. O'Donnell, VP/GM of WBBM/Chicago, was recently appointed to the Chicago World's Fair steering committee. The goal of the committee is to have Chicago serve as host of the world's fair in 1992... WXYZ/Detroit reporter Scott Lewis wins UPI "Outstanding Achievement" award in the radio division of the Michigan competition... VP/GM George Nicholaw of KNX/Los Angeles was among a group of seven other finalists honored for broadcast leadership at the 12th National Abe Lincoln Awards banquet in Ft. Worth, TX on February 12. And speaking of KNX, its News Director, Gregg Peterson, served as a panelist during a discussion at the San Fernando Valley College of Law. The topic centered on free press versus fair trial... **ALL YOU NEED TO KNOW:** That is the title of the new station theme for KSDO/San Diego, created by Skinny Joe Productions. According to Program Director John Mainelli, the station wanted "something warm, something you could remember and hum along"; a news package offering "something with a difference"... **MONEY, THAT'S WHAT I WANT:** Everyone knows that money is harder to come by today what with the state of the economy. KYW/Philadelphia recently addressed this problem in a six-part series of reports on money and credit. Business and Financial reporter Don Lancer spotlighted bank interest rates, loans and offered tips on where to obtain money... Crosstown competitor WCAU's "In Your Corner" program outlined the steps listeners should take if they become victims of crime. A representative from the FBI and the local police department were guests... **ASK A LAWYER DAY: KING-AM-FM/Seattle** and the Seattle-King County Bar Association sponsored "Ask A Lawyer Day" on February 1. Attorneys were made available on the air on behalf of area listeners. Questions centered on the state's residential landlord/tenant law. Future discussion topics for the four-year program include divorce and child custody, consumer protection, and subject near and dear to all our hearts - income tax... **BRINGING GOVERNMENT CLOSER TO HOME:** That's what WBBM/Chicago is doing with two programs added to the station roster, "Ask The Governor" and "Ask The Mayor." Both shows give the people of Chicago an opportunity to speak directly with the Mayor or Governor regarding issues of importance to them. The broadcasts feature Mayor Jane Byrne the last Thursday of the month, while Governor Jim Thompson can be heard the last Tuesday of the month...



WIND Answers Help Plea

Since 1979, WIND/Chicago talk host Norman Mark has protested the lack of emergency communication equipment along the city's 125 miles of highway. This occurred in the wake of several tragic incidents involving motorists stranded along the expressways, unable to get help. "We can send rockets to the moon, but we cannot communicate from our own expressways," argued Mark.

Local Alderman Clifford Kelley (R&R 10-3-80) announced his intention to introduce an ordinance to the City Council for said equipment. This was nearly a year after Mark began his campaign coupled with station editorials. However, in the interim, the station happened upon an idea then being implemented by the Missouri Highway Patrol. The orange and black "Send Help" signs (pictured) glow in daylight and at night, making stalled automobiles more visible. The association of 72 Chicagoland Chevy dealers agreed to underwrite the cost of producing and distributing the signs.

Listener response has been tremendous. And some senior citizens living alone are placing the signs in their front windows in the case of an emergency.

**WGST
NEWSRADIO
92**

CPR FOR LIFE

WHO TEACHES IT?
WE DO

American Heart Association American Red Cross

Radio Saves Lives

It's true that you never know how you will react in a certain situation until you are confronted with it. But what if someone fell to the floor, clutching his chest and gasping for air? And then he ceased breathing? What you don't know could cost a precious life.

In response to this possible crisis situation, WGST/Atlanta, in conjunction with the American Heart Association and the American Red Cross, has embarked upon a month-long drive to teach Cardiopulmonary Resuscitation (CPR) to city residents. In a letter sent to businesses around the area, WGST Station Manager Michael Wheeler outlines the benefits of CPR training and invites employers to register employees through the station. According to Wheeler, there has been remarkable response with classes booked clear into May.

Further up the Eastern Seaboard, KYW/Philadelphia featured a ten-part series on CPR. It included an explanation of the technique, as well as interviews with several fortunate people saved association with the station's sponsorship of "The Great Save," a large-scale instruction program held February 14 at the city's Civic Center. Approximately 2000 were expected to register.

**THE
INFORMER**

WGSO Broadcasts Home Town Reports Daily

KYW Reports from Philadelphia	KSFQ Reports from San Francisco/Oakland
--	--

When you're reading in the Home Owners' section, you'll find a listing of Home Owners' reports on the state of the economy, and the latest news on the home front. You'll also find out what's going on in your own neighborhood. You'll also find out what's going on in your own neighborhood. You'll also find out what's going on in your own neighborhood.

WGSO NEWSRADIO 1260

Home Away From Home

In yet another example of inter-station cooperation, the ad pictured was recently sent to me by Sr. VP/GM Alvin Smith of WGSO/New Orleans. For the past six years the station has integrated its regular programming with hometown news on behalf of the battling teams in the bowl games (Sugar, etc.). This year's Super Bowl was no exception.



**John
Leader**

NEXT WEEK, JOEL DENVER

A Few Closing Thoughts

Next week Joel Denver officially takes over as R&R's new Contemporary Hit Radio Editor. As previously announced, I will become more directly involved with all aspects of Radio & Records as Co-Executive Editor with Ken Barnes. When I realized that this would be my last regular weekly column, I wanted to air a few closing thoughts.

When Bob Wilson first hired me to be Top 40 Editor of R&R three years ago, the section had no specific definition. There had not been a designated person writing about the format on a regular basis, so Bob said, "Go for it." I wanted to open up the lines of communication within our format and, thanks to all of you, I think I've accomplished that goal.

Hundreds of you have taken the time to share your thoughts and creative energies with all the readers of R&R through the forum of this column. Together we've tackled everything from the changing definition of the format to the most basic elements of its presentation. Small, medium, and large markets have all had their say and, I hope, we've all learned something in the exchange of ideas . . . I know I have.

No Secrets

One of the biggest things I've learned in the past three years is that there are no "secrets" to programming a winning radio station. There really is no magic formula for success. In almost all cases the programmers and personalities who work hard, know their audiences, and remain flexible in their thinking are the ones who continue to succeed.

PD's, who only a few years ago were considered the "hippies" of broadcasting, are now moving into upper-level management in all market sizes. That's exciting, and it's happening because programming today is so much more than rotations and jock schedules. Yesterday's "hippies" have really become key management team members, and that's a trend we should all encourage.



WHAT A SUPER TROUPER—Bjorn Ulvæus of Abba dropped by the studios of WNBC/New York to tape an interview recently. While he was there, WNBC staffers happily informed him that the station had just received another very strong ARB (in fact WNBC is now the number one AM Contemporary Hit Radio station in New York). Shown, giving the appropriate "high one" sign are (l-r): Atlantic local promotion rep Danny Buch, WNBC midday personality Johnny Dark, Bjorn, WNBC Assistant PD Buzz Brindle, and Atlantic's Perry Cooper.

CONTEMPORARY HIT RADIO

What's Next?

If I had the answer to that one, I could retire. What I can tell you is that this column will continue to be the kind of forum for your thoughts and ideas that it has tried to be during the last three years. Joel and I are old friends, going back to the days when he was Music Director at WFIL/Philadelphia for Jay Cook and I was programming WQXI/Atlanta. We used to share music information every week on the phone and we got to know each other very well. Without trying to sound too corny, we both believe in radio and that's just one of the qualifications that makes Joel the perfect candidate for this job.

My new job definition at R&R will allow me to get into areas of the paper that I have never had time for before. I will still be in the office every day and available for questions and conversations, but I won't be the voice on the other end of your music report call anymore. Given that new freedom, I should have even more time to discuss the issues that concern not only CHR but all formats.

Joel is bringing to this section the enthusiasm and energy that we can all use to help us into the 80's. Give him a couple of weeks to get settled and he should be more than ready to hear your suggestions on how the information we present each week could serve you better.

As of next week my visibility may lessen (the art department has agreed to a simple cremation ceremony for my column photo), but please know that I will still be lurking in the R&R hallways. The last three years have been the most rewarding in my career and I have no doubts that the next three will be even better. Thank you for your comments, criticisms and support . . . when you think about it, the radio and record community is a fairly small society, and it's great to have friends!

Education

Research continues to be a very necessary thing for radio people to understand. Five years ago, when passive or outcall research became the new "fad," everyone was talking about it but not too many people fully understood it. Now PD's, seeing that the better they know their markets the more effectively they'll be able to deal with fragmentation, have learned about research, its techniques, and its interpretations. Sure, there are still some who see research as "the bible," but there are plenty of others who know it to be "the encyclopedia" and use it as the reference it was intended to be.

Programmers have a lot more to deal with on a daily basis today than in the past and, as a result, they have to be better educated. Experience (being the best teacher) has helped separate the consistent success stories from the quick "flashes."

Consultants have proliferated like rabbits, and although that trend may not be universally justified, it does show that programmers themselves are attempting to further their economic standing within the industry. Consultants have provided local PD's and managers with the kind of national overview that is difficult to see from the confines of one specific city. Be they gurus or pragmatic system physicians, consultants have flourished as more and more stations struggle for their share of the audience pie.

The Inflation Fighters

I received a letter from Jeff Salgo, Program Director at KBEST/San Diego, in which he outlined a promotion the station is currently running. Jeff has appeared on these pages before and he's come up with another idea well worth sharing.

In these days of economic cutbacks many stations are looking for new avenues of revenue. Although the idea of a "sales promotion" still makes a lot of programmers wince, Jeff put together one that has the key ingredient of success: it pleases both the clients involved and, more importantly, the listeners.

Jeff explains, "I thought you might be interested in a promotion we just did that is a great example of sales and programming working together in a constructive manner.

"We were looking for something we could give people in their homes that would keep our call letters in front of them and create a solid positive impression.

"With inflation being the number one concern of the public, we decided on a really good coupon book. Not a book full of lightweight discounts on disliked products, but one that people could actually use.

"Our sales department created a sales package for advertisers and sold the book out — increasing our first quarter billings very significantly. We distributed the coupon book to 150,000 households in San Diego county. They were hung on the doorknob by a delivery service.

"The result: an excellent way to make an impression on the public, a good way for retailers to



pull in new customers, and a good deal for the public."

The coupon book includes items like a free oil change and filter at a local Toyota dealership, a 50% discount on the hookup charge from the cable TV franchise, and discounts on everything from paint and wallpaper to groceries. As you can see in the illustration, KBEST is featured on the cover of the coupon book along with its dial position.

The promotion took a little extra effort on the part of the KBEST sales staff, but Jeff told us that the increased revenues for the entire project more than covered the cost of printing, distribution and promotion. And chances are excellent that the 150,000 San Diegans that received the book have a more favorable impression of KBEST. After all, with inflation being what it is in most households, anybody that helps even a little can be a hero.

Thanks to Jeff for sharing this timely idea with us.

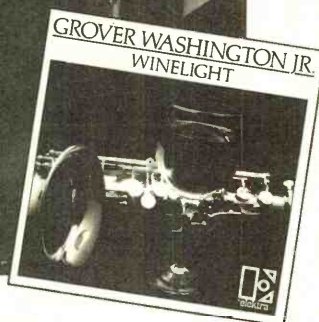
THANKS RADIO FOR DOING IT
TOGETHER WITH US!

THE BACK PAGE
BREAKERS

POP / ADULT
BREAKERS

"JUST THE TWO OF US"
GROVER WASHINGTON, JR.

E-47013



FROM HIS BEST SELLING NEW ALBUM
WINELIGHT

6E-305

PRODUCED BY GROVER WASHINGTON, JR. & RALPH McDONALD



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



Give the gift
of music.

THE BACK PAGE

®

LOVERBOY "Turn Me Loose"

THE ACTION CONTINUES:

CFTR 22-18	13K add	Q106 on	KWIC deb 34	WCSC deb 30	WDJX 34	WIGY on	KQIZ-FM add
CHUM 10-6	KIMN on	K104 29-25	KQ94 21	WTMA on	KIDD deb 29	WCIR deb 29	KPUR 15-8
CKGM 27-24	KUPD 15-11	WKEE 40-38	KXX106 25-21	KJ100 add	KJRB on	95XIL 36-32	KFYR on
Z93 add	WOLF on	KRBE deb 28	WAAY on	WVVK on	KNBQ 30-28	WHHY 26-22	WRKR 20-17
CKLW deb 29	WHFM on	KINT 21	Y103 add	WVIC 32	KTAC32	95SGF on	KCBN 37-32
Q102 35-31	WPST deb 32	KHFI deb 30	WBBQ 24-21	Y103 add	KYSN 28-26	WCGQ 30-26	KDZA deb 30
			WOKI 20-17	Z104 26	FM103 23-20	FM99 add	KQDI on
				WIKS on	KENO on	KILE on	KOOK 16-13
							KRLC 8-2

Produced by: Bruce Fairbairn

EARTH, WIND AND FIRE "And Love Goes On"

AND GROWS:

WXLO 23-19	WXKS deb 30	KJRB on	14Q on	WAXY 26-24	Z104 on	WJBQ 26-23
WFIL deb 29	PRO-FM 24-21	KPLZ 29-26	KSET-FM deb 24	BJ105 on	WDJX on	WGUY on
WIFI on	JB105 30	WAEB add	KINT 32	CK101 23-20	WHOT 27-24	WTSN 17-15
WCAO 26-24	WCKX on	K104 add	KEEL add	KX104 on	KIOY 28	95XIL add
WROR 24	WIP on	WHYN 22-18	WJDX 26-22	WGH on	KJRB 24-22	WXLK add
			G100 26-25	WQRK 30	KTAC 31-29	KENI on
			WAAY on	WGRD deb 28	KCPX 35-33	
				WVIC on	KENO 30-27	ARC

Produced by: Maurice White for Kalimba Productions

CHAMPAIGN "How 'Bout Us"

SIGNIFICANT ACTION THIS WEEK:

WFIL add	WIP on	KSET-FM deb 30	Y103 39-34	WMEE add	KVOL 22-19
WCAO 30-27	KRLA add	KINT 38-35	WHBQ on	KGGI add	WRKR 34-32
WXKS on	KFI on	WTIX 37-25	KX104 deb 22	KHYT on	KATI on
94Q 30-27	KPLZ on	KXX106 on	92Q 29-20	WHEB 31-27	
Q105 add 25	WFBR add 29	WERC add	WCSC on	WHHY on	
WCKX add	WOLF add	WSGN add	WGH add	95SGF on	
KSLQ 22-18	WKEE add	WLCY add	WVLK add	FM99 deb 33	

Produced by: Leo Graham for B-Line Productions

COLUMBIA



WE DON'T JUST MAKE

UPDATE PLUS...

TOTO **"Goodbye Elenore"**

ALREADY STRONG NEW ACTION:

KUPD add 29	KINT deb 38	KXX106 on	KKXX on	WKXY on	KWLO deb 30
WHFM deb 34	KHFI on	KJ100 add	KYSN on	KSEL on	KENI on
K104 deb 38	KBFM deb 27	WAKX 32-29	95XIL add	KQIZ-FM add	KDZA add
KRBE on	KWIC on	WDJX add	WCGQ on	KVOL on	KFXD on
					KRLC deb 29

Produced by: Geoff Workman & Toto

JOURNEY **"The Party's Over** **(Hopelessly In Love)"**

JUMPING OUT AT THESE STATIONS:

WDRQ deb 23	KFRC add	WHFM add	KRBE 20-16	WSKZ add	WZOK on	KKXX on	WKXY add
CKLW add	KSFX on	WFLY on	B97 27-24	KJ100 deb 24	Z104 on	KROY deb 17	KILE add 40
KBEQ on	KUPD on	WKEE 32-30	KXX106 on	WGRD 30-25	WIKS deb 34	FM103 29-24	KENI add
		92Q add	KWEN on	WMEE deb 30	WCGQ on	KQDI add	KCBN on
						KRLC on	

Produced by: Kevin Elson

JAMES TAYLOR **"Her Town Too"**

SHIPPING THIS WEEK!

Produced by: Peter Asher

RECORDS, WE BREAK THEM

WOKV

Continued from Page 1

decision: economic and competitive. It had been a tremendous financial drain on the company. We were developing great momentum, but we still knew we were going to lose a lot of money this year. Also, the company felt that WCIN with its urban format was vulnerable on the AM dial. We were sitting here with a 50,000-watt giant with good prospects; maybe it would click and maybe it wouldn't. So they put the two

together and decided to bite the bullet and do it."

"Painful But Correct"

Stratton continued, "I was frustrated by the suddenness of it, but I think I understand the business rationale behind it. The arithmetic looks obvious, and the competitive factors in the marketplace made the decision a correct one, although as painful as could be. I feel for the people who were doing the more hands-on aspects; it's a real heartbreak for them. No one took this lightly on the corporate level. They've instructed me to remain in Cincinnati for now to help them contact other potential employers."



BEAUTY AND THE BEAST — That phenomenon was visually demonstrated as February Playboy centerfold Vicki Lassester visited BJ-105 morning man Bill Gardner while promoting a recent "World of Wheels" show in Orlando.



DIZZY FOR DISNEYWORLD — KZ-104/Cape Cod PD & morning man Dean Manchester (left) hands over the first of two trips to Disneyworld in its recent bumpersticker contest.



JACKSONVILLE GREET'S CDB — Y103/Jacksonville, FL was on the list of stations to visit for the Charlie Daniels Band during their recent concert tour. Pictured after the on-air interview are (l-r) Y103 PD Scott Sherwood, Y103 air personality J.J. Walker, and Charlie Daniels.



TRICK PLEASER — While touring the Great Northwest, Cheap Trick's Rick Nielsen stopped by to visit KJR/Seattle Music Director, Thom Buchanan (left) and air personality Scott Forrest (right).



"CLASS OF 92" — WTWR(Tower/92)-FM/Detroit conducted a contest among loyal listeners for the privilege of becoming a member of the TOWER cheerleaders squad. The group of six girls and four alternates (no boys applied although men were not excluded) were chosen by crowd response at recent tryouts.



JEALOUS? — Capitol recording artist Delbert McClinton is shown backstage at the Bijou Cafe in Philadelphia after a recent performance. McClinton is touring in support of his new LP "The Jealous Kind." Pictured (l-r): Capitol's Philadelphia Promotion Manager Michael Lessner, New York Promotion Manager Arthur Field, Delbert McClinton, WFIL PD Dean Tyler, WFLI PD Tom Bigby, Independent Promotion rep Fred Disipio, and Capitol's VP/Promotion Bruce Wendell.



TOURING HAWAII — KKUA/Honolulu recently completed its "Million Dollar Music" contest and awarded Francaen Matsunaga a brand new Suzuki RM 125 motorcycle. Displaying the bike are (l-r) Ray Minter of Montgomery Motors, Francaen, KKUA's Will Moku, and Montgomery Motors' Brett Montgomery.

PHIL SEYMOUR

Featuring the single

"PRECIOUS TO ME"

WSB-5703



"Precious To Me"
From the Boardwalk Records album
PHIL SEYMOUR FW 36996

Produced by
RICHARD PODOLOR
For Richard Podolor
Productions, Inc.



THE BACK PAGE[®]

BREAKERS[®]

**THANKS TO ALL OUR FRIENDS IN RADIO FOR HELPING US
ACHIEVE OUR THIRD BREAKER IN LESS THAN 6 MONTHS.**

RAVING ON ONE PAGE PLAYLISTS

FM 95.5 & AM 1580 Washington D.C. WRCR 98.5FM Boston

Baltimore WRKO 98.5FM Boston

Philadelphia wifi 92 Philadelphia

Toronto CTR 680 Toronto

Detroit WJRQ FM 93 Detroit

Buffalo WKBW Buffalo

Pittsburgh 96.5FM URBAN HITZ

Boston WRKO 68.5 AM RADIO

Buffalo ROCK 102 WREN-FM Buffalo

Boston WUVB-FM 105 FM RADIO

Kansas City WHB 7

Providence 105 WLOS Providence

Boston WJOL 105 WJOL Boston

Toronto 1050 chum Toronto

Providence 98 PRO-FM Providence

Philadelphia WFL Philadelphia

Cleveland WJZZ 103 WJZZ Cleveland

St. Louis 98 KSLQ STEREO

New York FM 99 WXLO New York

Montreal 98 Montreal

Providence 92 PRO-FM Providence

St. Louis KXOK St. Louis AM 63

Milwaukee WZUW Milwaukee

Cleveland WJZZ 103 WJZZ Cleveland

H indicates one of the five "hotest" records on each Parallel One playlist.

KS95 FM Minneapolis

104.1 FM KBEQ Kansas City

94-6 Atlanta

WEST Phoenix

102.7 Los Angeles

KSFY 104.8 San Francisco

Q102 Cincinnati

63 KQWB Minneapolis

101 FM Los Angeles

101 FM Los Angeles

101 FM Denver

64 KFI Los Angeles

63 KQWB Minneapolis

101 FM Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

64 KFI Los Angeles

WOL Miami

101 FM Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

64 KFI Los Angeles

WOL Miami

101 FM Tampa

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64 KFI Los Angeles

WOL Miami

101 FM Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

64 KFI Los Angeles

WOL Miami

101 FM Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

64 KFI Los Angeles

800 CKLW Detroit

WCKX Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

101.5 Seattle

800 CKLW Detroit

WCKX Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

101.5 Seattle

800 CKLW Detroit

WCKX Tampa

101 FM Tampa

101 FM Los Angeles

101 FM Denver

101.5 Seattle

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

EAST

Most Added Hottest Juice Newton John Lennon Smokey Robinson REO Speedwagon Grover Washington Jr. Styx

DISCOS

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

SOUTH

Most Added Hottest Eric Clapton John Lennon Juice Newton John Lennon Grover Washington Jr. REO Speedwagon

EAST

140/Worcester, MA Gary Robin STEVE WOODER GROVER WASHINGTON PHIL SEMOUR JOHN COUGAR CLIXM BLUES BAND

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

WBFB/Rochester, NY Dave Mason ELVIS PRESLEY SHEENA EASTON KOOL & THE GANG

WBFB/Bridgeport, CT Bob Mitchell SPINNERS DONNA SUMMER DOLLY PARTON

WBFB/Harrisburg, PA Betsy Gary SHEENA EASTON GROVER WASHINGTON JUICE NEWTON

WKEE/Huntington, WV Gary Miller DONNA SUMMER SHERRY ROBINSON CHAMPAIGN

WOLF/Syracuse, NY Bob Mitchell FLEETWOOD MAC ARETH WINE

WOLF/Syracuse, NY Bob Mitchell FLEETWOOD MAC ARETH WINE MANCHESTER/BRYSON

WYHY/Norfolk, VA Jeff Rankin STEVE WOODER PHIL SEMOUR DMF JUICE NEWTON

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

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WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

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WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

WBFB/Baltimore, MD Andy Sullinski CHAMPAIGN DONNA SUMNER BORNIA BLUES BAND

SOUTH

92Q/Nashville, TN Scooter Davis JUICE NEWTON CHAMPAIGN GROVER WASHINGTON

WBHO/Memphis, TN Mike Scialzi HALL & OATES JUICE NEWTON

WBHO/Memphis, TN Mike Scialzi HALL & OATES JUICE NEWTON

WBHO/Memphis, TN Mike Scialzi HALL & OATES JUICE NEWTON

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WBHO/Memphis, TN Mike Scialzi HALL & OATES JUICE NEWTON

WSKZ/Chattanooga, TN Jack Carroll TERRI GIBBS ROD STEWART GROVER WASHINGTON

WSKZ/Chattanooga, TN Jack Carroll TERRI GIBBS ROD STEWART GROVER WASHINGTON

WSKZ/Chattanooga, TN Jack Carroll TERRI GIBBS ROD STEWART GROVER WASHINGTON

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WSKZ/Chattanooga, TN Jack Carroll TERRI GIBBS ROD STEWART GROVER WASHINGTON

WSKZ/Chattanooga, TN Jack Carroll TERRI GIBBS ROD STEWART GROVER WASHINGTON

WKXI/Raleigh, NC Chris Blake PROBERE SMOX MAC DAVIS

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WKXI/Raleigh, NC Chris Blake PROBERE SMOX MAC DAVIS

PARALLEL TWO

PARALLEL TWO

PARALLEL THREE

MIDWEST
Most Added® Hottest
 Juice Newton John Lennon
 Eric Clapton Styx
 Steve Winwood REO Speedwagon
 April Wine

DISCS & HOTTS

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
 Grover Washington Jr. John Lennon
 Juice Newton REO Speedwagon
 Eric Clapton Styx

MIDWEST
PARALLEL TWO

82X/Columbus, OH
 Teri Nutter
 Elvis Presley
 Police
 Steve Winwood
 REO Speedwagon 1-1
 DOLLY PARTON 2-2
 JOHN LENNON 3-3
 DELBERT MCCLINTON 11-8
 BLONDE 15-13

KIO/Des Moines, IA
 A.W. Pantolo
 Juice Newton
 Grover Washington
 Police
 REO Speedwagon 1-1
 DOLLY PARTON 7-2
 JOHN LENNON 4-3
 DONNIE IRIS 17-10
 NEIL DIAMOND 19-12
 BLONDE 22-16

KOFM/Oklahoma City, OK
 Chuck Morgan
 Hall & Oates
 Phil Seymour
 Eric Clapton
 REO Speedwagon 2-1
 DOLLY PARTON 3-2
 JOHN LENNON 4-3
 Kool & The Gang 13-4

KRAV/Tulsa, OK
 Gary Reynolds
 CLIMAX BLUES BAND
 Donna Summer
 Juice Clapton
 TERRI GIBBS 4-1
 REO SPEEDWAGON 13-6
 STYX 12-9
 SHEENA EASTON 21-16
 BARBARA STREISAND 23-18

KZ39/Peoria, IL
 Keith Edwards
 Juice Newton
 APRIL WINE
 PHIL SEYMOUR
 GROVER WASHINGTON
 REO SPEEDWAGON 2-1
 STYX 6-4
 PAT BENTON 11-8
 HALL & OATES 18-11
 BLONDE 20-12

WRD/Grand Rapids, MI
 Ray Baker
 Terri Gibbs
 FIREFALL
 BARRY MANIOWAR
 ALAN PARSONS
 BARBARA STREISAND
 SHEENA EASTON
 REO SPEEDWAGON 2-1
 Kool & The Gang 2-1
 PAT BENTON 15-7
 DONNIE IRIS 24-12
 HALL & OATES 25-13

WHOT/Yountstown, OH
 Dick Thompson
 APRIL WINE
 PHIL SEYMOUR
 POLICE
 REO SPEEDWAGON 1-1
 STYX 4-2
 JOHN LENNON 1-1
 BLONDE 15-7
 RANDY MEISNER 16-8
 NEIL DIAMOND 19-11

WMEF/Fort Wayne, IN
 John Curry
 GROVER WASHINGTON
 CHAMPION
 SMOKEY ROBINSON
 JUICE NEWTON
 REO SPEEDWAGON 1-1
 STYX 12-2
 JOHN LENNON 5 1
 DON MCLAN 16-5
 CLIFF RICHARD 15-8
 BLONDE 25-10

WNA/Indianapolis, IN
 Dennis Jon Bailey
 BRUCE SPRINGSTEEN
 STEVE WINWOOD
 SHEENA EASTON
 HALL & OATES
 LEO SAYER
 REO SPEEDWAGON 2-1
 DOLLY PARTON 2-1
 EDIE RABBITT 3 2
 JOHN LENNON 6 5
 REO SPEEDWAGON 7-6
 DELBERT MCCLINTON 8-7

WOHO/Toledo, OH
 Jeff McCarthy
 ROVERS
 JUICE NEWTON
 SHEENA EASTON
 REO SPEEDWAGON 1-1
 STYX 12-2
 JOHN LENNON 5 1
 DON MCLAN 16-5
 CLIFF RICHARD 15-8
 BLONDE 25-10

WOW/Omaha, NE
 J.C. Corcoran
 GROVER WASHINGTON
 APRIL WINE (DP)
 REO SPEEDWAGON 7-4
 STYX 11-6
 NEIL DIAMOND 12-9

WVW/East Lansing, MI
 Jim St. John
 JUICE NEWTON
 DONNA SUMMER
 REO SPEEDWAGON 1-1
 DOLLY PARTON 7-2
 JOHN LENNON 4-3
 LEO SAYER 14-10
 BRUCE SPRINGSTEEN 27 17

WISN/Madison, WI
 Bern Starr
 POLICE
 JUICE NEWTON
 CLIMAX BLUES BAND
 SMOKEY ROBINSON
 REO SPEEDWAGON 1-1
 CLIFF RICHARD 6-2
 RONNIE MILSAP 15-5
 STYX 12-8
 STEVE WINWOOD 11-9

KWEN/Tulsa, OK
 Ronda Curtis
 ERIC CLAPTON
 CLIMAX BLUES BAND
 TOUCH
 JOHN COUGAR
 REO SPEEDWAGON 1-1
 STYX 12-9
 APRIL WINE 18-10
 PHIL SEYMOUR 17-11
 STEVE WINWOOD 20-13

WYFM/Youngstown, OH
 Jeff Tobin
 REO SPEEDWAGON 1-1
 Kool & The Gang 3-2
 DOLLY PARTON 9-4
 BLONDE 15-9
 PAT BENTON 11-10

WTWR/Detroit, MI
 Kurt Kelly
 EDELL GROSS
 REO SPEEDWAGON 2-2
 EDIE RABBITT 3-3
 RANDY MEISNER 25-20
 SHEENA EASTON 26-21

WAKX/Duluth, MN
 Bruce McGregor
 JUICE NEWTON
 ERIC CLAPTON
 REO SPEEDWAGON 1-1
 DOLLY PARTON 9-5
 JOHN LENNON 11 8
 NEIL DIAMOND 13 8
 AC/DC 17-9

WJAM/Appleton/Oshkosh, WI
 Wyn Taylor
 JUICE NEWTON
 MELANIE
 ANY TROUBLE
 REO SPEEDWAGON 1-1
 JOHN LENNON 4-1
 DON MCLAN 11-7
 PAT BENTON 15-12
 NEIL DIAMOND 21-15
 BLONDE 20-17

WGBF/Evanston, IL
 B.J. Hunter
 NEIL DIAMOND
 BLONDE
 REO SPEEDWAGON 3-1
 DOLLY PARTON 4-2
 JOHN LENNON 7-4
 STYX 12-6
 CLIFF RICHARD 11 10

WRRB/Sound Bend, IN
 Joe Lightner
 LEO SAYER
 BARBARA STREISAND
 REO SPEEDWAGON
 POLICE
 ERIC CLAPTON
 REO SPEEDWAGON 1-1
 STYX 2-1
 JOHN LENNON 8-2
 DOLLY PARTON 4 3
 ALAN PARSONS 7 6
 CLIFF RICHARD 14-8

WEST
PARALLEL TWO

KCPX/Salt Lake City, UT
 Gary Waldron
 FIREFALL
 HAWK
 FRANKIE/NOCKOUTS
 FLEETWOOD MAC
 ERIC CLAPTON
 JOHN JETT
 REO SPEEDWAGON 2-1
 REO SPEEDWAGON 3-2
 DELBERT MCCLINTON 8-4
 STYX 15-12
 ELVIS PRESLEY 16-13

KENO/Las Vegas, NV
 Bill Alexander
 GROVER WASHINGTON
 JUICE NEWTON
 REO SPEEDWAGON (DP)
 HOTTES: JOHN LENNON 2-1
 STYX 4-2
 BLONDE 7 3
 PAT BENTON 9-5
 STEVE WINWOOD 11-8

KERN/Bakersfield, CA
 Guy Davis
 STEVE WINWOOD
 GROVER WASHINGTON
 FIREFALL
 HOTTES: JOHN LENNON 1 1
 REO SPEEDWAGON 2-2
 NEIL DIAMOND 14-10
 DON MCLAN 15-11
 BLONDE 18 14

KGW/Portland, OR
 Janis Wojniak
 NEIL DIAMOND
 HOTTES: STEVE DAN 1-1
 EDIE RABBITT 2-2
 DOLLY PARTON 4-1
 CLIFF RICHARD 15-12
 JOHN LENNON 19-14

KJRB/Spokane, WA
 Brian Gregory
 APRIL WINE
 HOTTES: REO SPEEDWAGON 1-1
 Kool & The Gang 2-2
 CLIFF RICHARD 13-6
 BLONDE 17-7
 NEIL DIAMOND 15-8

KROS/Sacramento, CA
 Dennis Newhall
 JOHN LENNON
 MOLLY HATCHET
 HOTTES: JOHN LENNON 3-2
 ALAN PARSONS 10-6
 STEELY DAN 6-7

KRO/Tucson, AZ
 Kent Lacy
 STEELY DAN
 GROVER WASHINGTON
 JUICE NEWTON
 HOTTES: REO SPEEDWAGON 1-1
 DOLLY PARTON 9-5
 ALAN PARSONS 10-6
 HALL & OATES 20-16
 SHEENA EASTON 27 20

KTAC/Tacoma, WA
 Tom Jeffries
 POLICE
 DONNA SUMMER
 JUICE NEWTON
 CAROLAN JEFFRIES
 FOOLS
 CLIMAX BLUES BAND
 HOTTES: REO SPEEDWAGON 1-1
 JOHN LENNON 5-2
 BLONDE 11 8
 GROVER WASHINGTON 29-20
 ELVIS PRESLEY 30-25

KTKT/Tucson, AZ
 Ed Alexander
 GROVER WASHINGTON
 JUICE NEWTON
 REO SPEEDWAGON
 ERIC CLAPTON
 FRANKIE/NOCKOUTS
 HOTTES: JOHN LENNON 2-1
 DOLLY PARTON 9-5
 ALAN PARSONS 10-4
 CLIFF RICHARD 11-5
 OUTLAW 18-8
 BRUCE SPRINGSTEEN 20-10

WEST
PARALLEL TWO

YMO/Fresno, CA
 Ray Appleton
 SHEENA EASTON
 BARBARA STREISAND
 HOTTES: REO SPEEDWAGON 1-1
 NEIL DIAMOND 15-7
 DON MCLAN 16-10
 RANDY MEISNER 20-15
 BLONDE 25-19

KLUCC/Las Vegas, NV
 Randy Lunquist
 CLIMAX BLUES BAND
 JUICE NEWTON
 HOTTES: REO SPEEDWAGON 1-1
 STYX 5-3
 CLIFF RICHARD 8-5
 PAT BENTON 13 11
 STEVE WINWOOD 23 17

KMJK/Portland, OR
 John Shomby
 SHEENA EASTON
 GROVER WASHINGTON
 HOTTES: Kool & The Gang 4-1
 JOHN LENNON 3 2
 DOLLY PARTON 9-6
 AC/DC 13-7
 BLONDE 10-8

KIDY/Fresno, CA
 Dave Thomas
 GROVER WASHINGTON
 DONNA SUMMER
 POLICE
 HOTTES: JIMMY BUFFETT
 JUICE NEWTON
 RUPERT HOLMES
 HOTTES: JOHN LENNON 1-1
 BLONDE 6-6
 STYX 6-3
 RANDY MEISNER 12-12
 CON FANK SHUN 19-19

KYNO/FM/Fresno, CA
 Walker/Monster
 REO SPEEDWAGON
 SUGAR HILL GANG
 DONNA SUMMER
 HOTTES: BLONDE 1-1
 CON FANK SHUN 10-5
 REEDIMMS 17-10
 LAMARQUE 24-18
 TEDDY PENDERGRASS 26-20

KZZX/Albuquerque, NM
 Chuck Morgan
 HOTTES: STEELY DAN 3-1
 BOB SCAGGS 3-3
 EDIE RABBITT 6-4
 REO SPEEDWAGON 12-9
 DELBERT MCCLINTON 16-10

FM102/Sacramento, CA
 Lucifer/Manders
 GROVER WASHINGTON
 SHEENA EASTON
 PHIL SEYMOUR
 HOTTES: REO SPEEDWAGON 2-1
 EDIE RABBITT 7-4
 JOHN LENNON 10-8
 STYX 24-17

KSPZ/Colorado Springs, CO
 Mike Daniels
 STEVE WINWOOD
 GROVER WASHINGTON
 HOTTES: HALL & OATES 1-1
 DON MCLAN 7-2
 BARBARA STREISAND 22-12
 JOHN COUGAR 17-13

KYSN/Colorado Springs, CO
 Mark Murray
 GROVER WASHINGTON
 HOTTES: JOHN LENNON 1 1
 DOLLY PARTON 3-2
 STYX 5-3
 LEO SAYER 16-11
 NEIL DIAMOND 18-12

WEST
PARALLEL TWO

KEZR/San Jose, CA
 Bob Harlow
 SHEENA EASTON
 ERIC CLAPTON
 PHOEBE SNOW
 HOTTES: JOHN LENNON 2-1
 STYX 3-2
 CLIFF RICHARD 5-4
 DON MCLAN 7-5
 BARBARA STREISAND 13-10

KIDD/Monterey, CA
 Ron Rodrigues
 DONNA SUMMER
 HOTTES: REO SPEEDWAGON 4 1
 DOLLY PARTON 10-5
 STEVE WINWOOD 14-8
 STYX 15-10
 JOHN LENNON 17-12

KGGI/Riverside
 San Bernardino, CA
 Bob West
 ALAN PARSONS
 CHAMPION
 ELVIS PRESLEY
 HOTTES: CLIMAX BLUES BAND
 DONNA SUMMER
 FRANKIE/NOCKOUTS
 JOHN JETT
 DOLLY PARTON 10-7
 BARBARA STREISAND 14-8

KKXX/Bakersfield, CA
 Chris Squire
 HOTTES: REO SPEEDWAGON 1 1
 STYX 5-2
 AC/DC 2-3
 LEO SAYER 17 11

KNBQ/Tacoma, WA
 Barry/Roberts
 CLIMAX BLUES BAND
 ELVIS PRESLEY
 SMOKEY ROBINSON
 GARLAND JEFFRIES
 JOHNNY AVERAGE
 HOTTES: DOLLY PARTON 1-1
 REO SPEEDWAGON 4 2
 GUNN 7-7
 BLONDE 11-8
 PAT BENTON 12-10

K6M/Provo, UT
 Jim Sumpter
 CLIFF RICHARD
 GROVER WASHINGTON
 APRIL WINE
 HOTTES: BLONDE 1 1
 DOLLY PARTON 8-4
 STYX 11-5
 NEIL DIAMOND 15 5
 BARBARA STREISAND 12-7

FM103/Salt Lake City, UT
 Lorraine Winniger
 JOHN COUGAR
 38 SPECIAL
 ERIC CLAPTON
 EMILYU HARRIS
 HOTTES: REO SPEEDWAGON 1 1
 STYX 17-8
 TERRI GIBBS 14-9
 STEVE WINWOOD 29-23

KATI/Casper, WY
 Onna Fox
 JOHN COUGAR
 APRIL WINE
 EMILYU HARRIS
 HOTTES: JOHN LENNON 1-1
 STYX 10-7
 EDIE RABBITT 3-3
 BLONDE 8 6
 DON MCLAN 19-8

KCBM/Reno, NV
 Larry Irons
 PHIL SEYMOUR
 JUICE NEWTON
 STEVE WINWOOD
 SMOKEY ROBINSON
 TERRI GIBBS
 HOTTES: REO SPEEDWAGON 1-1
 DOLLY PARTON 1-1
 DOLLY PARTON 2 2
 NEIL DIAMOND 7 9
 DON MCLAN 19-10
 BLONDE 30-17

KOZA/Pueblo, CO
 Rip Avina
 JUICE NEWTON
 ERIC CLAPTON
 TOTO
 HOTTES: DOLLY PARTON 1-1
 REO SPEEDWAGON 2-2
 STYX 6-4
 BLONDE 11-7
 DON MCLAN 17-11

PARALLEL THREE

KFYR/Blairlock, ND
 Dan Brannan
 APRIL WINE
 FOOLS
 HOTTES: DOLLY PARTON 1-1
 REO SPEEDWAGON 3-2
 RANDY MEISNER 11-6
 STYX 14-10
 TERRI GIBBS 19-13

KRSL/Rapid City, SD
 Mark Hahn
 FLEETWOOD MAC
 ELVIS PRESLEY
 JUICE NEWTON
 HOTTES: EDIE RABBITT 1-1
 STEELY DAN 2-2
 DELBERT MCCLINTON 11-9
 RANDY MEISNER 14-11
 JOHN LENNON 20-14

KKRC/Sioux Falls, SD
 Don Nozdine
 APRIL WINE
 ELVIS PRESLEY
 JOHN COUGAR
 REO SPEEDWAGON 5-1
 STYX 3-2
 REO SPEEDWAGON 1-4
 ALAN PARSONS 10-9
 BLONDE 15-10

KKXK/Grand Forks, ND
 Jeff Parker
 BRUCE SPRINGSTEEN
 HOTTES: REO SPEEDWAGON 1-1
 JOHN LENNON 4-2
 STYX 11-7
 LEO SAYER 15-10
 BLONDE 21-15

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

WABC/New York
 WNBC/New York
 Q107/WRDX/Washington
 WGCL/Cleveland
 KC101(WCKI)/New Haven
 KLAZ/Little Rock
 WKIX/Raleigh
 WSEZ/Winston-Salem
 KSTT/Davenport
 KEYN-FM/Wichita
 WNCI/Columbus
 WISE/Asheville

PARALLEL THREE

KBOZ/Bozeman, MT
 Greg Williams
 HARRY CHAPIN
 GARLAND JEFFRIES
 ERIC CLAPTON
 EMILYU HARRIS
 HOTTES: JOHN LENNON 3-1
 STYX 17-8
 TERRI GIBBS 14-9
 STEVE WINWOOD 29-23

KATI/Casper, WY
 Onna Fox
 JOHN COUGAR
 APRIL WINE
 EMILYU HARRIS
 HOTTES: JOHN LENNON 1-1
 STYX 10-7
 EDIE RABBITT 3-3
 BLONDE 8 6
 DON MCLAN 19-8

KCBM/Reno, NV
 Larry Irons
 PHIL SEYMOUR
 JUICE NEWTON
 STEVE WINWOOD
 SMOKEY ROBINSON
 TERRI GIBBS
 HOTTES: REO SPEEDWAGON 1-1
 DOLLY PARTON 1-1
 DOLLY PARTON 2 2
 NEIL DIAMOND 7 9
 DON MCLAN 19-10
 BLONDE 30-17

KOZA/Pueblo, CO
 Rip Avina
 JUICE NEWTON
 ERIC CLAPTON
 TOTO
 HOTTES: DOLLY PARTON 1-1
 REO SPEEDWAGON 2-2
 STYX 6-4
 BLONDE 11-7
 DON MCLAN 17-11

JOURNEY

ACROSS AMERICA





**THANK YOU EVERYONE
THE JOURNEY BAND**



COLUMBIA



PARALLELS

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

Note: (*) Format dominance is based on the Monday-Sunday, 5AM-12Midnight, total persons 12 plus share as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS

216 REPORTS
216 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	65%	National
R	100	25	65
B	100	25	65
S	100	25	65
N	100	25	65

EXAMPLE

100/25 — 100 RTR reporting stations on it this week, 25 of those 100 added it this week.

65% — Percentage of this week's reporting stations playing it.

Regional Reach — Percentage of this week's reporting stations playing the song within the four tracking regions.

National Summary
Up 51 — Number of stations moving **↑** UP on their charts.

Same 24 — Number of stations holding it **STATIONARY** on their charts (on to on, add to on, 31, etc.).

Down 0 — Number of stations moving **↓** DOWN on their charts.

Adds 25 — Again, number of stations **ADDING** it this week.

(AC/DJ continued)

LP: (Artist)	Regional	%	National
114/25	114	25	63%
R	114	25	63
B	114	25	63
S	114	25	63
N	114	25	63

APRIL WALKER

Just Between You... (Capitol)
LP: Nature Of The Beast

Regional	114/25	63%	National
R	114	25	63
B	114	25	63
S	114	25	63
N	114	25	63

ERIC CLAPTON

I Can't Stand It (RSO)
LP: Another Ticket

Regional	58/58	27%	National
R	58	58	27
B	58	58	27
S	58	58	27
N	58	58	27

PAT BENATAR

Treat Me Right (Chrysalis)
LP: Crimes Of Passion

Regional	161/2	75%	National
R	161	2	75
B	161	2	75
S	161	2	75
N	161	2	75

CLIMAX BLUES BAND

I Love You (WB)
LP: Flying The Flag

Regional	61/18	28%	National
R	61	18	28
B	61	18	28
S	61	18	28
N	61	18	28

BACK IN BLACK (Atlantic)

LP: Back in Black

Regional	50/0	23%	National
R	50	0	23
B	50	0	23
S	50	0	23
N	50	0	23

BLONDIE
Rapture (Chrysalis)
LP: Autoamerican

Regional	176/8	81%	National
R	176	8	81
B	176	8	81
S	176	8	81
N	176	8	81

CON FUNK SHUN

Too Tight (Mercury/PolyGram)
LP: Touch

Regional	90/5	42%	National
R	90	5	42
B	90	5	42
S	90	5	42
N	90	5	42

SHEENA EASTON

Morning Train (EMI America)

Regional	161/24	75%	National
R	161	24	75
B	161	24	75
S	161	24	75
N	161	24	75

JOHN COUGAR

Ain't Even Done With The Night (PolyGram)
LP: North-Matters...

Regional	79/16	37%	National
R	79	16	37
B	79	16	37
S	79	16	37
N	79	16	37

NEIL DIAMOND

Hello Again (Capitol)
LP: The Jester

Regional	192/5	89%	National
R	192	5	89
B	192	5	89
S	192	5	89
N	192	5	89

TERMI GIBBONS

Ain't Lashin' (MCA)
LP: Somebody's Knockin'

Regional	112/16	52%	National
R	112	16	52
B	112	16	52
S	112	16	52
N	112	16	52

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	65%	National
R	100	25	65
B	100	25	65
S	100	25	65
N	100	25	65

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R	50	0	23
B	50	0	23
S	50	0	23
N	50	0	23

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LP: Hit Song

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B	100	25	65
S	100	25	65
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B	50	0	23
S	50	0	23
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B	100	25	65
S	100	25	65
N	100	25	65

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B	114	25	63
S	114	25	63
N	114	25	63

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B	50	0	23
S	50	0	23
N	50	0	23

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LP: Nature Of The Beast

Regional	114/25	63%	National
R	114	25	63
B	114	25	63
S	114	25	63
N	114	25	63

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B	58	58	27
S	58	58	27
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R	161	2	75
B	161	2	75
S	161	2	75
N	161	2	75

CLIMAX BLUES BAND

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LP: Flying The Flag

Regional	61/18	28%	National
R	61	18	28
B	61	18	28
S	61	18	28
N	61	18	28

BACK IN BLACK (Atlantic)

LP: Back in Black

Regional	50/0	23%	National
R	50	0	23
B	50	0	23
S	50	0	23
N	50	0	23

L

JOHN LENNON
John (Geffen)
LP: Double Fantasy
2120 38%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

RANDY MEISNER
Hears On Fire (Epic)
LP: One More Song
1782 83%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

LOVERBOY
Turn Me Loose (Columbia)
LP: Lovestuck
5918 27%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

RONNIE MILSAF
Smoky Mountain Rain (RCA)
LP: 1381 64%

Regional: 1 100%
N 100%
S 100%
W 100%

DON McLEAN
Crying (Millennium)
LP: Chain Lightning
1900 88%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

N

JUICE NEWTON
Angel Of The... (Capitol)
LP: Juice
11173 51%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

OUTLAWS
(Ghost Riders... (Arista)
LP: Ghost Riders
1103 51%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

ALAN PARSONS PROJECT
Glam People Play (Arista)
LP: The Turn Of A Friendly Card
1827 75%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

N

ELVIS PRESLEY
Guitar Man (RCA)
LP: Guitar Man
10417 48%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

DOLLY PARTON
9 To 5 (RCA)
LP: 9 To 5 And Odd Jobs
1950 90%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

QUEEN
Flash's Theme (Elektra)
LP: Flash Gordon: Soundtrack
620 28%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

SMOKEY ROBINSON
Being With You (Tamla)
LP: Being With You
5028 23%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

N

ALAN PARSONS PROJECT
Glam People Project (Arista)
LP: The Turn Of A Friendly Card
1827 75%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

POLICE
Don't Stand So Close (A&M)
LP: Zenyatta Mondatta
13821 64%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

REO SPEEDWAGON
Keep On Loving You (Epic)
LP: Hi Infidelity
2022 94%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

N

LEO SAYER
Living In A Fantasy (WB)
LP: Living In A Fantasy
1714 79%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
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P1 **P2** **P3**

EAAT: 100%
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P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

N

LEO SAYER
Living In A Fantasy (WB)
LP: Living In A Fantasy
1714 79%

Regional: 1 100%
N 100%
S 100%
W 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

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WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

P1 **P2** **P3**

EAAT: 100%
SOUTH: 100%
WEST: 100%

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies.

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STYX The Best Of Times (A&M) LP: Paradise Theater 2100 97%

PHIL SEYMOUR Precious To Me (Boardwalk) LP: Phil Seymour 13312 62%

GROVER WASHINGTON JR. Just The Two Of Us (Elektra) LP: Whitelight 14248 86%

STEVE WINWOOD While You See A... (Island) LP: Arc Of A Diver... 15724 73%

STEVE WONDER I Ain't Gonna Stand... (Tamla) LP: Hotter Than July 15211 70%

BARBRA STREISAND/ BARRY GIBB What Kind Of Fool (Columbia) LP: Gully 18311 85%

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Others Getting Significant Action

Continued from Back Page

TOUCH "Don't You Know What Love Is" (A&M) 2/5 Moves: Up 1, Same 5, Down 0. Adds 5. KINT, KWEN, WLKY, WKDY, KDDI, WBFM-FM 23. WJRO-FM 27, CHLW 28.3, KX106.3 25. JOE CHEMAY BAND "Proud" (Unicom) 2/4 Moves: Up 1, Same 13, Down 0. Adds 4. WAQY, KPHI, WFYI, WYTN, WJFI on WHYN 33.28. WSPF 15.6, KCRB 35.31. LAKEVIEW "Fantastic Voyage" (Solar/RCA) 2/32 Moves: Up 14, Same 5, Down 2. Adds 2. 14WK, WWSA, WXKS-FM 26.24, 13K 30.27, KSET-FM 4.1, WMLB 13.10. FRANKIE & KNOCKOUTS "Sweetheart" (Millennium) 2/21 Moves: Up 1, Same 0, Down 0. Adds 21 Including 94G, WFYI, G106, WHYY, 9J105, WGH, WLXZ, KPCC, KTXT, WFBG, FM96, KYVA. 38 SPECIAL "Hold On Loosely" (A&M) 19/11 Moves: Up 2, Same 8, Down 0. Adds 1. WPST, D10E, KINT, KXXX, WAAT, Y110. WSPD, KX104, WGSF, FM102, WFBG. STEELY DAN "Time Out of Mind" (MCA) 19/7 Moves: Up 5, Same 5, Down 0. Adds 6. WFLI, KRKZ, KX102, WYI, KRQ, Z102, WSPF, KENI, 96XZ 24.21, K104 38.32, KRQ 8.6. JOHNNY AVERAGE BAND "Ch Ch Cherie" (Bearsville/WB) 18/8 Moves: Up 1, Same 5, Down 0. Adds 6. KWIG, WLDX, WAAY, KJ106, WHYY, KFCD, K104 40.33, WSPF 30.28. BADFINGER "Hold On" (Radio/A&M) 18/8 Moves: Up 1, Same 10, Down 1. Adds 6. KWIG, WLDX, WAAY, KJ106, WHYY, KFCD, K104 40.33, WSPF 30.28. NIGHT "Love On The Airwaves" (Planned 19) Moves: Up 5, Same 10, Down 1. Adds 0. WFLY 29.26, WSPF 34.31, WAEB 28.25, WVIC 40.25, WCR 16.14, KEN 26.28, KCRN 18.18. PHOENIX SNOW "Games" (Ringside) 17/7 Moves: Up 1, Same 5, Down 0. Adds 4. KBEC, WOLF, WCSB, KEZR, WCGG, WKXY, KRJC. 94G on. SPYRO GYRA "Cafe Amour" (MCA) 17/1 Moves: Up 5, Same 7, Down 3. Adds 1. KRCL, WBFM-FM 17.14, WBBF 22.02, WLCY 20.15, WFLB 30.27, KBOZ 26.22. LYO "Shine On" (A&M) 17/0 Moves: Up 5, Same 3, Down 5. Adds 0. Y100 5.6, WCKX 3.1, KEARTI 9.3, KRLA 22.18, KIIS-FM 15.1, WAKY 15.10, 102.5 5.3, WHYY 17.10, WWSA 29.25. RINGS "Let Me Go" (MCA) 16/10 Moves: Up 3, Same 3, Down 0. Adds 10. WBFM-FM, KUVD, WHFM, WHYY, WKEE, KQSA, WJAZ, WMLB, WFLA. DICE STRAITS "Skateaway" (WB) 18/0 Moves: Up 6, Same 3, Down 7. Adds 0. WFLY 29.27, K104 6.6, 14WK 18.14, WCR 29.28, 96XZ 16.16, KX106.3 25.21. WHISPERS "It's A Love Thing" (Solar/RCA) 15/3 Moves: Up 5, Same 6, Down 1. Adds 3. WTLX, WGN, WOLF, KX104, KRLY 24.22, KRLA 6.26, K104 38.32. CHRIS MONTAN "Let's Pick It Up (Where We Left Off)" (DDB) 15/1 Moves: Up 1, Same 11, Down 0. Adds 1. KQSA, WERC 6.22, K100 25.22, K104 40.27. RUPERT HOLMES "Blackjack" (MCA) 14/3 Moves: Up 3, Same 8, Down 0. Adds 3. KINT, BJ105, K10Y, K106, WICC 28.24, WHYN 4.27, WJRO 26.22. NICOLETTE LARSON "Ooo-Ee" (WB) 14/0 Moves: Up 8, Same 8, Down 0. Adds 0. 94G 26.24, KBEC 8.6, K104 35.23, KINT 36.24, KWIC 10.15, WFLY 15.10, 95.1 40.36, KCRN 38.38. MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 13/5, Moves: Up 5, Same 3, Down 0. Adds 5. KPZL, WOLF, WAKY, KX104, WROV, KIIS-FM on WFLY 15.10, WJRO 26.22. AMBROSIA "Outside" (Full Moon) 13/1 Moves: Up 10, Same 2, Down 0. Adds 1. Y100 5.6, WCKX 18.15, KRBE 18.14, Y103 27.21, K104 38.32, WFLY 27.26, K106 38.38. TASTE OF HONEY "Sulky" (Capitol) 12/4 Moves: Up 6, Same 2, Down 0. Adds 4. KIIS-FM, KQSA, WJAZ, BJ105, WKSX 6.26, KRLA 6.26, WFLY 29.27, WJRO 26.22, WFLB 30.27. MCGUFFEY LANE "Long Time Lovin' You" (A&M) 11/0 Moves: Up 5, Same 4, Down 2. Adds 0. WZZP 6.26, Q102 22.17, WOLF 40.38, KPCC 29.26, WCR 16.14, K104 38.32. ROD STEWART "Somebody Special" (WB) 11/0 Moves: Up 1, Same 3, Down 0. Adds 6. WFLY, K104, KX100, WSKZ, WWSA, WCGG. SISTER SLEDGE "I'm American Glee" (Capitol) 10/1 Moves: Up 8, Same 3, Down 0. Adds 1. WFLY, WJRO, 102.5 5.3, KINT 3.28, 14WK 6.28, FM99 21.1. GAP BAND "Burn Rubber On Me" (Mercury/PolyGram) 10/0 Moves: Up 10, Same 0, Down 0. Adds 0. WXLX 36.25, WKSX 4.18, KRLY 12.09, KRLA 16.8, WJAZ-FM 16.12, KSET-FM 22.18, WHYY 38.31, KVOL 18.12. CRAZY JOE & VARIABLE SPEED BAND "Eugene" (Casablanca/PolyGram) 10/0, Moves: Up 3, Same 7, Down 0. Adds 0. JB105 2.1, WSGN on WAAY on WSGA 31.28, KVOL 18.12. GARLAND JEFFREYS "96 Tears" (Epic) 9/8 Moves: Up 0, Same 1, Down 0. Adds 0. WOLF, KINT, WOLF, KNBC, KTAC, KBOZ, KRLC, KJPD on.

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THE DOOBIES' "TRAIN" HAS ARRIVED AT THESE STATIONS:

WBEN-FM add 36
WTIX add
KQ94 26-22
KXX106 29-26
WSGN deb 23
WQRK 30-27
WRVQ deb 26
WVIC add
WSEZ add
KSPZ 23-17
FM103 deb 29
WGUY 26-22

WLBZ deb 28
95XIL 39-33
WHNY deb 30
WFLB add
KATI 31-28
KOOK add
WCAO on
KS95FM on
KFRC 37-35
KUPD on
K104 deb 37
WKEE on

KSRR 35
WERC add
WAAY on
Y103 on
Z104 on
KEYN-FM on
14WK on
WFOX on
WCGQ on
WISE on
KENI on
KBOZ on

FOR RADIO, IT'S ALREADY SUMMER-TIME!

WBEN-FM add 38
WFIL on
WIFI on
WXKS deb 29
CKGM add
Z93 add
KFI add
KSF on
KOPA deb 29
WFBR add
WICC add
WKEE add
KSET-FM add
KINT deb 40
KHFI add

KBFM add
KWIC add
KQ94 add 29
WAAY on
Y103 deb 38
BJ105 40-34
WBBQ on
KX104 on
WGH deb 19
WQRK add
WVIC add
KRAY add
KLAZ add 34
KYNO-FM add
KIOY add 30

KIDD add
KTAC add 33
KZZP 26-23
KRQ 30-24
KHYT on
95XIL add
WSGA add 33
95SGF add
WFOX on
FM99 add
WKXY add
KVOL add
KQDI add
KRCL on

"KEEP THIS TRAIN A ROLLIN'"

DOOBIE BROTHERS

"WHO DO YOU THINK YOU'RE FOOLIN'"

DONNA SUMMER



Produced By: Ted Templeman

ON WARNER BROS. RECORDS



Susan Munao Management Co., Inc.

Manufactured by Warner Bros. Records, Inc.

THE PICTURE PAGE

20th "Guided" To Canova



TV star ("I'm A Big Girl Now") Diana Canova has signed with 20th Century-Fox, executives of which company are pictured reading up on her in a "TV Guide" cover story. Shown (l-r) are 20th's Michael Stewart, Renee Weiss and Wendy Grasberg, VP Mort Weiner, label's Brenda Gaffner, VP Dave Parks, 20th's Paula Jeffries, Canova, 20th President Neil Portnow, producer Steve Nelson, agent Arnold Rifkin, 20th Publishing President Herb Eiseman, and label's Cheri Bly.

Rings Around MCA



MCA's Rings were showcased at the label's recent convention in L.A. Pictured afterward (l-r) are MCA VP Santo Russo, MCA's Roman Marcinkiewicz and Steve Shapiro, group's Bob Gifford and Mark Sutton, label's Brad Hunt and Linda Feder, VP Pat Pipolo, MCA's Arthur Patterson, and President Bob Siner.

Elektra/Asylum And Gamma Too



Elektra's Gamma recently played L.A.'s Country Club in support of their "Gamma II" album. Pictured (l-r, standing) backstage are independent promotion rep Bobby Zurich, group's Jim Alcivar, E/A VP Burt Stein, Gamma's Davey Pattison, Denny Carmassi, Glen Letsch, and Ronnie Montrose, Bill Graham Management's Connie Jester, and E/A's Marty Schwartz; (l-r, seated) E/A VP Bryn Bridenthal, and label's Scott Burns and Roy Smith.

L.A. Rockets Blast



RSO's Rockets played at L.A.'s Sports Arena recently, and were joined by label personnel backstage. Pictured (l-r) are RSO's Janis Lundy and Ron Lanham, group's Dan Keyton, Jim McCarty, Donny Backus (front), Dennis Robins and Dave Gilbert, label's Robin Wren, group's Johnny Badanjek, and RSO's Cash Landy and Sarah McMullen.

Pages Turn To Capitol



The Pages have signed with Capitol Records, and will release their third album (first for their new label) in March. Pictured (l-r, standing) are manager George Ghiz, Capitol VP's Dennis White and Bruce Wendell, and attorney Mickey Shapiro; (l-r, seated) group's Steven George, label VP Bobby Colomby, and group's Richard Page.

Columbia's Great Buildings Plans



Columbia Records has signed L.A. band Great Buildings, celebrating the occasion in front of the CBS building in Century City. Pictured (l-r, front) are group's Ian Ainsworth, Richard Sanford, Danny Wilde, and Phil Solem, plus Columbia VP Terry Powell; (l-r, rear) label VP Mickey Eichner, CBS VP/GM West Coast Myron Roth, label's Peter Philbin, manager David Harper, and Columbia VP Michael Dilbeck.

Reed Rolls Back To RCA



Lou Reed, who recorded for RCA Records for most of the early 70's, has re-signed with the label. He's pictured (right) toasting his return with label President Bob Summer.

Group Therapy Signs Fortnox



Newly-formed Atlanta management firm Group Therapy has signed to represent local trio Fortnox. Pictured at the ceremony are (l-r, rear) Group Therapy founder Wynn Jackson and Business Manager Robert Falanga; (l-r, front) Fortnox's Joel Shipp, Rick Fowler, and Nathan De Foor.



Jeff Gelb AOR

The Progressive Survivors (Part Two)

This week we continue our conversations with the programmers at many of the surviving progressive AOR's throughout the country. Commenting on the state of their art and the future of progressive rock radio are WHFS/Washington's David Einstein, KTYD/Santa Barbara's Jim Trapp, KTIM/San Rafael's David T., KKSN/Portland's Bob Simmons, and WXRT/Chicago's Norm Winer.

WHFS:

Twelve Years And Counting

WHFS/Washington PD David Einstein describes his station as "a class C in a class A market. I think it's incredible we do as well as we have given our signal problems." WHFS has been around for twelve years, getting fairly steady 1.2's or 1.3's in the ARB 12+ column. It's not much, but it's enough when management and sales personnel understand the uniqueness of the WHFS format, and know how to sell it.

Einstein described the station: "We're playing music that a forward-thinking audience is interested in hearing - basically, it's what progressive radio stations have been about since the late sixties. We try to present that format with as much attention to detail as possible, not only in musical presentation, but also in our attitude toward news, public service and promotions.

"For instance, we've never bought TV and don't plan to. We buy print ads but place them in college papers or wherever we know we can hit our target audience. We try to deal with the audience we know is really there as opposed to striving for a mass audience. We realize our format develops a different, more specific audience."

When asked why he feels more stations aren't interested in taking this approach to radio, Einstein guessed, "Ten years ago you could purchase a station for one-tenth what you'd pay now. People who pay so much for stations need to make their money back more quickly. Because of that, they go for the more lucrative formats, and in most cases, those are the tighter formats."

How has WHFS been able to maintain its progressive image in the competitive Washington radio arena for so long? Einstein attributes it to "luck, and the way things come down. I've been very fortunate to be able to participate in this experiment for so long."

KTYD: A Spectrum Approach To Music

KTYD/Santa Barbara started eight years ago with a group of disc jockeys who'd had, as PD Jim Trapp put it, "a bellyful of tight radio,"



"If, within an hour, you can make McCoy Tyner flow into the Clash, then you're doing a good job at this radio station." — Jim Trapp, PD, KTYD/Santa Barbara



"KTIM used to be an automatic add: send a record and it went in the studio. We don't do that anymore."

— David T., PD, KTIM/San Rafael

along with some veteran Bay area progressive radio jocks who wanted to try that format in Southern California. Though Santa Barbara itself is not an overly competitive marketplace, most of nearby L.A.'s AOR's can be heard as well, which makes Trapp's job doubly difficult. "I do attempt to sound different from the L.A. stations," he said, "but I don't attempt to compete with them. They seem to do a good enough job over-competing with one another. Musically speaking, they seem to define one another's limitations very well."

As for KTYD's music, Trapp said the station takes a "spectrum approach" to music programming: "You address as many different kinds of music as you can make flow together. If, within an hour, you can make McCoy Tyner flow into the Clash, then you're doing a good job at this radio station. We do have a music system here, because progressive stations have the tendency to sound different jock by jock, which works against the station's overall personality. You have to have some kind of discipline, but I don't think it has to be imposed from above. I think it should come from the staff itself."

KTYD's music is not research-dominated, owing to the expenses involved. Instead, the entire airstaff comprises a rotating music council, meeting regularly to decide on new musical adds. "Within a period of four months everyone here has a say over what gets played," reported Trapp.

He is optimistic about the future of KTYD and progressive radio. "I think tight radio has an exaggerated dependence on 18-24 males," he stated. "Considering where the population bulge is going in this country, I think that is a formula for a constantly diminishing audience. Today's 25-plus audience is firmly rooted in rock and roll. I believe it's entirely possible to address that audience with a musical format that touches down on all kinds of music those people have come in contact with since they first started listening to radio. If you focus in on that older demo, as we do at KTYD, I think this kind of radio can be very successful."

KTIM: A Lifestyle Station

Further on up the road, in San Rafael to be exact, is KTIM, now the Bay Area's sole progressive outlet (since KSAN/San Francisco's switch to Country). KTIM has been on the air in its present form since 1972, though the station did go through a facelift several months ago when new owners hired new management and programmers.

PD David T. explained the station's recent changes and their effects on KTIM's musical profile. "KTIM used to be an automatic add: send a

record and it went in the studio. We don't do that anymore. We hold music meetings twice a month, screen records, and not all tracks are open on the albums.

"It's a judgment format for the jocks, who still have 90-95% choice in the matter of picking cuts once an album is in the studio. Every move a jock makes, he has to decide if it's the best thing to do at that time. He has to look at where he's been and where he's going musically."

David continued, "Our music library is broken down by generics: country, blues, R&B, traditional jazz, etc. The jocks think in terms of musical styles. The object of the game is to play quality tunes but not to get stuck in a rut. Our jocks have to be able to weave from one musical form to another, while varying pace, intensity, and flow."

Music isn't KTIM's only selling point. According to David T., "We're trying to become a lifestyle station. In any given hour of the day we have a nonmusical special on stock news, traffic reports, in-depth news, etc. We employ two full-time producers of nonmusical special programs that run six times daily. We have 35 nonmusical features running regularly right now."

KTIM's programming is vigorously supported by management. David T. remarked, "GM Don Platt agrees with my philosophy for the station: to make it an adult variety radio station. Our success is not geared to the ratings at all. We do our own surveys within Marin county and they show us doing quite well. We reach 50% of the 18-49's here, and that's what we sell."

"I'd like to see more stations get into programming more variety," said David. "That's what progressive radio really is: not being bagged into thinking that white people don't like black music, or that rock can't be segued into jazz. Once you start playing anything besides white rock and roll, the rest is easy. The first step out of that rut is the hardest."

KKSN: Making Progress

Portland is one of AOR radio's most heated markets, with KGON and KQFM rocking hard, KINK concentrating on fusion jazz, and KKSN playing what PD Bob Simmons calls "25 years of the best of rock and roll." In the most recent ratings, KKSN rose 1.0 to 1.6 but remained fourth SURVIVORS/See Page 40

Wanted: One Progressive Personality

When your radio format demands both musical knowledge and personality, your choices for finding winning jocks are greatly diminished in these days of tight-listed AOR's. WXRT/Chicago has been searching for a morning air personality for months; so far their efforts have been fruitless. PD Norm Winer commented, "I used to go to college radio programming conferences and say discouraging things about students' prospects as future broadcasters, because there were too few positions and too many talented people to fill them. Now, however, radio demands so much less from an air personality in terms of sheer distinctive personality that I've become more hopeful. There are an awful lot of people with no talent in radio."

"College radio used to be a place to experiment, to try new things; it was the birthplace of progressive radio. Now most college stations are doing 'pretend-AOR,' despite the fact that they don't have to compete with commercial stations."

"We're left looking elsewhere for someone with unbridled enthusiasm and openness to the uses of radio, someone who uses radio as his canvas. The number of people who sound like no one but themselves on radio throughout the country today are very few, and those are the people who deserve to have the jobs."

Jeff Bell

Survivors

Continued from Page 39

in 12+ figures among the city's AOR's. PD Bob Simmons (who is also part-owner of the station) is concerned but has a game plan for KKSJ: "I can't argue with KGON's 40 share of 18-24's," he said, "but when they get to 25 the audience has gone all over the place. We have triple their numbers in 25-34's."

"We did 60% better than last book," Simmons continued, "which isn't great. We expected more, but did well in our target audience: 25-34 men. As long as I see progress being made with each book, I know I'm on the right track. What we're doing takes a long time to build. I don't know whether we'll ever be a monster, but if we can reach and hold onto the discerning listener, then we can build around him. I'm not going to compromise a great deal to get numbers. I do intend to put a bit more regularity into what we play; just fine-tuning, no big changes are contemplated. The general response is good enough that I think this thing will work."

WXRT: Proving Progressive Sells

One of AOR's best-known and loved progressive outlets is WXRT/Chicago, which has been programming progressive music for nine years. Its ratings have been steady if unspectacular, and always salable, according to PD Norm Winer. "The reason we're continuing along these lines is because ownership and management are totally devoted to this form of radio," he said. "There are limitations to our appeal ratings-wise. Rather than sell the station quantitatively, we've done a lot of research that puts forward the proposition that WXRT, from a qualitative standpoint, offers advertisers the kind of consumers they're looking for. People listening to us are primary purchasers of cameras, imported cars, stereo equipment, etc."

If progressive AOR sells, why isn't it more popular? Winer answered, "It's the greed factor; most stations are licensed mainly as meal tickets. Most owners, given the choice of being widely



"Progressive no longer means esoteric."

— Norm Winer, PD, WXRT/Chicago

respected for owning a station with dignity as opposed to being a millionaire with a station raking in the cash hand over fist, would take the money. I can't really fault them for that.

"But we're in the process of proving that progressive radio can make money," he continued. "WXRT has made increasing amounts of money every year of its operation. We're doing very well. Progressive no longer means esoteric. We think we've found a way to make a more progressive form of radio than what people can hear elsewhere in Chicago, and it's commercially viable. It's not a matter of the self-indulgence of the sixties underground stations. We're not just playing the groups we like. We're playing music our audience wants to hear; we're just playing a broader spectrum of music than the other stations in town because we think that's what our audience has come to expect from us."

What are the rewards of doing progressive radio in the Eighties? Winer responded, "It's the knowledge that you're being honest with yourself and your listeners, to know you're not trying to subvert them for your owner's motives. You're not just going for the bucks. We are genuinely trying to entertain and enlighten our listeners, to accompany and inform them. We're not going for the quick buck because we want to be here next year. Here in Chicago, stations and formats have come and gone, but WXRT has continued for nine years because we're consistent: people know we'll always be exciting to listen to."

"At this point," he confided, "there are certainly jocks making more money in this market than we do at WXRT. But there are also an awful lot of people at other stations in town who, in their hearts, would rather be making a little less money but maintaining the ideals we do here."

EVOLUTION

Say hello to WIZD/Ft. Pierce, FL, switching from CHR to AOR in about two weeks. Scott Fisher programs the 100,000 watt outlet, and John Sebastian will consult . . . and say goodbye to WRHY/York, which is automating and switching from AOR to the "biggest hits of the 20's, 30's and 40's" . . . and to KILT-FM/Houston, which has switched from AOR to Country . . . Here's the rundown on the new airstaff at KENO/Las Vegas: Keith Richards has been hired from WRXL/Richmond for mornings; Lark Williams handles middays, PD Jesse Summers does afternoon drive; Scott Jameson joins from WKLS/Atlanta for nights, and Francis Frampton hosts overnights . . . Tac Hammer is stepping down as PD of KQRS-FM/Minneapolis; Alan Young is his successor . . . Randy Davidson has been upped to Operations Manager at WZZX/Louisville and the airstaff's Susan Austin has been named MD . . . Former KLBK/Austin PD Glen Mason has joined KISS-FM/San Antonio as News Director . . . As expected, David Bernstein has been given the official nod as PD at WAAF/Worcester. The airstaff's Rob Barnett has been named MD . . . Sean Scott has been named PD at WMAD/Madison as former PD Barry Grant has exited . . . Former WORJ/Orlando MD Bill Mims has been hired as MD for KDUK/Honolulu . . . Jeff Curry from KC103/Evansville has joined KQDS/Duluth as MD, as Annie Steamer has stepped down to concentrate on her airshift . . . Mary Pillinger has been named MD for WYMX/Augusta . . . Several new faces at WTUE/Dayton: Sean McDowell has joined for the morning show, as Sandi Smith has taken over nights and Dan Covey has been hired for weekends . . . Former KPRI-FM/San Diego night-time air personality Bree Bushaw has joined competing KGB-FM, replacing departing overnighter Wendy White.

following statement: "The facts are that we had a 9.1 and they had a 4.2. We're #2 12-plus, #1 18-24, #1 18-34, #1 18-49. In exclusive came we have five times the exclusive came of WBCN. The most desirable demo being bought these days is 25-54. Neither WCOZ, nor WBCN nor any other AOR does particularly well in that demo. The second most popular agency buy right now is 18-34; WCOZ dominates 18-34. The third most popular category is 18-49, and we dominate that as well."

"We have never run an Oxy-5 or pimple cream commercial in the history of the radio station and never will."

"They accuse us of being subjective in our music decisions, while each of their announcers makes the decisions as to what is right or wrong for his listeners, which is certainly subjective."

"Tony has no concept of call-out research. His comments make that obvious."

"In trying to say that WBCN is the record-buying audience, he goes against the grain of what has traditionally been the AOR record-buying audience: 18-24's. We have both the 18-24's and the teen record-buyers."

"Concerning the amount of money the stations can make, January is traditionally for radio the weakest month. Despite that, WCOZ has achieved the highest sales week in its history during January because of these ratings."

"I find the attempt on his part to make a comparison between who is successful and who isn't totally blind and in left field, and demonstrative of how far out of reality he is as a programmer."

COMING NEXT WEEK: With the Fall Arbitrons now all present and accounted for, we'll take an in-depth look at how AOR radio fared this time around. We'll be printing 12+ figures for all major market AOR's for the last two books, and include some commentary on notable success stories. We'll also check out how the various consulted AOR's fared, and speak with several winning programmers. Next week: The State of the Art of AOR.

UPDATE

Looks like AOR's highest 12+ ratings figure came from Lafayette, Indiana, where WXUS debuted its AOR format with a stunning 19. Hats off to PD Stuart McRae, MD Bob Majersky and the entire staff. Comments from Stuart coming next week. Also congrats to MD Majersky on his marriage to Tina. The happy duo are honeymooning in the deep South . . . KISW/Seattle's Rockworld drew over 20,000 to a lifestyle fair that included sporting demonstrations, rock video theatre, and sale booths . . . In last week's mention of AOR consultant John Sebastian's address, the zip code was incorrect. Make that 85018 . . . Happy 11th anniversary to KSPN/Aspen . . . And happy tenth to WRIF/Detroit, which is celebrating with a solid month of special concerts, listener parties, and prize-winning tickets to see the Who in concert in England . . . Welcoming John Fisher as new WMET/Chicago morning man this past Monday with pretaped greetings were the Illinois Governor and Chicago Mayor . . . More anniversary best wishes, to WPLR/New Haven, about to celebrate its tenth. MD Eddie Wazoo is looking for rock star greetings to tape. Contact Wazoo at (203) 777-8617 . . . Happy tidings for WKLC/St. Albans, WV PD Chuck Geiger, whose wife Janis just gave birth to an 8-lb. baby girl . . . New AOR WIZD/Ft. Pierce needs album service immediately. Contact PD Scott Fisher at Box 99, Ft. Pierce, FL 33450, or call (305) 461-0099 . . . KAZY/Denver celebrated .38 Special's area appearance with interviews, an autographing party for the band's new A&M album, and 1000 commemorative backstage-type passes that were handed out at the group's Denver concert date . . . WCMF/Rochester's Homegrown album has arrived, with songs from eleven area bands.

Promotion of the Week



YOU CAN LEAVE YOUR (UNDER)PANTS ON: KY102/Kansas City revealed a new wrinkle in station merchandising when it unveiled its own "KY102 Party Pants."

Current plans are to print an initial run of 500 briefs, some of which will be given away as promotional prizes and others sold through local retail outlets for about \$3.50.

According to the station's Jay Cooper, who helped conceive the idea, "These party pants can be worn over or under the outerwear. If worn under the outerwear the wearer can sport a pin that says "KY102 Party Pants" with an arrow pointing downward." Could this be the beginning of jock rock?

AOR

Radio & Records

Album Airplay / 40

Chart Summary

February 20, 1981

156 REPORTERS

Album cuts are listed in order of airplay preference.

1/30	2/6	2/13	2/20	Artist	Album	Label
4	3	1	1	REO SPEEDWAGON	Hi Infidelity (Epic)	"Keep" "Don't" "Tough" "Run"
5	2	2	2	STYX	Paradise Theater (A&M)	"Best" "Rockin'" "Snowblind"
1	1	3	3	JOHN LENNON & YOKO ONO	Double Fantasy (Geffen)	"Woman" "Wheels" "Losing"
12	11	7	4	STEVE WINWOOD	Arc Of A Diver (Island)	"Chance" Title "Woman" "Train"
2	4	4	5	BRUCE SPRINGSTEEN	The River (Columbia)	"Fade" "Ramrod" "Ties" Title
29	16	9	6	JOURNEY	Captured (Columbia)	"Party's" "Dixie"
3	5	8	7	STEELY DAN	Gauche (MCA)	"Time" "Nineteen" "Sister" Title
8	7	5	8	OUTLAWS	Ghost Riders (Arista)	"Riders" "Angels" "Horses" "Wells"
15	14	12	9	APRIL WINE	Nature Of The Beast (Capitol)	"Queen" "Between" "Town"
7	6	6	10	ALAN PARSONS PROJECT	The Turn Of A... (Arista)	"Games" "Price" "Home" "Snake"
13	13	14	11	MANFRED MANN'S...	Chance (WB)	"For You" "Lies"
9	9	10	12	POLICE	Zenyatta Mondatta (A&M)	"Stand" "Tears" "Running" "Do Do"
10	10	13	13	DIRE STRAITS	Making Movies (WB)	"Skateaway" "Tunnel" "Expresso"
—	22	18	14	.38 SPECIAL	Wild-Eyed Southern Boys (A&M)	"Hold" "Fantasy" "Hitin'" "Honky"
6	8	11	15	ROD STEWART	Foolish Behaviour (WB)	Title "Wings" "Dance" "Dead"
20	17	19	16	LOVERBOY	Loverboy (Columbia)	"Turn" "Kid"
14	15	17	17	DONNIE IRIS	Back On The Streets (MCA)	"Ah! Leah!" "Agnes"
28	18	17	18	TOTO	Turn Back (Columbia)	"Elenore" "Gun" "Live"
11	12	16	19	FLEETWOOD MAC	Live (WB)	"Fireflies" "Afraid" "Well"
27	25	20	20	UFO	The Wild The Willing... (Chrysalis)	"Killing" "Chains" "Moves" "Heart"
18	19	22	21	WARREN ZEVON	Stand In The Fire (Asylum)	Title "Werewolves" "Lawyers"
35	30	26	22	CLASH	Sandinista! (Epic)	"Police" "Murdered" "Skin" "Seven"
39	31	25	23	RANDY MEISNER	One More Song (Epic)	"Hearts" "Deep"
—	39	29	24	GRACE SLICK	Welcome To The Wrecking... (RCA)	"See" "Mistreater" "Ball" "Love"
—	—	33	25	ELVIS COSTELLO &...	Trust (Columbia)	"Clubland" "Whisper" "Knuckles"
16	20	21	26	PAT BENATAR	Crimes Of Passion (Chrysalis)	"Treat" "Hit" "Hell" "Paradise"
19	23	24	27	BLONDIE	Autoamerican (Chrysalis)	"Rapture" "T-Bird" "Tide"
—	—	38	28	SHERBS	The Skill (Atco)	"Skill" "Turning" "Love" "Juliet"
17	21	23	29	AC/DC	Back In Black (Atlantic)	Title "Pollution" "Shook"
—	—	—	30	TODD RUNDGREN	Healing (Bearsville/WB)	"Time" "Healer" "Healing Pt. I"
30	32	28	31	FIREFALL	Clouds Across The Sun (Atlantic)	"Staying" Title
36	36	34	32	NIGHT	Long Distance (Planet)	"Airwaves" "Dr. Rock"
—	—	—	33	JIMMY BUFFETT	Coconut Telegraph (MCA)	"Weather" Title "Job" "Older"
37	37	35	34	NICOLETTE LARSON	Radioland (WB)	"Ooo-Eee" Title
26	27	27	35	DELBERT McCLINTON	The Jealous Kind (Capitol)	"Giving" "River"
25	28	30	36	MICHAEL STANLEY BAND	Heartland (EMI America)	"Can't"
—	—	—	37	PHIL SEYMOUR	Phil Seymour (Boardwalk)	"Precious" "Baby" "Blow" "Dance"
—	—	—	38	RINGS	Rings (MCA)	"Let" "Dancin'"
—	—	—	39	NAZARETH	The Fool Circle (A&M)	"Dressed" "People"
23	24	31	40	EAGLES	Eagles Live (Asylum)	"Road" "Run" "Hotel"

New Entry

REO and STYX were virtually tied in total reports and point values for number one, REO just edging STYX because of singles reports and key station mentions. LENNON held rock steady as WINWOOD jumped up. SPRINGSTEEN remained strong in total mentions. JOURNEY resumed as STEELY DAN moved up. APRIL WINE hit top ten, showing rotation gains. MANN moved up as DREK maintained. .38 had a great week of rotational conversions. LOVERBOY resurfaced as UFO held its own. ZEVON inched up as CLASH climbed. MEISNER moved up, while SLICK and COSTELLO showed strong rotational increases. SHERBS climbed as TODD debuted. NIGHT continued its steady climb as BUFFETT debuted. NICOLETTE inched up. SEYMOUR, RINGS and NAZARETH all debuted. XTC came close to charting this week.

The Album Airplay/40 chart represents activity based on a combination of add, medium and not album reports and singles mentions. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold type are also current singles.

MOST ADDED

1	2/20	2/13	2/6	1/30	1/23
1	RUSH	26/26	0/0	0/0	0/0
2	ELVIS COSTELLO...	79/23	43/29	36/25	3/0
3	SHERBS	68/23	58/24	58/56	2/2
4	JIMMY BUFFETT	55/19	46/40	4/6	0/0
5	DOC HOLLIDAY	16/16	0/0	0/0	0/0
6	NAZARETH	46/14	42/18	43/42	0/0
7	U2	21/14	9/9	2/0	1/0
8	.38 SPECIAL	119/13	101/20	111/108	0/0
9	J.J. CALE	37/13	24/27	1/1	0/0
10	GRACE SLICK	77/12	68/26	71/70	0/0
11	CLASH	74/9	70/11	73/25	62/20
12	NIGHT	64/2	64/2	6/16	6/8

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

MEDIUM

1	2/20	2/13	2/6	1/30	1/23
1	MANFRED MANN'S...	128/78	119/81	126/83	110/71
2	TOTO	103/72	105/61	85/54	84/17
3	.38 SPECIAL	119/71	101/68	111/11	0/0
4	UFO	82/67	82/65	75/57	73/31
5	APRIL WINE	125/64	122/74	110/70	100/62
6	WARREN ZEVON	75/56	75/56	90/54	88/40
7	GRACE SLICK	77/54	69/33	71/1	0/0
8	LOVERBOY	86/53	86/53	81/62	80/54
9	OUTLAWS	128/50	137/54	136/49	128/54
10	DONNIE IRIS	88/49	90/42	88/49	91/51
11	DIRE STRAITS	112/47	113/38	123/39	131/47
12	SHERBS	68/42	58/22	58/20	0/0
13	ELVIS COSTELLO...	79/41	63/15	36/0	0/0
14	NIGHT	50/40	45/34	51/39	44/23

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

THE HOTTEST

1	2/20	2/13	2/6	1/30	1/23
1	STYX	142/133	140/130	148/130	140/102
2	REO SPEEDWAGON	142/128	140/119	148/119	141/121
3	J. LENNON & Y. ONO	138/118	142/119	153/137	151/131
4	BRUCE SPRINGSTEEN	133/112	135/123	146/130	148/138
5	STEELY DAN	128/107	128/111	147/112	145/121
6	JOURNEY	130/97	127/79	124/115	85/2
7	STEVE WINWOOD	133/94	135/79	122/58	102/125
8	POLICE	106/82	118/83	125/87	104/101
9	OUTLAWS	128/78	137/82	136/79	130/78
10	ALAN PARSONS PROJECT	114/78	132/96	138/101	137/98
11	ROD STEWART	108/75	120/89	125/87	126/114
12	DIRE STRAITS	112/63	113/75	123/83	125/82
13	APRIL WINE	125/53	122/47	110/32	100/16
14	FLEETWOOD MAC	108/47	105/47	116/50	115/53
15	MANFRED MANN'S...	128/45	119/35	121/28	97/13

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

SOUTH

Birmingham

205-870-9900

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Johnson City

615-477-3127

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Rock 104

615-255-6000

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

KSMB Lafayette

318-232-1311

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Louisville

502-585-5178

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Louisville

502-245-6001

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Lubbock

806-747-1224

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Rock 105

904-842-1055

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)



BOSTON'S BEST BANDS - WCOZ/Boston's staff waded through hundreds of entries in a search for the best original Boston music, which will be used in a soon-to-be-released WCOZ album. Pictured (l-r) are account executive Lesley Palmer, Promotion Director Jane Norris, PD Andy Baubien, consultant John Sebastian and GM Dick Borel.

WFLA Miami

305-581-1580

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

fm99 Norfolk

804-623-9667

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WFLA Roanoke

703-387-0234

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

KISS-FM San Antonio

512-223-6211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Love 4 Miami

305-672-2500

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WJZZ Oklahoma City

405-631-8881

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

98 Rock Tampa

813-224-0742

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WYZZ Montgomery

205-264-2288

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WDIZ Orlando

305-645-1802

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

94 Rock Tampa

813-876-0455

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

95 Rock Montgomery

205-832-4295

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WQDR Raleigh

919-832-9311

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

kmoo Tulsa

918-664-2810

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WDK3 Nashville

615-244-9532

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

XI 102 Richmond

804-282-9731

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)

Zoni 104 Norfolk

804-451-1194

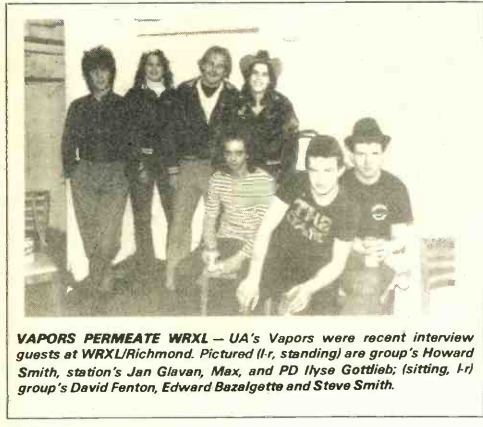
ALBIE (Fric)
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WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
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WOL
 915-533-8211

ALBIE (Fric)
 BOB (Fric)
 BOB (Fric)



VAPORS PERMEATE WRXL-104's Vapors were recent interview guests at WRXL/Richmond. Pictured (l-r, standing) are group's Howard Smith, station's Jan Glavan, Max, and PD Hyde Gottlieb; (sitting, l-r) group's David Fenton, Edward Bazalgette and Steve Smith.

WES 94.7 FM Edmonton 403-428-8597

KOZ 92.7 FM Eugene 503-484-4304

KSTW 93.7 FM Fort Collins 303-671-1232

KROQ 90.7 FM Fresno 209-226-5991

98 Rock Honolulu 808-574-7100

94.7 FM Long Beach 213-437-0366

KLOS 95.5 FM Los Angeles 213-464-5038

KMET 94.7 FM Los Angeles 213-464-5038

KWST 100.3 FM Los Angeles 213-467-1224

94.7 FM Misoula 406-728-5000

KROQ 90.7 FM Pasadena 213-578-0830

Phoenix 602-833-8888

94.7 FM Portland 503-555-8111

hink Portland 503-226-5000

KGO 106 FM Portland 503-229-0100

KOL 92.7 FM Reno 702-329-9261

KROQ 90.7 FM Sacramento 916-448-9805

94.7 FM Sacramento 916-448-9805

94.7 FM Salt Lake City 801-972-3030

KCAL 96.7 FM San Bernardino 714-825-5020

KGB-FM 101.5 San Diego 714-292-1300

FM 106 San Diego 714-585-6008

KOME San Jose 408-246-6811

KRJO San Jose 408-288-5400

San Rafael 415-456-1510

94.7 FM Santa Barbara 805-963-1975

94.7 FM Santa Barbara 805-963-1975

Santa Barbara 805-963-1601

Seattle 206-824-4305

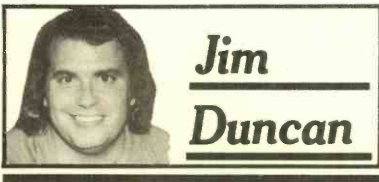
Seattle 206-544-1540

Seattle 206-223-3913

92.9 KREM-FM Spokane 509-448-2000

Tr-Cities 506-586-0459

Tucson 602-624-5588



CONTESTS, CONCERTS & CONVERSATIONS



Radio Album Benefits Charity

WONE/Dayton MD David G. McFarland sends along a copy of a recent station promotion that not only gave WONE some mileage but was also a benefit for a local charity. Over a period of time, WONE gathered some of the best performances of local artists. WONE's Dean Taylor was the executive producer and the station was credited with the production for "The Album Project - One." WB recording artist Margo Smith, who lives in the area, did the liner notes. Local record outlets are selling the LP for \$3 each, with the profits going to the Dayton Emergency Resource Bank "Food Pantry" . . . WOKQ/Dover, NH morning man Tom T. Healy and all-nighter Mike Martel conducted a poll of listeners for President Reagan's inauguration. They asked WOKQ people what color jelly beans were their favorite. According to Promotion Director Beverlee Bleisch, "Black, by the way, won by . . . how shall we say . . . a landslide" . . . WAJR/Morgantown, WV is holding its third annual "Coldest Day In February" contest. Listeners guess which day of the month will be the coldest of the entire month. The winner gets a trip for two to a bit of warmer weather in Miami . . . KSON-AM-FM/San Diego is giving away limited editions of "Freedom Belt Buckles" made of solid brass and bearing an American flag. The buckle, fourth in a series from the stations, was put out to honor the released American hostages . . . Speaking

of being released, Wayne Elliot of WJJK/Eau Claire, WI is seen here, according to him, at "my favorite hotel." Actually, Wayne was on vacation in San Francisco and was visiting the former federal prison Alcatraz. He also was inspired to write a song about prison life called "Sing-Sing." (If we have time later, I'll hum a few bars for you.) . . . KLAC/Los Angeles completed its 10th annual Listener Choice Awards. Kenny Rogers won "Artist of the Decade" honors; Dolly Parton won "Female Vocalist;" Willie Nelson won "Male Vocalist;" and the Statler Brothers, "Group Vocalists" . . . KKYX/San Antonio just held its ninth annual "Great River Festival." The free musical event, held over a three-day period each February, starred Earl Thomas Conley, Dotsy, Billy Walker, Sylvia, Johnny Carver, Deborah Allen, Sheb Wooley, Eddy Raven and many more. The KKYX personalities did the MC work. (Thanks again for the invite guys; I'll make it one of these years) . . . WHK/Cleveland gave away tickets to last Sunday's (2-15) Larry Gatlin and Con Hunley concert . . . KMAK/Fresno helped promote the Alabama concert with an in-store autograph session with the RCA group at a local record outlet . . . WQAM/Miami becomes the first station to broadcast 24 hours from the fairgrounds of the Dade County Youth Fair. WQAM also will present George Jones and Tammy Wynette in concert at the fair. WQAM will also be on hand (let's hope not) for the second annual state "Cow Chip Throwing Contest." Last year PD Dan Halyburton won third place . . . KTOM/Salinas, CA PD Marc Hahn is pictured with country

historian John Hicks. Each Sunday evening Hahn and Hicks do a special show called "Country Gold." They play some of the classic songs and Hicks tells interesting stories about the songs or artists. Early response to the program has been very good . . . WOKK/Meridian is bringing the Merle Haggard show to town this month . . . Bill Anderson is the KCEY/Modesto "Telephone Superstar" of the month. Each month KCEY is giving a lucky listener a phone call to a "superstar," plus a library of hits by that artist . . . Joe Sun, on a visit to South Florida, stopped by WIRK-FM/West Palm Beach to do an on-air interview with MD Terry Wundertin. Recent interviews also have included Hank Williams Jr. and Kitty Wells . . . WKHK-FM/New York air personality Lois Gilbert is the host of the "Silver Eagle" concert series. Naturally, the station has the program on its schedule . . . Here is something to put on YOUR schedule: Send R&R your news and information, plus photos when available. We'd like to feature you here in the pages of R&R. Your input is what makes these pages possible. Let's hear from you: R&R Country, 1930 Century Park West, Los Angeles, CA 90067.



Wayne Elliot



Marc Hahn & John Hicks



WHN TSA EXPANDS TO IRANI - WHN/New York recently hosted and toasted two former hostages, Michael Howland and Alan Golecinski, during a welcome home celebration at New York's Lone Star Cafe. While in captivity, the hostages were smuggled a WHN tape via a Swiss diplomat, which Howland stated brought them "hours and hours and hours of enjoyment." Pictured at the party are (l-r) WHN Station Manager Brian Moors, Golecinski, WHN newsman Bernard Gershon, Howland, WHN PD Ed Salomon, and WHN ND Dirk Van.



CORRESPONDENCE
Small-Market Radio
With Class

Dear R&R:
First of all, thanks to R&R for excellent service to our business for quite sometime. Keep up the good work.
KLSR is a small market radio station with your average small town problems. Problems like small staff, old facilities, and a daytimer status that for years meant that stations in the nearby large market (Amarillo) dominated the listenership. But that has ended, and small market programmers elsewhere may want to know why.

Only nine months ago, KBGH (former call letters) showed up as a dash in our home county, 90 miles Southeast of Amarillo. Now our most recent survey by PRS shows KLSR with 50 shares for men 18-49 and 40.5 shares for women 18-49. This survey covered a 400-square mile area from Childress to just outside Amarillo itself. I'd like to urge small town broadcasters to pull their talent from the ranks of recent college graduates. Also go to the "Jobs Wanted" section of the trades. Find those just out of school and looking for their first gig. Although many of those folks are un-talented with little to offer, many others also are caught in the "no-experience/no-job" category. You'd be surprised at the amount of talented and professional folks. That's how we have staffed our station, and it has so far paid off in high listenership and increased income. What you spend to move these folks into town will be repaid when your popgun in the sticks sounds like a station in a much larger area.

Be willing to break new artists, and go with those new songs early. The bigger markets won't take a chance until later, and your record service will increase markedly as you go gold on the songs that other cities are just beginning to add to their lists.

It costs no more to do high-class than it does to broadcast the obituaries and other things that small-towners try to do. A polished sales approach will do much more for sales than the huckstering many small stations resort to.

Make sure your equipment is in good shape. How many small stations have transmitters that sound muddy or old equipment that doesn't quite work?

In short - many small town stations sound small because they think small. You're only hurting yourself, your listeners, and your checking account. KLSR's overhead has increased since its recent change of ownership only some 6%. Our listenership has increased 248% in just six months.

Small market stations are ignored and looked down on by larger markets because of their unwillingness to compete, which gives them a bad sound, amateurish commercials, and a general lack of polish that insults most listeners. You hear it all the time. A change of attitude is all that's needed.

J. Craig Giesecke
President/KLSR Radio
Memphis, Texas



T H E T W E L F T H A N N U A L



C O U N T R Y
R A D I O
S E M I N A R



**HYATT REGENCY NASHVILLE, TENNESSEE
FRIDAY & SATURDAY · MARCH 13TH & 14TH**

**ADVANCE REGISTRATION\$140.00
AFTER FEBRUARY\$175.00**

Your registration includes all meetings, 12th annual banquet and show plus the Thursday night Artist cocktail party and luncheon on Friday and Saturday.

**CALL (615) 327-4488 OR
329-4487 IF YOU HAVE NOT
RECEIVED YOUR
REGISTRATION.**

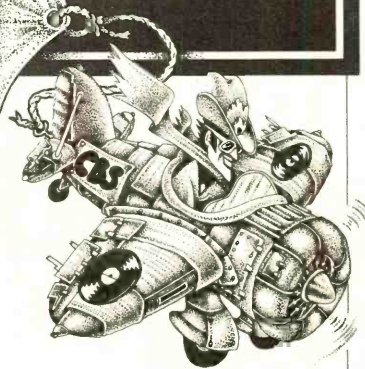
F E A T U R I N G :

- Very special Guest
– **Arthur Godfrey**
- **Artist Cocktail Party on Thursday evening**
- "Country Phenomenon & Life style"
– **John Parikh**
- "Broadcast Ratings"
– **Jhan Hiber**
- "How To Read An ARB"
– **George Burns** (Media Consultant)
- "Positioning & Marketing Your Station"
– **Jon Coleman**
- "How To Buy A Radio Station"
- "Selling Country Music From Another Point Of View"
- "Getting More Profit & Productivity From Your Sales People"
– **Jim Hooker**
- "Your Place In The Marketplace In Sales"
– **Jim Williams**
- "People Management"
- "Controlling Your Career"
- "Plain Talk About Computers"
- Records: Trades & Radio"
- How To Put Your Face In The Marketplace"
VTR Presentation
- **And much more**

**Advance Registration
Cut-off:
February 20th**



AIRPLAY



KRIS KRISTOFFERSON

"Nobody Loves Anybody Anymore"
(11-60507)

Performed in a style that makes it readily acceptable at radio, "Nobody Loves Anybody Anymore" could easily be one of the finest songs Kristofferson has ever written and recorded.

 **On Columbia Records.**



DAVID ALLAN COE

"Stand By Your Man"
(11-60501)

Strictly from a man's point of view, David treats this classic Tammy Wynette/Billy Sherrill tune with a sensitivity that isn't usually associated with his (hard core) outlaw image. One listen should prove there's more to this man than meets the eye.

 **On Columbia Records.**

MARTY ROBBINS

"Completely Out Of Love"
(11-11425)

Marty Robbins writes them as good as he sings them and "Completely Out Of Love" is no exception. Already bulleting up the charts, this one should go all the way for Marty.

 **On Columbia Records.**



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Country Pictures



RADIO-ANTON-RECORDS — KKKC/San Bernardino GMPD Bob Mitchell was recently visited by Susan Anton for an on-air interview. During her stopover she received the key to the city and an official KKKC T-shirt. Pictured (l-r) are Bob Mitchell, Susan Anton and Stan Moress, Scotti Bros. Management.



LOOKIN' FOR LEE — WDAF/Kansas City and Venture Records combined efforts to bring Full Moon/Asylum recording artist Johnny Lee in for an in-store appearance. Even with a winter blizzard, over 150 persons jammed the store. Pictured (l-r) are Johnny Lee; Los Angeles Dodger Rick Sutcliffe, who lives in Independence, MO and is a fan of Lee; and WDAF air personality Mike Morlock.



A WAYLON WELCOME — RCA recording artist Waylon Jennings was greeted by some radio friends following an appearance at the University of California at Davis. Seen here (l-r, sitting): Rick Stewart, KRAK/Sacramento; Bobby Malik, PD at KROY/Sacramento; RCA's Kenny Rutherford. (Standing, l-r) are Waylon; Billy Manders, KFSM/Woodland; Glen Davidson, KYLO/Davis; and Carson Schreiber of RCA Records.



NASHVILLE NEIGHBORS — Pictured here during recent visits to WSM/Nashville are Columbia's Janie Fricke and Ralph Emery (photo on the left) and WSM's Skip Woolwine and Epic's Don King.

Biff Collie Inside Nashville



HOEDOWN LOWDOWN: Ray Price hosted a press party celebrating his new Dimension association Tuesday (2-17), announcing his signing with Nashville-based Dimension Records... "Concrete Cowboys" scored well in TV ratings against "Fantasy Island"... Nashville's Exit/In talent showcase, only five months after completion of a \$300,000 expansion and renovation job by its new owners, Wayne Oldham, Joe Sullivan,

Steve Greil, and Charlie Daniels, closed last Saturday night "for reevaluation"... Jeanne Pruett signed booking agreement with John McMeen and Billy Meyers's Associate Management firm here... Dotsy just signed with Tanglewood Records and is currently in the studio being produced by Bobby Fischer and Joe Bob Barnhill... Eddie Rabbit's seventh album "Horizon" on Elektra-Asylum has been confirmed platinum. In March, Rabbit and his producer David Malloy will be off to the famed Caribou Ranch studios to do number eight... The fifth annual "Jamboree In The Hills" will be held July 18 and 19 in Wheeling, WV. WWVA Radio, Jamboree USA, and Columbia Pictures are the sponsors of the annual event. Among the artists are Alabama, Hoyt Axton, Billy "Crash" Craddock, Merle Haggard, Tom T. Hall, T.G. Sheppard plus Tammy Wynette, Conway Twitty, Emmylou Harris, George Jones, Bill Monroe and Charly McClain... CBS-TV reports the movie "Stand By Your Man" hits home this spring. Tammy Wynette sings in it, but doesn't appear in the story of her life, based on the book of the same name... If you were driving south on I-65 in Nashville the other PM and saw a good-looking black guy and a good-looking Caucasian standing beside an inanimate Jeep Charger (or somethin'), and you slowed down and/or stopped to look or help, you would have recognized Larry Gatlin and friend Johnny Mathis (he ain't "country"), who finally got to Gatlin's house for Mexican food. Mathis was here for concerts at the Opry House... Cedarwood Publishing presented a reception-preview of "Nashville 1780-1980," the history of Nashville in story and song, at the legendary Maxwell House Hotel, featuring the creative works of songwriter-artist Mitchell Torok. (Too bad they didn't make that available during Nashville's Century 110 celebration during 1980)... They had a boot party at Cactus Jack's Restaurant for the premiere showing of the 1981 new authentic all-silver collection of Laredo Western Boots Wednesday (2-18)... Top movie in America currently, I understand, is "9 to 5," with \$52 million gross the first five weeks in the movie houses!



LOOKIN' FOR "AMOR" — Johnny Lee (center), whose "Lookin' For Love" has sold over a million copies in English, will be going after the same status in Spanish. Lee was recently in Los Angeles to record the Spanish version with producer Jose Silva. Seen at the session are (l-r) Silva, Lee, and Johnny's manager Sanfor Brokaw, who presented him with the gold single.

PLAY-ON: Roger Bowling (his credits include "Lucille," "Coward Of The County," "Blanket On The Ground," etc.), came from the same environment (and town) as another songwriting giant, Merle Travis, Harlan, KY. (You're cooking when you can read the Yellow Pages and come up with a hit song/record, Roger!)... Mae Axton, the latterday Elsa Maxwell, hosting a party for Mr. & Mrs. Dennis Weaver in Music City... Johnny Cash's next TV special will be taped in March. Cash's Music Director Bill Walker and Jeannine just back from their annual holiday to Australia and Hawaii; Bill so far will arrange and conduct nine TV specials in Nashville in '81... Show-Biz is about to announce the new co-hosts for the new season of "Nashville On The Road." Jim Ed Brown and Jerry Clower hosted the successful show since its beginning... Tammy Wynette calls George Jones the "Best Ex-Husband in the World." (Somebody said "if they'da gotten along as good when they were married as they have since they divorced, they'da still been married.")... Barbara Mandrell responsible for a great deal of creative input on that successful Saturday night affair. Some friends secretly hoping the show doesn't stay on indefinitely, for fear of "burnout" and overexposure... Diane Ladd moving to Nashville? (She's leaving the "Alice" series after last week's final taping for her)... Johnny Cash and his family all joined ASCAP (both June and John Carter signed ASCAP) after 26 years with BMI... Dolly Parton's yoga lessons to help her new Las Vegas nightclub act???... Gail Davies's hit "I'll Be There" was #1 for Ray Price 27 years ago!... Jim Stafford says his new record is not about hamburgers!... Dolly Parton's bust line is 42 inches!! (she stands out!).



TOM T'S TV TIME — RCA recording artists Tom T. Hall and Steve Warner share a laugh during a recent taping of "Pop Goes The Country." Hall is the host for the program.

Regional Adds & Hits

Table with 6 columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Lists artists and album titles across various regions.

Main table with 6 columns: EAST, MIDWEST, WEST, SOUTH, WEST, SOUTH. Contains detailed lists of album titles, artists, and record labels for each region.

Hottest Tracks: "Mister Sandman", "Johnny Duncan - You're On My Mind", "Crystal Gayle - These Days", "Terry Gibbs - Somebody's Knockin'", "Emmylou Harris - Evangeline", "Dolly Parton - 9 To 5 And Odd Jobs". Includes Country Albums section and Most Requested list.



P/A

POP/ADULT®

Mike Kasabo

The Voice Of The South Will Rise Again

It's never pleasant to lose ground in the rating game. But it's especially difficult for a major market leader to see its competition grow to the point of dethroning it in the 12+ overall figures. Many were surprised, some shocked, and competitors of course, were happy that WSB's 12+ numbers showed a paltry 10.2 in the Oct./Nov. book. A 10.2 for 95% of other radio stations in the country would be reason for a holiday. The sales staff would just sit at their desks and take the orders, the jocks would hire press agents, and management would have to close the station one day a week to count its money. But WSB just isn't another radio station. Its heritage is richly steeped in the living patterns of just about anyone you would want to talk to in Atlanta. From City Hall to the corner store, this Cox Broadcasting outlet has deserved the title "Voice of the South."

So what happened? It's right out of the Bible — David slaying Goliath. In the midst of this horror story, I convinced myself to call George Fischer, Program Director of the 50,000-watt giant, to find out just how severe the damage was. What I found out amounted to a classic example of turning a negative (a dip in the ratings) into a positive (a winning attitude) and the reasons to back it up.

R&R: It must have been a hard pill to swallow after all this time on top?

GF: It's really a matter of putting things into perspective. Yes, there is a downward trend, but then, we normally don't do as well in the fall book as we do in the spring, and I anticipate us going up in spring and leveling off to our normal position of dominance. If you look at the top three stations in the market, two of them being FM music stations, the other being WSB-AM, which is a variety and information station, you'll see that all three were basically flat. You look at

WQXI-FM, which simply went to its normal share this time of the year, and Z93 dipped slightly, but there again it was basically a flat situation. If you look at what I prefer to call the positive strong points, which for example would be the 18+ figures for WSB, particularly the morning figures, you'll see that we're still number one there. The key thing we look at is the overall picture, and we just don't see any significant dip for any station in the market. For example, V103, which dropped a couple of points (12+ shows a decrease to 8.0 from 11.9), dropped as anticipated by us with its R&B, Disco, inner city-type format, seeking its own level.

R&R: To be sure, Atlanta is a very highly competitive market, more so than ever, and that's why I think we're seeing these changes . . .

GF: Right, and I guess the key word is specialization. In the future the momentous thing will be, what is the maximum amount of numbers an all-music FM, or an entertainment, news, and variety station, like WSB, can attain?

R&R: Attaining is one thing, but maintaining is another. Has this recent slip caused you any threatened feelings?

GF: I don't see any major slippage. I don't see anything that concerns me to the point of saying, "Gee, we need to do something."

R&R: Maybe the day of the totally dominant station is over?

GF: Well, it's no different here in Atlanta than what's been happening in other major markets for the past several years, and that's in line with what you just said. In most areas, where there once was a station coming up with a 30 or 40 share, well, it's over. And it's over due to specialization. There are exceptions, of course, like the St. Louis and Minneapolis markets, where they are more stable than here, where there is a lot of turnover of individuals, resulting in a minimum of loyalty to the station.

R&R: You're saying that specialization is the key erosion of WSB's once unapproachable numbers?

GF: This market is constantly changing and is always in a state of flux. We have a very transient type of population here, resulting in the need to be more competitive than many other markets. But for anyone to say that WSB is no longer the pillar of strength, no longer the number one station, is foolish, foolhardy and living in the past. Again, the era of WSB coming up with a 25 share is just not a reality now. But there is one other very important factor. Research shows very closely that there is a qualitative difference in the WSB listener.

R&R: How so?

GF: Our listeners have more education, more disposable income, and therefore are more attractive to advertisers. They live, generally speaking, in areas that are more affluent. You see, it's highly significant, in this day and age, to look into the quality of the audience.

R&R: Do you plan to deemphasize music?

GF: We plan to continue to play music, it's part of what we do. But music is only one of the elements we use. It is proper to say that, with our ongoing determinations of need for Atlanta, over the past several years we have added news and information elements that have to some degree supplanted some music segments, but not to any major degree. We believe that it is the quality of music that we play, in between all the other things we offer, that keeps us in a relatively strong position. We are not kidding ourselves that we can compete head-to-head with an FM music station.

R&R: Where do you feel those who've left WSB have gone?

GF: To WSB-FM . . .

R&R: Keeping it in the family?

GF: Our FM is Beautiful Music and you know, I guess anyone can juggle figures to their own advantage, but if you take a look, some of the slippage in the AM, you can in turn look to the FM figures and see increases in like areas, or even bottom line areas. I can't

of course document that, but our research has been very accurate and tends to make me believe that.

R&R: I find it heartening that Cox and WSB management has not overreacted as so many others have by mass firings and major upheavals because a few points were lost . . .

GF: That's correct and I think that is the only intelligent way to approach it. It comes down to priorities. Do you approach things from a positive standpoint? Either we believe in what we are doing, or we don't. It's that simple. Either we have value for this community or we do not. Our job is to do what we are doing better than anyone else. I believe that we here at WSB will continue to demonstrate aggressive programming. So many people in the business, although our listeners know better, are referring to us as "that old WSB." We are doing a lot of innovative things that just do not seem to get communicated to our peers and colleagues . . .

R&R: For example?

GF: We recently broadcast live from the newly-opened and very beautiful Atlanta International Airport. Over three successive weekends, we remoted our entire day from there. We worked with the airport and became a part of its open house celebration. Well, the response was absolutely sensational. Hey, look, we've been around a long time, been on top for almost all of it. We are not going to turn around and walk away. We're here to stay, bet on it.

Update



ON THE MOVE IN BUFFALO: WBSB Program Director Robert W. Wood proudly sent along this photo of the station's new mobile unit. This multicolored studio on wheels will offer listeners another dimension. As Wood put it, "We'll be taking WBSB to the streets. We plan to be an important part of our listeners' lives, and with a commitment like this one from GM Larry Levite, I know we'll succeed in blazing some new trails."

A NEW P/A ON THE WAY: KKNW/Lynnwood, WA is hoping to kick off its Pop/Adult-formatted radio station by March 1. General Manager Rogert Unmacht writes to inform us, "KKNW will be the only station exclusively designed to serve two counties in Washington. We will be very promotion-oriented and will have TM's 'You Never Know' jingle package." As part of the station's opening promotion, it will invite area sponsors to record a welcome message for broadcast during the first few weeks. Unmacht also needs help from record companies, and those wishing to send along P/A product should send the care packages to him at P.O. Box 1510, Lynnwood, WA 98036. Phone number is (206) 771-2245 . . . WNEW/New York again this year hosted a gala Valentine dance on Tuesday, February 17 at the world famous Roseland ballroom, for the benefit of the Heart Fund. The station's personalities were also on hand for the evening.

Transition

Dan Baccaro leaves WRVR/Memphis (formerly WQUD) as Program Director and is replaced by Jim Roberts who comes in from the programming reins of WDFW/Marion, OH. Baccaro told R&R: "My departure revolves around programming philosophies. I could not, in good faith, execute my responsibilities with full enthusiasm and energy." He can be reached at (901) 725-5940 . . . Brian Eaton leaves KNBR/San Francisco as Music Director to go into the radio computer business and is replaced by Larry Finkel, who comes from KYUU also in the Bay Area . . . Michelle Jones has joined WMAL/Washington as an account executive from WTOP in the Capitol City . . . Rex Russell of WJBO/Baton Rouge is now the Operations Manager of KRGV/McAllen, TX . . . R.P. McMurphy is now at KPLZ/Seattle. His PD/MD position at KRKO/Everett is now filled by Bruce Butterfield, who comes to the station from KPUG/Bellingham, WA. Also new to KRKO is Mark Edwards who takes over the morning slot — Brian Austin has been promoted to afternoon drive from a weekend position . . . New week-end personality at KWOS/Jefferson City is Chris Turner direct from college, replacing Don Stevenson, who leaves to go to the Missouri Network . . . Rod Burnham has been promoted to Operations Manager from the Program Director position at WBSA/York — in turn, MD Jim Horn has assumed additional responsibilities as Group Music Coordinator for Susquehanna Pop/Adult stations.

A Pop/Adult Trio From



**PHIL
EVERLY
"Dare To
Dream Again"**



Produced By: Joey Paige & Phil Everly

CURB/CBS
RECORDS

Pop/Adult Airplay/30: -- 28

Added at: WDAE, KSFO, WLW, WORG, WCFR, KLMS, KSTP.



**BOBBY
GOLDSBORO
"Alice Doesn't
Love Here
Anymore"**

Produced by: Larry Butler For Larry Butler Productions

CURB
RECORDS

Added at: WELI, WSJS, WNDB, KUGN, WJON, WHOK, WYMC

**DAN
HARTMAN
"Heaven In
Your Arms"**

Produced by: Dan Hartman



On Your Desk This Week!

On Records



P/A

POP/ADULT®

BREAKERS

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

GROVER WASHINGTON JR. Just The Two Of Us (Elektra)

51% of our reporters are on it. Second Most Added this week and one of the most commented on records from PD's as well — add WBN, WELI, WHAM, WGY, WHEN, WASH, KSFO, WLW, WTVN, KSTP, KBAI, KMED, KOB, KRZI, WYMC, WNDB, WSBA, WATR, WHOK, WDFI (dp). Heavy rotation: WTMJ, WCMB, WKHM. Medium rotation: WIP, WBT, WSM-FM, KNBR, KEX, KRKK, KOLO, WRVA, WORG, WSLI, WDEF, WCFR, WHBY, WJON, KRMG, KLMS, WHBC. Debuts at No. 21 on P/A chart.

HALL & OATES Kiss On My List (RCA)

48% of our reporters are on it. Adds include WTMJ, WIS, WORG, WRVA, KRKO, WKIQ, KLMS, WEBC, WKHM, KMRJ. Heavy rotation: WSM-FM, WMAZ, WCFR. Medium rotation: WHBC, WDFI, KWOS, WOWO, KRKK, KOLO, KBAI, KFOD, WFIR, WYMC, WSLI, WCHV, WJBO, WABZ, WNEU, WGIR, WLNH, WCMB, WWWE, WLW, WBT, KPPL, WASH, WHEN, WPRO, WIP, WCBM. Debuts at No. 25 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

STYX "Best Of Times" (A&M) 41/6 add KSFO, KRZI, KFOD (dp), KMJJ, KOLO, KRKK (dp). Heavy rotation: WGAR, WLW, WFPV, WQAI-FM, WSM-FM, WGY, WLNH, WNEU, WABZ, WCHV, WMAZ, WHIZ, WOYO, WEBC. Medium rotation: WIP, KDKA, WTAZ, WHEN, KPPL, WTVN, WWWE, KBAI, WORG, WFIR, WGIR, KWOS. Great start, has a very promising future. Debuts at No. 29 on P/A chart.

SHEENA EASTON "Morning Train (Nine To Five)" (EMI America) 38/22. This week's Most Added including WOYO, KMRJ, WHIZ, KBLF, KMJJ, KUGN, WLVA, KAAV, WCHV, WSBA, WATR, WCFR, WRIE, KMED, WGAR, WDAE, WELI, WIP, KDKA. Programmers really behind this one. Heavy rotation: WCMB. Medium rotation: WHBC, WFIR, WRVA, KOLO, KLO, WBT, WASH, WCBM, WBN, WDFI. Debuts at No. 30 on P/A chart.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off)" (20th) 43/12 add KSFO, KFMB, KHOW, WBT, WELI, WACI, WABZ, WYMC, KOB, WSTV, KMRJ, KXIC. Medium rotation: WKIQ, KFOR, WJON, WHOK, WKHM, WOOD, WDF, WHBY, KGGF, KMED, KLO, KRKK, WGIR.

ASSOCIATION "Dreamer" (Elektra) 41/9 add KNBR, WACL, WQIA, WRVA, KUGN, KBAI, KRKK, WDFI (dp), WDFE. Heavy rotation: WOOD, WSBA. Medium rotation: KLOK, KFMB, KEX, WHAM, WLTA, WELI, WGIR, WDEF, WNDB, WFTL, WMAZ, WYMC, WFIR, KFOR, WSTV, WJON, WHBY.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 36/0. Heavy rotation: WAIA, WSM-FM, KLO, WRVA, WYMC, WSLI, WDEF, KLMS. Medium rotation: KSTP, KEX, KPPL, WDAE, WELI, WHAG, WACL, WSBA, WJBO, KFOR, WJON, KXIC.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 34/3 WJBO, WOOD, WHOK. Heavy rotation: WTVM, WSBA, WFTL, KLO, KRKK. Medium rotation: KEX, KOY, KPPL, WLTA, WACL, WHAG, WIS, WSLI, WLVA, WRVA, WFIR, KBLF, WHBC, WKIQ, KFOR, WJON, KMRJ, WDFI, KXIC, WDFE.

GILBERT O'SULLIVAN "What's In A Kiss" (Epic) 29/14 add WKMB, KLOK, WBT, WHAG, WSBA, WCHV, WSLI, WMAZ, KBAI, KEX, WHBC, KFOR, WKHM. Medium rotation: KEX, WSB, WJBO, WRVA, WJON, KXIC, WOOD, WHBY.

DEBBY BOONE "Perfect Fool" (WB/Curb) 29/7 add WATR, WDEF, WSLI, WHIZ, KMRJ, KXIC, WDFE. Heavy rotation: WJON, KGGF, WSBA. Medium rotation: WCCO-AM, WSB, WLTA, WNDB, WQIA, WRVA, KMED, KLO, WKIQ, KFOR, WHOK, WHBY, WKHM.

FIREBALL "Staying With It" (Atlantic) 28/2 add KOKA, WFLI. Heavy rotation: WSM-FM. Medium rotation: WDAI-FM, KRKK, KBAI, WNEU, WCFR, WLNH (dp), WJON, WHOK, KXIC, WKHM.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 27/1 add KFOD. Heavy rotation: WAIA, WSM-FM. Medium rotation: WHBC, KFOR, WJON, WDFI, WDFE, KLO, WRVA, WORG, WSBA, WHAG, WBT.

Others Getting Significant Action

ROBBIE DUPREE "Nobody Else" (Elektra) 19/1 add KOB. Heavy rotation: WTMJ, WAIA. Medium rotation: KEX, WDAE, WJBO, WIS, WNDB, KFOD, KUGN, KLO, WHBC.

PETER ALLEN "Fly Away" (A&M) 17/4 add WDAE, KFOD, WGIR, WDFE. Heavy rotation: WHAG, WLVA, Medium rotation: KLO, KBAI, WHOK, WOOD.

PAUL SIMON "Oh, Marion" (WB) 16/7 add KEX, KFOD, WLVA, WFTL, WCMB, WKHM, WKIQ.

HARRY CHAPIN "Remember When The Music" (Boardwalk) 16/6 add KMED, WSB, WRIE, WLVA, KFOR, WKHM. Heavy rotation: WAIA. Medium rotation: WRVA, WOOD, KGGF.

LOBO "Fight Fire With Fire" (Elektra/Curb) 16/1 add KLO. Heavy rotation: WLTA. Medium rotation: WKIQ, KFOR, WKHM, WHBY, WMAZ, KFOD, KRKK, KOY.

JUICE NEWTON "Angel Of The Morning" (Capitol) 15/15 add WCCO-AM, KMZ, KFMB, KEX, WSM-FM, WBT, WGIR, WABZ, WFTL, WMAZ, WRVA, KRMG, WJON, KWOS, KXIC.

EMMYLOU HARRIS "Mister Sandman" (WB) 14/9 add KMBZ, KEX, WLTA, WAIA (dp), WSBA, WRVA, WHBC, KFOR, KRMG. Medium rotation: KRKK, WBT.

SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 14/9 add WCCO-AM, WLW, KRKK, WFIR, WABZ, WCBM, WHAG, WSTV, WKIQ. Medium rotation: WKHM.

CHAMPAIGN "How 'Bout Us" (Columbia) 14/7 add KMBZ, WBT, WSB, WRIE, WJBO, KOLO, KWOS. Medium rotation: WORG, WSLI.

STEVE WINWOOD "While You See A Chance" (Island) 14/4 add WGAR, WFIR, WSLI, WHOK. Medium rotation: KRKK, WMAZ, WSM-FM, WCHV.

JOHNNY LEE "Pickin' Up Strangers" (Full Moon/Asylum) 13/8 add KMED, WORG, WLTA, WDEF, KAAV, WRVA, WFIR, WSTV.

Radio & Records POP/ADULT AIRPLAY / 30

Three Weeks	Two Weeks	Last Week	This Week	February 20, 1981
12	6	2	1	JOHN LENNON/Woman (Geffen)
4	1	1	2	DOLLY PARTON/9 To 5 (RCA)
19	12	5	3	DON McLEAN/Crying (Millennium)
25	18	12	4	NEIL DIAMOND/Hello Again (Capitol)
5	3	3	5	ABBA/The Winner Takes It All (Atlantic)
9	8	6	8	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
8	7	7	7	STEELE DAN/Hey Nineteen (MCA)
10	9	8	8	RONNIE MILSAP/Smoky Mountain Rain (RCA)
18	14	11	9	CLIFF RICHARD/A Little In Love (EMI America)
1	2	4	10	BLONDIE/The Tide Is High (Chrysalis)
30	21	15	11	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)
2	4	9	12	EDDIE RABBITT/I Love A Rainy Night (Elektra)
3	5	10	13	BARRY MANILOW/I Made It Through The Rain (Arista)
21	16	14	14	EAGLES/Seven Bridges Road (Asylum)
14	13	13	15	BOZ SCAGGS/Miss Sun (Columbia)
—	27	21	16	TERRI GIBBS/Somebody's Knockin' (MCA)
29	24	20	17	SPYRO GYRA/Cafe Amour (MCA)
6	10	16	18	AIR SUPPLY/Every Woman In The World (Arista)
11	11	17	19	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scott Bros.)
—	30	25	20	KOOL & THE GANG/Celebration (De-Lite/PolyGram)
—	—	—	21	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
—	28	26	22	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
—	29	27	23	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
—	—	28	24	PHIL EVERLY/Dare To Dream Again (Curb/CBS)
—	—	—	25	HALL & OATES/Kiss On My List (RCA)
26	25	24	26	TIERRA/Together (Boardwalk)
—	—	29	27	ELVIS PRESLEY/Guitar Man (RCA)
—	—	30	28	LEO SAYER/Living In A Fantasy (WB)
—	—	—	29	STYX/The Best Of Times (A&M)
—	—	—	30	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)

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 →

JIMMY BUFFETT "It's My Job" (MCA) 26/15 add WDAE, WNDB, WFTL, WSLI, WYMC, WRVA, WFIR, KMED, KRKK, WHBC, KFOR, WSTV, WJON, KWOS, WEBC. Heavy rotation: WAIA. Medium rotation: WSM-FM, WBT, WCHV, WORG, KRMG.

REO SPEEDWAGON "Keep On Loving You" (Epic) 24/2 add KPPL, KRZI. Heavy rotation: WTMJ, WLNH, WNEU, WHIZ, KAKZ, WFLI, WOYO, WEBC. Medium rotation: WTAZ, WHEN, KRKO (dp), WMAZ, WCHV, WQAI-FM (dp).

EARTH, WIND & FIRE "And The Love Goes On" (ARC/Columbia) 23/10 add KING, KEX, WBT, WIP, WCBM, WGIR, WSLI, WLVA, KFOD, KBLF. Medium rotation: WKHM, WFIR, WORG, KRKO, KNBR, WRIE.

A TASTE OF HONEY "Sukiyaki" (214) add WTMJ, WIS, KFOD, KMED. Heavy rotation: WAIA. Medium rotation: KFOR, WHBC, WJON, WSBA, WNDB, KNBR, WSB, WLTA, WGY.

RANDY MEISNER "Hearts On Fire" (Epic) 22/5 add WTVN, WTMJ, KFOD (dp), WDFI (dp), WQAI-FM. Heavy rotation: WMAZ, WABZ, WLNH (dp).

BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 21/11 add WCCO-AM, WHIO, WBT, WSBA, WFTL, WQIA, KFOD, KMED, WJON, KMRJ, WHBY.

FLEETWOOD MAC "Fireships" (WB) 21/4 add WNDB, WRIE, WHOK, KMRJ. Heavy rotation: WSM-FM. Medium rotation: WKHM, KXIC, WEBC, WLNH (dp), WCHV, WMAZ, KLO, KRKK, KPPL.

Most Added:

SHEENA EASTON "Morning Train (Nine To Five) (EMI America) Added at 22% of our reporting stations.
GROVER WASHINGTON JR. "Just The Two Of Us (Elektra) Added at 20% of our reporting stations.
JIMMY BUFFETT "It's My Job (MCA) Added at 15% of our reporting stations.
TERRI GIBBS "Somebody's Knockin' (MCA) Added at 15% of our reporting stations.
JUICE NEWTON "Angel Of The Morning (Capitol) Added at 15% of our reporting stations.
GILBERT O'SULLIVAN "What's In A Kiss (Epic) Added at 14% of our reporting stations.

Hottest:

DOLLY PARTON "9 To 5 (RCA) Reported hot at 83% of our stations.
DON McLEAN "Crying (Millennium) Reported hot at 57% of our stations.
JOHN LENNON "Woman (Geffen) Reported hot at 54% of our stations.
NEIL DIAMOND "Hello Again (Capitol) Reported hot at 33% of our stations.
ABBA "The Winner Takes It All (Atlantic) Reported hot at 23% of our stations.
RONNIE MILSAP "Smoky Mountain Rain (RCA) Reported hot at 22% of our stations.



Black Radio

Bill Speed

BARRY MAYO'S SUCCESS STORY

WGCI/Chicago — Taking The Contemporary Lead

I've interviewed WGCI/Chicago PD Barry Mayo before, but after his station's Oct./Nov. ratings triumph, no one in Black radio deserves the spotlight more. WGCI climbed from 4.1 to 6.0 to become the top contemporary music station in the city, beating longtime CHR fixture WLS and AOR phenomenon WLUP. Barry has definite opinions about why his station succeeded, and he shares them below:

R&R: You just killed them in Chicago. What did you do? Give us a little background on what happened.

BM: Basically what happened was an end result of something that had been set up over the last year to year and a half when WGCI made the move like a lot of dance stations. You know, there were a lot of Disco stations moving out of that into black music, and we had been fine-tuning the station. We just did the best job probably of reflecting what was going on in the streets. It was very interesting to me to see the surprise of a lot of business people when they ran into me in the streets — saying, well, we're not used to seeing program directors come to us and stuff like that. And what I did is I spent a lot of time in the streets finding out what it was people liked — whether it be the clubs or the one-stops or whatever.

R&R: Obviously you have taken up a good portion of the radio audience in Chicago because you can't pull a six share with a black audience exclusively.

BM: I'd like to reserve judgment on that until I see some demographics — they looked pretty good. I haven't seen any racial breakdown. I can't say what portion of our audience is non-black — what I do feel pretty safe in saying is that we have a good majority of the black audience for sure. We are also the No. 1 station with Latinos. We have more Latino listenership than the all-Spanish station has. And that's a portion of the audience that nobody really has catered to or even bothered to find out what they're into.

R&R: How do you approach your audience on-air?

BM: We're a little different — less orthodox than those who are into a very basic instructional radio approach. It's more relating to people on a one-to-one, very conversational basis. Almost none of our jocks could be considered as sounding like jocks. A lot of our air staff have been misunderstood as far as their potential and their talent. You'd listen to them and you'd say they don't sound that hot. What it is is that they sound perfect to the listeners because they sound just like ordinary people. Sometimes a listener can't relate to a jock with a real deep voice because he doesn't sound like any of his friends. Our people on the air sound just like people on the street. They relate directly to people — and that helped a whole lot.

R&R: So they talk about things relevant to the marketplace?

BM: Correct. We try to make it our business to know what goes on in Chicago, and we may make some statements about something that happened the day before on the air the next day. We balance serious information and serious entertainment. Most stations are either very heavily information-oriented and do a very poor job of entertaining, or very heavy into the entertainment thing and end up coming off as silly fools without any credibility as far as information. We try to marry both of them.

R&R: What are some of the other special features you do?

BM: A lot of stations have special features; we have very few. I've always believed in integrating ele-

ments — sit down and decide what are the elements you want in this radio station and then integrate them into one. For instance, a lot of people may not realize it but Chicago is part of the Bible Belt — it's up north but there's a heavy Southern influence here. I got it from the streets that a lot of folks would like to hear some gospel music. Instead of having a gospel show on Sunday mornings, we picked all the contemporary music we were playing throughout the week which was compatible with inspirational music, and we mixed it up. We had both in one show, so you might hear Natalie Cole, EW&F, and Walter Hawkins, Rockie Robbins, Peabo Bryson and something off the new Al Green album, which is a religious-based album.

R&R: How do you feel about pop crossover records?

BM: In my case, I'm not that high on them, to be quite frank with you. You have to know your market. Black people do like pop music here, but there's a certain sound of a pop record that they like. A Barbra Streisand "Guilty," yes, the music and the arrangement are smooth. A Devo "Whip It," no. That is not music of the masses of adult black people. You have to know your market to know what it is in the pop range that would be appealing to your audience.

R&R: You mentioned Latinos before — there's a move in a few other cities to cater to them. How do you cater to them in a heavily black city?

BM: What a lot of people don't realize is that the Latinos are into all the black music. They like the same things the brothers and sisters on the South and West Side like.

R&R: Do you use a lot of promotions and giveaways?

BM: During this rating period we probably gave something away about 24 hours a day. Something as small as a record album or a pair of tickets or as much as \$2000. We're in the process of giving away \$107,000, and we give it away in \$100 increments. It's called the "Card of Gold."

R&R: Tell me about it.

BM: It started off as an image promotion and a way to get the audience more involved with the station, and also as a sales type promotion. On one side, we make the card valuable by not giving anything away on the air to folks who don't have one. That gives it some kind of intrinsic value because everybody feels like to win anything on WGCI they gotta get one, so they generally do. From the sales side it's used as a traffic builder for

"Black music is general market."

different advertisers. When we offer them the promotion for advertising a certain amount on the station, we offer them the ability to be involved with the promotion, where people can use the card so it's a traffic builder for the advertisers. The listeners win, the advertisers win, and we win. On the promotion side of it, we constantly gave away albums and tickets and small ticket items like that with the Card of Gold, and we also had a huge prize cash jackpot. We gave \$100 bills by calling off random numbers. We had a bonus jackpot which built up to approximately \$500 in \$100 increments and it's gotten as high as \$2300. The key is you have to listen to the radio station to find out about it.

R&R: Just an old-fashioned radio contest.

BM: One of the things that amazes me is there are so few new things going out. I read in your magazine and a lot of other trade papers you know that x person is getting lauded for a brand new idea — and there's very little new being done in radio. There really isn't.

And I don't mind mentioning the fact that I brought that promotion with me from the station I was at in Nashville before that. It was a good idea there; I just had to convince people in Chicago that it would work.

But I think the key is having your finger on the pulse of the community. We get hung up so much in either calling stores over the telephone or our research and Mediatrends and Arbitrons — we take the human element out of it. I've done some things here in Chicago that I would never do in other markets. I personally am not a big blues fan. But when Bobby Bland's new album came out, the first thing I said to my music director is find a cut off of it that day and put it on, because I know that that particular artist does very well in this market. You have to learn to separate where

"I think we can and should find more and more pop stations playing more and more black music."

your head is at from the head of your market. We got into the head of our market.

R&R: Obviously so — you beat a bunch of longtime winners, WLS. What's your plan from this point on?

BM: My plans for the future are to continue keeping WGCI in the position it's in now. It's going to be kind of hard — we're No. 3 in audience 12+ — overall marketplace. We're the No. 1 contemporary music station in Chicago right now behind a Beautiful Music station and an MOR station. When you get this high, your biggest challenge is to hold on to it. For as long as I'm at WGCI I want to keep us in the top 5 position. Beyond there, I'm really concerned with upper level management in radio, eventually consulting other stations. I'm at a crossroads because there's not that much further I can go in Black radio programming. There's only one other market larger than this one and that's my home — New York City. That would be a great challenge.

R&R: Anything else you want to pass on?

BM: WGCI — we've got Chicago's image. If you want to ask me what does this mean, WGCI beating a WLS, or having a 6.0 in this market, we touched on the point briefly when you mentioned how many general market listeners we might have had. What this means for the music industry is that black music is general market. I think we can and should find more and more pop stations playing more and more black music — in this market they have not. There's only one pop program director that I've personally met and talked to or listened to the station who has been sensitive to black music. That's Dave Martin, who used to be at WFYR and now is at WCFL. I never understood why he was playing the Tierra record "Together" a month and a half ago and none of the other pop stations have yet to pick it up, and it's been a top 10 black record in this market. I never understood how Larry Graham's "One In A Million You" could sell a 100,000 records black in this market alone and only one pop station played it.

R&R: It is prejudice, do you think?

BM: It would appear to be that way. I don't honestly know. When the record is selling from white one-stops and then getting reports from general market stores, not just black areas, it's a sad commentary. I think we're going to see that change. There's a lot of validity to black music right now and you don't have to play a lot of pop music to win in the general market — I think that's what this has shown. That's the other point I wanted to make.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- YARBROUGH & PEOPLES**
"Don't Stop The Music" (Mercury/PolyGram)
- WHISPERS**
"It's A Love Thing" (Solar)
- GAP BAND**
"Burn Rubber On Me" (Mercury/PolyGram)
- TOM BROWNE**
"Thighs High" (GRP/Arista)
- SLAVE**
"Watching You" (Cotillion)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- SISTER SLEDGE**
"All American Girls" (Cotillion)
- SMOKEY ROBINSON**
"Being With You" (Tamla)
- T.S. MONK**
"Bon Bon Vie" (Mirage)
- SUGARHILL GANG**
"8th Wonder" (Sugarhill)
- T-CONNECTION**
"Everything Is Cool" (Capitol)

CLIMBERS

Following are listed in order of their airplay activity.

- A TASTE OF HONEY** "Suki-yaki" (Capitol) 48% reporting. New in the East at WILD, and in medium rotation at WAMO and WWIN while hot at WOL and WXYV. Medium in the South at WAOK, WLOU, WGIV and WDIA; hot at WHRK and WVEE. In medium rotation in the Midwest at WJLB while hot at WDAO. Climbing in the West at KDAY and KDKO.
- ROBERT WINTERS & FALL** "Magic Man" (Buddah) 48% reporting. Hot in the South at WENN while climbing at WAOK, WVEE, WHRK, WJJS, WDIA and WLOU. Hot in the East at WOL and climbing at WILD, WAMO and WXYV. Medium in the Midwest at WJLB and WTLG while hot at WVON and WDAO. Climbing in the West at KSOL.
- EARTH, WIND & FIRE** "And Love Goes On" (ARC/Columbia) 48% reporting. In the South, it's medium at WJMI, WAOK, WJJS and WLOU while hot at KOKY, WVEE, WHRK and WGIV. In medium rotation in the East at WAMO while hot at WOL and WXYV. In medium rotation in the Midwest at WCIN and WTLG while hot at WDAO. In medium rotation in the West at KDAY and KSOL.
- JONES GIRLS** "I Just Love The Man" (Philadelphia International) 45% reporting. Hot in the West at KSOL. In medium rotation in the Midwest at KATZ and KMJM while hot at KAEZ, WBMX and WCIN. In medium rotation in the South at WEDR and KMJQ while hot at WENN, WANT, WAOK, WJJS and WGIV. In medium rotation in the East at WWIN; hot at WAMO.
- GROVER WASHINGTON JR.** "Just The Two Of Us" (Elektra) 45% reporting. New in the East at WWIN and WXYV; medium rotation at WILD and WOL. New in the South at WHRK and WVEE, and climbing at WAOK and WJJS while hot at WDIA. Climbing in the Midwest at WTLG and WDAO while hot at WCIN and WBMX. Climbing in the West at KDKO and KDAY.
- LENNY WHITE** "Fancy Dancer" (Elektra) 45% reporting. New in the East at WWIN and WXYV, with medium rotation at WOL and WILD. In medium rotation in the South at KOKY, KMJQ, WHRK, WVEE and WJJS; hot at WGIV and WJMI while new at WENN. Climbing in the Midwest at WCIN and WBMX; hot at WJLB. New in the West at KSOL; medium at KDKO.
- JACKSONS** "Heartbreak Hotel" (Epic) 42% reporting. Hot in the Midwest at KMJM, KATZ and KAEZ. In medium rotation in the South at KMJQ and WENN while hot at WPDQ, WVEE, WHRK and WEDR. In medium rotation at WWIN and hot at WXYV, WAMO and WILD in the East.
- ISLEY BROTHERS** "Who Said?" (T-Neck) 42% reporting. Hot in the East at WXYV. New in the South at KOKY, while in medium rotation at WENN and WJJS while hot at WVEE, WHRK and WEAS. Medium in the Midwest at WWWS, WJLB, KATZ and KAEZ while hot at WCIN. Hot in the West at KDAY and KSOL.
- TIERRA** "Together" (Boardwalk) 42% reporting. Hot in the West at KSOL and KDKO. In medium rotation in the Midwest at KMJM while hot at WJLB and WBMX. New in the South at KOKY and in medium rotation at KMJQ, WDIA and WEAS while hot at WENN and WANT. Medium in the East at WWIN and WAMO; hot at WILD.
- ZAPP** "Be Alright" (WB) 42% reporting. In medium rotation in the East at WXYV and WAMO. Medium in the South at WENN, WVEE, WHRK, WJJS, WEAS and WGIV, while hot at WDIA. Medium in the Midwest at KATZ and WJLB; hot at KAEZ and WCIN. Medium at KSOL in the West.
- BLACKBYRDS** "What We Have Is Right" (Fantasy) 42% reporting. Medium in the East at WWIN, WXYV and WAMO. Climbing in the South at WJJS, WHRK, WVEE and WENN; hot at WJMI and WDIA. Medium in the Midwest at WTLG, WCIN and WJLB. Medium in the West at KSOL and KDKO.
- ZINGARA** "Love's Calling" (Wheel) 42% reporting. New in the East at WOL while climbing at WXYV and WAMO. New in the South at WENN and WGIV with medium rotation at WVEE, WHRK and WEDR while hot at WLOU. Medium in the Midwest at WBMX and WJLB. New in the West at KSOL and hot at KDKO.
- BAR-KAYS** "Boogie Body Land" (Mercury/PolyGram) 39% reporting. Medium in the Midwest at WCIN, WBMX, KAEZ and KATZ while hot at WJLB. New in the South at KOKY and climbing at WENN, WEDR and KMJQ while hot at WANT. In medium rotation in the East at WAMO and WWIN while hot at WOL.
- NORMAN CONNORS** "Melancholy Fire" (Arista) 36% reporting. In medium rotation in the Midwest at WJLB and WCIN while hot at KATZ and WDAO. Medium in the South at WEDR and WLOU; hot at WVEE, WHRK, WJJS and WGIV. Medium in the East at WAMO while hot at WXYV.
- SILVER PLATINUM** "Dance" (SRI) 36% reporting. In medium rotation in the East at WWIN and WILD. Medium in the South at WGIV, WEDR, WDIA and WJJS; hot at WJMI and WEAS. Medium at KATZ and WBMX in the Midwest. Medium in the West at KDAY and KDKO.

- UNLIMITED TOUCH** "I Hear Music In The Streets" (Prelude) 36% reporting. New in the West at KDKO. New in the Midwest at WDAO, while medium at WCIN and hot at WTLG. Climbing in the South at WGIV, WVEE and WHRK; hot at WAOK and WLOU. Medium in the East at WWIN, WXYV and WILD.
- FANTASY** "You're Too Late" (Pavillion) 33% reporting. New in the East at WAMO; medium at WXYV. New in the South at WJMI and WENN while medium at WAOK, WVEE and WHRK. New in the Midwest at WBMX; hot at WDAO. New in the West at KDAY.
- PATRICE RUSHEN** "Never Gonna Give You Up" (Elektra) 33% reporting. New in the East at WAMO. Medium in the South at WAOK and WJMI. Give up at WPDQ, KOKY, KMJQ and WDIA, and hot at WANT. New in the Midwest at WVON and KAEZ; medium at KATZ.
- KOOL & THE GANG** "Take It To The Top" (De-Lite/PolyGram) 33% reporting. New in the East at WXYV, WILD and WWIN. New in the South at WHRK, WVEE, WEDR, WDIA and WJMI. New in the Midwest at WBMX, KATZ and WCIN.
- SHALAMAR** "Full Of Fire" (Solar) 30% reporting. Hot in the East at WILD, Medium in the South at WEAS, WJJS, and WAOK, hot at KOKY. Medium in the Midwest at WJLB and KATZ while hot at WWWS and WCIN. Medium rotation in the West at KSOL.
- JERRY KNIGHT** "Perfect Fit" (A&M) 30% reporting. New in the West at KDKO and KSOL while hot at KDAY. Medium in the Midwest at WCIN; hot at WDAO. New in the South at WEAS; medium at WDIA and WLOU and hot at WAOK. Medium in the East at WWIN.
- DRAMATICS** "You're The Best Thing In My Life" (MCA) 30% reporting. Medium in the East at WAMO and WILD. Medium in the South at WENN, WEAS and WLOU; hot at WGIV. Medium in the Midwest at WCIN and WBMX while hot at WJLB. Medium in the West at KSOL.
- QUINCY JONES** "Ai No Corrida" (A&M) 30% reporting. New in the South at WGIV, WEAS and WEDR, while medium at WVEE, WHRK and WAOK. New in the Midwest at WTLG. Medium in the West at KDKO.
- JERMAINE JACKSON** "You Like Me Don't You" (Motown) 30% reporting. New in the Midwest at WJLB, WCIN and WBMX, medium at WTLG, and hot at WVON. New in the South at WLOU and WDIA; medium at WJMI. New at WAMO and WILD in the East.
- SPINNERS** "Yesterday Once More/Nothing Remains The Same" (Atlantic) 30% reporting. New in the Midwest at WDAO, WCIN and WVON. New in the South at WPDQ, WEAS, WGIV and WJJS; medium at WVEE and WHRK. Medium in the East at WXYV.

NEW & ACTIVE

- DEBRA LAWS** "Be Yourself" (Elektra) 27% reporting. New in the East at WXYV; medium at WILD. New in the South at WENN, WVEE and WHRK while medium at WLOU. Medium in the Midwest at KAEZ, WBMX and WTLG.
- KLEER** "Get Tough" (Atlantic) 27% reporting. New in the East at WLD; medium at WAMO. New in the South at WJMI, medium at WWIN, WEAS and WLOU. Medium in the Midwest at WTLG and WDAO. Hot in the West at KDKO.
- STYLISTICS** "And I'll See You No More" (TSOP) 27% reporting. New in the East at WWIN. New in the South at WJJS and WENN, with medium rotation at WJMI. New in the Midwest at KAEZ, medium at WBMX and WDAO and hot at WVON. New in the West at KDKO.
- CHAMPAIGN** "How 'Bout Us" (Columbia) 24% reporting. New in the East at WOL. In medium rotation in the South at KOKY, WAOK, and WGIV while hot at WDIA. New in the Midwest at WVDN while medium at WTLG. Medium at KDAY in the West.
- ARETHA FRANKLIN** "What A Fool Believes" (Arista) 24% reporting. Medium in the West at KDKO. New in the Midwest at WDAO and WBMX. New in the South at WLOU, WEDR and KOKY while medium at KMJQ and WDIA.
- SADANE** "One-Way Love Affair" (WB) 24% reporting. New in the East at WWIN and WXYV. New in the South at WVEE, WHRK and WLOU while medium at WDIA. New in the Midwest at WVON. New in the West at KDAY.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- JOE SAMPLE** Voices In The Rain (MCA)
- WEATHER REPORT** Night Passage (ARC/Columbia)
- DEXTER GORDON** Gotham City (Columbia)
- GROVER WASHINGTON JR.** Wineflight (Elektra)
- KILIMANJARO** Kilimanjaro (Phil)l
- BOB JAMES** All Around The Town (Tappan Zee/CBS)
- BILL EVANS** You Must Believe In Spring (WB)
- GENE DUNLAP** It's Just The Way I Feel (Capitol)
- DAN SIEGEL** The Hot Shot (Inner City)
- NATIVE SON** Savanna Hot-Line (MCA)
- STANLEY TURRENTINE** Use The Stairs (Milestone)
- HERBIE HANCOCK** Mr. Hands (Columbia)
- RODNEY FRANKLIN** Rodney Franklin (Columbia)

NEW & ACTIVE

No records qualified for New & Active this week.

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chaucery Lewis; WYBC/New Haven, CT, Jonathan Brasler. SOUTH: WCLJ/Atlanta, GA, 'Requya Ward; WTJZ/Newport News, VA, Roy Ewald. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pastor. WEST: KJHL/Los Angeles, CA, Lawrence Taylor.

Pop / Rhythms
Hottest
February 20, 1981

EAST	SOUTH	MIDWEST	WEST
Slave Whispers	Gap Band Yarbrough & Peoples Whispers Lakeside	Yarbrough & Peoples Slave Gap Band	Yarbrough & Peoples Sister Sledge

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Jermaine Jackson
Cameo
Cameron
Kurtis Blow
Starpoint
Joe Simon
Johnny Bristol
Patrice Rushen
Fantasy

HOTTEST
Jacksn
Yarbrough & Peoples
Sky
Switch
Jones Girls
Gap Band
Sugarhill Gang
Lakeside
Slave
Whispers

WVNY
Baltimore, MD
Curds Anderson

ADDED
Rufus
Kool & The Gang "Top"
Funkadelic
Trouble Funk
Ohio Players
Sadane
Deniece Williams
Joyce Lawson
Stylistics
Grover Washington Jr.
Gap Band "Humpin'"

HOTTEST
Jacksn
Yarbrough & Peoples
Whispers
Smoke Robinson
T.S. Monk
A Taste Of Honey
Earth, Wind & Fire
Sister Sledge

WVNY
Baltimore, MD
Larry Wilson

ADDED
Debra Laws
Deniece Williams
Sadane
Kool & The Gang "Top"
Grover Washington Jr.
T-Connection

HOTTEST
Slave
Stevie Wonder
Jacksn
Yarbrough & Peoples
Whispers
Smoke Robinson
T.S. Monk
A Taste Of Honey
Earth, Wind & Fire
Sister Sledge

WILD
Boston, MA
Steve Crumley

ADDED
Linn
Kool & The Gang "Top"
Marvin Gaye
Frankie Smith
Jermaine Jackson "Like"
Conversion
Quincy Jones
Sotamon
A Taste Of Honey
Holt
Kleer
Leon Ware
Mystic Merlin

HOTTEST
Tierra
Lakeside
Gap Band
T.S. Monk
Sugarhill Gang
Whispers
Sky
Slave
Shalamar
Jacksn

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Unlimited Touch
Heatwave
Ohio Players
Aretha Franklin "Foot"
Chi-Lites
Spinners
Bootsy
Grandmaster Flash

HOTTEST
Tom Browne
Yarbrough & Peoples
Norman Connors
Carrie Lucas
Linda Clifford
T.S. Monk
Sister Sledge
Robert Winters & Fall
Manchester/Bryson
A Taste Of Honey

WTLG
Indianapolis, IN
Jay Johnson

ADDED
Mervin Gaye
Quincy Jones
Atlantic Starr
Dazz Band
Phoebe Snow
Niteflyte

HOTTEST
Sugarhill Gang
MammaTapee
Whispers
Perry & Sanlin
Slave
Sugar Daddy
Manchester/Bryson
Unlimited Touch
Grandmaster Flash
Heaven & Earth

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Kool & The Gang "Top"
Niteflyte
Jermaine Jackson "Like"
Spinners

HOTTEST
Slave
Sugarhill Gang
Isley Brothers
Zapp
Jones Girls
Stevie Wonder
Yarbrough & Peoples
Gap Band
Shalamar
Grover Washington Jr.

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Debra Laws
Deniece Williams
Sadane
Kool & The Gang "Top"
Grover Washington Jr.
T-Connection

HOTTEST
Slave
Stevie Wonder
Jacksn
Yarbrough & Peoples
Whispers
Smoke Robinson
T.S. Monk
A Taste Of Honey
Earth, Wind & Fire
Sister Sledge

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Millie Jackson
Spinners
Smoke Robinson
Chi-Lites
King Tuttt
Charles Johnson
Ohio Players

HOTTEST
Jacksn
Whispers
LTD
Yarbrough & Peoples
Tom Browne
Kool & The Gang "Celebration"
Sugarhill Gang
Reddings "Remate"
Leo Sayer
Lakeside
T.S. Monk

KATZ
St. Louis, MO
Earl Parnell

ADDED
None

HOTTEST
Jacksn
Lakeside
Sugarhill Gang
Gap Band
Parliament
Kool & The Gang "Celebration"
Aretha Franklin "United"
Norman Connors
Kano
Ray, Goodman & Brown

WSMX
Chicago, IL
Sparky Lane

ADDED
Rose Royce
Cameo
Kool & The Gang "Top"
Cameo
Aretha Franklin "Foot"
Blondie
Jermaine Jackson "Like"
Dazz Band
Smoke Robinson

HOTTEST
Slave
Kano
Yarbrough & Peoples
Lakeside
Gap Band
Jones Girls
Tierra
Grover Washington Jr.
T.S. Monk
Wrecking Crew

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Stylistics
Smoke Robinson
Kool & The Gang "Top"
Patrice Rushen
Bobby Blue Bland
Ohio Players

HOTTEST
Gap Band
Yarbrough & Peoples
Lakeside
Con Funk Shun
Jacksn
Whispers
Zapp
Slave
Jones Girls
Lenny Williams
Zapp
Grover Washington Jr.

WVON
Chicago, IL
Ron King

ADDED
Champagn
Spinners
T-Connection
Fantasy
Sadane
Patrice Rushen
Tom Browne

HOTTEST
Clarence Carter
Manchester/Bryson
Smoke Robinson
Slave
Atlantic Starr
T.S. Monk
Switch
Robert Winters & Fall
Stylistics
Jermaine Jackson "Like"

WJLB
Detroit, MI
J. Michael McKay

ADDED
Michael Henderson
Niteflyte
Smoke Robinson
Atlantic Starr
Linn
Jermaine Jackson "Like"

HOTTEST
Yarbrough & Peoples
Sky
Jacksn
Bar-Kays
Stevie Wonder
Dramatics
Tierra
Lenny White
T.S. Monk

WVWS
Saginaw, MI
Kermit Crockett

ADDED
None

HOTTEST
Gap Band
Slave
Gap Band "Humpin'"
Tom Browne
Yarbrough & Peoples
Lakeside "One"
Shalamar
Sugarhill Gang
T.S. Monk
P.O.C.

KMJJ
St. Louis, MO
Cliff Winston

ADDED
Con Funk Shun "Too"

HOTTEST
Kool & The Gang
Rod Stewart
Streisand/Gibb
Blondie
Jacksn
Gap Band
Ray, Goodman & Brown
Air Supply
Lakeside
Kenny Rogers

KDKO
Denver, CO
Byron Pitts

ADDED
Executive
Niteflyte
Bootsy
Quinnella
Unlimited Touch
Stylistics
Cameo
Leon Huff
Trammps
MFSB
Linn
Streisand/Gibb
Revelation
Lani Hall
Jerry Knight
Atlantic Starr

HOTTEST
Kano
Yarbrough & Peoples
Tom Browne
Sister Sledge
Zingers
A Taste Of Honey
T-Connection
Tierra
Kleer
Teena Marie

KDAY
Los Angeles, CA
L.J. Johnson

ADDED
Sadane
Fantasy
Reddings
Two Tons
Ashford & Simpson

HOTTEST
T.S. Monk
Yarbrough & Peoples
Gap Band
Whispers
Slave
Tom Browne
A Taste Of Honey
T-Connection
Tierra
Kleer
Teena Marie

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Tom Browne
Lenny White
Earth, Wind & Fire "And"
A Taste Of Honey
Jerry Knight
Zingers

HOTTEST
Gap Band
Yarbrough & Peoples
Jones Girls
Slave
Whispers
Stevie Wonder
Sugarhill Gang
Tierra
Isley Brothers
Sister Sledge

SOUTH

WLDU
Louisville, KY
Bill Price

ADDED
Jermaine Jackson "Like"
Two Tons
Aretha Franklin
Sadane
Free Expression
Starpoint

HOTTEST
T.S. Monk
Tom Browne
Jr. Funk
Zingers
Stevie Wonder
Sister Sledge
Whispers
Narada Michael Walden
Ashford & Simpson

WDIA
Memphis, TN
Mark Chisler

ADDED
Enchantment
Kleer
Jermaine Jackson
Kool & The Gang "Top"
Johnny Adams

HOTTEST
Gap Band
Yarbrough & Peoples
Tom Browne
Slave
Whispers
Zapp
Blackbyrds
Sister Sledge
Champagn
Grover Washington Jr.

WEDR
Miami, FL
Leo Jackson

ADDED
Aretha Franklin "Foot"
Revelation
Quincy Jones
Linn
Lee Garrett
Kool & The Gang "Top"
Heatwave
Joe Tex
Frankie Smith
Conversion

HOTTEST
Gap Band
Lakeside
Jacksn
Staples
Sky
MammaTapee
Con Funk Shun
Roots Uprising
M'Lady
Slave

KMJJ
Houston, TX
Robert V

ADDED
Tom Browne

HOTTEST
Yarbrough & Peoples
Kool & The Gang "Celebration"
Lakeside
Aretha Franklin "United"
Stevie Wonder
Prince "Updown"
Gap Band
Rod Stewart
Jimmy Spicer
Kenny Rogers

WJJS
Lynchburg, VA
Robert Golna

ADDED
Clifton Dyson
Teena Marie
Billy Preston
Spinners
Delegation
Prince
Stylistics
Originals
Midnight Blue
Millie Jackson
Zingers

HOTTEST
Lakeside
Yarbrough & Peoples
Switch
Con Funk Shun
Jones Girls
Stevie Wonder
Flack/Bryson
George Benson
Norman Connors
Whispers

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
R.J.'s Latest Arrival
Smoke Robinson
One Way
Spinners
Chi-Lites
Barbra Streisand
Manhattans
Ruby Wilson
Zingers
Quincy Jones
Leon Ware

HOTTEST
Jones Girls
Switch
Norman Connors
Tom Browne
Whispers
Fantasy
Linda Clifford
Lenny White
Earth, Wind & Fire
Dramatics

WENN
Birmingham, AL
Dave Donnell

ADDED
Fantasy
Jacksn
Staples
Sky
M'Lady
Funkadelic
Heatwave
Debra Laws
Chi-Lites
Grandmaster Flash
Lenny White

HOTTEST
Gap Band
Yarbrough & Peoples
Jones Girls
Sugarhill Gang
Lakeside
Robert Winters & Fall
Tierra
Slave
Stevie Wonder
B.T. Express

WJMI
Jackson, MS
Carl Haynes

ADDED
Bootsy
Patrice Rushen
Marvin Gaye
Kool & The Gang
One Way
Fantasy

HOTTEST
Whispers
Sky
Rod Stewart
Sister Sledge
Gap Band
Blackbyrds
Lenny White
Dionna Warwick
Silver Platinum
Idris Muhammad

WEAS
Savannah, GA
Floyd Bee

ADDED
Quincy Jones
Smoke Robinson
Spinners
Atlantic Starr
Jerry Knight

HOTTEST
Lakeside
Gap Band
Stevie Wonder
Lenny Williams
Jermaine Jackson "Little"
Isley Brothers
Carrie Lucas
Whispers
Flack/Bryson
Silver Platinum

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Yarbrough & Peoples
Sugarhill Gang
Gap Band
Jones Girls
Whispers
Patrice Rushen
Tierra
Bar-Kays
Slick

WAOK
Atlanta, GA
Carl Connors

ADDED
Cameo
Kool & The Gang "Top"
Connections & Disconnections
Funkadelic
Patrice Rushen
Frankie Smith
Starpoint
Ohio Players
Rufus

HOTTEST
Yarbrough & Peoples
Gap Band
Unlimited Touch
Whispers
Jones Girls
Tom Browne
B.T. Express
Prince
Jerry Knight
Manchester/Bryson

WOL
Washington, DC
Dewey Hughes

ADDED
Alicia Myers
Danise LaSalle
One Way
Thras Degross
Dava Grusin
Willie Mitchell
Delegation
Dan Siegel
Neil Diamond
Zingers
Champagn
S.O.S. Band
Herbie Hancock
Smoke Robinson

HOTTEST
Sawind
Sister Sledge
Bar-Kays
A Taste Of Honey
Dae Dee Shero Gamble
Pointer Sisters
Joe Sample
Esther Phillips
Robert Winters & Fall
Earth, Wind & Fire "And"

WHRK
Memphis, TN
Ron Olsen

ADDED
Debra Laws
Deniece Williams
Sadane
Kool & The Gang "Top"
Grover Washington Jr.
T-Connection

HOTTEST
Slave
Stevie Wonder
Jacksn
Yarbrough & Peoples
Whispers
Smoke Robinson
T.S. Monk
A Taste Of Honey
Earth, Wind & Fire
Sister Sledge

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Millie Jackson
Spinners
Smoke Robinson
Chi-Lites
King Tuttt
Charles Johnson
Ohio Players

HOTTEST
Jacksn
Whispers
LTD
Yarbrough & Peoples
Tom Browne
Kool & The Gang "Celebration"
Sugarhill Gang
Reddings "Remate"
Leo Sayer
Lakeside
T.S. Monk

Opportunities

Openings

EAST

Mature, Pop/Adult personality needed for mornings or afternoons at WSPK/Poughkeepsie, NY. Production skills a must. Hard dedicated worker needed. Experienced only need apply. Tapes and resumes to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (2-20)

AOR WJZZ/Parkeersburg, WV is looking for a midday jock/Promotions Director. Experience is helpful but talented beginners also urged to apply. Tapes and resumes to Larry Schuster, WJZZ, 703 Market St., Parkersburg, WV 26101. EOE M/F (2-20)

Rare midday opening at top-rated Northeastern NY FM Country outlet. Country music radio experience a must. Prefer person from our region. Tapes and resumes to Chris Warren, WQNA, Box 1069, Albany, NY 12201. No calls please. EOE M/F (2-20)

Northern New England's #1 Contemporary FM station has opening. Tapes and resumes to Captain Kirk Sherwood, W2UWY101, 7 Main St., Bangor, ME 04401. EOE M/F (2-20)

Possible future openings for bright, up tempo personality at 50,000 watt stereo rock, WHFM/Rochester. Send tapes and resumes to Jim Snowden, 344 East Ave., Rochester, NY 14604. No calls please. EOE M/F (2-20)

WBCN/Boston has immediate part-time opening for experienced newswriter/producer/reporter. Tapes and resumes to Dinah Vaprin, ND, WBCN, 1265 Boylston St., Boston, MA 02215. EOE M/F (2-20)

We're Vermont's fastest-growing station. Future jock and news position, full- and part-time. Tapes and resumes to Greg Price, WCVR, Box 445, Randolph, VT 05660. EOE M/F (2-20)

Openings

PD Wanted: Good opportunity to prove your talents. Experienced preferred, but if you can prove to the you can do it, OK. Pop/Adult AM and Soft Rock FM in beautiful upstate New York. Growing broadcast group. Call me first! Larry Rosmilso, GM, WDO5/WSRK, Ontario, NY (607) 432-1500. (2-20)

Wanted Immediately: Rock personality for innovative major market station. Excellent opportunity for smaller market pros ready to move up. No beginners. Send tapes and resumes to Bryan Mackinrye, GM, WYDD-FM, Box 7050, Pittsburgh, PA 15212. No calls please. EOE M/F (2-20)

WSAY/Rochester is looking for weekend and possible full-time announcers. Personality and conscientiousness are musts for our Pop/Adult format. Send tape and resume to Chuck Ingersoll, PD, WSAY, 560 French Rd., Rochester, NY 14618. EOE M/F (2-13)

Opening for talk show host/announcer with production skills. New equipment, good pay and benefits. Send tape and resume to Bill Monihan, Program Manager, WPXN/WPXY, 55 St. Paul St., Rochester, NY 14604. No calls please. EOE M/F (2-13)

SOUTH

Need tapes and resumes for possible future openings at AOR station. Send to Bo Jagger, Box 12030, Lubbock, TX 79452. No calls please. EOE (2-20)

Air talent needed immediately. Good bucks for the right person. Tapes and resumes to Gary Foxe, KQOR, Box 2201, Abilene, TX 79604. EOE M/F (2-20)

Air talent needed at KNUZ/Houston and KAYD/Beaumont, TX. Send tapes and resumes to Bob Shannon, Box 870, Beaumont, TX 77704. EOE M/F (2-20)

Openings

Midday jock for Adult Contemporary FM in Lexington, KY market. All new staff, all new equipment. Tapes and resumes to Ron Richardson, PD, WFMI, 58 1/2 S. Main St., Winchester, KY 40391. EOE (2-20)

Drive time communicator needed now at growth oriented Pop/Adult station. Opening due to internal promotion. Better than average money for right person. Tapes and resumes to Gary King, GM, WJBO, Box 496, Baton Rouge, LA 70821. EOE M/F (2-20)

WFIR-WPVR/Roanoke, VA is taking applications for future openings in the News Department. Good delivery, strong reporting skills, experience needed. Women and minorities encouraged to apply. Tapes and resumes to Peter Vieth, News Director, Box 150, Roanoke, VA 24002. EOE (2-20)

Burkhardt/Abrams/Michaels/Douglas searching for contemporary Country talent for client's stations. Send tapes and resumes to Burkhardt/Abrams/Michaels/Douglas, 6500 River Chase Circle, East Atlanta, GA 30328. EOE M/F (2-20)

QV-103, North Texas's leading 100,000 watt CHR, is in need of a top notch News Director. Are you the one we're looking for? Send tapes and resumes today to Mike Edwards, Operations Manager, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (2-20)

WTMA-95.5/Charleston, SC is looking for newscaster with strong voice and conversational style. Females encouraged. Tapes and resumes to Brad Harris, Box 31089, Charleston, SC 29407. (2-20)

96 Super Q/PT. Myers, FL is looking for an air personality. Send tapes and resumes to WLEQ, Box 742G, Ft. Myers, FL 33908. (2-20)

WRFS-AM-FM/Alexander City, AL has opening for experienced PD for Contemporary format. Contact Bill Whitley at WRFS-AM-FM, Box 72, Alexander City, AL 35010, or call (205) 234-2566. EOE (2-20)

Openings

We're the number one station in a 50,000 market. Advancement has created two immediate openings: News Director and air personality. If you can help keep us on top, send tapes and resumes to Tommy Oliver, Box WDXI, Jackson, TN 38301, or call (901) 424-1310. EOE M/F (2-20)

WLVA, leading News and Information station in Central Virginia, looking for an experienced broadcast journalist to do general assignment reporting and some anchoring. Minorities and women encouraged to apply. Send tapes and resumes to Al Augustine, News Director, WLVA Radio, Box 2179, Lynchburg, VA 24501. EOE (2-20)

KKQV-FM/Wichita Falls, TX is looking for a great nighttime personality. Strong production a must. Right money for the right person. Send tapes and resumes to Mike Edwards, GM, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (2-20)

Best crew on the Treasure Coast lacks one extra ordinary member: a Copy/Production Head with weekend air shift. Send tapes and resumes to Bob Cannon, PD, WAWV, Route 1, Box 105, Fort Pierce, FL 33450. (2-20)

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.

Marketplace

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**

**RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330**

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FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE - 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:

HYPE, INK BOX 69581, L.A., CA 90069

BUY A BUTTON, CO.
.....Attention Radio & Record Companies.....
Buttons To Order
Any Amount • FAST • Call (408) 635-5202
BUY A BUTTON, CO.
345 Moss Landing Road
Moss Landing, California 95039
..... Check the Country section of R&R (2-13-81)

SAY SOMETHING FUNNY INSTANTLY!

Easy-to-follow book reveals comedy writers' secrets. Explains six instant joke formulas. Tips from Johnny Carson, Steve Allen, Bob Orben, etc. Proven by Pros.....

..... \$5 postpaid.
Jack Posner, Box 259, Great Neck, NY 11022

LIMITED TIME OFFER!
SOME GREAT DEALS ON TAPE AND REELS!
5" REELS AND TAPE CHEAP!
SEND SELF-ADDRESSED STAMPED ENVELOPE TO:
E&B SERVICES, 2950 SOUTH BIRCH, DENVER, COLORADO 80222.



DROP YOUR PANTS
grab your socks,
here come the laffs,
here come the yocks.
Complimentary snack:
"LOLA'S LUNCH"
1390 Arroyo Dr., Ypsilanti, MI 48197

CURRENT ARTIST BIOS

Published Bi-Weekly . . . Rock, Top 40, Country . . . Plus humor, record-tie-ins, and more! Send four 15¢ stamps for current issue to **RADIO TIMES, 200 South Glenn, Suite 98, Camarillo, CA 93010.**

SOUND EFFECTS

Complete 26 LP Sound Effects Library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195.00 for the entire set, plus \$5.00 shipping. Send for catalog to **VALENTINO, INC. 151 West 46th St., NY, NY 10036 or call (212) 246-4675.**

Radio's Premiere COMEDY SERVICE
FREE SAMPLE ISSUE of radio's most popular humor service!
For sample, write on station letterhead to: **O'Listers**
1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502

:60's AND :30's MUSIC BEDS

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties - No clearances, \$75.00 plus \$5.00 shipping. Four LP records. Write or call today -
VALENTINO, INC.
151 West 46th Street, NY, NY 10036
(212) 246-4675

IT'S TOO GOOD

TO BE FREE

\$5 brings you "Radio Raps," over 60 great bits in booklet form. Totally different from any other jock material. A listing of our services included. **RADIO WORD SHOP 5019 Middleboro, Grand Blanc, MI 48439.**

BROADCASTERS ACTION LINE

Job Referral Service \$40 - 12 months
Free to Employers
Broadcasters Action Line
(812) 889-2907/R-3 Box 84, Lexington, Indiana 47138

FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist bios & update, record facts, daily calendar/almanac, trivia, etc.
ALL AIRSHIFT READY!
Sample: **Galaxy**
Box 20093R, Long Beach, CA 90081, (213) 438-0508

THE BACK PAGE

BREAKERS

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

GROVER WASHINGTON JR. Just The Two Of Us (Elektra)

66% of our reporters on it. Moves: Up 62, Same 32, Down 0, Adds 48 including WCAO, F105, WPGC, KSLQ, WZZP, KFI, KOPA, WBLI, WAQY, KFMK, WSKZ, KZ93, K10Y, KMJK. See Parallels, charts at number 28.

POLICE

Don't Stand So Close To Me (A&M)

64% of our reporters on it. Moves: Up 99, Same 18, Down 0, Adds 21 including WXKS, WCKX, WLS, KUPD, KNUS, WFMF, WRJZ, WZOK, K10Y, KTAC, WIGY, KQIZ-FM, KSLY. See Parallels, charts at number 29.

PHIL SEYMOUR

Precious To Me (Boardwalk)

62% of our reporters on it. Moves: Up 80, Same 41, Down 0, Adds 12, KVIL, WAEB, 14Q, KELP, KX104, KOFM, KZ93, WHOT, FM102, WFOX, KDVV, KCBN. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the Parallels. indicates one of this week's "most added" new songs.

APRIL WINE "Just Between You & Me" (Capitol) 114/26
Moves: Up 52, Same 36, Down 0, Adds 26 including WKBW, JB105, Z93, WOLF, K104, Y100, 92Q, WAYS, KZ93, WIKS, WHOT, KJRB.

TERRI GIBBS "Somebody's Knockin'" (MCA) 112/18
Moves: Up 75, Same 18, Down 3, Adds 16 including JB105, CKLW, KSLQ, WOKY, KRLA, KJR, Kelp, WSKZ, WGRD, 95SGF, KPUR, WSPF.

JUICE NEWTON "Angel Of The Morning" (Capitol) 111/73
Moves: Up 20, Same 18, Down 0, Adds 73 including WKBW, WIF1, F105, WRKO, Z93, KSS5-FM, KSLQ, KIMN, WFLY, Q106, WTXI, KXX106, WHBQ, WNOX, KZ93, WOW, KTAC.

OUTLAWS "Ghost Riders In The Sky" (Arista) 110/3
Moves: Up 62, Same 36, Down 9, Adds 3, FM100, WZOK, WSGA, WKBW 12-7, 96KX 12-10, KUPD 4-3, WQRK 32-25, K96 30-27.

FIREFALL "Staying With It" (Atlantic) 105/7
Moves: Up 66, Same 32, Down 0, Adds 7, WKBW, KINT, WGRD, KERN, KCPX, WJBO, WFLB, KOPA 25-22, KQ94 21-17.

ELVIS PRESLEY "Guitar Man" (RCA) 104/17
Moves: Up 53, Same 33, Down 1, Adds 17 including WKBW, WBEN-FM, WBBF, WHYN, KHFI, KBFM, 92X, KGGI, KNBQ, WANS-FM, KKRC, KFXD.

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 90/5
Moves: Up 58, Same 23, Down 4, Adds 5, F105, PRO-FM, KXX106, 92X, WRKR, WIF1 27-20, WXKS 13-7, Z93 27-22, KRLA 25-21.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 79/16. Moves: Up 36, Same 27, Down 0, Adds 16 including CHUM, CKGM, WZZP, WPST, WERC, WAYS, WAKY, KRAV, FM103, KDVV, KATI.

DONNIE IRIS "Ahi Leah!" (MCA) 71/2
Moves: Up 31, Same 23, Down 15, Adds 2, CKGM, KFI, JB105 27-23, WLS d-28, KNUS 17-12, Y103 15-11, WGRD 24-12, KERN 26-25, WIGY 14-11, KQIZ-FM 23-19, WSPF 4-2.

QUEEN "Flash's Theme" AKA "Flash" (Elektra) 62/0
Moves: Up 22, Same 20, Down 20, Adds 0, CHUM 23-19, Q102 18-16, KJR 24-22, WHFM 25-20, KTSa 11-8, WIKS 26-24, FM103 8-3, FM99 10-10, KWLO 30-20.

CLIMAX BLUES BAND "I Love You" (WB) 61/18
Moves: Up 25, Same 18, Down 0, Adds 18 including WAEB, KHFI, BJ106, 92Q, KRAV, KNBQ, KLUC, 14WK, Z102, WRKR, KQDI.

ERIC CLAPTON "I Can't Stand It" (RSO) 59/58
Moves: Up 0, Same 1, Down 0, Adds 58 including WBEN-FM, WFL1, WIF1, WPGC, WDRQ, CKLW, Q102, WOKY, WHFM, B97, WRVQ, KWEN, KEZR, KTKT, KPUR.

LOVERBOY "Turn Me Loose" (Columbia) 59/6
Moves: Up 36, Same 16, Down 1, Adds 6, Z93, 13K, Y103, KJ100, FM99, KQIZ-FM, CHUM 10-6, KUPD 15-11, Z104 27-26, 95XIL 36-32, KRLC 8-2.

SMOKEY ROBINSON "Being With You" (Tamla) 50/26
Moves: Up 18, Same 6, Down 0, Adds 26 including 96KX, WRKO, WPGC, Y100, Q106, KFMK, KEEL WISM, KNBQ, WLBZ, WANS-FM, KENI.

AC/DC "Back In Black" (Atlantic) 50/0
Moves: Up 24, Same 14, Down 12, Adds 0, JB105 15-11, Y100 28-25, WLS 34-27, KFRC 24-22, 13K 20-18, KUPD 7-6.

Radio & Records

NATIONAL AIRPLAY/30

February 20, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK	
6	1	1	1 JOHN LENNON/Woman (Geffen)
3	3	3	2 REO SPEEDWAGON/Keep On Loving You (Epic)
13	8	4	3 STYX/The Best Of Times (A&M)
4	2	2	4 DOLLY PARTON/9 To 5 (RCA)
14	12	9	5 CLIFF RICHARD/A Little In Love (EMI America)
23	15	10	6 DON McLEAN/Crying (Millennium)
2	4	5	7 STEELY DAN/Hey Nineteen (MCA)
27	19	12	8 NEIL DIAMOND/Hello Again (Capitol)
7	7	7	9 KOOL & THE GANG/Celebration (Delite/PolyGram)
5	6	6	10 EDDIE RABBITT/I Love A Rainy Night (Elektra)
28	23	17	11 BLONDIE/Rapture (Chrysalis)
15	14	13	12 ALAN PARSONS PROJECT/Games People Play (Arista)
1	5	8	13 BLONDIE/The Tide Is High (Chrysalis)
22	18	16	14 PAT BENATAR/Treat Me Right (Chrysalis)
20	17	15	15 STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
26	24	21	16 RANDY MEISNER/Hearts On Fire (Epic)
29	27	24	17 DARYL HALL & JOHN OATES/Kiss On My List (RCA)
24	20	18	18 RONNIE MILSAP/Smoky Mountain Rain (RCA)
-	29	23	19 B. STREISAND/B. GIBB/What Kind Of Fool (Columbia)
25	22	20	20 ABBA/The Winner Takes It All (Atlantic)
12	9	11	21 DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
30	28	25	22 LEO SAYER/Living In A Fantasy (WB)
9	10	14	23 DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
-	30	28	24 BRUCE SPRINGSTEEN/Fade Away (Columbia)
10	13	19	25 BOZ SCAGGS/Miss Sun (Columbia)
-	-	30	26 STEVE WINWOOD/While You See A Chance (Island)
-	-	29	27 SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
-	-	29	28 GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
-	-	29	29 POLICE/Don't Stand So Close To Me (A&M)
-	-	29	30 PHIL SEYMOUR/Precious To Me (Boardwalk)

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

JUICE NEWTON "Angel Of The Morning" (Capitol)
ERIC CLAPTON "I Can't Stand It" (RSO)
GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra)
SMOKEY ROBINSON "Being With You" (Tamla)
DONNA SUMMER "Who Do You Think You're Foolin'" (Geffen)
APRIL WINE "Just Between You & Me" (Capitol)

HOTTEST

JOHN LENNON "Woman" (Geffen)
REO SPEEDWAGON "Keep On Loving You" (Epic)
STYX "The Best Of Times" (A&M)
DOLLY PARTON "9 To 5" (RCA)
BLONDIE "Rapture" (Chrysalis)

Complete Regional Listings on Pages 30 and 31.

Parallel Listings Begin on Page 34.

Other Songs Getting Significant Action

YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 47/4
Moves: Up 32, Same 10, Down 1, Adds 4, WDRQ, KNUS, FM100, Z102, WXLO 1-1, KRLY 27-20, KRLA 10-7, 13K 25-19.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 46/5
Moves: Up 24, Same 17, Down 0, Adds 5, WAEB, K104, KELC, 95XIL, WXLK, WCAO 26-24, PRO-FM 24-21, KFRC 40-38, KPZL 29-26, WHYN 22-18.

DONNA SUMMER "Who Do You Think You're Foolin'" (Geffen) 45/26
Moves: Up 9, Same 10, Down 0, Adds 26 including WBEN-FM, CKGM, Z93, KFI, WFBR, WICC, WKEE, KSET-FM, KBFM, KQ94, WQRK, WVIC, KRAV, KYNO-FM, KIDD, KTAC.

SUZI QUATRO "Lipstick" (Dreamland) 45/4
Moves: Up 19, Same 22, Down 0, Adds 4, Q106, KSET-FM, WJDX, KQIZ-FM, WBBQ 13-10, WDJX 38-29, Z102 26-23, WSGA 27-23.

FLEETWOOD MAC "Fireflies" (WB) 41/4
Moves: Up 24, Same 11, Down 2, Adds 4, WOLF, KCPX, KKLS, WRKR, WBEN-FM 24-20, WOKY 24-22, KUPD 28-21, KSRR 28-24, WVIC 31-26.

CHAMPAIGN "How 'Bout Us" (Columbia) 37/14
Moves: Up 13, Same 10, Down 0, Adds 14, WFL1, Q105, WCXK, KRLA, WFBR, WOLF, WKEE, WERC, WSGN, WLYC, WGH, WVLC, WMEE, KGGI.

SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 33/13
Moves: Up 10, Same 10, Down 0, Adds 13, WFL1, WICC, KSET-FM, KINT, WSGN, KX104, WOKI, WRJZ, WCSC, WVLC, 14WK, WROV, KWLO.

DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 33/6
Moves: Up 14, Same 13, Down 0, Adds 6, WBEN-FM, WTXI, WERC, WVIC, WFLB, KOOK, KFRC 37-35, KXX106 29-28, KSPZ 23-17.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 32/6
Moves: Up 11, Same 15, Down 0, Adds 6, WFBR, WOHO, WDJX, WLBZ, 14WK, KENI, WBEN-FM 34-21, CFTR 1-1, CKGM 10-7, CKLW 29-25, K104 5-1, WAYS 12-8.

JOURNEY "The Party's Over (Hopelessly In Love)" (Columbia) 31/9
Moves: Up 10, Same 12, Down 0, Adds 9, CKLW, KFRC, WHFM, 92Q, WSKZ, WKXY, KILE, KENI, KODI, KRBE 20-16, WGRD 30-25.

MOLLY HATCHET "The Rambler" (Epic) 29/7
Moves: Up 6, Same 16, Down 0, Adds 7, KUPD, WHFM, KROV, WLBZ, WCIR, KWLO, KENI, WKEE 20-16, KSRR 37-28, KJ100 20-18.

JIMMY BUFFETT "It's My Job" (MCA) 28/7
Moves: Up 13, Same 6, Down 0, Adds 7, WTXI, WRJZ, WNOX, WDJX, K10Y, WHEB, Z102, 94Q 28-23, KKLS 26-23.

TOTO "Goodbye Elenore" (Columbia) 25/6
Moves: Up 7, Same 12, Down 0, Adds 6, KUPD, KJ100, WDJX, 95XIL, KQIZ-FM, KDZA, KINT d-38, KBFM d-27.

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