

# Radio & Records

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PADDEN KIIS-FM PRES./GM, MOORHEAD CONSULTS

## Boyd Named President Of CPI Radio



**NEW KIIS-FM TEAM** — Pictured upon the announcement of the changes at KIIS-FM/Los Angeles are (l-r) Gannett VP/Programmer and KSD-FM/St. Louis President/GM Jay Cook, consultant L. David Moorhead, Gannett Radio Division President Joe Dorton, KIIS-FM President/GM J. Ray Padden, and KIIS-FM PD Mike Wagner.

Ed Boyd, longtime President/GM of Gannett's KIIS-FM & KPRZ/Los Angeles, has resigned to accept the position of President of Columbia Pictures Industries Radio Division, supervising the company's five radio stations and working with Karl Eller, who heads CPI's new Communications Division (R&R 2-6). KPRZ & KIIS-FM VP/GSM J. Ray Padden has been promoted to President/GM of the stations, while at the same time Gannett Radio President Joe Dorton announced that former Metro-media VP and KMET/Los Angeles

GM L. David Moorhead has been retained as a consultant to KIIS-FM.

Boyd told R&R that CPI Radio "will be in an acquisition mode," and added, "It's a challenging position from the standpoint that it's group management and not individual station management. It's something I've been working toward and looking forward to with great anticipation. Cutting that tie at KIIS was tough; it was almost 8½ years I'd been there. But you've just got to move on and upward. I'm very excited." Boyd will be based in Los Angeles for the present time.

### KIIS-FM Team Hailed

Dorton had high praise for his new team at KIIS-FM. He told R&R, "J. Ray Padden is one of the

BOYD/See Page 14

## Cook Promoted To President/GM At KSD-FM

Jay Cook has been promoted to President/General Manager of Gannett's KSD-FM(KS94)/St. Louis, while retaining his VP/Programming position for the Gannett Radio Division, in which capacity he will be aiding the programming efforts of KIIS-FM/Los Angeles (see separate story). Cook had been VP/Station Manager at KSD-FM.

Gannett Radio President Joe Dorton told R&R, "My philosophy has always been as soon as my people are ready, I split them off, so Jay's been named President/GM." Cook in turn told R&R, "I am most pleased about it. This move fulfills a commitment made to me when I joined Gannett to be able to become a general manager once the company got on target with its programming. It's ideal, as it allows me to run a station, yet keep actively involved in programming within the company."

Before joining Gannett, Cook enjoyed a long, successful programming career, most notably as PD of WFIL/Philadelphia. He recently supervised KSD-FM's changeover to Pop/Adult from Beautiful Music.

## Keane Becomes Dreamland VP



Bert Keane

After seven years with Warner Brothers Records, the last two as National Promotion Director, Bert Keane has resigned to become Vice President/Promotion & Marketing for Dreamland Records. Dreamland principal Nicky Chinn told R&R, "I was very aware with the passing of Michael Dundas and Rick Swig's leaving that the (national promotion) position had to be filled with one of the best or

KEANE/See Page 14

## KTRH Stages First Live Talk Show From China

Houston Talk station KTRH scored a coup by airing two live talk shows from Shanghai, China, with Houston listeners able to phone in questions to midday personality Ben Baldwin. Baldwin and station GM Hal Kemp were the only broadcasters in a party of seven Houston media representatives invited to tour China, and after applying to Chinese government officials to gain use of relatively scarce phone trunk lines, the station was able to conference its local listener access line so that callers could talk to Baldwin and Kemp. Baldwin also described for listeners events of the trip, including a rare firepower demonstration by the Peoples' Army Infantry, about which he said, "They literally blew up a mountain for us."

### Strong Response

KTRH PD Ed Shane told R&R, "It's been awfully exciting. I was surprised, and maybe shouldn't have been, that so many people lined up to wait for Ben to be on to ask questions. Both Ben and Hal answered questions about their trip and experiences. Listeners generally asked the standard questions: 'How's the weather?' and 'How's the Great Wall?' Ben's response to the latter was, 'It's literally Great.'"

Shane added that Baldwin had managed to secure a two-hour interview with Peoples' Republic Deputy Foreign Minister Chen Xiang Chaing on sensitive foreign affairs matters, which the station hopes to air later. The actual mechanics of putting the show together proved difficult, owing to trunk line shortages and inadvertent de-



Ben Baldwin

lays, but KTRH is eager to repeat the experience. Shane said that Consul Zhang Zongxu, who extended the invitation to the KTRH duo to make the visit, "said they would like to do it again and take someone else from the station. We certainly want to take advantage of that. It's an honor to have actually done the first broadcast."

### NEW LABEL FORMED

## Anderson Named Pasha VP/GM



Ray Anderson

Ray Anderson has been named Vice President/General Manager of the Pasha Music Group, and will oversee the company's studio, production, special media projects, and management operations as well as the newly-formed Pasha Records label, set to join the CBS family shortly. Anderson, a 15-year promotion/management veteran, was most recently involved in his own management firm, after serving as VP/Promotion at UA and RCA.

Pasha President Spencer Proffer commented, "Ray is one of the consummate professionals in the record industry. His broad scope, talent, and vision will help all of our artists and personnel at Pasha

ANDERSON/See Page 14

## Tiburski Upped To VP/GM At WMMS

Walt Tiburski has been elevated to Vice President at Malrite of Ohio, owners of WMMS/Cleveland. Tiburski, an eight-year veteran of the station, will retain his post as General Manager of the AOR-formatted outlet in addition to his new responsibilities.

"I'm very pleased," Tiburski told R&R, "It's another step forward for the company and for myself. Malrite Broadcasting has given me a great opportunity to grow as the company grows. I thank Carl (Hirsch, Malrite President), Milt (Maltz, Malrite Chairman), and Gil Rosenwald (VP/Group Operations) for providing

TIBURSKI/See Page 14

# SUKIYAKI

(4953)

THE DELICIOUS  
NEW  
HIT  
FROM

A TASTE OF HONEY

THE TOP 10 SOUL SMASH  
IS NOW BREAKING POP!

WIFI on	KIOY on
WCAO deb 30	KGCI deb 29
WXKS-FM 25-22	KCPX deb 30
KRLY on	WHEB add
KEARTH deb 21	WFLB 31-27
KRLA 10-9	WRKR 25
KFI add	KFXM add
KIIS-FM 16-9	KSTN add
WFBR add 30	WQOK add
WAEB 18-15	WSFL add
WHYN add	KIQQ 26-9
KSET-FM add	KYYX on
WJDX on	KNBR on
BJ105 on	KMBZ on
WCSC deb 30	WHBC on
WGH on	KQ94 on
WVIC on	WSB on



FROM THE (ST-12089)  
BEST-SELLING ALBUM  
TWICE AS SWEET

PRODUCED BY GEORGE DUKE FOR GEORGE DUKE PRODUCTIONS  
EXECUTIVE PRODUCER: DR. CECIL HALE



# WSB Puts Country On Overnights

WSB/Atlanta has instituted a late-night country music program, "Interstate 75," airing from midnight to 5am seven days a week and hosted by Bill Vale. The move marks a shift away from the long-time market leader's traditional Pop/Adult format, following WSB's 12+ loss to WZGC and WQXI-FM in the October/November 1980 ratings.

According to WSB General Manager Elmo Ellis (who recently announced his retirement from the station), " 'Interstate 75' (WSB is 750 on the dial) will have heavy emphasis on music, and will carry NBC news on the hour as well as weather and road conditions, especially for truckers.

"We believe there is great potential in moving in this direction," Ellis continued. "We had proof of that right away because when we announced our plans, we immediately sold more business than we had sold when we had a talk program on in that time slot for almost three years."

## Baldassano Named ABC Contemporary Network PD

Corinne Baldassano has been appointed to the newly-created post of Program Director for the ABC Contemporary Radio Network. The move reunites Baldassano with ABC Contemporary Network VP Willard Lockridge, who served as GM for KAUM/Houston and WPLJ/New York while Baldassano was PD and MD at the respective facilities. Most recently, Baldassano held the PD post at WSAI-FM/Cincinnati.



Corinne Baldassano

Commenting upon the appointment, Baldassano told R&R, "I'll be developing new, non-news programming for the network. We have some concerts in the works along with several other things, so it combines the sort of work I've already done while also getting me into new areas like sales. At the same time it gets me away from the day-to-day job of programming a station." Baldassano's appointment becomes effective March 9.

### PLOUGH PD POSITION STILL OPEN

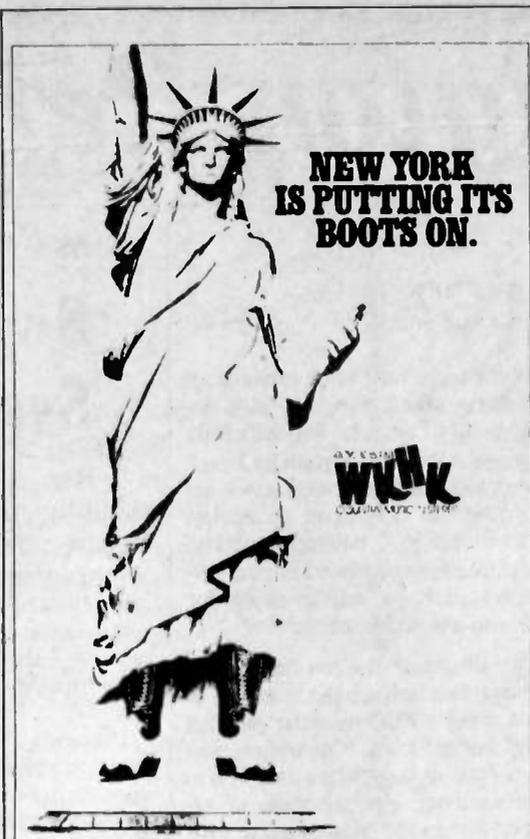
## Kines Becomes WQXM General Manager

As previewed last week in R&R, Gary Kines has been appointed General Manager of Plough's WQXM/Tampa-St. Petersburg. Kines had been chosen as Plough's National PD (R&R 1-30) following Craig Scott's promotion to VP/GM of WMPS-WHRK/Memphis, but that position is now vacant again. Kines, a longtime rock programmer, had been PD of Country WSON/Tampa-St. Petersburg before joining its AOR sister station.



Gary Kines

Kines explained the sequence of events: "I was working as Plough's National Operations Director of Programming down here in Florida, but I had sold my home here and got one in Memphis. When I was asked if I was interested, I thought about it for a couple hours and decided this is what I have been working toward all my radio career. I'm really excited about the appointment. In the past few years I have taken the time to expose myself to sales; I've attended sales and management seminars in preparation for this opportunity. Words can't describe how thrilled I am."



### STATUE GETS ITS KICKS

WKHK New York, promoting its recent switch to Country, has outfitted the Statue of Liberty with some spanking new kickin' footwear. Advertising material from the station shows the beacon of freedom sporting a pair of cowboy boots, as pictured above. The image change for the statue is part of WKHK's \$1 million current ad effort.

## Mid America Media Chairman Small Dies

Burrell L. Small, President/Chairman of Mid America Media, died last week at the age of 62 following several months of ill health. He joined the Kankakee, IL-based communications firm in 1965 after 25 years with the Kankakee Daily Journal, which he co-edited and co-published for the last eight years of his tenure.

The company will continue under the management of the Small family. Small's widow Reva is Vice Chairman/Executive VP of the concern, while his sons Leslie and Stephen and daughter Susanne Bergeron are Vice Presidents. Mid America Media owns two cable TV systems and 11 radio stations: WKAN/Kankakee, WIRE-WXTZ/Indianapolis, WQUA/Moline, WIRL-WSWT/Peoria, KIOA-KGMK/Des Moines, KRVR/Davenport, WTRX/Flint, and KBEZ/Tulsa.

## Lucifer Named PD At 13K

Jeff Lucifer has been named to replace John Lander (R&R 2-27) as Program Director of 13K (KGB)/San Diego. Lucifer, who will exit the PD slot at FM102 (KSFM)/Sacramento on March 16, told R&R, "I am just totally thrilled. This is one of the best career opportunities that has ever come up in my life. I can't say enough about the management, the staff and the facilities. They are committed to continuing their dominance and I am totally excited about being a part of that kind of operation."



Jeff Lucifer

KGB General Manager Jim Price said, "He is in complete agreement with the direction that the station has taken and we're very pleased with that, because we obviously want to continue that direction. He's a 'people person,' and as a radio station we base most of what we do on our actions and interactions with people. I'm very glad that Jeff has decided to join KGB."

No immediate replacement at FM102 was named, but Lucifer indicated that the programming post would most likely be filled from within the present staff.

### WHITE HOUSE BRINGS BACK RADIO NEWSLINE

Audio cuts of President Reagan's speeches and other news will be made available free to radio stations.

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### HOW TO PROMOTE ALL-NEWS STATIONS

KNX/Los Angeles's Fred Bergendorff offers some useful suggestions to help solve an interesting proposition.

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### NEWSMAN'S DILEMMA: FOLLOW THE CROWD OR CHECK IT OUT

If every form of media in town is blaring a story and you believe it doesn't ring true, do you rush to join everybody else or do you wait and investigate?

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### ALL THE GOLD IN FORT WAYNE

Paul Ward's Gold Plus format helps WLYV make inroads against the mighty WOWO.

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### CHR WARS — AMARILLO TO ALBUQUERQUE

Part II of Joel Denver's cross-country chronicle of CHR contests, conflicts, and communication.

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### BLACK RADIO'S ARBITRON SCOREBOARD

Performance results for the nation's top Black and Jazz-formatted stations.

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### Latest Arbitron Results

Survey scores for Richmond, Riverside, and Syracuse.

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# Washington Report

## LEE REACTS TO BUDGET CUTS

### "Daring Solutions" For FCC?

A program evaluation staff to study how the FCC can begin cutting back its activities was set up on Monday. Acting FCC Chairman Bob Lee announced in a speech to the Federal Communications Bar Association (FCBA) in New York Tuesday.

## White House Reviving Radio Newline

The White House has begun providing audio cuts of President Reagan to radio stations on a limited basis and expects to be in full operation within two weeks. Cuts of Reagan and other administration officials, including voice

wraps, will be available in a similar fashion as the Carter radio system, which logged 500 calls daily after starting up amid great controversy in late 1978.

### No Public Relations

"I do not want it to be used as a public relations venture," said Bill Hart, supervisor of the service and editor of the White House news summary. "I want it to be used putting out hard news. We would like very much to match what has been the news of the day," Hart told R&R.

Daily operations will be handled by Lee Troxler, a 1979 UCLA graduate who worked on Reagan's

campaign radio service last fall. Troxler told R&R he has targeted 5200 stations nationwide to receive a mailed announcement on the service when it's fully operational.

Besides making cuts available to newscasters on automatic answering machines, Troxler will actively call out a daily feed to state radio networks. His first feed contained cuts of President Reagan's speech on Monday to the National League of Cities in Washington.

According to Hart, "We would also hope to be the contact point for radio stations who want a personal interview with individuals in the administration."

## FCC Shoots Down Lottery

The FCC has decided to wait for specific permission from Congress before attempting to award a radio license by a random selection or lottery among the qualified applicants. As predicted by R&R last week, the Commission rejected the idea of using a lottery to award a vacant FM frequency in Media, PA.

The Commission voted 4 to 1 to grant a construction permit to Greater Media Radio Co., which was judged more qualified than Alexander Klein because of plans

to hire as its business manager a black female stockholder.

The lottery, which was contemplated when both candidates were earlier judged equally qualified, was rejected because of doubts about its legality and the view of several Commissioners that a tie did not exist.

## Washington Street Talk

### Lee Puts Imprint On Agency

Continuing to make his acting chairmanship felt, Bob Lee has elevated his legal assistant, Marjorie Reed, to Acting General Counsel of the FCC. She's the first woman to even hold the job and came from private law practice and NCTA.

Replacing Reed as Lee's legal assistant is Francis Young, who moves over from the Common Carrier Bureau. New engineering assistant in the same office is Gary Stanford, a 20-year FCC veteran most recently in the Policy and Rules Division.

### June Wedding For Jones

In June FCC Commissioner Anne Jones will marry William Sprague, a bank executive from Fort Lauderdale, FL. They met when both worked at the Federal Home Loan Bank Board in Washington, Jones as General Counsel.

### Free Air Time For Candidates

Although he doesn't expect it to go very far, Rep. Sam Stratton (D-NY) has introduced H.R. 1451, requiring radio and TV stations to give free air time to candidates for President and Congress. He sees free air time as a good alternative to public financing of campaigns.

"We have no choice other than thinking about things to stop doing," said Lee, who was officially named Acting Chairman by President Reagan last week after assuming the title upon an earlier vote by his FCC colleagues. "The Commission may need daring solutions such as self-licensing for CB and automatic renewals."

To illustrate the hard decisions ahead, Lee held up the example of last week's FCC meeting on staff and budget cuts. "Everyone was generous in suggesting reductions for someone else's bureau or office. Everyone was stingy with proposals about his or her own office," he said.

The FCC must overcome the "natural instincts of regulators to regulate. I intend to make the hard decisions because I think that is the mandate of the people and the goal of this administration."

## POINTS WOULD GUARANTEE RENEWAL

### Swift Proposing Point System For Licenses

Rep. Al Swift (D-WA) is planning to introduce legislation to guarantee radio and TV stations a presumption of license renewal based on a point system for public service programming. Points would be awarded according to such factors as production costs and when a program airs, to encourage locally-produced material aired during peak audience periods.

His goal, Swift told R&R, is "to maintain the public trust responsibility broadcasters have always had, but to quantify it so they know when they've reached it. It's always been a little guessing game," said Swift, a member of the House Telecommunications Subcommittee.

### Broadcaster Reaction Sought

The point concept is now being

put into written form, and Swift plans to circulate it for a month to get reactions from broadcasters and others before introducing it as legislation. "I don't anticipate that anybody is going to fall down in awe and devotion the first time they read it," Swift told R&R. "That doesn't happen with new ideas."

### Bonus Points For Drive Time, Local Production

Under the plan, a public service announcement (PSA) might be worth one point. However, a PSA aired in drive time might get two points and a locally-produced PSA run in drive time might count for three points.

Explained Swift, "I would permit the FCC to establish bonus points for significant expenditures above the line, so if a station wants to do a show and really put some bucks into it, they're going to get extra points for that. If they want to do it the lazy way, it's just going to take more air time to do it."

Swift would recognize entertainment programs as performing a public service, with an aide suggesting points could be given for airing a band program from a local bar.

### De Facto Presumption Of Renewal

Swift's legislative assistant Scott Johnson told R&R stations would file "the rough equivalent of an income tax return" yearly and would be virtually guaranteed renewal if they had earned the required number of points for public service programming.

He also suggested the requirements would be stiff. "Only the best broadcasters are doing an adequate job today, maybe the top 5, 10 or 15%. So, by having a very strict standard, we're also talking about improving the overall quality of broadcasting."

### Deregulation Package Planned

A series of other deregulation measures, including extended or even indefinite license terms, will be tied into his bill, Rep. Swift told R&R. Other features will be the elimination of ascertainment, logging, and commercialization rules, and folding the equal time provision into the Fairness Doctrine.

Swift criticizes other deregulation plans for "throwing the baby out with the bathwater by not providing the protection the public ought to be able to expect."

## TRADE ASSOCIATION NEWS

### NRBA Targets Deregulation

At its winter meeting in Hollywood, FL, the NRBA board concentrated on radio deregulation moves in Congress. NRBA foresees a two-year battle and plans a major commitment of funds and staff to get a bill through.

### NAB State Presidents In DC

President and executive directors of state broadcasters associations are in Washington this week. During four days of workshops, they'll hear from Tim Wirth (D-CO), Chairman of the House Telecommunications Subcommittee, and from subcommittee member Al Swift (D-WA), who'll discuss his new plan to score public service programming by points.

### RTNDA In New Orleans

One topic on the RTNDA board's agenda in New Orleans this week is finding a successor for Len Allen, the group's late Managing Director. Bill Sprague, Editor of RTNDA's newsletter, is currently acting as Managing Director.

## FCC At A Glance

### Budget Blues

With the grim reality of budget cuts sinking in, Acting Chairman Lee tells R&R, "We're going to look at things we can stop doing. I'm personally going to be an advocate of not licensing CB."

Since the White House denied the agency's appeal of staff and budget cuts, the next avenue of appeal is Congress. Lee takes the FCC budget before a House appropriations subcommittee on March 10.

During a four-hour, closed-door meeting last week, the Commissioners vetoed a staff proposal to eliminate the Minority Enterprise Office and agreed staff cuts should apply evenly throughout the agency.

Stepping out of the twilight, outgoing Chairman Ferris appeared before a cable group to warn that unless applied surgically, budget cuts could lead to the "recapture of the regulatory agency by the industry it regulates."

### Workshops Cancelled

Among the first casualties of tight

funds are public participation workshops in San Antonio on March 12 and Chicago on April 23. They've been called off. Purpose was to inform public on new technologies.

### FCC Throws Roadblock Into Court "Races"

The Commission adopted a rule last week stating that court appeals could be filed no earlier than 3pm EST on the day following the release of an FCC decision's text. The rule is designed to forestall attorneys from rushing to file immediately to increase chances of a quick court review.

# Donna Summer Is Coming Home With:

KVIL add  
WDRQ add  
KPLZ add  
KYYX add  
WOLF add  
WHFM add  
WTRY add  
WBLI add  
K104 add  
WAQY add  
WKRZ-FM add  
WSEZ add 35  
YES95 add  
KERN add 30  
13FEA add  
WFOX add  
WCGQ add  
WANS-FM add  
WXLK add  
KILE add  
KQIZ-FM add  
WKBW deb 27  
WBEN-FM 34-30  
WFIL deb 30  
WIFI on  
WXKS-FM 26-24  
CKGM on  
Z93 on  
KSLQ on  
WGCL on  
WMEE add 30

KFI on  
KSFX on  
KOPA 26-22  
WFBR on  
WICC 30-27  
WHYN deb 29  
WKEE deb 39  
KSET-FM on  
KINT 35-32  
KHFI on  
KBFM on  
B97 on  
KLAZ 28-25  
G100 30-27  
WAAY on  
Y103 35-31  
BJ105 30-24  
WBBQ on  
KX104 on  
WAYS on  
WCSC deb 29  
WGH 17-17  
WQRK 30-25  
WVLK on  
WAKX deb 31  
KRAV deb 24  
WIKS on  
WOW 23-20  
WDJX on  
KQ94 28

KYNO-FM deb 30  
KIDD on  
KJRB on  
KTAC 29-27  
KYSN on  
KENO on  
KZZP 21-19  
KRQ 22-18  
KHYT 28-26  
KTKT deb 30  
WGUY deb 30  
WLAM deb 31  
WCIR on  
95XIL deb 36  
WSGA 31-28  
95SGF on  
WISE on  
FM99 on  
WKXY deb 29  
KSEL on  
KVOL on  
KENI on  
KSLY on  
KDZA on  
KATI deb 35  
KQDI on  
KBOZ on  
KOOK on  
KFXD on  
KRLC on

## “Who Do You Think You’re Foolin’ ”

# DONNA SUMMER

Susan Munao Management Co., Inc.



Manufactured by Warner Bros. Records, Inc.

# This Is The Power Of “Love”:

AVERAGE MOVE+4

96KX 19-13  
WCAO on  
JB105 28-25  
Q107 add  
WIP add  
KBEG deb 22  
KEARTH on  
KJR deb 26  
KPLZ 17-14  
KYYX 24-21  
WFBR add  
WOLF add 40  
WPST 24-20  
WAEB 30-24  
Q106 15-12  
WKBO 30-28  
K104 29-23  
14Q on  
WKEE 37-34  
V100 on  
WKRZ-FM add  
WTIX add  
KSRR 23-18  
KRBE 21-18  
KHFI 27-23  
KBFM deb 29  
KXX106 deb 29  
WERC deb 28  
WSGN 21-18  
WAAY 30-23  
WAXY 25-23  
Y103 31-25

BJ105 deb 40  
KX104 on  
92Q deb 29  
WSKZ on  
WGH 7-4  
WQRK 22-17  
WRVQ 23-18  
KJ100 add  
WVLK on  
WGRD deb 28  
KIOA on  
KWEN 28-24  
KRAV 23-19  
KEYN-FM 26-20  
WISM on  
Z104 on  
KEZR 27-24  
KKXX 31-23  
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KTAC 30-26  
KSPZ 29-23  
KYSN 24-16  
KCPX 22-19  
KGW add  
KMJK 27-25  
KLUC 26-23  
KTKT 19-18  
WGUY add  
WLBZ add  
WLAM add  
WIGY add

WHEB add  
14WK deb 26  
WCIR on  
95XIL 26-20  
WHHY 28-23  
Z102 25-22  
95SGF on  
WFOX 21-20  
WCGQ 23-20  
WANS-FM deb 29  
WXLK 25-21  
FM99 35-30  
WKXY deb 30  
KILE 40-36  
KSEL add  
KQIZ-FM add  
KKXL on  
KKRC add  
KKLS 27-22  
WRKR 27-24  
WTRU 29-25  
KDVV add  
KENI on  
KCBN 37-34  
KQDI 27-25  
KBOZ on  
KYVA 29-26  
KOOK deb 30  
KRLC deb 28

## “I Love You”

# CLIMAX BLUES BAND

Produced by John Ryan for Chicago Kid Productions



On Warner Bros. Records



## FOCUS ON LICENSE REVOCATIONS, PUBLIC INTEREST

## Radio Deregulation A Hit In Senate Hearings

Sen. Barry Goldwater (R-AZ) and his Communications Subcommittee last week heard industry and FCC representatives voice strong support for the Radio Deregulation Act of 1981 (S. 270), while public interest and religious groups assumed their familiar roles as opponents.

After two days of hearings (2-26 & 27), Goldwater promised to move quickly to set a date for subcommittee action. "I want to get the government out of the hair of the radio person as much as I can," said Goldwater. Commerce Committee Chairman Bob Packwood (R-OR) showed his interest by attending both days and taking an active role in questioning witnesses.

## Terms Of The Senate Bill

Sen. Harrison Schmitt's (R-NM) deregulation bill would make all radio station licenses good for indefinite periods and allow the public to file petitions to revoke in cases of serious FCC rules violations. A random selection or lottery system would be employed for choosing among qualified applicants for new licenses. The bill would also put into law, and thus protect from legal challenges, the FCC deregulation rules which take effect April 3, abolishing requirements on nonentertainment programming, commercial content, program logs, and ascertainment.

## Public Interest And The Marketplace

A key question in the hearings was whether elimination of nonentertainment programming rules will mean a lessening of broadcaster service to the public interest through news and public affairs programming.

Chairman Goldwater made his opinion clear: "The evidence shows that the public interest will continue to be served as a result of competitive radio industry forces and not as a result of government rules or regulations."

The leadoff witness, Acting FCC Chairman Bob Lee, said the Commission supports S. 270 and added, "Knowing the broadcast industry as I do, I think they have learned that to serve their community is a good business practice. And I have confidence that they would continue to do so under this bill."

Gary Edens, VP of Southern Broadcasting and GM of KOY/Phoenix, representing the Arizona Broadcasters Association, told the subcommittee, "Voluntarily performing in the public interest is not only desirable for radio broadcasters in Arizona, it's essential."

There would be "very, very little change," according to Ron Sack of KOB/Albuquerque, the President-elect of the New Mexico Broadcasters Association. If stations all dropped their news and public affairs programming, Sack predicted that marketplace forces would quickly produce an all-News format to fill the void.

## Revocation Procedure Needs Tightening

Virtually all radio industry and trade association witnesses made suggestions on how S. 270 could be reworded to prevent stations from being harassed under the bill's provision for the revocation of licenses.

CBS VP/Policy Gene Mater said, "It is essential that the bill expressly provide that revocation is an action of last resort." KOY GM Gary Edens suggested "requiring factual affidavits by parties in interest" to fend off frivolous petitions to revoke.

NRBA President Sis Kaplan said the procedure could lead to "frivolous and/or malicious petitions" and suggested that the FCC be directed "to establish standards for petitions to guard against potential abuse."

Kaplan also favored making it clear in S. 270 that stations are guaranteed a hearing on a petition to revoke. She said the new process would wipe out the need for petitions to deny.

NAB President Vincent Wasilewski asked that revocation be reserved for cases "where a licensee has shown flagrant disregard for the FCC's rules and policies." He recommended that revocation petitions filed on the basis of minor rules violations be treated as complaints.

## Lottery Scheme Draws Mixed Reviews

With the exception of the public interest groups, the idea of indefinite radio licenses won broad support,

but the plan to award new licenses by choosing among qualified applicants by means of a lottery was much less popular.

The lottery's only strong advocate was Acting Chairman Lee. He said the comparative hearing process has "evolved into a monster" and causes "unconscionable delays." Random selection, said Lee, would speed license authorization and reduce the FCC's job to making sure each applicant is qualified, while avoiding "the Solomon-like role of attaching weights to a multitude of inherently noncomparable factors."

The NAB decided not to take a stand on random selection, while ABC VP and General Counsel Corydon Dunham said it should

only be used after the FCC has made "every reasonable effort to choose among competing applications based upon rational criteria."

The only small market operator to testify at the hearings, Jerry Gilman of WDST/Woodstock, NY, opposed random selection. "A lottery may be superb for gamblers, but the Commission has a responsibility to make a determination of who will operate a frequency in the public interest," said Gilman.

Gilman believes a lottery would have reduced his chances of winning a frequency and he recounted his seven-year battle in colorful detail: "There were times when I felt I was sinking in a bureaucratic swamp and some archae-

ologist of the future would find my fossilized remains wrapped in layers and layers of red tape." He lobbied the subcommittee for an accelerated licensing process.

## Public Interest Groups Dispute Marketplace Theory

Public interest and religious groups argued forcefully that public affairs programming would suffer under deregulation. Pluria Marshall, Chairman of the National Black Media Coalition, said the marketplace theory "is completely in error" and S. 270 would "put the black community major resource outlets out of business." He contended that most black-oriented radio stations are owned by whites who "haven't particularly cared for presenting informational programming to the black community, just music and commercials."

The Communications Director for the United Church of Christ, Rev. Everett Parker, charged that there isn't "a shred of evidence that marketplace forces will fulfill the program needs of listeners." He said that in major markets, stations "specialize rather than compete."

Parker suffered the toughest grilling of the hearings, as Sen. Wendell Ford (D-KY) accused him of wanting stations "to be all things to all people." Chairman Packwood hammered away at Parker's argument that small market public interest programs will suffer most. Packwood extracted an acknowledgement from Parker that the smaller a station's market, the more likely it is to program large amounts of local news and public affairs.

Father Donald Matthews, a consultant for the United States Catholic Conference, told the subcommittee, "The marketplace has little room for the concerns of the poor and the elderly," and he predicted that indefinite licenses would lead to private ownership of frequencies.

## Subcommittee Passage A Certainty

Since most of the Senate Communications Subcommittee members are cosponsors of S. 270, the bill is expected to win easy approval. It then goes to the full Senate Commerce Committee, which is also expected to be friendly. If the full U.S. Senate passes the measure, it goes to the House, where its chances of passage are seen as much bleaker than in the Senate.

The sponsor, Sen. Schmitt, called for the subcommittee to proceed vigorously, telling his colleagues, "The FCC's decision deregulating radio in some aspects is certain to be the subject of lengthy litigation already initiated by public interest groups."

Chairman Goldwater said he is "wholeheartedly in back of this bill" and Sen. Howard Cannon (D-NV) indicated he supports radio deregulation, but feels the FCC should move in to protect the public interest if the marketplace theory fails.



1) Sen. Barry Goldwater: "I want to get the government out of the hair of the radio person as much as I can."



2) Sen. Harrison Schmitt: Bill's sponsor urges quick and vigorous subcommittee action.



3) Sen. Wendell Ford: Each station can't be "all things to all people."



4) Gary Edens, KOY/Phoenix: "Voluntarily performing in the public interest is not only desirable, it's essential."



5) Ron Sack, KOB/Albuquerque, President-elect, N.M. Association of Broadcasters: Sees "very, very little change" in public interest programming.



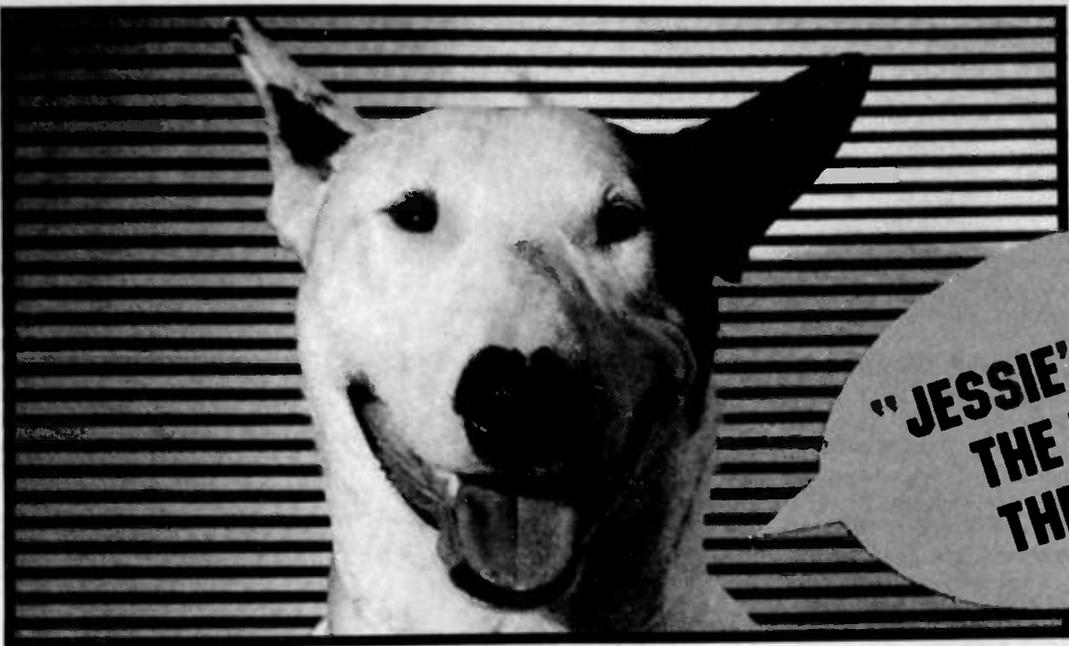
6) Acting FCC Chairman Bob Lee: Comparative hearings licensing has "evolved into a monster."



7) Sis Kaplan, NRBA President: Worried about "frivolous and/or malicious" petitions to revoke licenses.



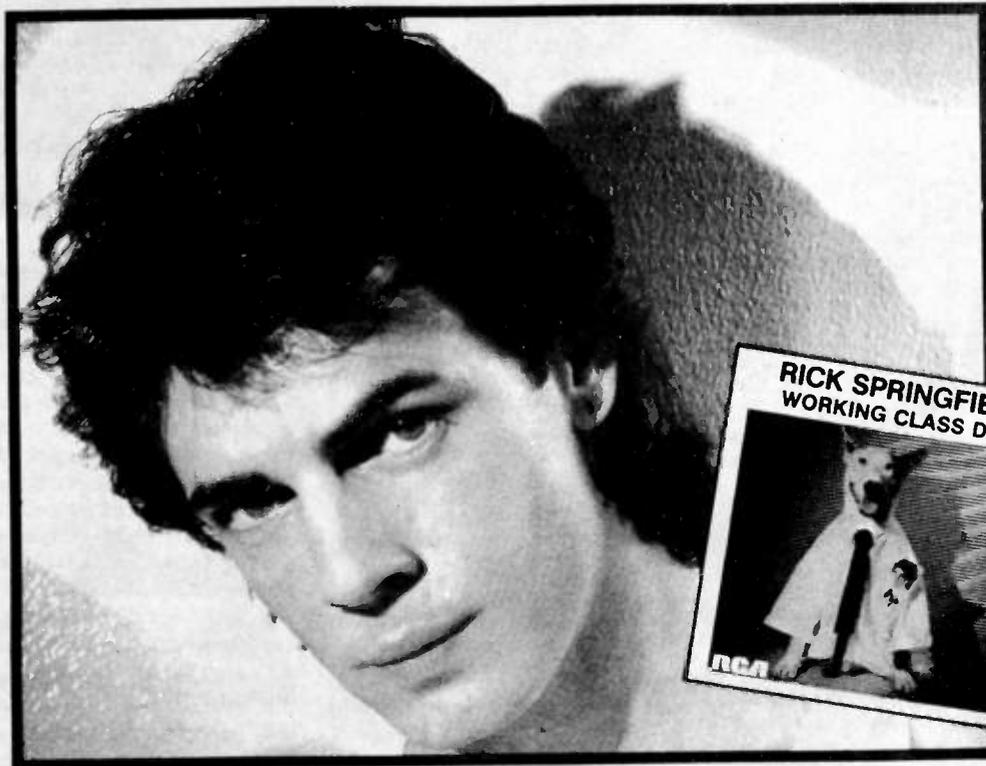
8) Sen. Bob Packwood, Chairman, Senate Commerce Committee: Demonstrated strong interest by attending both days of hearings.



"JESSIE'S GIRL" IS  
THE PICK OF  
THE LITTER!

**THESE STATIONS AGREE:**

**WCOZ    WQFM    WPLR**  
**WSHE    KSJO    KGB-FM**  
**WYSP    WLUP    WKLS**  
**WIOQ    KBPI    WXRT**  
**WAVA    KAZY    KDKB**  
**KZEW**



**RECORD WORLD-FLASHMAKER! FMQB-HARD CHOICE!**

**NEAL MIRSKY - WSHE:** " 'JESSIE'S GIRL' IS A TOP 10 RECORD FOR SURE. GREAT TO SEE ALBUM ROCK LIGHTING THE FIRES UNDER TOP 40 TO GET THIS RECORD STARTED."

**RON NENNY - WPYX:** "WE'RE ALWAYS SEARCHING FOR TUNES THAT HAVE MONSTER HOOKS, CHANGES, LICKS, AND A LOW BURNOUT FACTOR. 'JESSIE'S GIRL' BY RICK SPRINGFIELD IS IN THIS CATEGORY."

**ALEX DEMERS - WIOQ:** "YES! 'JESSIE'S GIRL' SOUNDS GREAT!"

**COUNTRY PAUL - WICC:** "TONS OF PHONES ON THAT MARVELOUS TRACK, 'JESSIE'S GIRL.' "

**RICK SPRINGFIELD**  
**"JESSIE'S GIRL"**

PRODUCED BY KEITH OLSEN FOR CARMAN PRODUCTIONS

ON **RCA**  **RECORDS**



## PROMOTION BY LASER PROJECTION

### The Nighttime Is The Write Time

A Swiss firm has recently developed a method for skywriting at night via laser beam projections. **Skyliner Promotions AG, Binnegen** uses two laser beams, one green/blue and the other red, to produce laser pictures 240 feet by 360 feet at an optimum height or distance of 2400 feet. Projected at a speed that allows light assimilation by the human eye, the twin beams create a single image, visible on clouds, mountainsides, and even large snowbanks. Readable texts are also within the system's capabilities.

Skyliner is presently offering two 15-minute programs, each providing 7½ minutes of advertising space, selling the latter in 30-, 45- and 60-second spots. The system, which would appear to be natural for radio and record promotions, is already in use in Holland, where a two-truck projection unit rents for approximately \$735 per day, not counting program costs. For further information contact the firm at Im Rehwechsel 26, Ginnegen, Switzerland.

### Shady Sounds

These "Ra-Glass" sunglasses from **Bradley-Rogers** sport an AM radio built right into the frame, permitting the wearer to enjoy up-to-the-minute news, weather, sports and music privately and comfortably wherever they may be. The station tuner is located in the arm of the glasses and the earphone plug contains the unit's battery. For further information contact the manufacturer at 8400 N. Springfield Ave., Skokie, IL 60076. Price: \$29.95.



## Morris Named UJA's Music Man Of The Year

**Doug Morris** has been chosen 1981 Honoree of the **United Jewish Appeal-Federation Music Industry Division**. Currently President of **Atlantic Records**, Morris began his music industry career with the **Robert Mellin** music publishing firm in 1963, joining **Laurie Records** in 1965 as a producer and rising to VP/GM of the label. Morris founded his own independent label, **Big Tree Records**, in 1970, affiliating it with Atlantic in 1974. Atlantic subsequently purchased Big Tree in 1978, at which time Morris took the post of President of Atlantic's **Atco and Custom Labels** division.

The formal dinner honoring Morris will be held on October 31 at the Sheraton Center in New York City.



Doug Morris

## More Men Doing "Women's Work"

The distinction between male and female work roles is becoming increasingly blurred. According to recent estimates by the **Urban Institute**, a Washington, DC-based research group, the number of male secretaries climbed 24 percent from 25,000 in 1972 to 31,000 in 1978. The organization further estimated that the number of male telephone operators jumped 38 percent and the ranks of male nurses swelled 94 percent during the same time period.

Experts cite two factors as contributing to the increase. Not only are there fewer traditionally male blue-collar jobs available than ever before, but also there is less of a stigma among the young as to what constitutes "women's work." However, males taking traditionally women's jobs are not without their problems, as charges of sexual harassment and being mistaken for their superiors are commonplace.

On the other hand, men tend to move up from these secretarial-type positions faster than women. But perhaps the best news for both sexes is that as the number of men performing a job increases, so does the pay scale.

## "Strike" Game Out

"Strike," a board game dealing with organizing and bargaining that aims to be labor's answer to the **Parker Bros.** classic "Monopoly," has been created by Washington DC's **Kamber Group**, a consulting firm with union clients. A sample "Chance" card: "Your President is caught stealing union pension funds. Lose \$50,000 and 10,000 members."

## Two Tape Decks In One

While **Audiologic's "SCR-3266"** stereo cassette recorder sports the usual array of features associated with such items, including AM-FM stereo radio and two six-inch speakers, it is most noteworthy for its twin cassette decks, which allow the user to record the contents of one tape onto the other, either silently or at full volume.

Tape deck number one is a front-loading full-function item with the customary controls (play, record, fast forward, rewind, pause, and stop/eject). Tape deck number two has a slot opening for the tape and one control button. Pushed in half-way, it's fast/forward; pushed in all the way, it's stop/eject. The unit also features two built-in condenser microphones and can record directly from the radio as well as tape or mike.



The "SCR-3266" operates on eight size D batteries, via household current, or a car battery (car adapter not included). Jacks for remote microphone, external speakers, a stereo headphone, and an external recorder are included. An LED bar indicator shows either right and left channel recording or playing strength as well as maximum radio reception. For further information contact **Randix Industries Ltd.**, at P.O. Box 4107, 991 Broadway, Albany, NY 12204. Price: about \$280.

## MCA Records Reverses '79 Decline

**MCA Records** posted a dramatic turnaround in 1980 as operating income for the division jumped to \$15.9 million, up from a \$9.6 million loss during 1979. Revenues for the record division increased almost 13 percent to \$184.9 million during 1980, up from 1979's \$163.9 million.

In the fourth quarter of 1980, the record division's operating income swelled to \$8 million, up from a \$3.4 million loss in the equivalent period of 1979, while fourth quarter revenues for the division rose 8.4 percent to \$56.7 million, up from \$52.3 million in the year-previous period.

**MCA Inc.** posted slightly higher revenues during 1980, up 8 percent to \$1.3 billion from \$1.2 billion in 1979. Net income for the firm slipped 23 percent to \$137.6 million during 1980, down from \$178.6 million in 1979. However, the 1979 figures contain \$39.7 million in extraordinary income as opposed to \$12.3 million in extraordinary income during 1980.

MCA Inc.'s revenues for the fourth quarter of 1980 dipped 13 percent to \$337.4 million, down from \$387.7 million in the analogous period of 1979, while fourth quarter net income declined almost 40 percent to \$26.9 million, down from \$44.4 million in 1979's fourth quarter.

## Guide To Gratuities

To assist vacationing travelers, **American Express** has computed a "tipping table" that lets you know how much to tip whom. The guide to gratuities breaks down as follows:

Porters and bellmen should receive 50 cents plus 25 cents per bag. Taxi drivers — 20 percent of the fare for short runs, 15 percent for average trips, and 10 percent for fares over \$25. Waiters — 15 percent of the bill before taxes or 20 percent in an extremely posh place; five percent for good service if the tip is included in the bill. Captains — five percent of the bill if you have received some special attention. Maids — nothing for one night, \$1 for two nights and 50 cents per person for extra nights.

## Ad Slogans Book Collects Print Puffery

Designed to be used as a reference work for ad agencies, but of interest to not only trivia buffs but radio station copywriters as well, "Slogans In Print," a 62-page book produced by national ad agency **Doyle Dane Bernbach**, catalogs (both alphabetically and by the first word in the slogan) more than 600 advertising slogans that appeared in national consumer magazines during 1980.

Selling for \$10, the volume includes such priceless bits of puffery as "Brewed with one-third real beer (but don't drink it)" and "America trusts Hoover to take good care of its homes," which do not tout **Billy Beer** nor the **FBI**, but rather **Body On Tap** shampoo and vacuum cleaners, respectively.

# WESTWOOD ONE SALUTES

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

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WKEE  
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WSGN  
Y103  
BJ105  
WGH  
WAKX

KIOA  
KRAV  
WDJX  
KEZR  
KIDD  
KCPX

WJBQ  
WLBZ  
WLAM  
WIGY  
13FEA  
WFBG

WFLB  
KSEL  
KFYR  
KKLS  
KCBN  
KATI

KYYA  
KOOK

Where the Music Meets the Mind.  
from the Heavy Mental album,  
On EMI America Records

Produced by Vini Poncia





## Reps



### MAJOR MARKET RADIO SALES

**Radio Caroline**, the "pirate" station broadcasting from a ship in the North Sea to reach listeners in the United Kingdom, France, Belgium, Holland, and Luxembourg, has affiliated with the firm for worldwide representation when it resumes operations on April 19. The original Radio Caroline ship sank off the coast of England last March.

### TN Spot Sales

George Otwell has been named

VP/GM for the firm, coming from his previous post as a General Broadcast Executive with the **Associated Press**. An 11-year veteran of the wire service, Otwell previously was associated with **AT&T**.



### Eastman

**WYNZ-AM/Portland, ME; WMJK/Portland, OR; WCMF-FM/Rochester, and WGOW-WSKZ/Chattanooga** have announced their affiliation with the rep firm.

## Syndicators

### Westwood One



**PLAYBOY'S ADVICE VIA AIRWAVES** — **Playboy Enterprises** and **Westwood One** have signed an agreement to co-produce a weekly series of 10 90-second features taken from the pages of **Playboy** magazine's "Playboy Advisor." The project marks **Playboy's** initial move into radio and is set to air during the second quarter of 1981. Shown at the signing are, from left: **Playboy Enterprises Sr. VP Martin Cooper**, **Westwood One President Norm Pattiz**, and **Playboy Enterprises' Jim Merrill**. **Eric Chase** will host the series, which will be available via barter.

### Weedeck

The firm has announced it has received the rights to radio simulcast the **NBC-TV "Academy Of Country Music Award Show,"** airing April 30 with **Weedeck's Ron Martin** hosting a three-hour radio special designed to be broadcast one week prior to the simulcast. This three-hour special will feature music and exclusive interviews with the five finalists in each of the 11 award categories as well as the three **Academy Board Of Directors** awards. These programs are being offered on a market-exclusive basis at no charge with time available for local sale. **Weedeck** will hold time for national sale.

### Thirsty Ear

**Robox** recording artists **Ziggurat** kicked off a five-week series of live concerts to be broadcast via **Thirsty Ear's** national line-up of affiliates beginning February 9. **RCA's Grace Slick (2-16), Doug and the Slugs (2-23), Don McLean (3-2) and Jack Green (3-9)** round out the programming.

### Total Service Programming

The firm has announced it will headquarter its various syndication activities in **Burbank, CA** at 906 N. Hollywood Way, (213) 841-0961.

## Nets



### RKO Radio

**Conni Gordon** has been named to produce and anchor "Weekend America," the net's 10 90-second features dealing with America's leisure time pursuits. Gordon most recently served as Feature Editor for the network. Replacing Gordon will be **Judy Stoeven**, who comes to the new post from a writer/editor position with the **RKO Radio Network**.

**RKO Network** correspondents **Ed Gullo** and **Bob Morrison** and News Director **Dave Cooke** will assume Gordon's on-air duties as hostess of "For The Record," "The Family," and "The Sexes," respectively.

### ENTERPRISE RADIO

**Bill Denehy**, who hosts the net's "Sports Talk" show weekends from 1 to 4am, and network producer **Bob Kimball** will undertake a tour of pro baseball's spring training camps from March 14-26 in preparation for upcoming programming dealing with the **Grand Old Pastime's** preseason.

### HARVEY SHOWS RANK 1-2-3

## CBS Dominates RADAR Net Ratings

**CBS Radio** copped 15 of the 20 top spots for network radio features in the recently released **RADAR 22 Spring/Fall '80** survey, but **ABC Radio** took the top three slots with **Paul Harvey** commentaries. The **RADAR 22** average quarter-hour audience summary for seven days, 6am-midnight, showed **CBS** topping the networks with 1,524,000 listeners and **ABC** second with 1,096,000.

**Paul Harvey's** weekday 8:30am commentary finished first with 4,844,000 listeners per broadcast, **Harvey's Saturday 12:30pm** and his weekday 12:30pm shows ranked second and third. **CBS** took the next eight places with five on-the-hour newscasts, its early morning sports roundup, **Charles Osgood's "Newsbreak"** features, and "First Line Report" (the latter a series of news features anchored by various reporters).

Only one **NBC Radio** feature, **Saturday's 9am (Eastern time) newscast** made the top 20. **ABC's "Rest Of Story"** show placed 12th, the only other **ABC** show besides **Harvey's** to rank in the top 20.

### AP Associated Press

**Gene Manning, Patricia Adsit,** and **John Schweitzer** have been named Broadcast Executives for the net. **Manning** will cover Pennsylvania; Delaware; Washington, DC; Maryland; and New Jersey. **Adsit** will handle Kansas and Missouri, and **Schweitzer** will be responsible for Minnesota, North Dakota, South Dakota, and Wisconsin.



### Mutual

**KSFO / San Francisco, WRCP-WSNI/Philadelphia, WGMS-AM&FM/Washington, DC; KHVH/Honolulu, KBHL/Lincoln, NE; WGST/Atlanta, WEIZ-FM/Columbus, GA; KAIN/Boise, WCII-WKJJ / Louisville, and KBHM-KIRK/Branson, MO** are new net affiliates.



### ABC Information

**Fred Manfra** has joined the net as anchorman of its "World Of Sports" program, which airs 22 times each weekend. Most recently, **Manfra** served as play-by-play broadcaster for the **Detroit Tigers' 1980 National Subscription Television** games, having previously held sportscasting posts at **KREL/Corona, CA; WWJ/Detroit, KSTJ/Davenport, IA; WRIT/Milwaukee, KBBQ/Ventura, CA, and Associated Press Radio**.

### NewScript

"Mother Jones Audio," the weekly 4½ minute public affairs program based upon articles in the investigative **Mother Jones** magazine, is now available on a market-exclusive basis through **Stevens, Rogers, McQueen (SRM)**, the consulting division of **NewScript**. The programs are produced by **KTYD/Santa Barbara's Marcy Winograd**.

### London Wavelength

"Radio Active," featuring 90-second interviews with rock'n'roll luminaries, is currently available from **London Wavelength**. **KLOS/Los Angeles** staffer **Linda McInnes** hosts the Monday-Friday show.

### Musicworks



**PENNING THE PACT** — Pictured signing the renewal agreement between **Landsman Rivers Radio Services** and **Musicworks** for the continuing use of the latter's P/A "Lifestyle" format are **Landsman Rivers President Dean Landsman (left)** and **Musicworks President Bill Robinson**.

## Sales

**WBCI-AM&FM/Williamsburg, VA** have been sold by **Colonial Broadcasters Ltd.** to **North Carolina Mutual Life Communications Inc.** for \$900,000 subject to FCC approval. Broker was **Cecil Richards Inc.**

**KQIN/Burien, WA** has been sold by **Tom Read** to **All Pro Broadcasters Inc.** for \$750,000, subject to FCC approval.

**KLIK-AM** and **KJFF-FM/Jefferson City, MO** have been sold by **KLIK Radio 950 Inc.** to **Brill Media Corp.** for \$2.1 million, subject to FCC approval. Broker was **Blackburn & Co.**

**KBCR-AM & FM/Steamboat Springs, CO** has been sold by **Big Country Radio Inc.** to **Steamboat Broadcasting Co.** for \$1.1 million, subject to FCC approval, according to broker **Blackburn & Co.**

**KRIT-FM/Clarion, IA** has been sold by **Wright County Radio Company** to **Miller and Gresham Roskamp** and **Don Rabbitt** for \$370,000 subject to FCC approval, according to broker **Richard Shaheen Inc.**

**KCUE-AM & FM/Red Wing, MN** have been sold by **George Brooks** to **Sorenson Broadcasting**, subject to FCC approval. Purchase price was not disclosed.

## People

### Dallas

**Bob Jameson** has been named National Sales Manager for the **Sunbelt Network**. Most recently **Jameson** was associated with **Dallas-based Media Networks, Inc.**, having previously served as a sales rep for **KBOX/Dallas**.



**Pam Lontos** has been appointed Corporate Director of Sales for **Shamrock Broadcasting**, coming from her previous post as Local Sales Manager for **KMGC-FM/Dallas**.

### Medina, OH

**Pam Miller** has been promoted to Vice President/Program Director at **WDBN**. A 13-year veteran of the station, **Miller** most recently served as Director of Operations for the facility.

### Raleigh, NC

**Kim Pyle** has been elevated to General Sales Manager for **WKIX**. A five-year veteran of **Mann Media**, **Pyle** most recently served as GM at **WOKU/High Point**. She replaces **Richard Reim**, who was recently promoted to Regional Sales Manager for the North Carolina-based firm.

### Washington, DC

**Robin Henry** has been elected President of **Rau Radio Stations Inc.** Most recently a financial counselor with **Merrill Lynch**, **Henry** succeeds her late father, **Henry Rau**, as head of the 12-station radio group.

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### NAIRD Convention Upcoming

The 1981 **National Association of Independent Record Distributors and Manufacturers (NAIRD)** convention will be held at the Sheraton Hotel in Philadelphia on May 28-31. **Sunny Richman**, will serve as Chairperson for the event, which includes workshops on topics submitted by NAIRD members, guest speakers, and a trade show.

For further information contact Sunny Richman at **Richman Brothers** at 6935 Airport Highway Lane, Pennsauken, NJ 08103. (215) 477-1742.

### Traut, Pell Form Headfirst Label, Pen MCA Distribution Pact

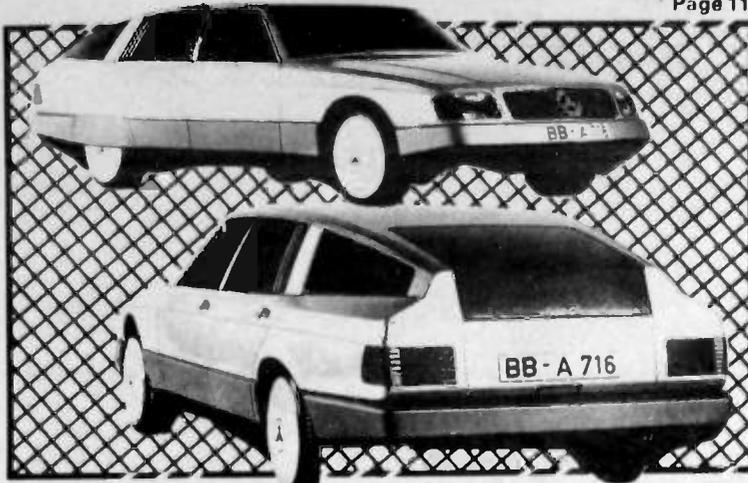
**Bill Traut** and **Dave Pell** have announced the formation of **Headfirst Records**, a jazz/fusion label to be distributed by **MCA Distribution Corporation**. A 20-year veteran of the music industry, Traut's experience includes stints as President of **Wooden Nickel** and **Dunwich Records**. Pell began his music industry career as a recording artist, later becoming a record producer and music publisher as well as holding positions with **United Artists**, **Uni**, and **Motown Records**.

**John VanHorn** and **Ron Moss** have joined Headfirst as Vice Presidents, with **Wooden Nickel** Co-President **Jim Golden** coming aboard as Chief Financial Officer. Initial releases for the fledgling label include albums by **Allen Vizzutti**, the **Ross-Levine Group**, **Bunny Brunel**, **Brian Auger's Search Party**, **Rahmlee Michael Davis**, and **Osamy Kitijima**.

### MB 2000 A.D.

Today's music business is notoriously **MB (Mercedes-Benz)** conscious, but what about tomorrow's? Will the typical record executive be willing to drive a luxury car that gets 16.5 mpg in the year 2000? The engineers at Mercedes-Benz hope so, and the adjacent pictures provide a peek at the firm's "MB 2000" prototype, which has been aerodynamically styled to reduce wind resistance and lightened considerably (to 3500 pounds) to increase gas mileage.

Probably the most radical change in the offing will be in the cars' engines, as the company's designers are currently developing a gas turbine-powered model. Among the gas turbine's advantages would be: no need for tuneups or oil changes, low emission levels and multi-fuel capacity as well as low engine wear, no vibration, and



no appreciable noise level (due to few moving parts).

While the company's initial prototype is capable of 128 hp, the crystal ball becomes clouded when you consider the gas turbine engines must be constructed from ceramic parts to

withstand the high (2400 degrees Fahrenheit) temperatures required to generate the requisite horsepower. The problem is further compounded when the costs of setting up a production line for gas turbine engines are considered.



Pictured at the distribution pacting are (standing, l-r) **MCA Dist. Corp. VP John Burns**, **MCA Dist. Corp. Exec. VP Sam Passamano Sr.**, **Headfirst VP Jim Golden**, **MCA Dist. Corp.'s Jere Hausfater**, and **MCA Dist. Corp. President Al Bergamo**; (seated, l-r) **Headfirst President Dave Pell** and **Headfirst Chairman of the Board Bill Traut**.

### Teens Rate Films Number One For Fun

An overwhelming majority of the teenagers (90.3 percent of the girls and 85.5 percent of the boys) surveyed by **Scholastic Magazines** recently reported they attend movies as part of their regular leisure time activities. Furthermore, 70 percent of the teenage girls and 68 percent of the teenage boys claimed they see films two or more times per month. Other popular activities among teens are: having dinner with friends, going to parties, watching amateur sports, and attending rock concerts.



Doris Purcell

Brad Burkhart

### Purcell, Burkhart Named Regional Promo Directors At Word

**Doris Purcell** and **Brad Burkhart** have been appointed Regional Promotion Directors for the **Word Record Group**. The Waco, TX-based gospel label states these are the first regional promotion people in the history of the gospel music

## Pro:Motions

industry. Purcell, who will be based in Seattle and covering the Northwest region, most recently served as a local promotion rep with **EMI/Liberty Records**. Burkhart, who will cover the Southeast from his Atlanta base, formerly held local promotion rep posts with **A&M Records**.

### Schneider, Goldman & Trakin Join Polygram Press Dept.; Newman, Ring, Reynolds & Pine Promoted

**Eileen Schneider** has been named Director of Press and Artist Relations/West Coast, **Susan Goldman** has been appointed Director of A&R/Special Projects, and **Roy Trakin** has become Editorial Services Manager for Press and Artist Relations as **Polygram Records** restructures its Press and Artist Relations Department. Schneider most recently held posts with **Mercury** and **Columbia Records**, Goldman comes to Polygram from the **Entertainment Company**, and Trakin joins the firm from a free-lance journalist's position.

Along with the above additions to the department, **Lee Ellen Newman** and **Sherry Ring** have been promoted to National Press and Artist Relations Managers, **Ken Reynolds** has been elevated to National Black Music Manager of Press and Artist Relations, and **Dan Pine** has been upped to West Coast Press and Artist Relations Manager for **Polygram Records**. Newman formerly served as National Publicist for **Polygram Records East**, while Ring was East Coast Publicist for **Mercury/Phonogram Records**. Reynolds previously worked as National Publicist/Special Markets for **Polydor Records** and Pine held positions with **Casablanca Records'** publicity department.

### Campbell Named Division VP/Finance At RCA

**Brad Campbell** has been appointed Division Vice President of Finance at **RCA Records**. Campbell most recently served as Vice President of Financial Planning and Adminis-

tration for **Paramount Pictures Corp.**, having begun his tenure with the firm as Director of Finance for **Gulf & Western's Record Division/Famous Music Inc.** in 1973. Prior to joining Paramount, Campbell spent five years with **Audio Fidelity Enterprises Inc.**, rising to the post of Treasurer/Chief Financial Officer.

### Gordon Named Division VP/Music Service At RCA

**Robert Gordon** has been appointed Division Vice President of Music Service at **RCA Records**. Prior to joining RCA, Gordon served as Sr. VP with **Rapp & Collins**, as a partner in **TLK Direct Marketing**, and as Exec. VP at **Maxwell Sroge Company**. Gordon also was Business Manager for **Doubleday's Book Club Division**, having held posts with the **McCall Pattern Company** and **Los Angeles Lithograph**.

In his new post, Gordon will be responsible for the direction of RCA's Record and Tape Club as well as additional direct marketing activities for the firm.

### Gurren Music Mktg. & Promo Firm Expands

**E.J. Gurren Music & Associates** has widened its scope to become a full-service national marketing and promotion firm, handling R&B, pop and crossover material. As part of the expansion, **Jan Telfeld**, formerly in regional promotion with **Ariola Records**, has joined Gurren Music as National Pop Promotion Director. Gurren Music's new offices are located at 11704 Ventura Blvd., Studio City, CA 91604, (213) 760-3670.

THIS WEEKEND ON SOUNDTRACK OF THE 60'S

## MURRAY THE K presents three hours of 60's HITS from THE RASCALS to JOHNNY RIVERS

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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

## Census Data = More Ethnic Clout?

Last week I wrote about the problems with the 1980 Census figures, and how they might affect your Arbitron showing. One of the potential results of the eventual use of revised population/race data to compute the Arbitron estimates is that ethnic stations, or formats that appeal to the growing segments of black and Hispanic groups, may show an upsurge when the final 1980 figures are plugged into the Arbitron system. As mentioned last week, an interim update will take place this fall, shown in the Fall '81 ratings books. The full brunt of the demographic and ethnic growth since 1970 will not be felt until the Arbitron figures are revised for the Fall '82 reports.

How is it possible that stations with ethnic appeal might be more viable after the updated census figures are used by Arbitron as the data base? In a word, *weighting* may help these stations achieve more Arbitron success than in the past.

### Weighting — Higher Cumes

There are three modes of weighting population estimates versus diary return. Weighting can be done on a geographic basis; a demographic, cell-by-cell basis; and an ethnicity basis. Each county in an Arbitron metro is examined to see if weighting can be done on these bases. Let's look at a hypothetical weighting scheme to see what impact increased ethnic population penetration could have on the radio estimates in your area . . .

#### Hypothetical Weighting Schematic, County X

Demographic, Men 18-24  
Estimated Population 120,000

#### Race:

- OTHERS:** Estimated Population 60,000 (1970 Census, Updated)/ In-Tab Diaries 30 = Cume Value 2000 Each.
- BLACKS:** Estimated Population 40,000/ In-Tab 20 Diaries = Cume Value 2000 Each.
- SPANISH:** Estimated Population 20,000/ In-Tab 10 Diaries = Cume Value 2000 Each.

- OTHERS:** Estimated Population 40,000 (Hypothetical 1980 Census Figures)/ In-Tab 30 Diaries = Cume Value 1333 Each.
- BLACKS:** Estimated Population 50,000/ In-Tab 20 Diaries = Cume Value 2500 Each.
- SPANISH:** Estimated Population 30,000/ In-Tab 10 Diaries = Cume Value 3000 Each.

What you see described above happens not only among men 18-24 but also in the 15 additional sex/age cells used by Arbitron to project your audience estimates. To further complicate matters, each county is likely to see different PPDV's for the same sex/age cell. Men 18-24, who are non-ethnic in one county may have higher cume values than if their diaries came back from another county.

As the above schematic shows, it is possible that when the Census Bureau and Market Statistics Inc. eventually provide Arbitron with the final age and race data from the 1980 census, changes such as shown above could occur. Programmers and station management who are unprepared for this type of increased ethnic importance may be in for an unpleasant shock when ratings books are received. The music industry may want to be aware of this population shift impact also, since there will be a different composition of the radio and music buying audience as reflected in the latest population figures.

Even if Arbitron is able to encourage better ethnic showing in the final diary returns in a market, thus somewhat watering down the increased cume impact, the additional diary return from the ethnic groups will mean more cume opportunities for stations appealing to that audience. In the long run, more stable ethnic estimates could result. Either way — through higher cume values in the case of a moderate or poor diary return, or stable values but more diaries in-tab in a higher-return mode — the plugging in of the final 1980 race and population figures in the fall books for 1982 could mean something of a revolution in radio.

*"Programmers and station management who are unprepared for this type of increased ethnic importance may be in for an unpleasant shock when ratings books are received."*

What happens to our fictional county when the ethnic population grows? The PPDV (persons per diary value) or cume value of each diary shifts, with notable implications . . .

### Increased Ethnic Survey Effort

In line with the potential jump in ethnic population makeup in many metros is the additional

Dick Logan, Arbitron Radio's VP/Marketing, called last week to clarify something in my column on speedier report delivery. He meant to state, at the time I was interviewing him for the column, that callbacks will not necessarily lead to revised ascription ratios. Logan says that the purpose of the post-production callbacks is to see if the current ascription ratio makes sense. In about 70% of the cases, he states, the callbacks and TALO figures are a close match and the ascription ratio is maintained for the upcoming sweep.

## Week In Review

### Facility Form Update Contact Named

Connie Anthes of Arbitron called recently to give R&R the name of the lady to whom broadcasters should address any changes in the facility form paperwork already filed for the Spring '81 sweep. Ms. Zelda Ross is the lucky lady, and material sent to her — new program lineups, etc. — should be addressed to the Arbitron Beltsville, MD office, 4320 Ammendale Road, 20705.

### Howard Fischground Joins Arbitron

Howard Fischground, formerly with Ace Hardware and Montgomery Ward, has joined the Chicago office of Arbitron's Advertiser/Agency sales staff. Fischground's previous experience was on the advertiser side, in a media planning and buying capacity with the firms noted above.

effort Arbitron plans to better sample ethnics in the 80's. The current TR (telephone retrieval) and PPR (personal placement & retrieval) techniques used for blacks and Hispanics, respectively, are on their last legs. According to Arbitron Radio VP/GM Mike Membrado, Differential Survey Treatment seems to be the wave of the future for ethnic measurement. While it may be a year or two before this new technique is used to obtain better cooperation from difficult households — ethnics, young males, single-person households, for example — DST will most likely replace TR and PPR.

By actually sending a diary to ethnics, possibly increasing the premium included, and making several follow-up calls to prod the diary-keepers, Arbitron hopes to receive better cooperation from these normally problematic groups. If the firm is successful in its effort, this could mean that the new population figures, combined with the use of DST, might result in markedly improved showings for stations and formats that are ethnically-oriented.

Be sure to keep an eye on the progress Arbitron is making with the tests of DST. If it's to be introduced in your market in the fall of '82 for example, it could have magnified effect on a station's ratings estimates.

### Challenges Ahead

Keep in mind the key points noted here . . .

1. The fall books of '81 and '82 will be the first to reflect the new population updates, with the final age and race data being shown in the '82 reports.
2. Either through possibly higher cume values, or through more cume opportunities as the result of additional diary return, estimates for ethnic stations are likely to look more healthy as the ethnic percentage of population in your metro increases.
3. Arbitron may institute a new technique that is aimed at enhancing ethnic response in radio surveys.
4. Facets of the music and broadcasting businesses that overlook this possible ethnic surge do so at their own risk.

As you can see, there are a number of morsels that can provide the bright broadcaster with food for thought. Challenges lay ahead, but no one ever said that radio was dull.

**Jhan Hiber**



TOO MUCH OF A HIT  
FOR ONE FORMAT TO CONTAIN  
"MISTER SANDMAN"



EMMYLOU HARRIS

WKBW on  
WFIL 30-27  
WIP on  
Z93 deb 25  
94Q deb 29  
KYYX add  
WFYR add  
KIQQ add  
KEARTH deb 30

KRLA on  
KFI on  
KPLZ add  
WOLF add  
WTRY add  
WICC add  
WPST add  
WAEB 22-19  
WKEE add

WERC deb 26  
WSGN deb 23  
WAAY on  
WHBQ add 30  
KX104 add  
WRJZ deb 27  
WNOX on  
WAYS deb 30  
WCSC add  
WAKY add 31  
KRAV on  
WOHO add  
WHOT deb 29

WTWR add 35  
KJRB 24-20  
KCPX deb 24  
WLBZ deb 29  
WTSN on  
WHEB deb 28  
14WK add  
WHHY on  
WFOX on

WISE add  
WFLB add  
KPUR add  
KKLS add  
KWLO add  
KDZA add  
KATI 34-28  
KBOZ on  
KFXD add

*Country*

**BREAKERS**

**POP/ADULT**

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INCLUDES THE SMASH HIT SINGLE  
"I CAN'T STAND IT" RS-1060

#### ERIC CLAPTON On Tour

March 2	Portland	25	New Orleans	May 1	Indianapolis	20	Philadelphia
3	Spokane	27	Memphis	2	Cincinnati	22	Washington, D.C.
5, 6, 7	Seattle	28	Carbondale	3	Detroit	23	Norfolk
9	Billings	29	St. Louis	5	Ft. Wayne	24	Greensboro
10	Great Falls	31	Little Rock	7	East Lansing	26	Charlotte
13	Madison	April 1	Shreveport	8	Chicago	27	Columbia
14	Duluth	3	Austin	9	Cleveland	29	Miami
15	St. Paul	4	Houston	10	Pittsburgh	30	Jacksonville
17	Ames	5	Dallas	12	New Haven	31	Tampa
19	Wichita	7	Tempe	13	Binghamton	June 2	Nashville
20	Springfield	8	San Diego	15	Nassau, N.Y.	4	Jackson
21	Kansas City	9	Long Beach	16	Providence	5	Mobile
22	Lincoln	11	Oakland	17	Portland	6	Birmingham
24	Baton Rouge			19	Rochester	7	Atlanta

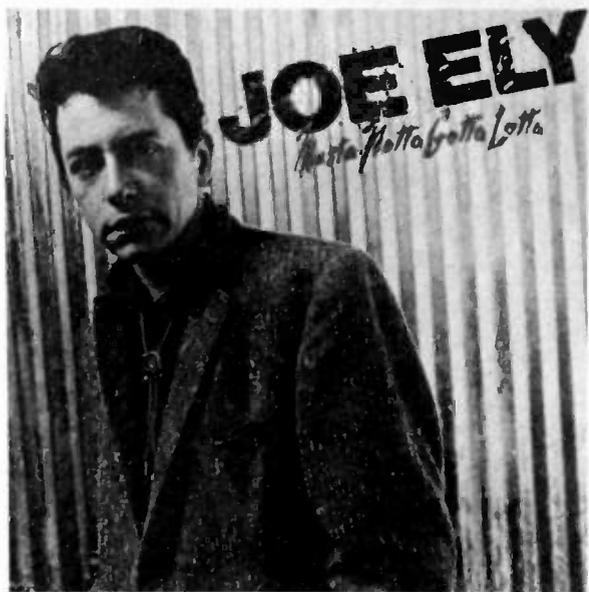


PRODUCED AND ENGINEERED BY TOM DOWD

# JOE ELY

*Musta Notta Gotta Lotta*

# HIS NEW ALBUM



MCA-5183

PRODUCED BY MICHAEL BROVSKY AND JOE ELY  
On *Southwest Records* Distributed By MCA RECORDS

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## STREET TALK

Best rumor of the week has Polygram very close to signing a distribution deal with MCA. If this turns out to be true, all the Polygram labels will be distributed by MCA Distribution with the notable exception of RSO. Robert Stigwood and company are expected to "go their own way," but just exactly which way that is isn't clear.

Street Talk hears that KROQ-FM/Los Angeles is about to extend its sphere of influence back to the AM side of the dial. The station had been leasing its AM sister station to Spanish broadcasters for the last year, but now KROQ-FM apparently wants it back for simulcasts and live AOR programming.

From our "He's So Fined" department: George Harrison was fined \$587,000 in damages for "subconsciously" plagiarizing the melody to "He's So Fine" when he composed "My Sweet Lord." In a strange twist of fate the settlement check will go to former Beatles manager Allen Klein, who purchased Bright Tunes Music Corp. in 1978 (Bright Tunes holds the publishing on the Chiffons classic).

The "KTLK/Denver is going Country" rumor is stronger than ever this week. To amplify things a bit, Street Talk heard that a new PD had been hired for KTLK (Roger Munday from KEYN/Wichita) and that the format shift was imminent. If any of this proves true, what happens to current KTLK PD Ed Greene?

And while we're in the Mile High City . . . rumors that KIMN/Denver PD and morning man Loren Owen would leave the station for "grayer" pastures in the East are totally untrue even though the story has been widely circulated.

Congratulations to BJ105/Orlando PD and AM-driver Bill Gardner who has just signed a deal to do mornings at WFYR/Chicago. WFYR PD Dick Bartlett flew into Orlando to ink the contract.

Robb Stewart has exited the air staff at Q102/Cincinnati to rejoin the programming ranks. Effective immediately, Robb is the new PD at KHFI/Austin, replacing Chuck Dunaway, who took over at KLBK/Austin.

First Media's latest acquisition, KBLE-FM/Seattle, will change call letters to KLFM and should be on the air with some semblance of a "live-assist" format fairly soon.

YES 95/Cincinnati has hired the legendary Jim Scott from WSAI crosstown, and he began the morning show for Hefstel last Monday (3-2). Meanwhile, the station is gearing up a new TV campaign using celebrity spokesmen from CBS-TV's "WKRP In Cincinnati." Frank Bonner (Herb Tarlek), Gordon Jump (Arthur Carlson), and Richard Sanders (Les Nessman) will all appear on camera for YES 95.

Phil Irons has exited KBEQ/Kansas City and has been replaced by Mike Schmitt, formerly of KIZR/Lawrence, KS. Phil can be reached at (913) 722-6473.

Veteran morning personality Charlie Brown (KJR/Seattle and KJRB/Spokane), who recently left the business, is ready to return. Charlie is a major talent who shouldn't be on the loose for long. Call him at (206) 932-0150.

### Jump Ball In Little Rock

To say that the University of Arkansas fans love their Razorbacks basketball team would be a classic example of understatement. Knowing the kind of passion that the fans exhibit also helps to explain the controversy currently raging in Little Rock over the university's announced plans to broadcast next season's games exclusively on KAAV/Little Rock.

Backtracking just a bit . . . there is an Arkansas Radio Network which feeds the basketball games to stations all over the state. However, and here's where things get sticky, three separate stations have been carrying the games in the city of Little Rock: network originator KARN, plus KXLR and KLRA. This year 50kw KAAV also carried the games as both a test of audience response and because Arkansas basketball coach Eddie Sutton has always wanted to utilize KAAV's 50kw reach into the Midwest as a recruiting tool.

Now KAAV, having apparently proven its clout to Sutton, has said it will carry the Razorbacks again next season but only on an exclusive basis (the network could remain but KARN, KXLR, and KLRA would be history). UA Athletic Director Frank Broyles quickly agreed to KAAV's demands and that's when the foul whistles started blowing all over town. KXLR and KLRA cohosted a precedent-setting simulcast talk show, soliciting listeners to call and voice their feelings on the possible shift of Arkansas basketball broadcasts (with predictable responses).

At presstime the Arkansas legislature was getting into the act, but nothing had been resolved. We'll keep an eye on this one for you. We're betting it'll be an overtime situation.

After eight years of hosting NBC-TV's "Midnight Special," Wolfman Jack has quit the show.

Scott Marcus, founder of the Smaller Market Association Of Radio Talent (SMART), has left KSXO/Redding to join the air staff at KERN/Bakersfield. Does this mean SMART will change its name to the Secondary Market Association of Radio Talent (the logo would still work)? No! SMART's new address is: P.O. Box 10404, Bakersfield, CA 93389. Congratulations to Scott on a fine career move . . . apparently the SMART newsletter *does* help.



**DEVO-TED TO YOU** — When Pat Benatar and Devo got together for a recent taping of "Midnight Special," Devo members Mark Mothersbaugh and Jerry Casale topped off Pat's act with an official devolution brain box (hat) and then read to her from the Devo "Whip It" handbook. Pictured are (l-r) Mothersbaugh, Benatar, and Casale.

Communication  
Graphics inc

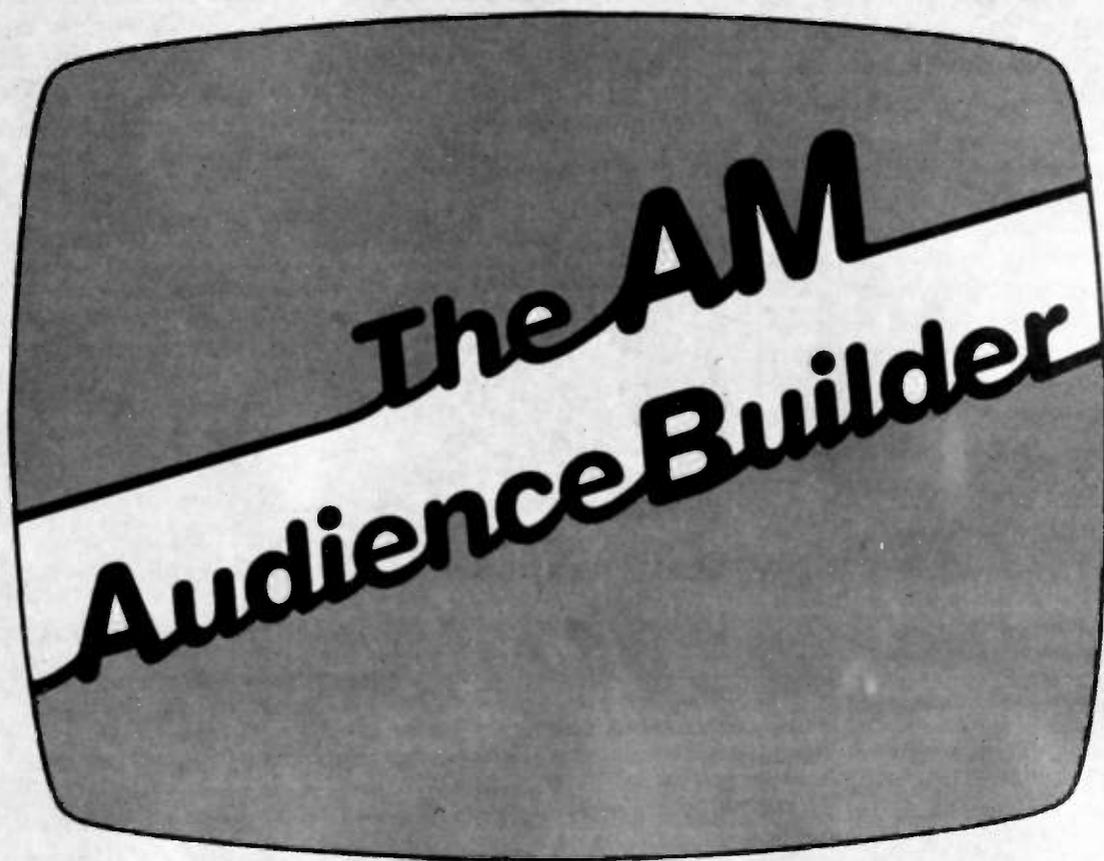
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(AM Stations Only)



**On this date in history: Doris Day, Arthur Godfrey and Howdy Doody all went in for an emergency freckle transplant!**

The first group of visitors to the Gary Owens column this week included the Vigilant Weather-Vane Watchers, Mah-Jong Society, and Necrophile Glee Club of Flurg, Iowa . . . our thanks for the kind words about the staff of Radio & Records, especially after the furtive way Executive Editor John Leader explained to them how he used to shove his headphone cord into his pants and listen to his shorts.

\* \* \* \* \*

A couple of weeks ago, I had the pleasure of chatting with Norman Knight, President of the Knight Quality Stations. Norman's offices are in Boston, and his stations include WSAR/Fall River, MA; WSRS/Worcester; WEIM/Fitchburg, MA; (and Kettle Pa/and Ma); also WGIR-AM-FM/Manchester, NH, and WHEB-AM & FM / Portsmouth, NH.

I had heard about the wonderful things the Hundred Club of Massachusetts did, but I didn't realize how far-reaching this charity was.

The club was formed in 1959 to assist promptly the dependents of firefighters and law-enforcement officers in time of tragedy. Since its inception the organization has provided more than a million dollars to these families.

The bereaved of approximately 50,000 firefighters and law enforcement officers throughout the Commonwealth of Massachusetts are eligible for club benefits.

They take care of the schooling for kids, payment of debts up to \$10,000 . . . and each child receives a \$100 U.S. Savings Bond every Christmas until his or her 18th birthday.

I have much empathy for these folks. When my Dad (a Sheriff) died in 1957, we were left with nothing (that's why I stayed in radio to pay my way through college . . . I used to take in fops and poltroons, dry-clean them, and get whatever money I could).

Norman is President of the Hundred Club of Mass. Inc., 17 Gloucester St., Boston, MA 02115. Perhaps your station could do something similar to aid survivors in your community.

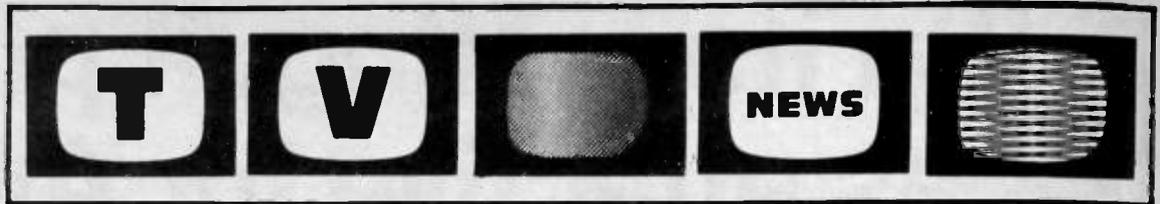
They've closed the membership in Boston at about 2000 members. It's so successful that they have a waiting list for the privilege of giving away money!

Some of their past guest speakers have included President John F. Kennedy, world heavyweight champion Gene Tunney, and entertainer George Burns.

\* \* \* \* \*

Lily Tomlin and Henry Gibson were guests of the GO column last week. Having worked for a number of years with these very talented people, it's nice to see them sharing a screen together again in "The Incredible Shrinking Woman!" Their first gig together after "Rowan And Martin's Laugh-In" was "Nashville."

Lily used to be a waitress at Howard Johnson's in her youth and Henry was an appendix. (His family doctor used to take him out . . . to a drive-in movie!) When we were funning the world on "Laugh-In" every week we shared a common goal . . . to invent transistorized birth control pills so you could make love and pick up Denver at the same time! (It hasn't reached fruition yet . . . just because they went ahead and became movie stars!)



## CBS Wins Big; Grammys Hit Top 20

For the first time since November 2, "Dallas" was beaten by a regularly-scheduled series, in the case of the Nielsen week ending March 1, fellow CBS series "60 Minutes," by a margin of six-tenths of a point. CBS picked up the top five spots, seven of the top eight, and 10 of the top 20, including a 15th place finish for the Grammy Awards telecast. It all added up to a smashing victory, assuring CBS of the win for the entire February sweeps period. CBS earned a 21.6 average rating last week, while NBC edged ABC for second, 17.5 to 17.3. The standings:

2	1	60 Minutes (CBS)	17	11	Laverne & Shirley (ABC)
1	2	Dallas (CBS)	9	12	Happy Days (ABC)
—	3	Fallen Angel (CBS Tuesday Movie)	3	13	Little House On The Prairie (NBC)
5	4	M*A*S*H (CBS)	13	14	Knots Landing (CBS)
—	5	Amityville Horror (CBS Sunday Movie)	—	15	Grammy Awards (CBS)
—	6	That's Incredible (ABC)	—	16	CHiPs (NBC)
—	7	House Calls (CBS)	18	17	Real People (NBC)
—	8	Lou Grant (CBS)	—	18	Wizard Of Oz (CBS Friday Movie)
7	9	Love Boat (ABC)	—	19	Quincy (NBC)
—	10	Evita Peron Pt. I (NBC Monday Movie)	14	20	Three's Company (ABC)

"WKRP In Cincinnati" continued to improve, moving from 39th to 30th last week.



**HARRY SCOUTS MUPPET COMPETITION** — Blondie's Debbie Harry joins various assorted Muppets in a salute to scouting on a recent "Muppet Show" appearance.

### Warner Amex Starts Music TV Channel

Warner Amex Satellite Entertainment Co. will launch a 24-hour all-music cable channel August 1. **MTV: The Music Channel** will be advertiser-supported and distributed free to cable operators, and will be transmitted via Satcom I along with WASEC's **Movie Channel** and **Nickelodeon** ("young people's channel"). Programming will consist of artist videos and videodiscs, video art created specifically to complement records, and on-air personalities delivering music news and concert information.

## VIDEOSCOPE:

**CBS PLANS MAIL-ORDER VIDEO CLUB:** Columbia House, the CBS Records Group division that includes the Columbia Record and Tape Club, has announced plans to begin a mail-order video club, possibly as early as late summer 1981. The club will initially handle videocassettes (Beta and VHS) only, but will expand into videodiscs when the market for discs increases. Films will be licensed from all major studios as most current video arrangements are nonexclusive and do not cover mail-order rights. Sports, educational, how-to, and children's programming are also planned . . . RCA SETS 100 VIDEODISC TITLES: RCA has unveiled its initial "Selectavision" videodisc catalog of 100 titles, which will be available by March 22 (the system's target launch date). Over half the catalog consists of feature films, including "Rocky," "The Godfather," "Grease," "Fiddler On The Roof," "Butch Cassidy & The Sundance Kid," "Escape From Alcatraz," and "The Black Stallion." Music selections include video albums featuring Blondie, the Rolling Stones, and the Grateful Dead with sports (the Super Bowl and the Yankees' "miracle year"), network television ("Star Trek" and the "Jesus Of Nazareth" miniseries) also represented. Prices range from \$14.98 to \$27.98 with most going for \$19.98. Exceptions include "Jesus Of Nazareth," priced at \$99.98 for a four-disc (eight-hour) set and "Star Trek — The Motion Picture" at \$27.98 for a two-disc set. RCA plans to add 25 more titles in May, another 25 in August, and an undisclosed number in the fall to complete the year's release.

5 YEARS AGO TODAY

### Radio & Records

- ★ AL COURY SET TO BECOME RSO RECORDS PRESIDENT
- ★ GARY DAVIS EXITS AS WARNER BROS. PROMOTION CHIEF
- ★ NUMBER ONE FIVE YEARS AGO: "Dream Weaver" — Gary Wright (WB)
- ★ NUMBER ONE COUNTRY: "Remember Me" — Willie Nelson (Columbia)
- ★ NUMBER ONE LP: "Comes Alive" — Peter Frampton (A&M)

# BRAD MESSER



## The Great Deadly Poison Scare

Walter Cronkite didn't last long at one of his early-career jobs, it is said, because when the boss's wife called in a news bulletin, young Walter refused to broadcast it before checking the facts. Good journalism, but not the best way to keep the boss happy. Young Cronkite moved on to another job, where they appreciated his careful approach to news, and from what I've heard he has gone on to make something of a name for himself.

He should have been in my town last week when frightened people flooded our station with frantic telephone calls, asking for information about that deadly poison that was lost somewhere in the city. The callers said they had heard it was so toxic that merely touching it would cause sure death. They had heard that on several other radio stations, and were emphatically pleading for specific details on what the missing poison looked like.

Sounded like a helluva story to me. Nothing like some good ol' deadly poison that'll go right through your skin and kill you if you barely touch it. But being a cynical, experienced, been-there-before wet blanket, I wanted to check some basic facts before spreading the alarm, and jumped for the telephone to get some elementary information from a reliable source. In fifteen minutes I was convinced the story was untrue, but those frightened people were jamming the incoming lines, and other radio stations and then the TV stations were stepping up their coverage, and the United Press radio wire was leading with the story. It is difficult, believe me, to be the only newsman in town who refuses to report what most other stations and the wire service are urgently reporting. My disc jockey gave me the impression he thought I was an inept idiot for refusing to get some coverage on the air right away, but he drew on some reservoir of forced patience and waited while I did my checking. Meanwhile we were getting calls from both coasts, wanting feeds on the missing bags of deadly poison.

Like many truly exciting stories, this one sounded great until checked out. I learned there had been a minor truck wreck a day ago, in which some common pesticide had spilled, and that a routine followup report on the spill had been misinterpreted and embellished and generally jazzed up by each person who heard it. Spilled pesticide became missing poison. The poison became so toxic it would permeate the skin and cause sure death.

Listeners to radio, and viewers of TV, were so alarmed that every stray paper bag became a deadly threat. Two people who found a damaged paper bag and touched its contents later heard the widespread false reports, and had themselves hauled away in an ambulance hoping the hospital could save them. They had found a lost sack of wall plaster.

Finally convinced that I was right and everyone else in the world was wrong, I broadcast a reassuring bulletin to begin lowering the panic level, and in several hours the other radio and TV stations and the vaunted UPI wire service backed off and began retracting or at least covering their tracks.

In this instance a combination of journalistic responsibility and, I suppose, pure luck, kept our station from joining the pack of sheep bleating out a wild rumor. The lucky part is, it hadn't been called in by the boss's wife. If it had, from Cronkite's earlier experience, I know what might have happened. I'm not sure any of us would have had Cronkite's rock-bottom steadfastness.

## CALENDAR

### Ford's Little Deuce Coupe

**MONDAY, MARCH 9:** The fastest cars of the 1930's were powered by big straight-eight or massive V-16 engines, and were far too expensive for the average American. Today in 1932, Ford introduced the production V-8 in its showrooms. It was an instant success, especially with police departments, because it was inexpensive and impressively fast.

**SPRING** is a week from this Friday, and the days are rapidly growing longer. Today has an hour and 20 minutes more daylight than a month ago.

The first ground combat troops sent to Vietnam by Uncle Sam spent their first day at Danang, 16 years ago in 1965.

### An Inflatable Ship Lifter

**TUESDAY, MARCH 10:** It does sound like it might work. When a large boat or ship comes to shallow water, big airbags are inflated to lift the vessel higher so it can float across the shoal. The idea was patented on this date in 1849 by a middle-aged lawyer who went on to become President of the United States a dozen years later. Abraham Lincoln's ship lifter was never manufactured.

New York City stopped being the state capital today in 1797 when headquarters were transferred to Albany.  
Dean Torrance (Jan & Dean) is 41. Killer James Earl Ray is 53. He shot Dr. Martin Luther King Jr.

### The Electric Brain

**WEDNESDAY, MARCH 11:** A couple of years ago the magazine Nation's Business said, "If technology had changed the automobile as much as it has computers, Americans would now own half-pound cars costing \$2.70 and getting 1 1/2-million miles per gallon." The man who built the world's first analog computer, Vannevar Bush, was born on this date in 1890 and constructed his electric brain in 1925. The first big Univac computer is now about thirty years old, and hand-held calculators are now available for the price of a modest meal.

Lawrence Welk is 78. Rev. Ralph Abernathy is 55. Five years ago today the Dow-Jones topped 1000. Johnny Appleseed (John Chapman) died at age 70 on this date in 1845.

### Mass Killer Convicted

**THURSDAY, MARCH 12:** John Gacy was convicted a year ago today of killing 33 people, the most victims of any American mass murderer. He remains under a death sentence in Illinois, where the legal execution tool is the electric chair, which hasn't been used since 1962.

The Great Blizzard of '88 began 93 years ago. It affected one-fourth of the U.S. population, killed at least 400 people, sank 200 ships and isolated Washington, Boston, New York City, Philadelphia, and every other town and village in Southern New England and Southeastern New York State. No storm since has measured up to what they called the Great White Hurricane, which produced fifty-foot snowdrifts and stranded trains.

Andrew Young is 49. Liza Minelli is 35. James Taylor is 33. Linda and Paul McCartney were married twelve years ago today.

### Another Friday-The-13th

**FRIDAY, MARCH 13:** Spring is now one week away, and beginning Monday we cross the line at which daylight outlasts darkness by several minutes.

The planet discovered 200 years ago today by William Herschel came close to being named George, after the English king who financed the astronomy experiments, but custom prevailed and it was named Uranus. That's Latin for heaven or sky.

"My Fair Lady" opened on Broadway 25 years ago, and would be the longest-running musical until "Fiddler on the Roof" came along. "Lady" played 6 1/2 years. "Fiddler" lasted nearly eight.

Neil Sedaka is 42.



**EARTH NEWS**

THIS WEEK  
**A LOOK AT  
SURF MUSIC**

NEXT WEEK  
**PHIL SEYMOUR  
PLUS VARIOUS GUESTS**

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

# Cherie Gets Hotter Every Week!

- |                       |                    |
|-----------------------|--------------------|
| <b>WBEN-FM add 38</b> | <b>WBBQ 21-16</b>  |
| <b>WFIL on</b>        | <b>WGH deb 24</b>  |
| <b>WIFI on</b>        | <b>WVLK add</b>    |
| <b>JB105 add 35</b>   | <b>WVIC deb 39</b> |
| <b>WGCL add</b>       | <b>WDJX add</b>    |
| <b>KFI on</b>         | <b>KYNO-FM add</b> |
| <b>WOLF on</b>        | <b>KGGI add</b>    |
| <b>WBFM on</b>        | <b>KNBQ on</b>     |
| <b>WFLY on</b>        | <b>KTAC on</b>     |
| <b>WHYN add</b>       | <b>KYSN add</b>    |
| <b>WKEE on</b>        | <b>KCPX 37-35</b>  |
| <b>WTIX add</b>       | <b>WFBG on</b>     |
| <b>KQ94 on</b>        | <b>WISE add</b>    |
| <b>KRBE on</b>        | <b>KILE on</b>     |
| <b>KSET-FM add</b>    | <b>KVOL on</b>     |
| <b>KINT deb 37</b>    | <b>KKRC on</b>     |
| <b>KHFI on</b>        | <b>KENI add</b>    |
| <b>KBFM 26-24</b>     | <b>KCBN add</b>    |
| <b>KEEL deb 35</b>    | <b>KDZA add</b>    |
| <b>WJDX on</b>        | <b>KBOZ add</b>    |
| <b>G100 on</b>        |                    |



**"Ch  
Ch  
Cherie"**

# THE JOHNNY AVERAGE BAND

**FEATURING NIKKI WILLIS**  
Produced by Griff McRee and Mick Hodginson



Manufactured and Distributed by Warner Bros. Records



Joel  
Denver

# CONTEMPORARY HIT RADIO

OLDIES WEEKENDS ARE BACK

## From Amarillo To Albuquerque: New Stations And New PD's

Thanks to everyone for the kind phone calls during my first week as CHR Editor. Your input has been great; keep it coming.

Part Two of "CHR Wars Coast To Coast" will cover the Little Rock, Oklahoma City, Amarillo and Albuquerque markets, with a look at some exciting promotions and some new stations and new PD's.

### Little Rock & Good Weather

Travelling from the East Coast at this time of year and knowing you are headed for sunshine and warmer weather can make you really anxious to get into it. Little Rock gave me a weather break, as the 50,000 watt signal of KAAV boomed into the car and shortly thereafter, FM sister station KQ-94 (KLPQ).

Stopping by the station I had the chance to chat with GM Phil Zeni, KQ-94 afternoon driver Coyote Kincaid, and KAAV PM drive personality Gary O'Brien. Ray Lincoln, departing PD and morning man, is being replaced by Steve Kelly, most recently with Atlantic Records, who becomes Manager of Program Operations. Steve reports that Bruce Kramer, former WNOE/New Orleans PD and WTIK/New Orleans air talent, will replace Lincoln on the air, simulcasting on AM and FM in morning drive.

KQ-94, "The Rock Connection," was originally an AOR station that began to evolve into its present CHR format in March 1980. Aimed at the 18-34 audience with a secondary target of 12-34, the station has relied heavily on bumper stickers and cash giveaways, backed up by a strong showing of billboards and concert tie-ins, to establish its CHR image.

KAAV, also known as "KY", while simulcasting mornings with KQ-94, is very much a separate station with a 25-49 target and a secondary target of 18-49. In this day of declining AM stations, the strategy of KAAV has worked, as it's reversed a string of down books, posting a healthy 12+ gain of 5.8 to 7.8 in the O/N '80 ARB, the station's highest share since A/M '79.

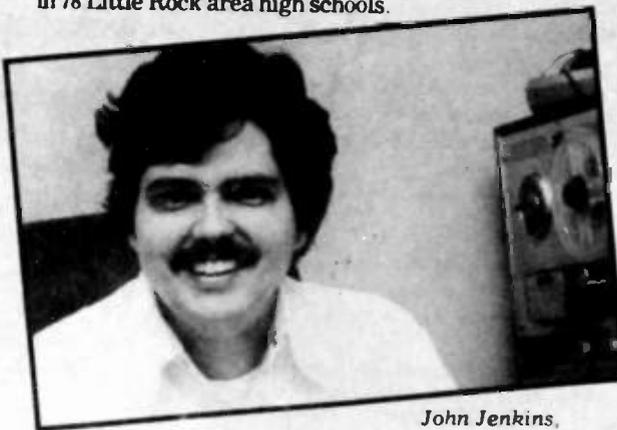
Promotionally, KAAV used direct mail effectively with a contest called "The KY Challenge." Each piece was numbered and challenged the recipient to listen to every other Little Rock station with the confidence that they'd come back to "KY." Winners picked up prizes including cash, a Bronco Jeep, and cruises, among others. TV figured heavily into the promotion.

Another strong CHR station in Little Rock is KLAZ, currently without a PD, as Jeff Freeman de-

parted last week. According to GM Jim Helm, the station is now targeting for adults 18-44, with more emphasis on news and information for those key 25+ adults.

KLAZ is very active promotionally, staging a raft race each year on the Arkansas River. Other recent promotions include "The Ugly Bartender Contest," benefitting a charity; and, when the hostages were released, a "Freedom Day Celebration" hosted by the station in honor of two of the hostages from Little Rock.

Current promotions include an "Idea Fair," with a focus on energy conservation. The event will demonstrate energy-saving ideas for listeners that are easy to implement. Involvement in the high schools is heavy, as KLAZ is co-sponsoring (with Pepsi) an assembly program called "The Shape Of Things To Come" with a science fiction-type theme showing how some fantastic ideas can and will become practical parts of our lives in the years to come. The program will run in 78 Little Rock area high schools.



John Jenkins,  
PD, KOFM

### Changes In OKC

If you have heard about those Midwest tornadoes, they aren't kidding!! When you get into Oklahoma, there are signs all over the highway telling you where to tune in case of extreme weather conditions. I tuned one in and found the "all weather all the time" format a bit dull, so I swung the dial around to KOFM/Oklahoma City.

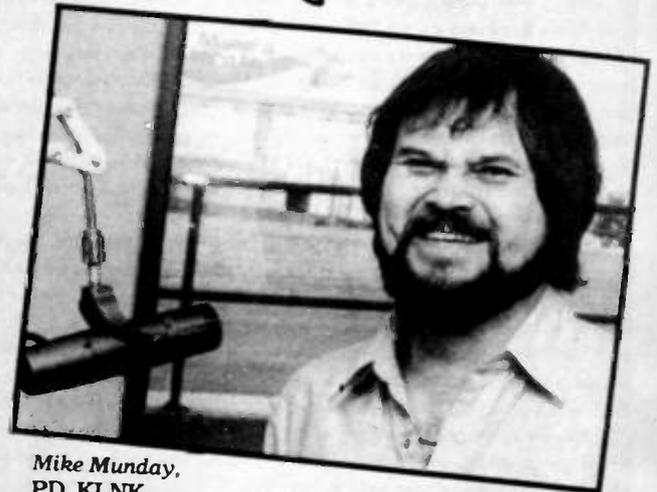
Once in town, I contacted KOFM's new PD John Jenkins. He invited me to the station, which sits in the middle of a transmitter farm with enough RF to make you glow in the dark. John had just been hired, coming in from the PD slot at WQPD/Lakeland, FL, and had not even met with station consultant Jerry Clifton, so there was little he could say about specific plans and directions, although he indicated the station would continue to be high-profile and utilize all outside media alternatives for promotion.

Current on-air activities at KOFM included a ticket giveaway to the Oklahoma State hockey game, with the first 104 people in the door winning a cherry pie for Washington's Birthday; and promoting 104 portraits of George (dollars) that would be given away at the game. Morning man Mighty Murphy was getting ready to celebrate KOFM's fourth annual "National Riddle Week," with prizes for listeners with good riddles.

The CHR battle in Oklahoma City is really heating up with the recent debut of another FM station, which took to the air weeks before the O/N '80 ARB. Sunbelt Communications' 99-KLNK ("The Link") came in with a 3.6 share. KLNK PD Mike Munday is a 15-year veteran of the market, having worked at KOMA, KTOK, KOCY, KXXY, and most recently at P/A WKY.



Part Two



Mike Munday,  
PD, KLNK

Driving in I heard one of the most creative jocks on the air in recent months... Les Michaels, known as the "Boogieman." Turns out it was his first night at KLNK, coming over from KOFM where he had been a nighttime fixture for several years "and easily one of the most recognizable air talents in town," according to Mike Munday.

KLNK is doing something very special each week-end called "The 99FM Gold Weekend," airing songs that were huge in the 60's. Munday remarked, "All of our music, oldies and promotions are carefully researched and targeted at the 18-34 year old adult." KLNK is also known as the "Big Event Station," tying in with anything and everything happening in OKC. Another feature of the station is "Minute Mouth," a 60-second hourly audience participation feature allowing listeners to air what's on their minds.

Both KOFM and KLNK have that "whatever it takes" spirit, so you can look for this market to do some very creative things in an effort to determine the CHR leader.

### Cowboys, Cactus & CHR

Leaving Oklahoma meant the long drive was about half completed as I entered the Panhandle of Texas. Looking around, all you can see for miles is cowboy hats, and the only things that flourish in this spacious but remote part of the country are cacti and good CHR.

Stopping in Amarillo at Z-93 (KQIZ), I visited PD Steve Stucker, who showed me through the station, one of the most striking I've seen. Located in what was at one time a restaurant, the studio is high atop the building, and to reach it you walk up a winding staircase requiring good balance, especially if you're loaded down with carts.

DENVER/See Page 22



Steve Stucker,  
PD, Z-93

# KAAV

RADIO 1090

KQ94 McDonald's Dr Pepper

# AWESOME THREESOME

## LOVERBOY

### "Turn Me Loose"

A Confirmed Hit Across The Country:

Q107 add	WCIR 25-19	WGCL deb 28	Q106 29-26	WBBQ 17	WIKS deb 35	KLUC deb 30	FM99 on
KBEQ add 24	KJRB 27-21	Q102 28-25	K104 21-19	FM100 on	WDJX 31-28	KENO deb 28	KILE on
KEYN-FM add	KCBN 27-20	13K deb 24	WKEE 36	WOKI 15-14	KIDD 26-25	WIGY on	KQIZ-FM on
KRLC 1-1	KRBE 23-20	KIMN on	KINT 20	WSEZ on	KNBQ 26-25	95XIL 29-24	KFYR on
KOOK 4	CHUM 4	WOLF 40-39	KHFI 29-27	KJ100 deb 28	KTAC 32-29	WHHY 19-17	KDZA 25-23
KPUR 8-6	CKGM 18-16	WHFM on	KXX106 19	WGRD deb 30	KYSN 23-21	95SGF deb 28	KQDI 30-28
WRKR 15-13	Z93 on	WFLY on	WAAY on	WVIC 30-27	FM103 17-14	WCGQ 21-17	KYYA 16
KWEN 20-15	CKLW 29	WPST 28-26	Y103 on	Z104 on	KMJK on	WISE 34-31	

# CHAMPAIGN "How 'Bout Us"

Pouring On These Stations:

96KX add	WAKY add 30	WXKS-FM 28-18	KRLA on	KSET-FM 28-23	WOKI on	WHHY 26-22	WTRU 30-26
Y100 add 30	WISM add	WCAO 24-21	KFI deb 29	KINT 32-31	WVLK deb 28	95SGF on	KDZA on
KEARTH add	KJRB add	WHEB 23-16	KIIS-FM deb 30	KXX106 on	WIKS on	WFOX on	KATI on
KC101 add 30	WTSN add	WERC 25-20	KPLZ 30-28	WSGN 19-17	WMEE on	WISE on	KYYA deb 30
G100 add 30	14WK add	WFIL deb 28	WFBR 27-24	WAXY on	KGGI 25-23	WANS-FM on	
WRJZ add	92Q 15-11	KRLY on	WOLF on	Y103 28-22	KNBQ on	FM99 29-24	
WQRK add 29	Q105 20-16	WCKX 26-23	14Q 30-29	FM100 deb 20	KHYT on	KVOL 17-13	
	94Q 22-18	KSLQ 16-13	WKEE on	WHBQ 28-25	WCIR on	WRKR 29-28	

## JOURNEY

### "The Party's Over (Hopelessly In Love)"

Brand New Music Capturing Audiences On:

Q107 add	KSTT add	WCIR add	WGCL 18	WHFM on	KJ100 19-17	WIKS 27-20	WKXY on
KXX106 add	WNAM add	95XIL add	CKLW 26-22	WFLY on	WVLK on	WMEE 28-27	KILE 34-31
WBBQ add	V93 add	KVOL add	WBEN-FM 40-33	K104 on	WGRD 22-19	92X on	KPUR deb 29
KYNO-FM add	WOW add	WSPT add	CHUM deb 30	WKEE 28-25	WVIC on	WDJX 40-31	KWLO deb 24
KYSN add	WNCI add	KRBE 9-8	KBEQ deb 30	B97 22-20	KWEN 30-26	KNBQ on	KENI on
WPST add	KIDD add	WDRQ 16-12	Q102 35-32	KX104 on	KEYN-FM 28-26	KTAC deb 33	KCBN deb 28
WAEB add	KMJK add	FM103 20-11	KFRC 37-36	92Q on	WZOK on	KENO on	KQDI on
KSRR add	KTKT add	KKXX 24-17	KSFX on	WSKZ on	Z104 deb 30	WCGQ 30-26	KRLC 26-20

# COLUMBIA RECORDS



WE DON'T JUST MAKE RECORDS,  
WE BREAK THEM

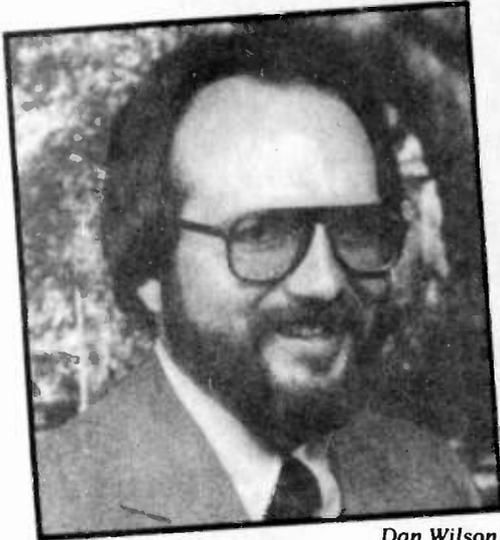
# CHR COAST TO COAST WARS

Part Two

Continued from Page 20

Stucker has been PD for less than a year and has some great plans for the station, which is demographic-ally targeted at 25-34, using heavy dayparting to fit the mood and hour of the day, backed up by extensive research.

Past promotions include use of billboards and heavy TV time with considerable on-the-street involvement. Last book, Z-93 used a contest called "Stop The Music," in which listeners kept track of a long set of records and were asked to recall the last nine songs played. Prizes awarded in the past have included cash, pick-up trucks, and a lot of recreational water vehicles, as there are several large lakes within an easy drive of Amarillo.



Dan Wilson, PD, KPUR

KPUR was for years the CHR leader, and under new PD Dan Wilson, who returned to that position recently, will try and recapture the lead in the market with a personality approach under the guidance of Kent Burkhart, shooting for a 12-40 target. "This is the station that Amarillo grew up with, having been a CHR station for over 20 years. KPUR is going for such a wide target because we do not want to shun the teens, and feel we can also establish and improve our adult base," comments Wilson.



Tony Mathes, Operations Manager & Steve Anthony, PD, Q-107

News is important at KPUR, and a 30-year veteran of radio and TV, Bob Izzard, has been hired as News Director. He will be an integral part of the morning show, hosted by Wilson and partner Janice Williams.

Dan is looking forward to Quarterly Measurement, since Amarillo has been previously a one-book-a-year market, and with his plans for a high-profile, fun station, he expressed confidence in a truer picture of the market. One other positive is the fact that population growth is occurring in the west and south parts of town, the strongest areas for KPUR's signal.

The newest CHR factor in Amarillo is Q-107 (KHBQ)/Canyon, TX, located about seven miles out of town. "Signalwise the station has excellent coverage of the TSA," says Operations Manager Tony Mathes. "We are trying to fill a void in the market similar to KVIL/Dallas going for the 18-34 adult."

Promotions include a massive billboard campaign for morning man Charlie Broomhead, a 19-year veteran of the market, along with TV spots aimed at ridding the station of its Canyon, TX image.

PD Steve Anthony was away on a trip and had just returned with some new research tools aimed at



fine-tuning the station. "Q-107 has only been on the air for a short time, and response is incredible," beamed Mathes. With three CHR stations in Amarillo, there will be a lot of excitement in this market.

## A New PD In Albuquerque

The drive into Albuquerque is a breathtaking one; you come around the mountains on I-40 and below you is the city with all of its lights ablaze shining off the metal-flake paint of hundreds of low-riders. That was an amazing sight.

KZZX is a high-powered FM station that came in strong over 80 miles east of town. To my delight, it was doing an oldies weekend very similar to sister station KLNK/Oklahoma City. Chuck Morgan is the new PD/Operations Director of KZZX and OM at AM oldies station KQEO, which is programmed by Johnny Michaels. Chuck stresses oldies because of their value to the ethnic audience in Albuquerque.



Chuck Morgan, PD, KZZX

The station was heard in several business locations, and being the only full-time CHR outlet, it leaves Morgan a lot of room for creativity, especially in the area of promotion. The latest project is a charitable event benefitting Brother Mathias and the Little Brothers of the Good Shepherd. This organization has been giving aid to those in distress in Albuquerque for over 65 years without any financial help from the Catholic Church. Part of the promotion is to hold an on-air auction of items donated by sponsors, culminating with a 50's & 60's sock hop with proceeds going to the charity. Complete plans for promotions for the sweep were still under wraps.

**NEXT WEEK:** The third and final part of "CHR Wars Coast To Coast," ending up with the L.A. market, which has a number of CHR stations all trying to get a piece of the ratings pie.



**WELCOME BACK** — Tom Rivers recently returned to CHUM/Toronto to take over the morning show from Jay Nelson, who had held the slot for 17 years. Welcoming Rivers back to Toronto (Tom had been a member of the CHUM air staff before) were Polygram reps bearing breakfast and the new Jam LP. Previewing the new LP along with some toast and jam are (l-r) Polygram's Bobby Galey, CHUM's Larry McClinnis, CHUM MD Brad Jones, and Rivers (on the right).



**ROVERS ROAM DETROIT** — CKLW President Chuck Camroux presented the Rovers with a gold album at a recent Detroit concert. Pictured (l-r) CKLW President Chuck Camroux, Rovers Joe Miller, Will Miller, Jimmy Ferguson, Attic Records VP Tom Williams; (kneeling) Rovers Wilcil McDowell and George Miller.

# THE JOE CHEMAY BAND IS "PROUD"

**And Getting Prouder Every Week...**

**Moving At:**

KCPX 40  
KKLS 21  
WJBQ 25  
WHYN 23  
KXX106 24  
KQIZ-FM 28  
WSPT 15  
98Q 27  
KNX-FM Hot  
WALG 21  
WPAX 23  
WHBB 30  
WOVO 37  
WKSP 30  
WXIK 30  
KROC 37  
KQTC 37

WIFC 12  
KWSL 31  
KCPI 28  
KJMO 37  
KQIZ 29  
KCUZ 26  
KEOS 39  
WEVA 33  
WTNY 34  
WEGP 19  
WMGX 21

**Added At:**

KBFM  
KZZX  
WRFC  
WGSV

**Playing At:**

WIFI  
JB105  
KFXD  
KQ94  
KINT  
KRRC  
WVIC  
WNAM  
KHFI  
KQDI  
WAQY  
WTSN

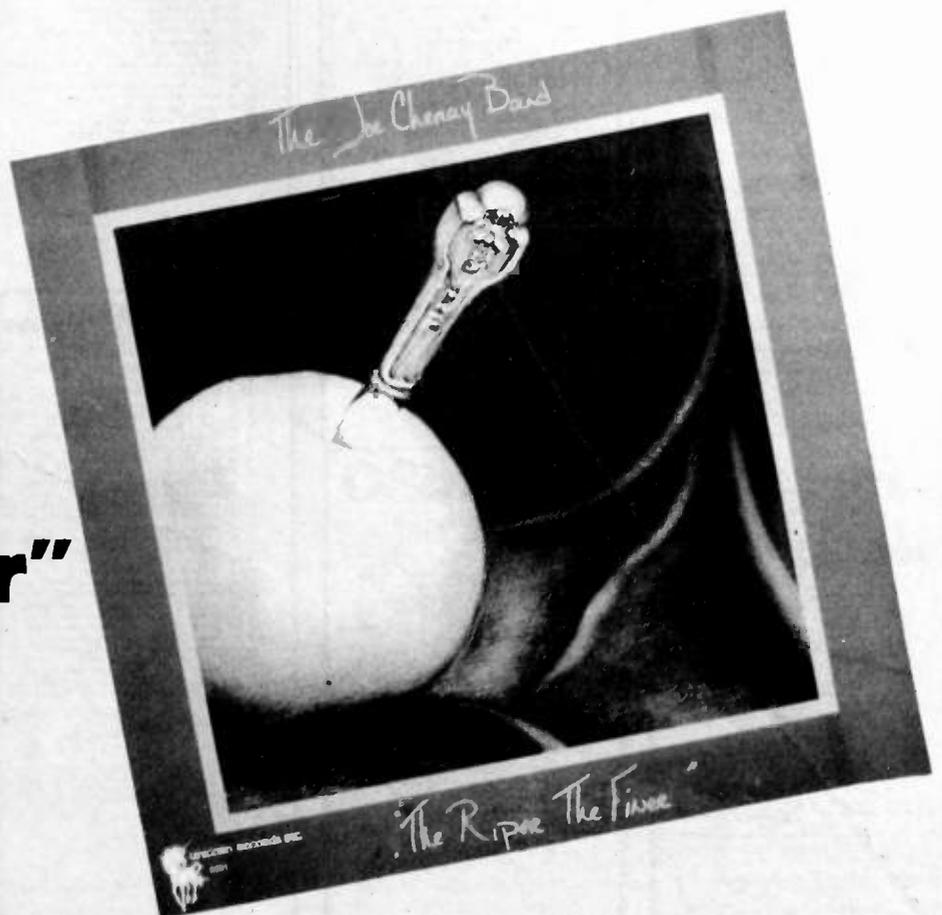
WIGY  
WKXX  
KCBN  
Y103  
WGUY  
FM99  
KKXL  
KILE  
WVLK  
KFXM  
WBBX

**From The Album  
"The Riper The Finer"**



UNICORN RECORDS, INC.

Manufactured and Distributed by MCA Distributing Corporation







# EAST

**Most Added Hottest**

Taylor & Souther  
Styly Dan  
Blondeie  
Hall & Oates

# ADDS & HOTS

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

# SOUTH

**Most Added Hottest**

Taylor & Souther  
Styly Dan  
Blondeie  
Hall & Oates  
Grover Washington Jr.

**EAST**

**PARALLEL TWO**

**14Q/Worcester, MA**  
Gary Nolan

**5ROEY/Robinson**  
Hottest:  
JOHN LENNON 1-1  
REO SPEEDWAGON 3-2  
STYX 5-3  
ABBA 6-5  
BARBRA STREISAND 11-9

**WRBF/Rochester, NY**  
Dave Mason

**TERRI GIBBS**  
Hottest:  
JOHN LENNON 1-1  
BARBRA STREISAND 7-5  
NEIL DIAMOND 10-7  
POLICE 12-10  
WOLFE 18-12

**WICC/Bridgeport, CT**  
Bob Mitchell

**ERIC CLAPTON**  
STEELY DAN  
JAMES TAYLOR  
PHIL COLLINS  
EMMYLOU HARRIS  
Hottest:  
STYX 2-1  
BLONDIE 8-6  
BARBRA STREISAND 10-11  
SHEENA EASTON 20-15  
JUICE NEWTON 25-18

**WKBO/Harrisburg, PA**  
Betty Kaye

**TERRI GIBBS**  
JAMES TAYLOR  
Hottest:  
BLONDIE 3-1  
BRUCE SPRINGSTEEN 14-8  
STEVE WINWOOD 19-15  
SHEENA EASTON 23-18  
POLICE 22-19

**WKEE/Huntington, WV**  
Gary Miller

**FOOLS**  
EMMYLOU HARRIS  
HEART  
WHISPERS  
RAYDIO  
Hottest:  
JOHN LENNON 2-1  
DON MCLEAN 4-2  
NEIL DIAMOND 11-5  
HALL & OATES 19-7  
BARBRA STREISAND 20-9

**WOLF/Syracuse, NY**  
Bob Mitchell

**ERIC CLAPTON**  
JAMES TAYLOR  
CLIMAX BLUES BAND  
SPINNERS  
DONNA SUMMER  
EMMYLOU HARRIS  
Hottest:  
HALL & OATES 1-1  
BLONDIE 11-7  
TERRI GIBBS 13-8  
SHEENA EASTON 20-13  
GROVER WASHINGTON 26-15

**WPST/Fronton, NJ**  
Tom Taylor

**PHIL COLLINS**  
EMMYLOU HARRIS  
JOURNEY  
JAMES TAYLOR  
Hottest:  
STYX 3-1  
BLONDIE 6-4  
POLICE 12-9  
STEVE WINWOOD 14-10  
CLIMAX BLUES BAND 24-20

**WTRV/Albany, NY**  
Bill Cahill

**REO SPEEDWAGON**  
ERIC CLAPTON  
DONNA SUMMER  
JAMES TAYLOR  
FRANKE/KNOCKOUTS  
EMMYLOU HARRIS  
Hottest:  
KOO & THE GANG 3-1  
NEIL DIAMOND 13-9  
BARBRA STREISAND 12-11  
SHEENA EASTON 20-15  
HALL & OATES 21-18

**WAEB/Allentown, PA**  
Jeff Frank

**JOURNEY**  
Hottest:  
REO SPEEDWAGON 1-1  
BLONDIE 3-2  
APRIL WINE 17-12  
SMOKEY ROBINSON 19-14  
CLIMAX BLUES BAND 30-24

**WHYN/Springfield, MA**  
Andy Carey

**WHISPERS**  
FOOLS  
PHOEBE SNOW  
JOHNNY AVERAGE  
TASTE OF HONEY  
Hottest:  
JOHN LENNON 1-1  
DON MCLEAN 6-2  
NEIL DIAMOND 7-4  
STYX 12-9  
SHEENA EASTON 17-13

**KC101/New Haven, CT**  
Danny Lyons

**JAMES TAYLOR**  
WHISPERS  
CHAMPAIGN  
Hottest:  
JOHN LENNON 2-1  
STYX 3-2  
STEVE WINWOOD 17-12  
TERRI GIBBS 19-13  
GROVER WASHINGTON 21-14

**14WK/Wheeling, WV**  
Jack Armstrong

**BARRY MANILOW**  
EMMYLOU HARRIS  
BADFINGER  
CHRIS CROSS  
JAMES TAYLOR  
CHAMPAIGN  
Hottest:  
BLONDIE 9-1  
STYX 7-2  
NEIL DIAMOND 14-8  
ROVERS 22-17  
LAKESIDE 26-19

**WBFR/Baltimore, MD**  
Andy Bruffink

**JAMES TAYLOR**  
CLIMAX BLUES BAND  
WHISPERS  
ERIC CLAPTON  
TASTE OF HONEY  
Hottest:  
STYX 3-1  
HALL & OATES 8-5  
BLONDIE 10-7  
STEVIE WONDER 15-8  
ALAN PARSONS 14-10

**WBLL/Long Island, NY**  
Bill Terry

**JAMES TAYLOR**  
HARRY MANILOW  
DONNA SUMMER  
STEELY DAN  
Hottest:  
DON MCLEAN 2-1  
STYX 3-3  
BLONDIE 8-5  
NEIL DIAMOND 14-8  
ABBA 12-9

**WTIC-FM/Hartford, CT**  
Rick Donahue

**SHEENA EASTON**  
Hottest:  
REO SPEEDWAGON 4-1  
NEIL DIAMOND 10-7  
BLONDIE 14-9  
HALL & OATES 17-10  
BARBRA STREISAND 18-13

**Q108/York, PA**  
Steve Gallagher

**JOHN COUGAR**  
STEELY DAN  
Hottest:  
BLONDIE 3-1  
STYX 4-3  
PAT BENATAR 6-5  
DON MCLEAN 12-7  
HALL & OATES 13-9

**WHFM/Rochester, NY**  
Aimee Peck

**BARBRA STREISAND**  
LEO SAYER  
GROVER WASHINGTON  
JAMES TAYLOR  
FOOLS  
RAYDIO  
STEELY DAN  
FRANKE/KNOCKOUTS  
DONNA SUMMER  
GARLAND JEFFREYS  
HAWKS  
REO SPEEDWAGON  
Hottest:  
STYX 5-1  
BRUCE SPRINGSTEEN 12-7  
BLONDIE 14-8  
BARBRA STREISAND A-9  
POLICE 16-11

**WFLY/Albany, NY**  
Buzz Phillips

**JAMES TAYLOR**  
SMOKEY ROBINSON  
STEELY DAN  
Hottest:  
REO SPEEDWAGON 1-1  
STYX 3-2  
BRUCE SPRINGSTEEN 5-4  
BLONDIE 9-6  
STEVE WINWOOD 16-12

**K104/Eno, PA**  
Bill Shannon

**BARRY MANILOW**  
ANDY GIBB  
DONNA SUMMER  
JOHN COUGAR  
DIRE STRAITS  
Hottest:  
REO SPEEDWAGON 4-1  
ROB SEGER 9-5  
RANDY MEISNER 11-8  
CLIFF RICHARD 15-10  
HALL & OATES 17-13

**V100/Charleston, WV**  
Bob Spence

**JAMES TAYLOR**  
REO SPEEDWAGON  
Hottest:  
JOHN LENNON 1-1  
STYX 6-3  
BLONDIE 11-6  
PHIL SEYMOUR 25-19  
POLICE 24-21

**WAQY/Springfield, MA**  
Jim Rising

**DONNA SUMMER**  
HAWKS  
PHOEBE SNOW  
ANDY GIBB  
Hottest:  
JOHN LENNON 1-1  
BLONDIE 6-3  
HALL & OATES 13-7  
RANDY MEISNER 12-9  
JUICE NEWTON 20-15

**PARALLEL THREE**

**13FEA/Manchester, NH**  
Keith Lemire

**JAMES TAYLOR**  
DONNA SUMMER  
STEELY DAN  
Hottest:  
REO SPEEDWAGON 2-1  
STYX 4-2  
BARBRA STREISAND 12-7  
SHEENA EASTON 14-10  
GROVER WASHINGTON 23-19

**14WK/Wheeling, WV**  
Jack Armstrong

**BARRY MANILOW**  
EMMYLOU HARRIS  
BADFINGER  
FRANKE/KNOCKOUTS  
JAMES TAYLOR  
CHAMPAIGN  
Hottest:  
BLONDIE 9-1  
STYX 7-2  
NEIL DIAMOND 14-8  
ROVERS 22-17  
LAKESIDE 26-19

**WCIW/Bookley, WV**  
Ron Hill

**JOURNEY**  
FRANKE/KNOCKOUTS  
RAYDIO  
STEELY DAN  
38 SPECIAL  
Hottest:  
JOHN LENNON 2-1  
STYX 8-2  
BARBRA STREISAND 9-3  
HALL & OATES 11-5  
DON MCLEAN 11-7

**WFBQ/Ahona, PA**  
Tony Booth

**STEELY DAN**  
JAMES TAYLOR  
ANDY GIBB  
TIERRA  
GARLAND JEFFREYS  
Hottest:  
STYX 4-1  
PAT BENATAR 8-6  
NEIL DIAMOND 10-8  
HALL & OATES 13-10  
BLONDIE 17-15

**WQUY/Bangor, ME**  
John Jackson

**CLIMAX BLUES BAND**  
ERIC CLAPTON  
JAMES TAYLOR  
GARLAND JEFFREYS  
STEELY DAN  
Hottest:  
REO SPEEDWAGON 2-1  
STYX 3-2  
DON MCLEAN 5-6  
SHEENA EASTON 19-10  
TERRI GIBBS 20-11

**WHBE/Portsmouth, NH**  
Rick Bean

**STEELY DAN**  
CLIMAX BLUES BAND  
TASTE OF HONEY  
Hottest:  
JOHN LENNON 1-1  
DON MCLEAN 5-2  
SHEENA EASTON 15-7  
STYX 9-8  
GROVER WASHINGTON 18-13

**WJBO/Portland, ME**  
Mike O'Neill

**POLICE**  
FOOLS  
SMOKEY ROBINSON  
PHIL COLLINS  
NITELYTE  
STEELY DAN  
Hottest:  
REO SPEEDWAGON 7-1  
CLIFF RICHARD 10-6  
STYX 17-9  
HALL & OATES 19-11  
BLONDIE 21-12

**WLBZ/Bangor, ME**  
Michael O'Hara

**FOOLS**  
MAC DAVIS  
STEVE WINWOOD  
ERIC CLAPTON  
CLIMAX BLUES BAND  
Hottest:  
REO SPEEDWAGON 2-1  
TERRI GIBBS 10-8  
BARBRA STREISAND 13-10  
APRIL WINE 18-14  
SHEENA EASTON 24-19

**WTSN/Dover, NH**  
Jim Sebastian

**JAMES TAYLOR**  
CHAMPAIGN  
BARRY MANILOW  
Hottest:  
NEIL DIAMOND 9-4  
BARBRA STREISAND R-5  
STYX 12-7  
HALL & OATES 17-8

**WIGY/Beth, ME**  
Willa Mitchell

**CLIMAX BLUES BAND**  
38 SPECIAL  
JAMES TAYLOR  
REO SPEEDWAGON  
Hottest:  
JOHN LENNON 3-1  
STYX 7-3  
BLONDIE 18-11  
STEVIE WONDER 19-13  
HALL & OATES 23-14

**WLAN/Lewiston, ME**  
Chris Layne

**CLIMAX BLUES BAND**  
BARRY MANILOW  
RAYDIO  
STEELY DAN  
Hottest:  
STYX 1-1  
DON MCLEAN 5-2  
BARBRA STREISAND 15-5  
HALL & OATES 11-7  
STEVE WINWOOD 19-14

**96XIL/Parkersburg, WV**  
Terry Lee Collins

**ROD STEWART**  
RUSH  
JOURNEY  
JOHN COUGAR  
ANDY GIBB  
Hottest:  
KOO & THE GANG 1-1  
RONNIE MILSAP 12-9  
PAT BENATAR 17-12  
CLIFF RICHARD 20-16  
HALL & OATES 22-18

**SOUTH**

**PARALLEL TWO**

**82Q/Nashville, TN**  
Scooter Davis

**RAYDIO**  
SMOKEY ROBINSON  
38 SPECIAL (dp)  
PHOEBE SNOW (dp)  
Hottest:  
STYX 4-1  
JOHN LENNON 7-3  
REO SPEEDWAGON 9-5  
CHAMPAIGN 20-11  
GROVER WASHINGTON 21-16

**8J10W/Oriando, FL**  
Tom West

**ANDY GIBB**  
DIANA CANOVA  
T.G. SHEPPARD  
YARBROUGH/PEOPLES  
Hottest:  
REO SPEEDWAGON 2-1  
STYX 3-2  
NEIL DIAMOND 13-6  
BLONDIE 23-18  
HALL & OATES 25-19

**KEEL/Shreveport, LA**  
Marty Johnson

**STEVE WINWOOD**  
ANDY GIBB  
JIMMY BUFFETT  
FRANKE/KNOCKOUTS  
MANCHESTER/BRYSON  
Hottest:  
DOLLY PARTON 1-1  
DAN FOGELBERG 4-3  
STYX 9-5  
BLONDIE 12-7  
YARBROUGH/PEOPLES 20-15

**KTSA/San Antonio, TX**  
J.J. Rodriguez

**CHRIS CROSS**  
JUICE NEWTON  
STEVE WINWOOD  
POLICE  
SHEENA EASTON  
Hottest:  
JOHN LENNON 2-1  
STYX 6-3  
DOLLY PARTON 7-4  
RONNIE MILSAP 18-14  
BARBRA STREISAND 20-15

**KXX100/Birmingham, AL**  
Larry O'Day

**SMOKEY ROBINSON**  
JOURNEY  
PHIL COLLINS  
Hottest:  
STYX 3-1  
LEO SAYER 10-4  
BARBRA STREISAND 14-10  
JOHN COUGAR 20-15  
GROVER WASHINGTON 21-16

**WAKY/Louisville, KY**  
Mike McVey

**JAMES TAYLOR**  
CHAMPAIGN  
EMMYLOU HARRIS  
Hottest:  
REO SPEEDWAGON 1-1  
ALAN PARSONS 4-2  
ABBA 5-3  
CLIFF RICHARD 6-4  
STYX 7-5

**WAXY/Ft. Lauderdale, FL**  
Rick Shaw

**POLICE**  
JIMMY BUFFETT  
STEVE WINWOOD  
TERRI GIBBS  
Hottest:  
DOLLY PARTON 1-1  
STYX 7-4  
ABBA 8-5  
BARBRA STREISAND 10-6  
ALAN PARSONS 11-8

**WAYS/Charlotte, NC**  
Scott Slade

**BARRY MANILOW**  
RAYDIO  
JIMMY BUFFETT  
38 SPECIAL  
Hottest:  
STYX 2-1  
REO SPEEDWAGON 1-2  
BLONDIE 3-3  
HALL & OATES 13-7  
BARBRA STREISAND 11-8

**WBBQ/Augusta, GA**  
Bruce Stevens

**SMOKEY ROBINSON**  
ANDY GIBB  
JOURNEY  
CHRIS CROSS  
BARRY MANILOW  
Hottest:  
STYX 1-1  
YARBROUGH/PEOPLES 12-7  
HALL & OATES 11-8  
POLICE 15-10  
LEO SAYER 14-11

**WFMF/Baton Rouge, LA**  
Randy Rice

**JAMES TAYLOR**  
WHISPERS  
Hottest:  
STYX 3-1  
NEIL DIAMOND 8-4  
BARBRA STREISAND 13-6  
LAKESIDE 10-8  
DON MCLEAN 17-10

**WGH/Norfolk, VA**  
Bob Canade

**ANDY GIBB**  
RUSH (dp)  
NARVIN GAYE (dp)  
TIERRA (dp)  
NITELYTE (dp)  
MICHAEL STANLEY B (dp)  
Hottest:  
DOLLY PARTON 1-1  
SHEENA EASTON 4-2  
CLIMAX BLUES BAND 7-4  
STYX 10-7  
GROVER WASHINGTON 20-8

**WMBQ/Memphis, TN**  
Mike Scalf

**JAMES TAYLOR**  
EMMYLOU HARRIS  
Hottest:  
REO SPEEDWAGON 2-1  
STYX 4-7  
NEIL DIAMOND 5-3  
ABBA 18-9  
HALL & OATES 21-13

**WJDX/Jackson, MS**  
Bob Reel

**JAMES TAYLOR**  
FRANKE/KNOCKOUTS  
RAYDIO  
HUBB  
Hottest:  
JOHN LENNON 1-1  
BLONDIE 7-3  
YARBROUGH/PEOPLES 11-6  
JIMMY BUFFETT 15-11  
SMOKEY ROBINSON 18-14

**WJZZ/Knoxville, TN**  
Fred Story

**PHIL COLLINS**  
JOHN COUGAR  
CHAMPAIGN  
Hottest:  
JOHN LENNON 1-1  
STYX 4-2  
NEIL DIAMOND 7-3  
STEVE WINWOOD 16-7  
GROVER WASHINGTON 19-13

**WBOB/Birmingham, AL**  
Wah Brown

**FOOLS**  
FRANKE/KNOCKOUTS  
RAYDIO  
ANDY GIBB  
Hottest:  
STYX 1-1  
TERRI GIBBS 10-6  
SHEENA EASTON 12-9  
BRUCE SPRINGSTEEN 15-10  
HALL & OATES 17-14

**Y103/Jacksonville, FL**  
Scott Sherwood

**SMOKEY ROBINSON**  
FOOLS  
JOHN LENNON (dp)  
WHISPERS (dp)  
Hottest:  
JOHN LENNON 1-1  
STEVE WINWOOD 8-6  
HALL & OATES 15-11  
APRIL WINE 18-13  
RANDY MEISNER 19-15

**WRVQ/Richmond, VA**  
Bill Thomas

**FRANKE/KNOCKOUTS**  
APRIL WINE  
STEELY DAN  
Hottest:  
KOO & THE GANG 1-1  
OUTLAWS 7-2  
PAT BENATAR 8-5  
CLIFF RICHARD 9-6  
BRUCE SPRINGSTEEN 14-9

**KELPIE/Paso, TX**  
Raymond Mesa

**SISTER SLEDGE**  
JUICE NEWTON  
STEVE WINWOOD  
TIERRA  
Hottest:  
JOHN LENNON 1-1  
BLONDIE 4-3  
REO SPEEDWAGON 7-4  
YARBROUGH/PEOPLES 14-7  
CON PUNK SHUN 19-12

**FM100/Memphis, TN**  
Tom Prestigiancom

**MAC DAVIS**  
Hottest:  
REO SPEEDWAGON 1-1  
STYX 8-2  
DON MCLEAN 7-3  
GROVER WASHINGTON 18-9  
HALL & OATES 19-10

**WNOX/Knoxville, TN**  
Scott Majors

**T.G. SHEPPARD**  
JAMES TAYLOR  
Hottest:  
JOHN LENNON 2-1  
STYX 3-2  
BLONDIE 13-9  
HALL & OATES 17-11  
BARBRA STREISAND 22-17

**WSKZ/Chattanooga, TN**  
David Carroll

**JUICE NEWTON**  
JAMES TAYLOR  
MOLLY HATCHET  
RUSH  
Hottest:  
STYX 2-1  
NEIL DIAMOND 9-5  
JOHN COUGAR 18-13  
POLICE 20-17  
GROVER WASHINGTON 21-18

**KINT/EI Paso, TX**  
Jim Zippo

**JUICE NEWTON**  
SHERBS  
DAN RYDFMAN  
BADFINGER  
FOOLS  
ANDY GIBB  
HEART  
BARRY MANILOW  
Hottest:  
STYX 1-1  
RANDY MEISNER 10-7  
SHEENA EASTON 14-8  
TIERRA D-21  
ERIC CLAPTON 34-27

**WERC/Birmingham, AL**  
Kevin McCarthy

**ANDY GIBB**  
SMOKEY ROBINSON  
FOOLS  
Hottest:  
HALL & OATES 5-1  
NEIL DIAMOND 3-2  
GROVER WASHINGTON 10-6  
REO SPEEDWAGON 13-9  
BRUCE SPRINGSTEEN 14-10

**KX104/Nashville, TN**  
Chris Thomas

**EMMYLOU HARRIS**  
RAYDIO  
HEART  
ANDY GIBB  
Hottest:  
STYX 4-1  
DON MCLEAN 9-2  
HALL & OATES 18-8  
GROVER WASHINGTON 27-18  
SHEENA EASTON 29-19

**KJ100/Louisville, KY**  
Bobby Hatfield

**CLIMAX BLUES BAND**  
HEART  
JAMES TAYLOR  
38 SPECIAL  
STYX  
Hottest:  
STYX 4-1  
POLICE 7-4  
MOLLY HATCHET 16-12  
TOUCH 18-15  
JOURNEY 19-17

**KHFM/Austin, TX**  
Ed Volkman

**CHRIS CROSS**  
Hottest:  
STYX 1-1  
BLONDIE 5-2  
LAKESIDE 11-8  
POLICE 16-11  
CLIMAX BLUES BAND 27-23

**KBFM/McAllen-Brownsville, TX**  
Steve Owens

**FOOLS**  
JOE CHERAM BAND  
JAMES TAYLOR  
GARLAND JEFFREYS  
WHISPERS  
ANDY GIBB  
Hottest:  
STYX 4-1  
NEIL DIAMOND 7-2  
HALL & OATES 16-4  
CON PUNK SHUN 10-8  
LEO SAYER 14-11

**WQRK/Norfolk, VA**  
Ron Bates

**JAMES TAYLOR**  
ERIC CLAPTON  
CHAMPAIGN  
STEELY DAN  
JOHN COUGAR  
FRANKE/KNOCKOUTS  
POLICE  
SMOKEY ROBINSON  
BADFINGER  
Hottest:  
STYX 2-1  
BRUCE SPRINGSTEEN 11-7  
GROVER WASHINGTON 32-22  
JAMES TAYLOR A-26  
ERIC CLAPTON 31-28

**KFMK/Houston, TX**  
Jerry Steele

**FRANKE/KNOCKOUTS**  
YARBROUGH/PEOPLES  
BARRY MANILOW  
Hottest:  
KOO & THE GANG 1-1  
REO SPEEDWAGON 3-2  
TERRI GIBBS 7-5  
STYX 6-7  
BARBRA STREISAND 13-10

**KRBE/Houston, TX**  
Dwayne Steele

**BADFINGER**  
Hottest:  
STYX 2-1  
ALAN PARSONS 8-5  
JOURNEY 9-8  
QUEEN 15-11  
OLBERT MCCLINTON 18-14

**KSRH/Houston, TX**  
Rick Lambert

**CHRIS CROSS**  
APRIL WINE  
STYX  
JOURNEY  
Hottest:  
JOHN LENNON 1-1  
DON MCLEAN 14-12  
STEVE WINWOOD 19-15  
CLIMAX BLUES BAND 23-18  
PAT BENATAR 27-19

**G100/Mobile, AL**  
Scott Griffith

**TERRI GIBBS**  
JAMES TAYLOR  
CHAMPAIGN  
STEELY DAN  
Hottest:  
STYX 2-1  
DON MCLEAN 4-2  
BLONDIE 8-3  
NEIL DIAMOND 14-6  
HALL & OATES 15-7

**WAAY/Huntsville, AL**  
Jim Kendrick

**WHISPERS**  
YARBROUGH/PEOPLES  
RAYDIO  
T.G. SHEPPARD  
Hottest:  
BLONDIE 3-1  
HALL & OATES 6-3  
SHEENA EASTON 13-9  
NEIL DIAMOND 19-10  
GROVER WASHINGTON 17-11

**WSEZ/Winston Salem, NC**  
Bob Ziegler

**ERIC CLAPTON**  
JAMES TAYLOR  
DONNA SUMMER  
Hottest:  
JOHN LENNON 2-1  
BLONDIE 13-6  
HALL & OATES 12-8  
DON MCLEAN 16-11  
SHEENA EASTON 23-15

**KLAZ/Little Rock, AR**  
Dave Taylor

**TERRI GIBBS**  
JUICE NEWTON  
APRIL WINE  
JAMES TAYLOR  
JOHN COUGAR  
YARBROUGH/PEOPLES  
Hottest:  
REO SPEEDWAGON 1-1  
CLIFF RICHARD 11-6  
PAT BENATAR 13-9  
BARBRA STREISAND 23-19  
HALL & OATES 27-23

**KNUS/Dallas, TX**  
Lorie Pittman

**DON MCLEAN**  
SMOKEY ROBINSON  
Hottest:  
STYX 6-1  
DOLLY PARTON 2-4  
YARBROUGH/PEOPLES 18-13  
POLICE 19-14  
CLIFF RICHARD 20-17

**KBET-FM/EI Paso, TX**  
Jeff Blake

**38 SPECIAL**  
TASTE OF HONEY  
APRIL WINE  
LINE  
JOHNNY AVERAGE  
Hottest:  
JOHN LENNON 2-1  
YARBROUGH/PEOPLES 10-5  
POLICE 18-10  
SHEENA EASTON 23-18  
CHAMPAIGN 28-23

**BB7/New Orleans, LA**  
Valle/Lousteau

**JUICE NEWTON**  
Hottest:  
STYX 2-1  
YARBROUGH/PEOPLES 10-4  
BARBRA STREISAND 13-8  
SMOKEY ROBINSON 15-10  
REO SPEEDWAGON 24-17

**WOKI/Knoxville, TN**  
Gary Adkins

**JAMES TAYLOR**  
SMOKEY ROBINSON  
CHRIS CROSS  
SHERBS  
Hottest:  
STYX 2-1  
DON MCLEAN 8-3  
BLONDIE 13-8  
LEO SAYER 12-10  
HALL & OATES 20-12

**WCSC/Charleston, SC**  
Chris Bailey

**STEELY DAN**  
SHERBS  
ALI THOMSON  
RAYDIO  
T.G. SHEPPARD  
DR. HOOK  
EMMYLOU HARRIS  
Hottest:  
JOHN LENNON 1-1  
BLONDIE 9-5  
HALL & OATES 11-6  
LEO SAYER 14-9  
APRIL WINE 16-13

**WVLC/Lexington, KY**  
Dave Murray

**YARBROUGH/PEOPLES**  
STEELY DAN  
JOHNNY AVERAGE  
BARRY MANILOW  
Hottest:  
REO SPEEDWAGON 2-1  
BLONDIE 5-2  
STYX 11-4  
NEIL DIAMOND 12-6  
RANDY MEISNER 15-10

**PARALLEL THREE**

**KILE/Chattanooga, TN**  
Scott Taylor

**JAMES TAYLOR**  
STEELY DAN  
CHRIS CROSS  
LENNY LE BLANC  
DONNA SUMMER  
BARRY MANILOW  
Hottest:  
STYX 3-1  
JOHN LENNON 10-5  
RANDY MEISNER 12-7  
NEIL DIAMOND 17-8  
DELBERT MCCLINTON 16-11

**KSEL/Lubbock, TX**  
Stan Castles

**JOHN COUGAR**  
CLIMAX BLUES BAND  
Hottest:  
STYX 3-1  
BLONDIE 6-2  
LEO SAYER 14-10  
HALL & OATES 19-11  
POLICE 18-14

**WCGQ/Columbus, GA**  
Joe McClure

**HEART**  
TERRI GIBBS  
FRANKE/KNOCKOUTS  
ANDY GIBB  
DONNA SUMMER  
Hottest:  
JOHN LENNON 1-1  
REO SPEEDWAGON 3-2  
RONNIE MILSAP 7-5  
NEIL DIAMOND 10-7  
DON MCLEAN 12-9

**WFLB/Fayetteville, NC**  
Larry Cannon

**MAC DAVIS**  
EMMYLOU HARRIS  
BARRY MANILOW  
Hottest:  
RONNIE MILSAP 3-1  
KOO & THE GANG 4-2  
ABBA 10-8  
BARBRA STREISAND 14-9  
GROVER WASHINGTON 32-26

**WHMY/Montgomery, AL**  
Rah Thomas

**FRANKE/KNOCKOUTS**  
YARBROUGH/PEOPLES  
ROD STEWART  
CHRIS CROSS  
Hottest:  
STYX 2-1  
STEVE WINWOOD 13-8  
TERRI GIBBS 16-9  
JOHN COUGAR 21-15  
POLICE 24-18

**WFOU/Gainesville, GA**  
Hank Dole

**DONNA SUMMER**  
STEELY DAN  
RAYDIO  
Hottest:  
STYX 2-1  
BARBRA STREISAND 11-7  
POLICE 17-13  
ERIC CLAPTON 22-17  
PHIL SEYMOUR 25-19

**WISB/Ashville, NC**  
John Stevens

**HEART**  
STEELY DAN  
JOHNNY AVERAGE  
EMMYLOU HARRIS  
WHISPS  
ANDY GIBB  
SHERBS  
Hottest:  
REO SPEEDWAGON 1-1  
STYX 5-2  
STEVE WINWOOD 14-9  
NEIL DIAMOND 17-10  
TERRI GIBBS 18-11

**FM88/Tallahassee, FL**  
Michael O'Malley

**HARRY MANILOW**  
HEART  
LENNY LE BLANC  
ANDY GIBB  
ROD STEWART  
CHRIS CROSS  
Hottest:  
BLONDIE 2-1  
TERRI GIBBS 14-7  
BARBRA STREISAND 19-9  
NEIL DIAMOND 17-13  
CHAMPAIGN 29-24

**WKXY/Sarasota, FL**  
Tony Williams

**APRIL WINE**  
JOHN COUGAR  
STEELY DAN  
GINA ROGERS  
Hottest:  
STYX 3-1  
POLICE 10-6  
BRUCE SPRINGSTEEN 13-9  
LEO SAYER 16-12  
SHEENA EASTON 21-18

**KPUR/Amarillo, TX**  
Wilson/Glass

**JAMES TAYLOR**  
SMOKEY ROBINSON  
RAYDIO  
EMMYLOU HARRIS  
FRANKE/KNOCKOUTS  
Hottest:  
STYX 2-1  
PAT BENATAR 4-2  
LOVERBOY 8-6  
SHEENA EASTON 18-11  
APRIL WINE 26-20

**WANS-FM/Anderson, SC**  
Evans/McCallan

**DONNA SUMMER**  
STEELY DAN  
RAYDIO  
38 SPECIAL  
FRANKE/KNOCKOUTS  
Hottest:  
STYX 2-1  
DON MCLEAN 6-1  
STEVE WINWOOD 16-11  
GROVER WASHINGTON 24-19  
TERRI GIBBS 27-20

**WSPA/Savannah, GA**  
Bill Williams

**JOHN LENNON**  
CHRIS CROSS  
JAMES TAYLOR  
REO SPEEDWAGON  
Hottest:  
DOLLY PARTON 2-1  
PAT BENATAR 10-6  
YARBROUGH/PEOPLES 13-7  
BARBRA STREISAND 15-10  
GROVER WASHINGTON 19-12

**96SQ/Savannah, GA**  
Deve Carlisle

**STEELY DAN**  
T.G. SHEPPARD  
ANDY GIBB  
CHRIS CROSS  
Hottest:  
STYX 2-1  
NEIL DIAMOND 7-4  
BLONDIE 11-7  
HALL & OATES 15-9  
PAT BENATAR 16-10

**Z102/Savannah, GA**  
Nancy Brooke

**JOHN LENNON**  
HEART  
CHRIS CROSS  
JAMES TAYLOR  
ERIC CLAPTON (dp)  
Hottest:  
STYX 3-1  
RANDY MEISNER 16-10  
CON PUNK SHUN 17-12  
SUZI QUATRO 20-15  
YARBROUGH/PEOPLES 29-20

**KQ12/Ft. Worth, TX**  
Chris Manning

**CLIMAX BLUES BAND**  
STEELY DAN  
DONNA SUMMER  
APRIL WINE  
38 SPECIAL  
Hottest:  
RONNIE MILSAP 1-1  
JOHN LENNON 3-2  
HALL & OATES 14-7  
NEIL DIAMOND 15-9  
JAMES TAYLOR 22-16

**IKVOL/Lafayette, LA**  
IKM CANARD

**JAMES TAYLOR**  
ANDY GIBB  
JOURNEY  
Hottest:  
GAP BAND 8-1  
YARBROUGH/PEOPLES 3-2  
CRAZY JOE & VARIA 11-6  
HALL & OATES 15-10  
WHISPERS 25-18

**WLRK/Roanoke, VA**  
Russ Brown

**PHIL COLLINS**  
SMOKEY ROBINSON  
DONNA SUMMER  
GARLAND JEFFREYS  
NITELYTE  
YARBROUGH/PEOPLES  
FRANKE/KNOCKOUTS  
Hottest:  
JOHN COUGAR 1-1  
BLONDIE 13-2  
SHEENA EASTON 18-12  
GROVER WASHINGTON 21-13  
ABBA 19-14

**WJZZ/Knoxville, TN**  
Fred Story

**PHIL COLLINS**  
JOHN COUGAR  
CHAMPAIGN  
Hottest:  
JOHN LENNON 1-1  
STYX 4-2  
NEIL DIAMOND 7-3  
STEVE WINWOOD 16-7  
GROVER WASHINGTON 19-13

**WBOB/Birmingham, AL**  
Wah Brown

**FOOLS**  
FRANKE/KNOCKOUTS  
RAYDIO  
ANDY GIBB  
Hottest:  
STYX 1-1  
TERRI GIBBS 10-6  
SHEENA EASTON 12-9  
BRUCE SPRINGSTEEN 15-10  
HALL & OATES 17-14

**Y103/Jacksonville, FL**  
Scott Sherwood

**SMOKEY ROBINSON**  
FOOLS  
JOHN LENNON (dp)  
WHISPERS (dp)  
Hottest:  
JOHN LENNON 1-1  
STEVE WINWOOD 8-6  
HALL & OATES 15-11  
APRIL WINE 18-13  
RANDY MEISNER 19-15

**WRVQ/Richmond, VA**  
Bill Thomas

**FRANKE/KNOCKOUTS**  
APRIL WINE  
STEELY DAN  
Hottest:  
KOO & THE GANG 1-1  
OUTLAWS 7-2  
PAT BENATAR 8-5  
CLIFF RICHARD 9-6  
BRUCE SPRINGSTEEN 14-9

**KELPIE/Paso, TX**  
Raymond Mesa

**SISTER SLEDGE**  
JUICE NEWTON  
STEVE WINWOOD  
TIERRA  
Hottest:  
JOHN LENNON 1-1  
BLONDIE 4-3  
REO SPEEDWAGON 7-4  
YARBROUGH/PEOPLES 14-7  
CON PUNK SHUN 19-12

**FM100/Memphis, TN**  
Tom Prestigiancom

**MAC DAVIS**  
Hottest:  
REO SPEEDWAGON 1-1  
STYX 8-2  
DON MCLEAN 7-3  
GROVER WASHINGTON 18-9  
HALL &amp

**MIDWEST**  
**Most Added® Hottest**  
 Taylor & Souther  
 Smokey Robinson  
 Eric Clapton  
 Steely Dan

# ADDS & HOTS

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

**WEST**  
**Most Added® Hottest**  
 Taylor & Souther  
 Steely Dan  
 Smokey Robinson

Styx  
 Blondie  
 John Lennon

## MIDWEST

### PARALLEL TWO

#### WOW/Omaha, NE

J.C. Corcoran

#### WVIC/East Lansing, MI

Jim St. John

#### KIOA/Des Moines, IA

A.W. Pantoja

#### KFOV/Boise, ID

Charlie Fox

#### KKXX/Bakersfield, CA

Chris Squires

#### KQOI/Great Falls, MT

Pat Richards

#### KRLC/Lewiston, ID

Steven Alan Mackelvie

#### KENI/Anchorage, AK

Randy Robbins

#### KYVA/Billings, MT

Jack Bell

#### KATI/Casper, WY

Donna Fox

#### WVFM/Youngstown, OH

Jeff Tobin

#### WVFC/Youngstown, OH

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#### WRBR/South Bend, IN

Joe Lightner

#### WZOK/Rockford, IL

Dallas Cole

#### Z104/Madison, WI

Little Hudson

#### WIKS/Indianapolis, IN

Mike Tinnis

#### US93/South Bend, IN

J.K. Deering

#### WVFC/Youngstown, OH

Jeff Tobin

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Jeff Tobin









**THE  
FOLLOW-UP  
TO THE SMASH  
'KEEP ON  
LOVING YOU'  
IS OFF AND  
RUNNING!**

**REO**  
*Speed*



**“TAKE IT O**  
**REO'S NEW SINGLE**



*dwagon*



# IN THE RUN"

FROM THEIR LP "HI INFIDELITY"

Produced by Kevin Cronin, Gary Richrath and Kevin Beamish

ON *Epic* RECORDS

JOHN BARLICK  
MANAGEMENT COMPANY

# THE PICTURE PAGES

## Isleys' T-Neck Reconnects With CBS



The Isley Bros. and their T-Neck label have re-signed with CBS Associated Labels, and the company held a party in New York to celebrate. Pictured (l-r) are group's Ronald and Ernie Isley, Chris Jasper, and Marvin Isley, CBS/Records Group President Walter Yetnikoff, Kelly Isley, CBS/Records Group Deputy President Dick Asher, Rudolph Isley, and CBS Associated Labels VP/IGM Tony Martell.

## EMI America Invests In Bonds



Gary U.S. Bonds, the noted early 60's hitmaker, has signed with EMI America, with an album entitled "Dedication," co-produced by Miami Steve Van Zandt of Bruce Springsteen's E Street Band, set for April release. Pictured (l-r, front) are EMIA/Liberty's Ben Edmonds and associate producer Gary Tallent (also of the E Street Band); (l-r, rear) label VP's Dick Williams and Joe Petrone, manager John Apostol, label VP Mark Levinson, Bonds, EMIA/Liberty President Jim Mazza, Van Zandt, label's Frenchy Gauthier and Gary Gersh, VP Don Grierson, and label's Clay Baxter and Ken Benson.

## MCA, Gibbs Celebrate



At a recent Nashville meeting, MCA executives celebrated the pop and country success of Terri Gibbs. Pictured (l-r) are label's Al Privett and Tony Tamburriano, MCA/Nashville President Jim Foglesong, MCA's Sandi Litson, Gibbs, label's Daryl Crum, producer Ed Penny, and MCA VP's Pat Pipolo and Irv Woolsey.

## Sky Line Scene



Salsoul artists Skyy recently played New York's Bottom Line, where a large congregation of congratulators gathered backstage. Pictured (l-r, rear) are RCA VP Ray Harris, Salsoul VP Ken Cayre, group's Butch Sierra and Solomon Roberts Jr., RCA's Hilda Williams, Salsoul artist Cameron, group's Larry Greenberg, producer Randy Muller, group's Tommy McConnell, RCA VP Jack Craigo, and Skyy's Gerard Lebon; (l-r, front) group's Bonne Dunning, RCA's Robert Wright, RCA's Sharon Heyward (forefront), group's Dolores Dunning-Milligan and Denise Dunning-Crawford, and RCA's Keith Jackson and Basil Marshall.

## Walden Family Member To E/A



Elektra/Asylum has signed Wanda Walden, with a debut album produced by her brother-in-law Narada Michael Walden. Pictured (l-r) at the signing are E/A VP Oscar Fields, Walden, label VP Vic Faraci, and E/A Chairman Joe Smith.

## Seawind Session



A&M's Seawind recently played the Roxy in Los Angeles, and were greeted by A&M execs backstage. Pictured (l-r) are group's Pauline Wilson, A&M Chairman Jerry Moss, and group's Larry Williams, Ken Wild, Bob Wilson, Bud Nuanez, and Kim Hutchcroft.

## Capitol's Favorite Sun



Capitol artists Sun finished their sixth LP for the label recently, this one entitled "Force Of Nature." Pictured remixing are (l-r, seated) group's Byron Byrd, engineer Ralph Moss, co-producer Beau Ray Fleming; (l-r, standing) Capitol's Varnell Johnson and Steve Buckley.

## Strange Visage At Hurrah



Steve Strange and Rusty Egan, leaders of Polydor's Visage, visited New York club Hurrah during a promotional tour and served as guest disc jockeys. Pictured at the turntables (l-r) are Egan, Strange, producer Martin Rushent, Polygram VP Jerry Jaffe, and Hurrah manager Ruth Polsky.

# THE PICTURE PAGES

## Bicoastal Polygram Planning



Polygram Records recently held a series of planning meetings in L.A. to heighten communications between offices on the two coasts. Polygram Executive VP/IGM Bob Sherwood (standing) delivered the opening remarks for the meeting; listening are (l-r) Polygram Distribution's Emil Petrone, Polygram Sr. VP Lou Simon, label's John Stainze, VP Russ Regan, label's Randy Roberts, and VP Don Colberg.

## Carl's Caribou Conclave



Epic/CBS executives travelled to the Caribou Ranch studios in Colorado to preview the first solo album by Beach Boy Carl Wilson. Pictured (l-r, seated) are CBS Associated Labels VP/IGM Tony Martell, label's Gordon Anderson, manager Jerry Schilling, LP co-writer Myrna Smith, Carl Wilson, Gina Martin, Caribou President and LP producer James William Guercio, Lucy Guercio, and E/P/A Sr. VP/IGM Don Dempsey; (l-r, standing) E/P/A's Steve Einczig, Associated Labels' Rich Totoian, E/P/A VP's Ron McCarrell and Bill Freston, E/P/A's Bob Feineigle, E/P/A VP Larry Douglas, and E/P/A's Myrna Williams and Michael Alhadef.

## Columbia's James Gang



Columbia held a New York luncheon for Bob James on the occasion of his recent Carnegie Hall performances, and presented the artist with a gold record for his "Touchdown" album. Pictured (l-r, rear) manager Peter Paul, Columbia VP Stan Monteiro, CBS Sr. VP Paul Smith, CBS VP Vernon Slaughter, and Columbia VP George Butler; (l-r, front) CBS Records Division President Bruce Lundvall, James, and CBS Records Group Deputy President Dick Asher.

## 20th Executives Meet Executive



20th Century-Fox execs met with recently-signed group Executive at the time of the group's first single release. Pictured (l-r, rear) are group's David Straughter, manager Clancy Grass, group's Robert Russell, label's Carol L. King, group's Jullus Carey, Ernest Straughter, and Louis Russell; (l-r, front) 20th President Nell Portnow, and label's Donny Brooks and Michael Stewart.

## E/A Contains Mighty Fire



Elektra/Asylum has signed Mighty Fire, with an album by the L.A.-based group due in April and a single currently on release. Pictured (l-r, front) are group's Alfred Delaney McQuaig, attorney Jay Stein, and group's Darryl K. Roberts; (l-r, center) Mighty Fire's Perry Peyton, Double Lady Productions President Eddie Pugh, E/A's Dave Cline, and E/A VP Oscar Fields; (l-r, rear) attorney Ron Sweeney, group's Mel Bolton, E/A VP Vic Faraci, and group's Harry Kim.

## Benatar Composer's Best Shot



Eddie Schwartz, composer of Pat Benatar's "Hit Me With Your Best Shot" was honored by a celebration ceremony in Canada. Pictured before cutting a cake are (l-r) ATV Canada's Bernie Solomon, Schwartz, and Capitol of Canada President David Evans (Capitol distributed Benatar's *Chrysalis* recording in Canada).

## A&M's Racine James Gang



Paul Kennerley, composer of A&M's "Legend Of Jesse James" LP, visited Racine, WI to present a copy to two radio stations there. Pictured (l-r) are WRKR PD Steve Warren, Kennerley, and WWEG PD Paul "Bucky" Albright.

## Ziggurat Smoking



Robox Records recently joined with the Record Bar to stage a puzzle contest built around Robox group Ziggurat. Pictured (l-r) are Robox's Mark Cooper, Robox President Kirby Kinmah, and contest winner Robln Sutton, who won the \$800 stereo system pictured.

## COMMUNICATION, IMAGE IMPORTANT

## Promoting All-News Stations

With so many stations vying for their piece of the target audience pie, it's no wonder that promotion represents a key element in the overall game plan. How much? How little? What will the budget allow? Each of these questions becomes even more important in light of Quarterly Measurement's arrival. Definitely, having a desirable product to promote is half the battle. But what if you're not "playing all the hits all the time," offering "commercial-free" hours, or engaging the services of a noted psychologist? You're all-News — so what do you do? Wait for a windfall of good news?

No, says Fred Bergendorff, Director of Advertising and Promotion for CBS's KNX/Los Angeles. He joined the station in 1969 after a stint at rival KABC as Promotion Director. He is also Secretary and a board member of the Broadcasters Promotion Association. I spoke with him recently, asking him to share some of his experiences and ideas regarding the promotion of the unique all-News format.

## What To Promote

The first thing you should do, according to Bergendorff, is "determine what it is you are going to promote." He continues, "You can't make news; you can't make sometimes favorable news. Some stations sensationalize — we don't happen to. What we have tried to do in our recent promotions over the years is to create a favorable image of the station."

Toward that end KNX just began the second year of its "WHO" campaign. This particular promotion is based upon a 30-second animated spot which incorporates the basic elements of a good news story: who, what, when, where and why. In addition to the spot, billboards, buscards, and some print advertising are also employed. "I think it provides people with a good feeling," adds Bergendorff. "We want them to have this feeling when they tune in the station."

## Contests: Necessary Hype?

Throughout our discussion, Bergendorff emphasized the need to make the station sound exciting as well as creating a sense of fun. He achieves this, in part, through the use of major contests. As we all know, the word contest is generally unheard of among all-News-formatted stations. Many feel it takes away from the format and reminds the listeners of the youth-oriented "hype" found on music stations. However, Bergendorff leans the other

way. He estimates that the station has drawn over nine million postcard entries since it began its format in 1968. The station is currently running its 10th annual "1070 Contest," with participants listening to the station for details and sending in postcards for the biweekly drawing. Over the 20-week period, 10 "first" prizes of \$1070 are given away. Past prizes have included trips featuring first class airfare plus first class hotel accommodations.

Bergendorff further explains his philosophy on contests: "The way I like to explain to people about why we believe in them is this. If you won a prize, say a trip to Europe, you wouldn't keep it to yourself. You'd tell everybody about it . . . It's really a great form of advertising."

## Exploring Different Avenues

Periodically, it is equally important also to evaluate the strengths and weaknesses of a particular advertising avenue; i.e., billboards, buscards, print, and last but not least, television. Bergendorff relates a case in point.



Fred Bergendorff

"We felt that print was getting expensive — not that television isn't. But we also discovered that some of the print media we were using weren't delivering the penetration in the market that we had hoped they were doing for us." Keeping this in mind, the station has shifted its primary thrust to television. And with Los Angeles being a big outdoor market, KNX uses that form as its main support medium. Print follows next.

## News/Talk

Gail Mitchell



## Money Vs. Imagination

Naturally, a question that comes to mind is how to promote in a medium or small market without the backing of, say CBS? Money is always going to be a significant factor in promotion, especially with the economy in the shape it's in. And there is no magic formula — what may be successful in one market could turn out to be a disaster in another. But it isn't necessary to throw in the towel yet. Imaginative thinking is the key.

As an example, Bergendorff pointed out KNX's successful "Look Who's Listening" campaign of several years ago. It involved caricatures of people from different walks of life, with puns used to describe their station listening habits (pictured). It worked so well the network adopted the idea for its affiliates. Besides the print medium, the punny sayings were used over the air. According to Bergendorff, the station received some 7000 unsolicited suggestions from its listeners.

As to whether or not it is any different promoting all-News stations and News/Talk, Bergendorff feels there are some similarities between the two, especially because both are foreground mediums. Though talk presents another area of promotion altogether, he reiterates, "You are still communicating with people."

Promoting an all-News format, then, is no different from promoting any other format. The real challenge lies in being able to communicate and create a favorable image. After determining what it is you want to promote, examine which advertising routes will serve your best interests, then proceed accordingly. Contests, conducted in good taste, can enhance and not necessarily detract from your news product. Also, don't ignore two vital elements, imagination and listener involvement. They pave the road to success for all formats.



**FIND OUT WHEN** — This is just one of a series in the station's current "WHO" promotion. Buses transport the "Who, When and Why" messages across Los Angeles and Orange Counties, while "Who and What" are visible on strategically located billboards.

Gardeners say we grow on them...



KNX NEWSRADIO 1070

**FUN PUNS** — Pictured above are two examples of the KNX "Look Who's Listening" campaign. Introduced sev-

Doctors like our operation



KNX NEWSRADIO 1070

eral years ago, the promotion comprised 20 ads humorously depicting people listening to the station.

## News/Talk Personalities

**ON THE MOVE:** Joe Gillespie appointed Executive Editor of WINS/New York. He moves over from a Program Manager post at WIND/Chicago. Former WINS Executive Editor Nancy Coffey named National Correspondent at Group W Washington News Bureau . . . Veteran talk host, Alan Berg, joins KOA/Denver, overseeing the 1-4pm slot . . . Condolences to the family of Don Fitzgerald, coanchor of KNX/Los Angeles's "Food News Hour," who died at home recently of an apparent heart attack. He had worked with partner Jackie Olden since 1976. In other station related news, sportscaster

Rich Marotta named Sports Editor while morning news anchor Russ Powell appointed Financial Editor. Meanwhile, former Business and Financial Editor Jere Laird has been tapped to anchor "Face To Face," a five-day interview program featuring prominent newsmakers . . . WBBM/Chicago announces the addition of Sue Castorino to its news staff as reporter/anchorperson. WBBM Restaurant reviewer Sherman Kaplan to act as consultant for ethnic dining chapter of "Weekend Book," published by the Illinois Office of Tourism, Department of Commerce and Community Affairs, while anchorman Dale McCarren is set to emcee American Cancer Society Illinois Division kickoff luncheon on March 6 . . . WCAU/Philadelphia's Executive Sports Producer Jeff Asch was a guest speaker at a recent "Programs For Teach-

ing" educational conference. Discussion topics included non-verbal communication and speech patterns . . .

**READY FOR SNOW:** Very funny, right? Nobody in his right mind is ready for snow. Well, WSDR/Sterling, IL is. For the second year in a row, the station has put in a direct line to the Department of Transportation headquarters in Dixon, offering its listeners half-hour rural road reports in case of a major snowstorm. Because of the direct line, WSDR is able to talk with each snowplow operator in areas served by the station. Listeners who have called in requesting up to the minute reports are very enthusiastic over the service. But, as Station Manager Carey Davis says, "We hope we won't have to use it."



Jeff Gelb

AOR

## KZOK Restructures To Capture 25-Plus

An area of continuing concern for AOR programmers is the maturing population bulge that grew out of the post-war baby boom. Many ad agencies have made AOR's typical stronghold of 18-24's a lesser priority buy, finding more available dollars in upper demos. Some AOR's have followed suit by restructuring their music in hopes of attracting older listeners. The latest station to do so is KZOK/Seattle, a long-time hard-rock leader in town that has recently lost much of its audience to competing Superstars affiliate KISW.

KZOK PD Nils Von Veh further explained the reasons for his station's sweeping musical adjustments: "From a business point of view, we could have spent the next two years trying to regain our position as the No. 1 rocker in town from KISW. Or we could make changes now, perhaps a year or two early in terms of the big upper demo bulge. But in terms of a future investment, we decided the time was right."

### RIP: Screechy Rock And Roll

Before making any changes, the station did a random sampling research survey of local residents' likes and dislikes regarding radio and rock and roll. "Three things irritated them," Von Veh revealed: "stupid disc jockeys, too many commercials in a row, and hard, screechy rock and roll."

The first music to go, when KZOK restruc-

tured its music library, was that "screechy" rock and roll, which Von Veh typified by naming groups including AC-DC, Van Halen, and Ted Nugent. These bands will now only show up on KZOK, according to Von Veh, "once a blue moon at night. Effectively, they've disappeared."

So will those listeners who want to hear that kind of music, but Von Veh is ready for that. "We realize KISW will show enormous gains, especially in teens, because the diehard AC-DC fans will notice the difference. But it's important to note that we are still a rock and roll station; we've just regeared the music for adults. Our research showed the older listeners don't just want a totally modal soft approach, like KZAM-FM's all the time. After all, we are the first group of people who have grown up with rock and roll. We want to be perceived as an adult rock and roll radio station."

### Adult Rock, Oldies . . . And Jazz?

After researching older listeners' musical preferences, and tossing out KZOK's heavy metal, the station was left with key adult-oriented rock bands, which Von Veh identified as including the Who, Rolling Stones, Fleetwood Mac, Dire Straits, Steely Dan, Tom Petty and Bruce Springsteen.

KZOK then reread cuts by artists who had been lost in the hard-rock shuffle, including Paul Simon, James Taylor, and Linda Ronstadt.

Von Veh spoke of the difficulties he encountered in finding suitable material to plug in



"We want to be perceived as an adult rock and roll radio station."

— Nils Von Veh, PD, KZOK/Seattle

KZOK's realigned music system: "Between 1976 and now there hasn't been an enormous amount of material that fits what we're trying to do. So we were forced to go back further than we might otherwise have wanted to. We don't want to be an oldies station, but there is a lot to draw from those years."

Many AOR's that have restructured for upper-demo listeners include healthy amounts of jazz album programming. With Von Veh's background in record promotion with ECM, he can now cull from that experience if he chooses to add jazz to KZOK's music list. He said, "We're exploring the possibility seriously. If there weren't already a KZAM-FM in the marketplace playing jazz, we might be more inclined to use it."

"We don't want to do what KZAM-FM is doing. Our emphasis will still be on musical variety instead of the modal soft thing." One musical style you won't hear on the new KZOK is new wave. According to Von Veh, "It has limited adult appeal. After all, look what just happened with KZAM-AM (R&R 2-27). The basic dividing line comes down to melodic intensity: there's a certain kind of guitar or vocal sound that an adult hears and says, 'Uh-uh, I will not listen to that.'"

### Prognosticating

Will adults listen to the newly-structured KZOK? Von Veh is confident they will, and cites similar efforts by stations like WQDR/Raleigh and WIOQ/Philadelphia as successful inspirations for his reworking of the KZOK music system. Von Veh reiterated the business side of the decision: "When we're not No. 1 in the 18-24 or 18-34 age group demos, we probably get skipped in agency buys. But if the new direction shows a broad spread, even if we're not No. 1 in 25-34 for a couple of years, we'll still get bought."

Future articles will focus on other AOR attempts in attracting older audiences. If you're involved in such experimentation, get in touch so I can share your ideas and philosophies on this important topic with the rest of your AOR peers.

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Some addenda to last week's AOR Scoreboard: In our Denver listing, we neglected to mention KBCO/Boulder, whose Denver 12+ figure rose 1.6-2.4, and KTCL/Ft. Collins, which was also up 1.1-1.5 in the Denver metro. Also, WMMS/Cleveland was incorrectly listed as a Superstars affiliate. While WMMS has a contractual agreement with the Burkhart-Abrams organization, it is for research purposes only; the station does not follow the traditional Superstars AOR format. Finally, both Miami AOR's looked better in the combined Miami-Ft. Lauderdale-Hollywood book, which showed LOVE 94 up 3.4-3.8, and WSHE up 2.9 to 3.3.



**KIFM VISITS BISHOP** — Art Good (left), KIFM/San Diego MD, recently interviewed WB's Stephen Bishop (right) in his home for an hour special aired by the station.



**106 SECONDS OF LOVE** — KKDJ/Fresno asked listeners to send in their most creative Valentine's cards; the winner received a 106-second album run through Tower Records. Pictured (l-r) are KKDJ PD Dean Opperman, winner and Promotions Director John Misner.



**BACKSTAGE WITH "CATHOLIC BOY"** — Following a recent performance in New York, Atco's Jim Carroll was greeted backstage by music industry notables. Pictured (standing, l-r) are attorney Nat Weiss, WBAB/Long Island Production Director Brian Battles, Atlantic's Danny Buch, WLIR/Long Island MD Ray White, group's Steve Linsley, Atco's Sean Coakley, group's Wayne Woods, and Atco's Paul Yeskel; (seated, l-r) WBAB MD Mark Coppola, group's Brian Linsley and Terrell Winn, group's producer/manager Earl McGrath, and Carroll.

# Jeff Bell

## EVOLUTION

KUPD/Phoenix PD Hank Cookenboo has exited as the station undergoes its AOR transformation with John Sebastian as consultant. Tony Evans will serve as Asst. PD. Sebastian has picked up another AOR for consultation: WMJQ/Rochester... Former KPAS/El Paso PD Jeff Blazy has joined neighboring KLAQ for mornings... Bob Bailey has been named MD for WKLS/Atlanta... Paul "Lobster" Wells has been appointed Associate PD at KLIV/San Jose... Former KLOS/Los Angeles air personality John Leslie has rejoined KCAI/San Bernardino for middays... Former WBRU/Providence MD Carolyn Berman has switched to WCOZ/Boston for part-time airwork. Buck McWilliams has been upped from within for the morning show... Alan Sells has joined M105/Cleveland from WSAI-FM/Cincinnati for evenings... KGRA (NOVA 104)/Lake Charles, LA is switching from hard to soft AOR, and switching call letters as well, to KBIU... Rich Sutton has switched to mornings from overnights at WRKI/Bridgeport... Allison Harte has joined WLAV/Grand Rapids from WABX/Detroit for nights... Bill Hutchinson has joined KQWB-FM/Fargo from WDBQ/Dubuque for middays... Former KGB-FM/San Diego air personality Wendy White has joined KACE/Los Angeles for nights... New to week-ends and fill-ins at KWST/Los Angeles is Ken Noble from KFOX/Redondo Beach... WCMF/Rochester's new part-time air personality is Kevin Patrick.

**COMING NEXT WEEK:** They're AOR's "Triple Threat," and they're all brothers. They're Carey Bruce Sinton, Jon Sinton and Steve Sutton. Next week, the three will talk about their interlocked AOR careers. Along the way, we'll hear some great stories about the beginnings of progressive rock radio, along with some insights into what it's like to work for AOR radio's most successful consultancy.

## PROMOTION OF THE WEEK



## 94 Rock Calendar Girls

WSYR/Syracuse has just issued its 1981 calendar, which it will give away on the air and sell through local merchants for 94¢.

Unlike most stations' calendars, which spotlight photos of popular AOR image artists (often taken by the listeners), 94 Rock's calendar features its popular if controversial Rockettes (the station is being sued by Radio City Music Hall over its use of the term "Rockettes"). Each month spotlights one of the dozen women in an attractive pose.



**STONEBOLT'S CHANGES** — KDWB-FM/Minneapolis played host to RCA's Stonebolt while they toured in support of their latest LP. Pictured (front row, l-r) are group's John Webster and David Jay Willis, KDWB-FM PD Dave Hamilton, group's Dan Atchinson, and station's Chip Hobart; (back row, l-r) group's Ray Roper and Brian Lousley and Good Music's Brian Knaff.

## UPDATE

Who is the "mystery pub crawler" of Toronto? That's what Q107 listeners want to know, because a station representative disguised as "Chugger, the mystery pub crawler," is carrying a thousand-dollar bill around to Toronto bars each weekend, waiting for people to ask if he's the Q107 crawler. If identified correctly, the Q107 representative hands over the \$1000 on the spot... Rock video's getting bigger and bigger, and AOR radio is using it in several promotions lately: KFMF/Chico videotaped all twelve of its Homegrown album bands in concert at a local bar. Proceeds from the shows went to the Chico Community Daycare Center, while the tapes will be aired on a local TV channel. Meanwhile, WOUR/Utica is one of the many stations to sponsor free rock video parties for listeners at local nightclubs. WOUR's featured Epic artists on tape... Speaking of video, GIRFM/Manchester cosponsored an open house at a video game arcade that attracted 3000 listeners. Those who beat station reps at the games won albums... WLPX/Milwaukee is looking for a band to headline the annual "Young Milwaukee" festival it copro-

notes. Last year, Off Broadway headlined in front of 35,000 listeners. Contact PD Tom Daniels or MD Bobbin Beam at 414-342-1111... Celebrating anniversaries this week were WRCN/Riverhead (its fourth; the station held a listener party with the Good Rats playing), WFYV/Jacksonville (first) and KIL0/Colorado Springs (third)... Interesting Mediatrend results in St. Louis, where WWK-FM jumped up to a '9.4 to KSHE's down 3.8... I-95/Bridgeport raised over \$40,000 for MS in an ugly bartender contest... KWST/Los Angeles has started a Concert Club that will award three pairs of sixth row seats for selected upcoming rock concerts. Postcards make listeners eligible for membership... WQMF/Louisville gave out concert patches at a recent REO Speedwagon Louisville gig... IRS Records has started a special record service project for college radio stations, which can become "IRS Agents" for \$25 a year. The money goes toward a year's service of IRS LP product and merchandise. Interested stations should contact IRS reps in New York City... The latest Big Music America album from an AOR is 96X/Oklahoma City's "Oklahoma Rocks". Coming soon are homegrown projects from WCOZ/Boston, KWST/Los Angeles and KZOK/Seattle... New AOR WOVB/Ft. Pierce is looking for improved album service from many labels. Contact Jim Schuyler at 706 N. 7th St., Ft. Pierce, FL 33450.

## COLOR

**VOICE OF ROCK AND ROLL:** WMMS/Cleveland's new contest features the voices of top AOR artists. Listeners are given clues as to the stars' identities and must submit their guesses by mail. The winner will receive an expenses-paid trip to Jamaica accompanied by WMMS MD Kid Leo.

**MAKING WAVES:** WBLM/Lewiston-Portland gave away a waterbed system to the listener who submitted the most creative joke that went along with a prewritten punchline.

**Y-95 PLAYS CHEAP TRICKS ON LISTENERS:** Honoring hometown boys Cheap Trick, Y-95/Rockford held a banner contest for the group's local appearance. The winning banner earned its creator a pair of passes to all rock shows at the Rockford Metro Center in 1981, as well as a Y-95 Cheap Trick satin jacket. Runners-up received a complete Y-95 wardrobe from the station's selection of merchandise, Y-95 Cheap Trick satin jackets, Cheap Trick bookbags and albums. Additionally, the station made up 3500 collectors' concert patches to give to concertgoers, a practice Y-95 plans to continue for upcoming shows.

**APRIL WINE FLOWS FREELY:** WLUP/Chicago, in conjunction with the new April Wine album on Capitol, sponsored a "have a drink on April Wine" promotion. Every eligible fan with a ticket stub from the show, or a coupon from local retail outlets, was invited to a club, where the coupon or ticket was redeemed for free admission and a drink chip (actually an April Wine button) good for two free drinks. The band's new album was played over the club's sound system while the group itself appeared later in the evening to mingle and sign autographs.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WXEZ/Toledo presented NRBO for \$1.05... WSYR/Syracuse presented Loverboy for \$2.94 and Ziggurat for \$1.94.

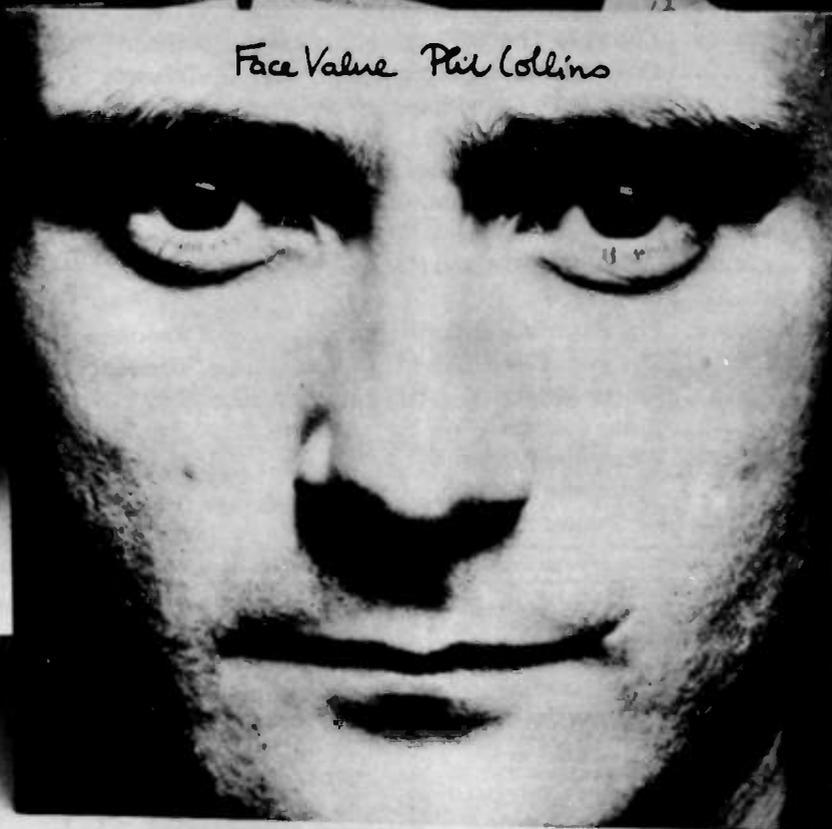
**BROADCASTS:** Good Rats on WPDH/Poughkeepsie... Ziggurat on WSYR/Syracuse... George Thorogood on KMET/Los Angeles, KBCO/Boulder.

**GUEST DJ'S:** Doug Sahm on WBCN/Boston.

**CONVERSATIONS:** Phil Collins, Grace Slick on Q107/Toronto... Tim Reid (WKRP) on WIOQ/Philadelphia... Keith Sykes on WQDR/Raleigh... Steve Nicks, Outlaws, 38 Special, Bad Company, Journey on KUPD/Phoenix... Rainbow on WMMR/Philadelphia... Outlaws on I95/Bridgeport... Nazareth, April Wine, Donnie Iris on WLPX/Milwaukee... Rick Nelson, Ramones on WNEW-FM/New York... Beach Boys on KFMG/Albuquerque... Joan Jett, Human Sexual Response on KROQ/Pasadena... New Riders Of Purple Sage, Teardrop Explodes, Rainbow, NRBO on WQBK/Albany... Loverboy on WSYR/Syracuse... April Wine on KLAQ/El Paso... Greg Kihn on KZAP/Sacramento... Donnie Iris, Nazareth on WQFM/Milwaukee... Scooters on KRKN/Anchorage... Pilmsouls on KTIM/San Rafael... Jack Green, Rough Trade on K97/Edmonton... George Thorogood on KQFM/Portland... Styx, Creedence Clearwater Revival, George Thorogood on KMET/Los Angeles... Jim Carroll on WGRQ/Buffalo... Rush on WMET/Chicago... Larry Coryell, Commander Cody, Vassar Clements, John Stewart on KSPN/Aspen.

# AOR

# THE TRUTH ABOUT PHIL COLLINS.



Phil Collins is known to millions as the lead singer and drummer of Genesis. His writing, playing and performing have won him worldwide acclaim. His latest work, "Face Value," a first solo album, is highlighted by a showcase of diverse musical influences and a star-studded cast of players.

The truth about Phil Collins' new album? An impressive musical statement from an extraordinarily talented musician. And the proof is in the listening.

PHIL COLLINS. "FACE VALUE."<sup>SD 16029</sup>

Produced by Phil Collins

On Atlantic Records and Tapes.

Featuring the single, "I MISSED AGAIN"<sup>#3790</sup>



**ACR BREAKERS**

PHIL COLLINS  
Face Value (Atlantic)  
"A" "Lies" "Messed" "Mart"  
80% of our reporters on it. Total  
album reports: 87. A-87. M-6. H-  
5. Debuted this week at number  
29.



March 6, 1981

162 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (2/13, 2/20, 2/27, 3/6) and artist/album information. Includes entries for STYX, STEVE WINWOOD, REO SPEEDWAGON, JOURNEY, APRIL WINE, RUSH, BRUCE SPRINGSTEEN, etc.

STYX maintained their lead in hot reports for a second week at the top. WINWOOD jumped ahead of REO for the number two airplay position, showing impressive gains in hot reports. REO remained strong in total and hot reports. JOURNEY held rock steady as WIND hit top five. RUSH rushed upwards as adds converted to upper airplay rotations. .38 climbed in hot. MANN inched up. LOVERBOY continued its climb. SHERBS jumped nicely this week, showing gains in all rotations. COSTELLO climbed with new action in all rotations. SLICK, CLASH and TODD all had a good week of increased airplay attention. RAINBOW rose significantly, garnering many new adds as well as accumulated upper airplay rotation mentions. JEFFREYS and COLLINS debuted with strong initial support. NAZARETH maintained as RINGS rose. RICK SPRINGFIELD came close to charting this week.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot 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.

New Entry

MOST ADDED

Table listing 'Most Added' albums with columns for week numbers (3/6, 2/27, 2/20, 2/13, 2/6) and artist/album information. Includes entries for GARLAND JEFFREYS, PHIL COLLINS, RAINBOW, PLIMSOUIS, JAMES TAYLOR, BADFINGER, RICK SPRINGFIELD, FOOLS, ERIC CLAPTON, SHERBS, BRAINS, U2, LOUISE GOFFIN, RUSH.

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

MEDIUM

Table listing 'Medium' albums with columns for week numbers (3/6, 2/27, 2/20, 2/13, 2/6) and artist/album information. Includes entries for SHERBS, GRACE SLICK, TOTO, .38 SPECIAL, MANFRED MANN'S..., UFO, ELVIS COSTELLO..., TODD RUNDGREN, CLASH, OUTLAWS, LOVERBOY, APRIL WINE, NAZARETH, ALAN PARSONS PROJECT, DONNIE IRIS.

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

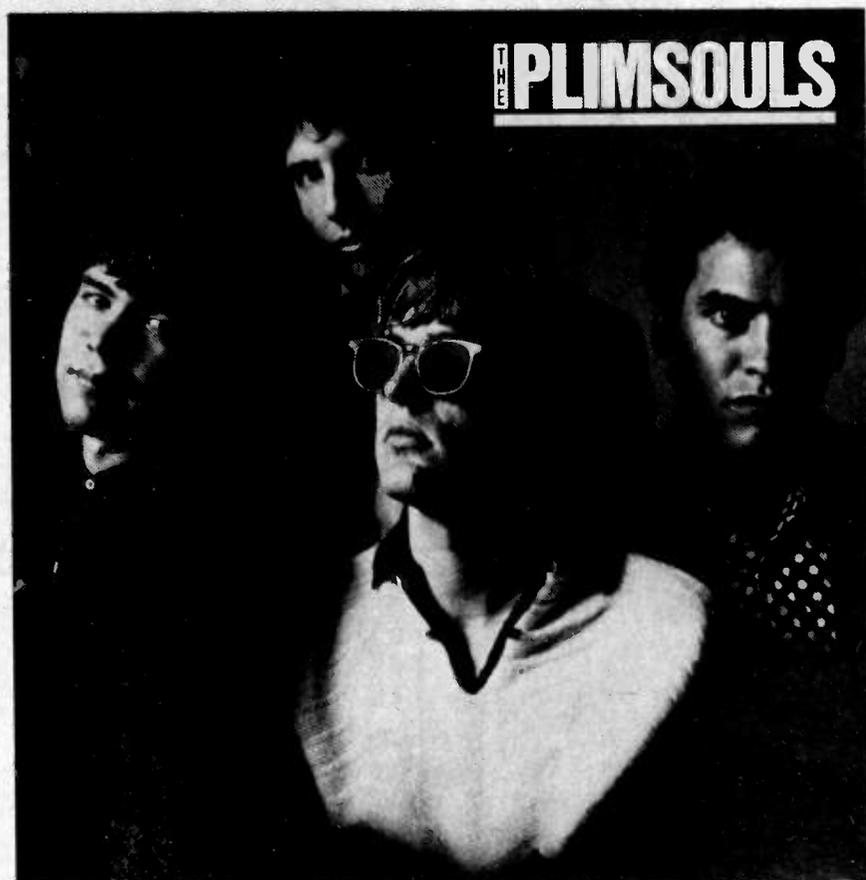
THE HOTTEST

Table listing 'The Hottest' albums with columns for week numbers (3/6, 2/27, 2/20, 2/13, 2/6) and artist/album information. Includes entries for STYX, REO SPEEDWAGON, STEVE WINWOOD, JOURNEY, BRUCE SPRINGSTEEN, J. LENNON & Y. ONO, APRIL WINE, STEELY DAN, RUSH, OUTLAWS, POLICE, .38 SPECIAL, MANFRED MANN'S..., ALAN PARSONS PROJECT, LOVERBOY, DIRE STRAITS.

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.

# RADIO-PICKS

# THE PLIMSOULS



**4th MOST ADDED—RADIO AND RECORDS.**

**Hard Choice, FMQB ALBUM REPORT—“...The Plimsouls get my vote as ‘Most Likely To Succeed.’”**

**THE BEST NEW MUSIC, Debut Album, THE ALBUM NETWORK—“...The Plimsouls deliver a rock ‘n’ roll album with the Everest-sized radio rocker and first single ‘Now.’”**

**Dave Sholin’s Personal Pick—THE GAVIN REPORT.**

**Albums of the Week, Ron Fell—THE GAVIN REPORT.**

**THE PLIMSOULS**, their debut album is produced by Danny Holloway. Contains the single “Now.”

P-47923

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# AOR BREAKERS

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

**PHIL COLLINS**  
Face Value (Atlantic)  
"Air" "Lines" "Missed" "Must"  
80% of our reporters on it. Total album reports: 87. A-87, M-8, H-5. Debuted this week at number 28.



**GARLAND JEFFREYS**  
Escape Artist (Epic)  
"30" "R.O.C.K." "Innocent"  
"Lovers." 80% of our reporters on it. Total album reports: 95. A-88, M-4, H-2. Debuted this week at number 28.



**GARLAND JEFFREYS**  
ESCAPE ARTIST  
"30" "R.O.C.K." "Innocent"  
"Lovers." 80% of our reporters on it. Total album reports: 95. A-88, M-4, H-2. Debuted this week at number 28.

**RAINBOW**  
Difficult To Cure (Polydor/PolyGram)  
"Surrender" "Heaven" "Spotlight"  
"Freedom." 87% of our reporters on it. Total album reports: 82. A-88, M-28, H-4. Charted this week at number 27.

# SINGLES

- 1 ERIC CLAPTON..... "I Can't Stand It" (RSO)
- 2 NIGHT..... "Love On The Airwaves" (Planet)
- 3 BADFINGER..... "Hold On" (RadioAtlantic)
- 4 WARREN ZEVON... "Lawyers, Guns, And Money" (Asylum)
- 5 J. TAYLOR & J.D. SOUTHER... "Her Town..." (Columbia)
- 6 DELBERT McCLINTON... "Giving It Up For Your..." (Capitol)
- 7 PLIMSOUIS..... "Now" (Planet)
- 8 BOOMTOWN RATS..... "Up All Night" (Columbia)
- 9 JIM CARROLL BAND..... "Day And Night" (Atco)
- 10 MICHAEL STANLEY... "He Can't Love You" (EMI America)
- 11 EAGLES..... "Seven Bridges Road" (Asylum)
- 12 ANY TROUBLE..... "Second Choice" (Stiff)
- 13 STEVIE WONDER... "I Ain't Gonna Stand For It" (Motown)
- 14 PRETENDERS..... "Message Of Love" (Sire)
- 15 YOKO ONO..... "Walking On Thin Ice" (Geffen)

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

# JAZZ ON AOR

- 1 GROVER WASHINGTON JR..... Winelight (Elektra)
- 2 DAN SIEGEL..... The Hot Shot (Inner City) Title
- 3 DAVE GRUSIN..... Mountain Dance (GRP/Arista)
- 4 JOE SAMPLE..... Voices In The Rain (MCA) "Eye Of The Hurricane"
- 5 B.B. KING..... Better World (MCA) "Victim"
- 6 KILIMANJARO..... Kilimanjaro (Philo) "Flame" "Foot"
- 7 LONNIE BROOKS BAND... Turn On The Night (Alligator) Various Cuts
- 8 SPYRO GYRA..... Catching The Sun (MCA) "Cafe"
- 9 BOB JAMES... All Around... (Tappan Zee/Columbia) "Touchdown" "Kari"
- 10 NATIVE SON..... Savanna Hot-Line (MCA) Title "Animal"

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

# REGIONAL AOR ACTIVITY

## EAST

**Q104 WQBK FM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Albany**  
518-462-5555

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
STEVIE WONDER (Motown)  
PLIMSOUIS (Planet)  
NEW RIDERS/PUBLIC (A&M)  
LOUIE COFFIN (PolyGram)  
RAINBOW (Polydor/PolyGram)  
BADFINGER (RadioAtlantic)  
BOB DYLAN (Columbia)  
LOUIE COFFIN (PolyGram)  
LONNIE BROOKS BAND (Alligator)  
JIMMY HENDRIX (Capitol)  
JERRY BRONSON (Capitol)  
JERRY BRONSON (Capitol)  
TAYLOR & SOUTHER (Columbia)  
FAB THUNDERBOLTS (Chrysalis)

Hot:  
COZY POWELL (PolyGram/PolyGram)  
JOURNEY (Columbia)  
GRACE SLICK (RCA)  
WARRIOR BROTHERS (A&M)  
RUSH (Mercury/PolyGram)  
PAT BENATAR (Chrysalis)  
ROD STEWART (A&M)  
WARREN ZEVON (Asylum)  
JOHN ZETT (Bearsville)  
DEBBIE HUNTER (Capitol)  
SHIRLEY COLLINS (Atlantic)  
TOURISTS (Epic)  
SECTION 27 (R.S. INC.)  
POWER BLUES (Liberty)  
APRIL WINE (Capitol)  
ADAM AND THE ARTS (Epic)  
STEVIE WONDER (Motown)  
T. HOBBINS (Columbia)

**98 Rock**  
98.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Baltimore**  
301-889-0098

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WMAZ**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Binghamton**  
607-772-8850

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**104FM WBCN**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Boston**  
617-266-1111

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WBLM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Lewiston-Portland**  
207-783-2065

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**104.1 FM WQBK**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Albany**  
518-785-9800

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**98 Rock**  
98.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Boston**  
817-287-9090

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**104FM WBCN**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Bridgeport**  
203-579-9995

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WCCM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Claremont**  
803-542-7735

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WBLM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Long Island**  
518-485-9200

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WZZO**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Allentown**  
215-894-0511

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**98 Rock**  
98.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Boston**  
817-282-5900

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**104FM WBCN**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Buffalo**  
718-881-4555

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WCCM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Hartford**  
203-247-1080

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**WBLM**  
104.1 FM  
100 ELLER MEADOWS RD. LIN COLLEGE

**Hartford**  
203-247-1080

Added:  
PHIL COLLINS (Atlantic)  
GARLAND JEFFREYS (Epic)  
RAINBOW (Polydor/PolyGram)  
PLIMSOUIS (Planet)  
JAMES TAYLOR (Columbia)  
DORIS (Mercury/PolyGram)  
OUTLANS (Arista)  
J. LEONARD & Y. ONO (Geffen)  
APRIL WINE (Capitol)  
ERIC CLAPTON (RSO)

Hot:  
REO SPEEDWAGON (Epic)

**THE RINGS**



**THE RINGS**

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**THE RINGS on tour:**

3/6 Dover, NH	3/12 Albany, NY	3/17 Philadelphia, PA
3/8 Buffalo, NY	3/13 Providence, RI	3/18 Baltimore, MD
3/9 Pittsburgh, PA	3/14 Malibu, LI	3/20-21 New York City
3/10 Cleveland, OH	3/16 Washington, DC	3/22 Utica, NY
		3/26-27 Boston, MA

---

**THE RINGS on radio:**

WMMS	KLOS	WMMR	WSHE	WLRS
KWST	KSHE	KROQ	KGB-FM	KWFM
KZEW	WQXM	WBCN	WHFS	WRNO
KTKT	KOME	KSJO	KTIM	KLRB
WCOZ	WYSP	WCCC	KTXQ	WNEW
KQFM	WYDD	WCAS	WAAF	WBLM
WLIR	WCMF	WIOT	WVUD	WTUE
WQBK	WPYX	WOUR	WAER	KQDS
WXRT	WAZU	KZAM	WDEK	WYFE
WYMX	WRKK	WLSQ	WGVL	WYNF
WQFM	WIBA	WMAD	WAPL	WWCT
KNCN	KSMB	KLBJ	KISS	KGOU
WXKE	WPFR	KATT	KMOD	WKQQ
KCPX	KSPN	KILO	KFMQ	KZEL

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**THE RINGS on Radio & Records**  
**AOR #36**

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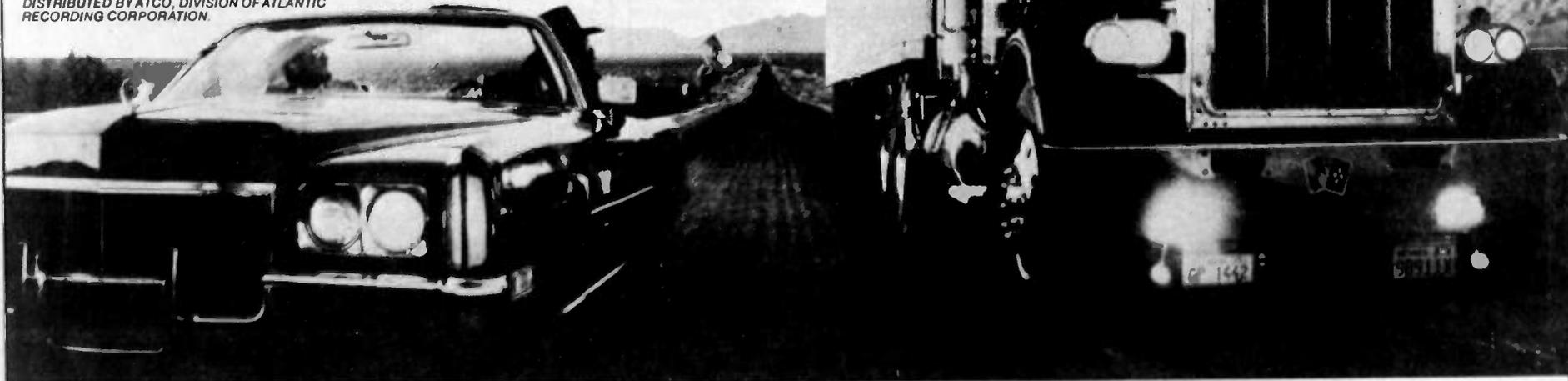
Swan Song Records presents  
**MIDNIGHT FLYER** with  
MAGGIE BELL, DAVE DOWLE  
ANTONY GLYNNE, TONY STEVENS



PRODUCER: MICK RALPHS EXECUTIVE PRODUCER: PETER GRANT



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Give the gift of music.



# Polygram Rock — It's Breaker City!



## RAINBOW

### “Difficult To Cure”

Blackmore, Glover and Co. set to conquer the U.S. via radio and tour. Catch the Rainbow coast to coast during March, April and May, co-billed with Pat Travers, and watch their single “I Surrender” catch on with CHR radio.

February 27, 1981



## RUSH

### “Moving Pictures”

Last week's AOR Breaker moves 19-6 on this week's chart. Gold within first ten days of release. Rush is on tour everywhere, February through the summer. CHR radio already grabbing onto “Limelight.”

## THE JAM

### “Sound Affects”

England's number one established rock band “charts” its course in the U.S.: Record World 69, Billboard 74, Cashbox 87, Rolling Stone chart debut at 39!! Averaging 1000 units daily and heard on 80 significant AOR stations with more adding each week.

Key tracks — “That's Entertainment,” “Monday,” “Start!”

## 707

### “The Second Album”

The great pop-rock sound of the American heartland. 707 starts their tour with REO Speedwagon touching down this month in Detroit, Buffalo, Rochester, Syracuse, Washington DC, New Haven, Lexington, KY, and Providence: 40-37 FMQB Album Report this week!!

Key track — “Live With The Girl.”

## THE BRAINS

### “Electronic Eden”

Quirky, infectious rock that has been a critic's delight and soon to turn on the masses. On U.S. tour and out-of-the-box on WKLS, WXRT, WNEW, WOUR, WCCC, WBCN, WBRU and other significant AOR reporters. #10 Most Added this issue!

Key tracks — “Dreamlife,” “Hypnotized.”



PAT TRAVERS “Radio Active” March 12, 1981

PolyGram Records

# MIDWEST

## MOST ADDED

**GARLAND JEFFREYS**  
Escape Artist (Epic) 23/23

**RAINBOW**  
Difficult... (Polydor/PG) 22/18

**PHIL COLLINS**  
Face Value (Atlantic) 21/18

**PLIMSOUls**  
Plimsouls (Planet) 8/8

**RICK SPRINGFIELD**  
Working Class Dog (RCA) 8/7

**BADFINGER**  
Say No More (Radio/Atlantic) 10/7

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

## MEDIUM

**SHERBS**  
The Skill (Atco) 35/28

**GRACE SLICK**  
...Wrecking Ball (RCA) 27/19

**TODD RUNDGREN**  
Healing (Bearsville/WB) 26/19

**38 SPECIAL**  
Wild Eyed... (A&M) 37/14

**NAZARETH**  
The Fool Circle (A&M) 18/14

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

## THE HOTTEST

**Paradise Theater (A&M) 40/34**

**RED SPEEDWAGON**  
Hi Infidelity (Epic) 36/34

**STEVE WINWOOD**  
Arc Of A Diver (Island) 38/33

**JOURNEY**  
Captured (Columbia) 36/28

**RUSH**  
Moving... (Mercury/PG) 33/22

**JOHN LENNON & YOKO ONO**  
Double Fantasy (Geffen) 27/22

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

**Appleton**  
414-734-9226

PD: **WILLIAMS**  
RD: **WILLIAMS**

Address: **WILLIAMS**

Medium: **WILLIAMS**

Hot: **WILLIAMS**

Single: **WILLIAMS**

**WEPN Cincinnati**  
613-871-8800

PD: **WEPN**  
RD: **WEPN**

Address: **WEPN**

Medium: **WEPN**

Hot: **WEPN**

Single: **WEPN**

**WRIF 101 Detroit**  
313-444-1030

PD: **WRIF**  
RD: **WRIF**

Address: **WRIF**

Medium: **WRIF**

Hot: **WRIF**

Single: **WRIF**

**WBQ 88.5 FM Indianapolis**  
317-267-7666

PD: **WBQ**  
RD: **WBQ**

Address: **WBQ**

Medium: **WBQ**

Hot: **WBQ**

Single: **WBQ**

**WLPX 97 fm Milwaukee**  
414-342-1111

PD: **WLPX**  
RD: **WLPX**

Address: **WLPX**

Medium: **WLPX**

Hot: **WLPX**

Single: **WLPX**

**97WB Bloomington**  
812-332-9292

PD: **97WB**  
RD: **97WB**

Address: **97WB**

Medium: **97WB**

Hot: **97WB**

Single: **97WB**

**Q-FM-96 Columbus**  
614-224-1271

PD: **Q-FM**  
RD: **Q-FM**

Address: **Q-FM**

Medium: **Q-FM**

Hot: **Q-FM**

Single: **Q-FM**

**WRIF 101 Detroit**  
313-444-1030

PD: **WRIF**  
RD: **WRIF**

Address: **WRIF**

Medium: **WRIF**

Hot: **WRIF**

Single: **WRIF**

**WBQ 88.5 FM Indianapolis**  
317-267-7666

PD: **WBQ**  
RD: **WBQ**

Address: **WBQ**

Medium: **WBQ**

Hot: **WBQ**

Single: **WBQ**

**WLPX 97 fm Milwaukee**  
414-342-1111

PD: **WLPX**  
RD: **WLPX**

Address: **WLPX**

Medium: **WLPX**

Hot: **WLPX**

Single: **WLPX**

**97WB Bloomington**  
812-332-9292

PD: **97WB**  
RD: **97WB**

Address: **97WB**

Medium: **97WB**

Hot: **97WB**

Single: **97WB**

**Q-FM-96 Columbus**  
614-224-1271

PD: **Q-FM**  
RD: **Q-FM**

Address: **Q-FM**

Medium: **Q-FM**

Hot: **Q-FM**

Single: **Q-FM**

**WRIF 101 Detroit**  
313-444-1030

PD: **WRIF**  
RD: **WRIF**

Address: **WRIF**

Medium: **WRIF**

Hot: **WRIF**

Single: **WRIF**

**WBQ 88.5 FM Indianapolis**  
317-267-7666

PD: **WBQ**  
RD: **WBQ**

Address: **WBQ**

Medium: **WBQ**

Hot: **WBQ**

Single: **WBQ**

**WLPX 97 fm Milwaukee**  
414-342-1111

PD: **WLPX**  
RD: **WLPX**

Address: **WLPX**

Medium: **WLPX**

Hot: **WLPX**

Single: **WLPX**

**Chicago**  
312-440-5270

PD: **Chicago**  
RD: **Chicago**

Address: **Chicago**

Medium: **Chicago**

Hot: **Chicago**

Single: **Chicago**

**DeKalb**  
815-758-9250

PD: **DeKalb**  
RD: **DeKalb**

Address: **DeKalb**

Medium: **DeKalb**

Hot: **DeKalb**

Single: **DeKalb**

**Fargo**  
218-236-7900

PD: **Fargo**  
RD: **Fargo**

Address: **Fargo**

Medium: **Fargo**

Hot: **Fargo**

Single: **Fargo**

**Kansas City**  
816-753-4567

PD: **Kansas City**  
RD: **Kansas City**

Address: **Kansas City**

Medium: **Kansas City**

Hot: **Kansas City**

Single: **Kansas City**

**Minneapolis**  
612-739-4000

PD: **Minneapolis**  
RD: **Minneapolis**

Address: **Minneapolis**

Medium: **Minneapolis**

Hot: **Minneapolis**

Single: **Minneapolis**

**Chicago**  
312-828-9191

PD: **Chicago**  
RD: **Chicago**

Address: **Chicago**

Medium: **Chicago**

Hot: **Chicago**

Single: **Chicago**

**Detroit**  
313-398-1100

PD: **Detroit**  
RD: **Detroit**

Address: **Detroit**

Medium: **Detroit**

Hot: **Detroit**

Single: **Detroit**

**Flint**  
313-744-1570

PD: **Flint**  
RD: **Flint**

Address: **Flint**

Medium: **Flint**

Hot: **Flint**

Single: **Flint**

**Lansing**  
517-393-1320

PD: **Lansing**  
RD: **Lansing**

Address: **Lansing**

Medium: **Lansing**

Hot: **Lansing**

Single: **Lansing**

**Muscatine**  
319-263-2512

PD: **Muscatine**  
RD: **Muscatine**

Address: **Muscatine**

Medium: **Muscatine**

Hot: **Muscatine**

Single: **Muscatine**

**Chicago**  
312-777-1700

PD: **Chicago**  
RD: **Chicago**

Address: **Chicago**

Medium: **Chicago**

Hot: **Chicago**

Single: **Chicago**

**Detroit**  
313-863-1800

PD: **Detroit**  
RD: **Detroit**

Address: **Detroit**

Medium: **Detroit**

Hot: **Detroit**

Single: **Detroit**

**Fl. Wayne**  
219-484-0580

PD: **Fl. Wayne**  
RD: **Fl. Wayne**

Address: **Fl. Wayne**

Medium: **Fl. Wayne**

Hot: **Fl. Wayne**

Single: **Fl. Wayne**

**Lafayette**  
317-448-1566

PD: **Lafayette**  
RD: **Lafayette**

Address: **Lafayette**

Medium: **Lafayette**

Hot: **Lafayette**

Single: **Lafayette**

**Omaha**  
402-592-5300

PD: **Omaha**  
RD: **Omaha**

Address: **Omaha**

Medium: **Omaha**

Hot: **Omaha**

Single: **Omaha**

**Cleveland**  
216-781-9667

PD: **Cleveland**  
RD: **Cleveland**

Address: **Cleveland**

Medium: **Cleveland**

Hot: **Cleveland**

Single: **Cleveland**

**Duluth**  
218-728-8421

PD: **Duluth**  
RD: **Duluth**

Address: **Duluth**

Medium: **Duluth**

Hot: **Duluth**

Single: **Duluth**

**Grand Rapids**  
616-456-5461

PD: **Grand Rapids**  
RD: **Grand Rapids**

Address: **Grand Rapids**

Medium: **Grand Rapids**

Hot: **Grand Rapids**

Single: **Grand Rapids**

**Lincoln**  
402-478-8565

PD: **Lincoln**  
RD: **Lincoln**

Address: **Lincoln**

Medium: **Lincoln**

Hot: **Lincoln**

Single: **Lincoln**

**Peoria**  
309-674-2000

PD: **Peoria**  
RD: **Peoria**

Address: **Peoria**

Medium: **Peoria**

Hot: **Peoria**

Single: **Peoria**

# MIDWEST

## Rockford 815-877-3075

**99.5**  
ROCKFORD  
The Rock

PO: LES COB  
RD: RICK WATSON

Address:  
RUSH (Mercury/PolyGram)  
ERIC CLAPTON (RSO)  
"I Can't Stop"  
PHIL COLLINS (Atlantic)  
DOE HOLLAND (A&M)  
GARLAND JEFFREYS (Epic)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
"I Can't Stop"  
PHIL COLLINS (Atlantic)  
DOE HOLLAND (A&M)  
GARLAND JEFFREYS (Epic)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
"I Can't Stop"  
PHIL COLLINS (Atlantic)  
DOE HOLLAND (A&M)  
GARLAND JEFFREYS (Epic)

## Saginaw 517-892-9528

**WJMG**  
517-894-2996

PO: DAVE REISER  
RD: ERIC CLAPTON (RSO)

Address:  
RUSH (Mercury/PolyGram)  
30 SPECIAL (A&M)  
ELVIS COSTELLO & THE KINGS (A&M)  
ETC (Various)

## St. Louis 314-842-1111

**KSHE 95**

PO: RICK BALIS  
RD: JOHN ULETT

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## St. Louis 805-339-1520

**WJMG**

PO: BILL RICHARDS

Address:  
GARLAND JEFFREYS (Epic)  
JOURNEY (Columbia)  
RUSH (Mercury/PolyGram)  
SHADES (Epic)  
JOURNEY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## St. Louis 314-844-1380

**WWWK**

PO: BOB MATRICK

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Terre Haute 812-238-2557

**WJMG**

PO: A J. CONTE

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)



IT'S A DOG'S LIFE - Having done their work for the day delivering Rick Springfield's RCA LP "Working Class Dog" to St. Louis stations, RCA's Andy Allen (left) and coworker "Palmer" (center) relaxed while they visit with KSHE PD Rick Balis (right) as he sampled Springfield's album.

## Toledo 419-248-3377

**FM 104**

PO: TERRY SULLIVAN  
RD: LEE RANDALL

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Toledo 419-255-1470

**WXEZ**

PO: GARY PALL  
RD: ANNE CARLINI

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

# WEST

## Albuquerque 505-265-8811

**KFMG**

PO: JOHN FLORENCE  
RD: CRAIG MARTIN

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Aspen 303-925-5776

**KSPN**

PO: FRANK BRITZMAN  
RD: TOM CAREY

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## MOST ADDED

**GARLAND JEFFREYS**  
Escape Artist (Epic) 29/27

**PHIL COLLINS**  
Face Value (Atlantic) 23/21

**RAINBOW**  
Difficult... (Polydor/PG) 27/17

**PLIMSOUIS**  
Plimsouls (Planet) 15/14

**JAMES TAYLOR**  
Dad Loves His... (Columbia) 15/13

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

## MEDIUM

**SHERBS**  
The Skill (A&M) 26/20

**GRACE SLICK**  
...Wrecking Ball (RCA) 24/19

**UFO**  
The Wild... (Chrysalis) 24/19

**30 SPECIAL**  
Wild-Eyed... (A&M) 32/18

**OUTLAWS**  
Ghost Riders (Arista) 32/17

**TOTO**  
Turn Back (Columbia) 30/17

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

## THE HOTTEST

**STYX**  
Paradise Theater (A&M) 38/36

**JOHN LENNON & YOKO ONO**  
Double Fantasy (Geffen) 40/35

**STEVE WINWOOD**  
Arc Of A Dove (Island) 42/32

**BRUCE SPRINGSTEEN**  
The River (Columbia) 38/32

**JOURNEY**  
Captured (Columbia) 36/32

**REO SPEEDWAGON**  
Hi Infidelity (Epic) 36/32

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

## Albuquerque 505-765-5400

**94ROCK**

PO: PETER BENSON

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Bakersfield 805-832-1410

**98**

PO: DAVE LAMBERT  
RD: DICK SHIFFRINO

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Chico 916-343-8461

**KFM**

PO: RON WOODWARD

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Denver 303-936-2313

**TOS KPBI**

PO: FRANK COBY  
RD: PHIL STRIDER

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
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UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Fort Collins 303-571-1232

**KICL**

PO: TOM WHEELER  
RD: RICK LOREN

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Anahelm 714-776-3698

**KEZY**

PO: DAVE FRIAN  
RD: LARRY REISMAN

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
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ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Bakersfield 805-832-1410

**98**

PO: DAVE LAMBERT  
RD: DICK SHIFFRINO

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
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ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Colorado Springs 303-634-4896

**K100.9**

PO: RICH HARRIS  
RD: ART PHILLIPS

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Edmonton 403-428-8597

**K97**

PO: NEIL EDWARDS  
RD: BRUCE KENTON

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Fresno 209-228-5991

**KKDU**

PO: CLAY OPPENHEIM  
RD: JEFF REED

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Anchorage 907-277-2855

**KRN**

PO: LARRY BARR  
RD: KARLA WICKELMS

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Boulder 303-444-5600

**NBCO**

PO: DENNIS CONSTANTINE  
RD: BRUCE NEALE

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Denver 303-759-5800

**KAZY**

PO: DAVE TAN DYKE  
RD: OREG CILLISPIE

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
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ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Eugene 503-484-4304

**K97**

PO: CHRIS ROYARK  
RD: PEYTON MATS

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)

## Las Vegas 702-876-1460

**KENO**

PO: JESSE SUMMERS

Address:  
RUSH (Mercury/PolyGram)  
JOURNEY (Columbia)  
SHADES (Epic)  
GARLAND JEFFREYS (Epic)  
WARRANT (A&M)  
STEVE WINWOOD (Island)  
STEVE WINWOOD (Island)  
JOURNEY (Columbia)  
JOURNEY (Columbia)  
UFO (Chrysalis)  
ROBERT PALMER (Arista)  
LOVERBOY (Columbia)  
RUSH (Mercury/PolyGram)  
WARRANT (A&M)  
30 SPECIAL (A&M)  
PHIL SENEOR (Arista)  
STEVE WINWOOD (Island)  
REO SPEEDWAGON (Epic)  
BRUCE SPRINGSTEEN (Columbia)





**Jim  
Duncan**

## News Notes

Looking forward to being in Nashville next week for the 12th annual Country Radio Seminar. The group's "Nobody Does It Better" theme seems to sum up another great year for Country Radio. Having been involved with the CRS for a great many years, I have to believe that the seminar has been part of the reason for the success of the medium. Some of the top name managers and programmers of today have also been regulars at the CRS: an excellent learning experience.

Since "News Notes" did not run last week, I wanted to catch up on some of the news items of the past couple weeks. Some were covered in other sections of R&R, including "Street Talk" . . . Kim Pyle, this year's seminar agenda Chairperson, has moved from WOKX/High Point to the General Sales Manager position at WKIX/Raleigh, NC. Both are Mann Media stations . . . Scott Wallace has resigned as PD at KLIF/Dallas. Susquehanna's programming chief Herb Allen called to say he will be in Nashville next week looking for a replacement. You can catch up with him there or through WFMS-FM/Indianapolis . . . Congratulations to Gary Klines on his accepting the GM job at WQXM/Tampa. The National PD job at Plough is still up for grabs. Word from inside is that a national talent hunt will be held to fill this slot . . . Our best to Joel Raab on his new job as PD at WHK/Cleveland. Same to Barry Mardit who takes over for Joel at WEEP/Pittsburgh . . . In case you missed the item in last week's "Street Talk," WXCL/Peoria PD Lee Ranson is joining the local ABC-TV affiliate. Before Lee jumps from radio to TV, I am going to get him to pass on a few memories and thoughts about his very quiet, but extremely successful radio career . . . Craig Scott has promoted Walt Jackson to PD at WMPS/Memphis . . . Jim Tice is now PD of WCOS-FM/Columbia from WMZQ-FM/Washington, DC. Ken Martin exits to do the morning show at WMC-AM/Memphis . . . Jim Cameron is the new morning man/PD at WSAW/Whitehall, PA from WLIQ/Williamsport, PA . . . Bill Templeton has been promoted from MD to PD/MD at KWJJ/Portland, OR . . . George Quesinberry has been upped to Operations Director from Chief Engineer at KXEL/Waterloo, IA . . . Bob Roberts has been named PD at new Country station WDAK/Columbus, GA. He joins "K-Country" from KIDN/Pueblo, CO . . . Phil Simon from FM-97/Pittsburgh to PD at WQHK/Fort Wayne, IN . . . New Country-formatted stations include WWQM-FM/Madison, WI . . . WEOK-AM/Poughkeepsie, NY with Rick McCaffrey as PD . . . KIKT/Greenville, TX with John Butler PD . . . Also, WRNL/Richmond, VA PD/MD is Mike Anderson for this 5000-watt AM station . . . Ron Scott from WCNY/Savannah to PD at WGEC/Springfield, GA . . . A programming reminder: In the next couple weeks, I want to share a few of the billboards and bumper stickers I have received in the past couple months. If you have any new and interesting visuals for the feature, please send them to us at R&R . . . A report on the seminar in two weeks.



**FARON'S FRIENDS** — WIXL/Newton, NJ recently hosted the grand opening of a new Country nightclub called "The Casino." Pictured at the event are WIXL's George Conrad, recording artist Faron Young and WIXL's Dick Williams.

# Country

CONTESTS, CONCERTS, CONVERSATIONS . . .

## AND Cookbooks??

Ray Potter, Program Director of KHEY-FM/EI Paso, came up with an idea that has turned into one of the station's biggest promotional tools. Doing the mid-day show on KHEY-AM (until his recent appointment at the new FM), Ray was always reading recipes on the air from listeners. He decided it might be a good idea to solicit recipes and put together a cookbook.



Ray Potter

Besides just putting it together, Ray figured the money from the book should go to benefit the local YMCA. Since December the book of favorite country cooking has raised more than \$6000 for the "Y." Even RCA's legendary Wayne Edwards submitted a recipe that is included in the cookbook. (Can't wait to try them onion rings.) . . . Elsewhere, Arkansas Governor Frank White guested on KLRA to take listener calls and questions from Little Rock citizens . . . WITL-FM/Lansing, MI is giving studio time and other prizes to winners of its current country band promotion. In cooperation with a local shopping mall, the station is presenting a talent search . . . Each Wednesday night for an hour, WCOE/La Porte, IN will run a show called "Talentfest." Listeners will have a chance to win prizes by knowing answers to certain country music trivia questions. Artists are invited to call in and talk about any new music they might be releasing, or when they plan to be in the area. For more details contact Dave Stevens, (219) 362-5290 . . . KRRV/Alexandria, LA is running a weekly promotion to determine the "Boss of The Week." Every Friday a "boss" is chosen from cards submitted by happy employees. The winning boss gets gifts from a local merchant . . . For an hour each night, WJRB/Nashville has begun airing the music of new artists and smaller labels. A couple of songs each night are played, then air personalities Ken Johnston and Loni Night ask for listener opinions . . . KWKH/Shreveport, LA reports it just wrapped up its \$2500 "Great Grocery Grab Giveaway." Also from KWKH, the word



on its fourth annual free listener appreciation show. The show starred Bill Anderson, Bobby Bare, Alabama, and Sylvia, and was held last weekend . . . Pictured are



KCUB/Tucson afternoon personality Jimmy Stewart and the winner of the station's Kenny Rogers look-alike contest. The winner was Ron Manning of Tucson . . . KBBB/Borger, TX tells R&R that personalities Ray Milton, Larry Dean and Billy Shelton were sponsored by various organizations to either rock in a rocking chair or roll in a wheelchair to raise money for a local nursing home. The home in turn made contributions to the American Heart Association. K-Triple B was able to help out to the tune of some \$400 . . . Taking pledges from listeners, KMPS-AM-FM/Seattle personalities Jay Hamilton and Jim Williams raised more than \$4000 for the local Boys' and Girls' Clubs. Jim and Jay earned money from each basket they made during halftime at a recent Seattle Supersonics NBA game . . . WEET/Richmond, VA took three busloads of listeners to watch the performance of local group Heights Of Grass on Nashville's Grand Ole Opry . . . KCKC/San Bernardino put 100 listeners on two buses for a journey to Hollywood and the taping of the Barbara Mandrell television show. The KCKC winners also were given T-shirts and Barbara Mandrell albums . . . Razy Bailey recently did a guest interview at WCMS/Norfolk with afternoon man and Music Director Dan Williams . . . Looking for your news and pictures . . . Send them to R&R Country, 1930 Century Park West, L.A., CA 90067.



**COWBOY COVERS THE COUNTRY** — KSON/San Diego continues to be very visible throughout the city with the station's "Kayson Cowboy." In real life, the "cowboy" is Al Turner. As part of his duties, Turner looks for KSON-AM-FM listeners with official KSON bumper stickers and window stickers. He announces the description of qualifying vehicles on-the-air, and if the owners are tuned in, they win. As you can see, one of the KSON winners was found by Turner on a farm tractor. Not only was a bumper sticker spotted on the tractor, but the winner was listening to the radio station. Another interesting location where the "Kayson Cowboy" appeared was during an elephant ride to promote the circus. (Who knows, maybe the next craze could be mechanical elephant rides?)



# BREAKERS

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

### ROSANNE CASH

Seven Year Ache (Columbia)

On 69% of reporting stations. National Summary: Up 30, Same 27, Down 0, Debuts 18, Adds 12. R&R Chart: 47-41.

### CHARLEY PRIDE

Roll On Mississippi (RCA)

On 67% of reporting stations. National Summary: Up 9, Same 31, Down 0, Debuts 18, Adds 26. R&R Chart: Debut 42.

### CONWAY TWITTY

Rest Your Love On Me (MCA)

On 65% of reporting stations. National Summary: Up 34, Same 19, Down 1, Debuts 19, Adds 9. R&R Chart: 49-43.

### RAY STEVENS

One More Last Chance (RCA)

On 63% of reporting stations. National Summary: Up 23, Same 25, Down 0, Debuts 13, Adds 20. R&R Chart: Debut 44.

### CHARLIE RICH

Are We Dreamin' The Same Dream (Elektra)

On 61% of reporting stations. National Summary: Up 20, Same 25, Down 0, Debuts 18, Adds 14. R&R Chart: Debut 45.

### EMMYLOU HARRIS

Mister Sandman (WB)

On 60% of reporting stations. National Summary: Up 3, Same 19, Down 0, Debuts 17, Adds 38. R&R Chart: Debut 46.

#### Most Added:

- T.G. SHEPPARD  
I Loved 'Em Every One (WB/Curb)
- MOE & JOE  
Hey Joe, Hey Moe (Columbia)
- JANIE FRICKE  
Pride (Columbia)
- EMMYLOU HARRIS  
Mister Sandman (WB)

#### Hottest:

- BELLAMY BROTHERS  
Do You Love As Good As You Look (WB/Curb)
- ELVIS PRESLEY  
Guitar Man (RCA)
- WILLIE NELSON  
Angel Flying Too Close (Columbia)
- HANK WILLIAMS JR.  
Texas Women (Elektra)
- DAVID FRIZZELL & SHELLY WEST  
You're The Reason God Made Oklahoma (WB)
- ALABAMA  
Old Flame (RCA)
- RONNIE McDOWELL  
Wandering Eyes (Epic)

# MOST ACTIVE

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

#### BILLY "CRASH" CRADDOCK "It Was You" (Capitol) 69/7

National Summary: Up 24, Same 25, Down 0, Debuts 13, Adds 7, WNYR, WBAX, KYXX, WNRS, WKMF, KLAC, KIDN, KVET 48-41, KENR 29-28, KNOE 43-34, KWMT 49-38, KVOO 48-28, KTOM 22-16, KSOP 45-38. R&R Chart: Debut 48.

#### DAVE & SUGAR "It's A Heartache" (RCA) 65/4

National Summary: Up 34, Same 20, Down 0, Debuts 7, Adds 4, WMAQ, KKAL, KEEN, WIXY, KVOO 26-17, WVAM 32-25, WVVA 35-28, WQAM 35-30, KRMD-AM-FM 29-24. R&R Chart: Debut 45.

#### T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 63/58

National Summary: Up 0, Same 2, Down 2, Debuts 1, Adds 58 including KVET, WYDE, WBAP, KIKK-FM, WMC-AM, WQAM, WSM, KWKH, WIRK-FM, WHK, WCXI, WFMS-FM, WIRE, WTSO, KEBC-FM, WIL-AM-FM, KLAC, KNIX-FM, KFTN, KCKC, KMPS-AM-FM, WMZQ-FM, WVVA.

#### LEON EVERETTE "If I Keep Going Crazy" (RCA) 61/25

National Summary: Up 7, Same 18, Down 0, Debuts 11, Adds 25 including KONE, KEEN, WOKQ, WNYR, WOKK, WLWI-FM, KWKH, WSLR, WSAI, WHK, WGEE, WXCL, KRAK 49-44, WIXL-FM 21-12, KBUF 38-31.

#### LORETTA LYNN "Somebody Led Me Away" (MCA) 59/13

National Summary: Up 8, Same 24, Down 0, Debuts 14, Adds 13 including KCUB, WBAX, WSOC-FM, WCOS-FM, WTQR-FM, WKCO-FM, KFH, KCKC 26-23, KENR 4-39, WSIX-FM 38-26.

#### MOE & JOE "Hey Joe, Hey Moe" (Columbia) 56/43

National Summary: Up 1, Same 8, Down 1, Debuts 4, Adds 43 including KRRV, WESC-AM-FM, KLRA, WMC-AM, KKYX, WIRK-FM, WSLR, WSAI, KSO, WCXI, WAXX, WGEE, KEBC-FM, KYNN, KVOO, KVOC, KRAK, KSOP, KGA, WSEN, WQYK-FM 4-38, KCKC 34-30.

#### JANIE FRICKE "Pride" (Columbia) 50/40

National Summary: Up 1, Same 7, Down 1, Debuts 1, Adds 40 including WSEN, WWCS-FM, KVET, KIKK-FM, WBHP, WQAM, WBAM, WSM, WCXI, WIRE, KEBC-FM, KNIX-FM, KRAK, KCUB, KCKC 33-29.

#### JUICE NEWTON "Angel Of The Morning" (Capitol) 47/20

National Summary: Up 7, Same 14, Down 0, Debuts 6, Adds 20 including WDAF, KFH, KLZ, KTRB, WNYR, WESC-AM-FM, WOKK, KKYX, KONE 38-32, WBGW-FM 48-31, WCMS-FM 42-39.

#### MARTY ROBBINS "Completely Out Of Love" (Columbia) 46/5

National Summary: Up 25, Same 11, Down 1, Debuts 4, Adds 5, WMAQ, WFMS-FM, KFH, KCUB, KLL-AM-FM, KFGO 16-13, WGNA-FM 22-15, KRRV 23-19.

#### MUNDO EARWOOD "Blue Collar Blue" (Excelsior) 45/7

National Summary: Up 17, Same 18, Down 0, Debuts 5, Adds 7, KYNN, WHBF, WTHI, KFH, KRZY, KLL-AM-FM, KWKH, KFEQ 43-33, KUZZ 35-28, KSOP 38-33, KVET 50-43.

#### BILLY LARKIN "20/20 Hindsight" (Sunbird) 42/6

National Summary: Up 19, Same 12, Down 0, Debuts 5, Adds 6, KVET, KENR, WHOO, KRSY, WWCS-FM, WPOR, KWKH 34-29, KGA 36-33.

#### ROVERS "Wasn't That A Party" (Epic/Cleveland International) 39/14

National Summary: Up 11, Same 10, Down 0, Debuts 4, Adds 14 including KYTE, WKYK, KIKK-FM, KLL-AM-FM, WMC-AM, WMUS-AM-FM, KCKC 29-21, WEEP 32-27, WNYR 23-15, WMNI 23-14.

## Others Getting Significant Action

#### GENE WATSON "Between This Time And The Next" (MCA) 36/9

National Summary: Up 5, Same 15, Down 0, Debuts 7, Adds 9, KLVI, WSOC-FM, KLRA, WSIX-FM, WDAF, WKCO-FM, KICD-FM, KUZZ, KYTE, KIKK-FM 39-27, KRMD-AM-FM 48-39.

#### BILL ANDERSON "Mister Peepers" (MCA) 36/8

National Summary: Up 10, Same 11, Down 0, Debuts 9, Adds 6, KLL-AM-FM, WSM, WHBF, KFEQ, KRZY, KGA, WYH 29-19, KFTN 40-32.

# Radio & Records NATIONAL AIRPLAY/50

## March 6, 1981

THREE TWO LAST  
WEEKS WEEKS WEEK

10	4	2	1	BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb)
4	3	1	2	WILLIE NELSON/Angel Flying Too Close (Columbia)
15	6	3	3	ELVIS PRESLEY/Guitar Man (RCA)
21	11	6	4	SYLVIA/Drifter (RCA)
18	10	7	5	GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
25	16	10	6	JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
20	13	8	7	RONNIE McDOWELL/Wandering Eyes (Epic)
5	5	4	8	TANYA TUCKER/Can I See You Tonight (MCA)
35	19	13	9	HANK WILLIAMS JR./Texas Women (Elektra)
2	1	5	10	DOTTIE WEST/Are You Happy Baby? (Liberty)
32	20	18	11	JOE STAMPLEY/I'm Gonna Love You Back... (Epic)
36	25	17	12	DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB)
27	18	14	13	JOHN CONLEE/What I Had With You (MCA)
37	29	16	14	JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum)
43	36	22	15	ALABAMA/Old Flame (RCA)
33	24	15	16	JACKY WARD/Somethin' On The Radio (Mercury/PolyGram)
34	28	20	17	CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA)
19	14	12	18	CON HUNLEY/What's New With You (WB)
42	33	25	19	DON McLEAN/Crying (Millennium)
11	7	11	20	REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB)
31	27	23	21	BILLIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty)
1	2	9	22	MEL TILLIS/Southern Rains (Elektra)
44	37	27	23	CRYSTAL GAYLE/Take It Easy (Columbia)
38	32	26	24	CRISTY LANE/I Have A Dream (Liberty)
45	40	32	25	MICKEY GILLEY/A Headache Tomorrow... (Epic)
-	44	39	26	DON WILLIAMS/Falling Again (MCA)
-	43	36	27	DEBBY BOONE/Perfect Fool (WB/Curb)
-	50	35	28	BARBARA MANDELL/Love Is Fair (MCA)
12	12	19	29	EDDY ARNOLD/Don't Look Now (RCA)
46	42	37	30	BRENDA LEE/Every Now And Then (MCA)
47	41	38	31	EDDY RAVEN/Peace Of Mind (Dimension)
-	47	42	32	MERLE HAGGARD/Leonard (MCA)
-	46	41	33	RANDY BARLOW/Dixie Man (Paid)
6	8	24	34	CHARLY McCLAIN/Who's Cheatin' Who (Epic)
-	49	45	35	VERN GOSDIN/Too Long Gone (Ovation)
-	45	40	36	LARRY GATLIN/It Don't Get No Better... (Columbia)
7	9	21	37	LACY J. DALTON/Hillbilly Girl With The Blues (Columbia)
-	-	43	38	WAYLON & JESSI/Storms Never Last (RCA)
16	17	28	39	EARL THOMAS CONLEY/Silent Treatment (Sunbird)
-	-	44	40	MAC DAVIS/Hooked On Music (Casablanca/PolyGram)
-	-	47	41	ROSANNE CASH/Seven Year Ache (Columbia)
-	-	47	42	CHARLEY PRIDE/Roll On Mississippi (RCA)
-	-	49	43	CONWAY TWITTY/Rest Your Love On Me (MCA)
-	-	49	44	RAY STEVENS/One More Last Chance (RCA)
-	-	49	45	CHARLIE RICH/Are We Dreamin' The Same Dream (Elektra)
-	-	49	46	EMMYLOU HARRIS/Mister Sandman (WB)
-	-	48	47	GENE WATSON/Any Way You Want Me (WB)
-	-	48	48	BILLY "CRASH" CRADDOCK/It Was You (Capitol)
-	-	49	49	DAVE & SUGAR/It's A Heartache (RCA)
26	30	30	50	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)

New Entry

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

#### KEITH STEGALL "Anything That Hurts You..." (Capitol) 31/7

National Summary: Up 7, Same 18, Down 0, Debuts 1, Adds 7, WVVA, WOKK, KWKH, WMNI, KYNN, WXCL, KMPS-AM-FM, KKYX 47-42.

#### SLIM WHITMAN "I Remember You" (Epic/Cleveland International) 31/3

National Summary: Up 11, Same 14, Down 0, Debuts 3, Adds 3, KBMR, WSAI, WMNI, KVET 42-37, KRMD-AM-FM 23-18, KVOO 44-32.

#### SHOPPE "Doesn't Anybody Get High..." (NSD) 30/9

National Summary: Up 3, Same 17, Down 0, Debuts 1, Adds 9, WCOS-FM, KLRA, KLL-AM-FM, WLWI-FM, KKYX, KWKH, WAXX, WHBF, KICD-FM.

#### BOBBY GOLDSBORO "Alice Doesn't Love Here Anymore" (CBS) 28/11

National Summary: Up 1, Same 11, Down 0, Debuts 8, Adds 11 including WPOR, WVVA, KLVI, WBHP, KYNN, WXCL, KVOO.

#### TAMMY WYNETTE "Cowboys Don't Shoot Straight" (Epic) 25/24

National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 24 including KVET, KIKK-FM, KLRA, WLWI-FM, WNRS, WUBE-FM, KFGO, KEBC-FM, KUZZ, KNIX-FM, KRAK, KEEN, KMPS-AM-FM.

#### REBA McENTIRE "I Don't Think Love Ought..." (Mercury/PolyGram) 25/17

National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 17 including WMZQ-FM, WMC-AM, WIRK-FM, WCXI, WKMF, KVOO, KFTN, KTOM, KSOP.

#### REX ALLEN JR. "Just A Country Boy" (WB) 25/17

National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 17 including WGNA-FM, WPOR, WESC-AM-FM, KNOE, KKYX, WIRK-FM, WMNI, KEBC-FM, KMAK, KGA.

#### CAPITALS "Bridge Over Broadway" (Ridgeway) 21/12

National Summary: Up 0, Same 6, Down 0, Debuts 3, Adds 12 including WVVA, WKSJ-FM, KWKH, WITL-FM, KYNN, KSSS, KTOM, WMNI 4-36.

#### SAMMI SMITH "Cheatin' A 2-Way Street" (Sound Factory) 21/8

National Summary: Up 2, Same 10, Down 0, Debuts 2, Adds 8, WESC-AM-FM, WCMS-FM, KWKH, WHK, KWMT, WITL-FM, WXCL, KMPS-AM-FM, KLVI 25-16.

#### RANDY PARTON "Hold Me Like You Never Had Me" (RCA) 21/6

National Summary: Up 2, Same 10, Down 0, Debuts 3, Adds 6, WWSJ-FM, WCMS-FM, KKYX, WKLM, WHK, WKMF, WMNI 35-28.

#### DANNY WOOD "Foot's Gold" (RCA) 18/15

National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 15 including WYH, WESC-AM-FM, WWOD, KFGO, KBUF, KEBC-FM, KYTE, KRZY.

#### DONNA FARGO "The Baptism Of Jesse Taylor" (MCA/Songbird) 16/10

National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 10, WVAM, WPOR, WVVA, KNOE, KRMD-AM-FM, KBMR, KVOO, KRDR, KTOM, KSOP.

#### AVA BARBER "I Think I Could Love You" (Oak) 15/6

National Summary: Up 1, Same 7, Down 0, Debuts 1, Adds 6, WSOC-FM, KKYX, KWKH, WHK, WAXX, WKKN, WIXL-FM 48-33.

#### GARY MORRIS "Fire In Your Eyes" (WB) 15/4

National Summary: Up 3, Same 6, Down 0, Debuts 3, Adds 4, WVVA, KNOE, WAXX, KWMT, KUZZ 48-39.

#### JOHNNY CASH "The Baron" (Columbia) 14/13

National Summary: Up 1, Same 0, Down 0, Debuts 0, Adds 13 including WIXL-FM, WLWI-FM, WUBE-FM, KFGO, WKKN, KUZZ, KMAK, KLAC, KCKC.

#### JOHN WESLEY RYLES "Somewhere To Come When It Rains" (MCA) 12/12

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12 including WWCS-FM, KVET, WLWI-FM, WSIX-FM, KFGO, KEBC-FM, KUZZ, KMPS-AM-FM.

#### DAVID ALLAN COE "Stand By Your Man" (Columbia) 12/4

National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 4, WBGW-FM, WSIX-FM, WSM, KTOM.

# Country Pictures



**ATLANTA WELCOMES GAIL DAVIES** — WPLO/Atlanta was visited recently by WB recording artist Gail Davies. Pictured here (l-r) are WB's Dave Mack, WPLO MD/Assistant PD Len Anthony, Davies, WB's Nashville OM Frank Jones, and WPLO OM/PD Jim Clemens.



**CHARLOTTE COMPANY** — During a promotional tour of North and South Carolina, RCA recording artists Dean Dillon and Randy Parton (brother of Dolly) stopped by WSOC-FM/Charlotte. Pictured (l-r) are Dean, WSOC's Ed Robinson, Randy, and RCA promotional manager Gaylen Adams.



**PALOMINO PALS** — Epic recording artist Ronnie McDowell played North Hollywood's Palomino Club as he wound up his recent West Coast tour. Ronnie met some of his many friends backstage including (l-r) CBS's Jack Lameier; EIA's Lori Holder, Bruce Hinton, Hin-Jin Productions; McDowell, Bill Boyd, President of Academy Of Country Music; KLAC/Los Angeles MD Cathy Hahn, and movie actor Slim Pickens.



**BUS BREAK** — Shown taking a few minutes to visit with some radio friends during a recent concert stop in Columbus, GA is WB recording artist T.G. Sheppard. Joining T.G. on his bus are (l-r) Rhubarb Jones, WLWI-FM/Montgomery, AL; John Hart, PD WJAZ/Albany, GA; and Kaya Mendheim, ND of WDEN/Macon.

## Biff Collie

### Inside Nashville



**INSIDE AND OUT:** Merle Haggard and Leona's reunion stops wags' imaginations after "friends" had predicted a "messy" divorce... Box Car Willie's becoming a name "item" on Johnny Carson's "Tonight Show;" He just joined the Grand Ole Opry (Box Car Willie, not Johnny Carson)... Slim Whitman's "Tonight Show" appearance stemmed from Carson's on-the-air asking "Who's Slim Whitman?" Manager Billy Deaton sent a telegram listing Slim's credits; Carson booked him... Tammy Wynette's autobiographical movie "Stand By Your Man" set for Tuesday, March 31 on CBS... Jan Howard has been named national chairperson for the "9,000,052 Committee," an organization whose goal is to raise money for the Vietnam Veterans' memorial planned for Washington, DC's Mall... Crystal Gayle headlined in Europe for the first time in almost two years at London's Apollo Victoria Theater on March 5... Shelby Singleton says the new



**RADIOTHON DISCUSSIONS** — Charlie Daniels and Brenda Lee, co-chairpersons of the National Kidney Foundation Radiothon, to be aired nationally this weekend (3-7,8), discuss the event with Radiothon host, WSM's Ralph Emery (right).

Patti Page record is the best thing he's done in ten years. He worked with Patti when he was head of A&R at Mercury Records... Mickey Gilley and his "Instrumental Group Of the Year," the Urban Cowboy Band, gave the New York Press a Texas treat, complete with Gilley's beer, after the Grammy awards.

**BIG TOP:** Texas almost swept the country Grammys. Look... Male Vocalist: George Jones; Vocal Duo: Roy Orbison (Texas) and Emmylou Harris; Instrumental: Gilley's Urban Cowboy Band; Best Country Song: Willie Nelson; Anne Murray was the only non-Texan to receive a Country award. Perhaps that tells you something about where the music and the head is in 1980.

**THE MUSIC BOX:** Jerry Reed hosted a reception Thursday (3-5) at BMI here in an open discussion of "The Impact and Potential of the Film Industry in Tennessee," moderated by WSM-TV News Anchor Dan Miller. Affair was sponsored by NEJA (National Entertainment Journalists Association)... Tommy Cash left for a three-week U.S. Military Base tour in West Germany, Holland, and Belgium... Porter Waggoner produced a "live" LP on the Opryland Gospel Quartet at the Roy Acuff Theatre Wednesday (3-4)... Dolly Parton made an unscheduled appearance at her doctor's office where she was diagnosed as suffering from a severe case of laryngitis, forcing her to cancel the rest of her debut engagement at the Riviera Hotel in Las Vegas. Parton fans will have to wait till the next scheduled appearance at the hotel April 2-15... Eddie Rabbitt'll be profiled in Time magazine soon... The Bellamy Bros. were the subjects of a "PM Magazine" taping while they performed at the Plant City, FL Strawberry Festival... Emmylou's "Luxury Liner," "Profile/Best of Emmylou Harris," and "Blue Kentucky Girl" albums all went gold, join-

ing her "Elite Hotel" LP in the Harris gold catalog... Speaking of gold, Ronnie Mil-sap's "Greatest Hits" album on RCA was also certified gold, marking the fourth time the artist has been so honored... If that upcoming two-hour "Beverly Hillbillies" special makes waves in the ratings, look for "Elly Mae," "Jethro" and "Jed Clampett" to move back into Beverly Hills for a regular weekly outing on the tube. Remember, Flatt & Scruggs's music made the theme and special selections on that series of the '60's... March and April look to be two busy months for Roy Clark. He'll be headlining first at Harrah's Lake Tahoe followed by the Frontier Hotel in Las Vegas plus taping a two-hour CBS special, "Country Comes Home," with the Oak Ridge Boys and Mel Tillis. The Cates/Hagan Production, taped at the Grand Ole Opry, is scheduled to air April 1... Now that zoning has been approved, the second Moe & Joe's Honky Tonk will open in Shreveport in April, following the August debut of club #1 in Houston... Tammy Wynette's Dave Jackson-designed, customized '80 Silver Eagle tour bus just hit the road. Her second, it's hard to miss with the oversized American flag painted on each side!... Nashville lawyers Charles Patrick Flynn and Douglas E. Jones sued Waylon Jennings and his drummer and business associate Richard Albright for \$5966 in attorneys' fees for representing them last year in a breach-of-contract suit against former American Sound Studios owner Alan Cartee and to defend Jennings against Chips Moman's claim that Waylon failed to give him credit for producing some of his (Waylon's) hit records. (Whew!)... A U.S. District Judge in Nashville ruled in favor of Conway Twitty after four years of litigation between Twitty and songwriter Gene Hood, who accused Conway of copying his "Too Much Of You On My Mind," (first recorded by Lynn Anderson in 1967) when Conway wrote his hit "Linda On My Mind."

**FACTS:** (Me and my R.C.) Louise Mandrell is married to R.C. Bannon; both record for CBS Records... Barbara Mandrell is married to Ken Dudney, former official pilot for the governor of Tennessee... Irlene Mandrell is married to Ricky Boyer, a member of Eddie Rabbitt's band, "Hare Trigger"... Chuck Woolery, host of TV's daytime, "Wheel Of Fortune," a loser on Nashville's Music Row as a songwriter-singer, moved to Hollywood and won the brass ring... "Comebacker of the Year" Slim Whitman was a semi-pro baseball player and a postman (till his third #1 hit record before he decided it might be safe to leave the Postal Service and "go for it" in music; he's still on "leave of absence"!)... Janie Fricke's new "Pride" was a #1 hit by Ray Price in 1963... Johnny Paycheck & Merle Haggard are working on an album together called "Mr. Hag Told My Story."

**FANCY:** Recent edition of the Chicago Tribune mentions a University of Minnesota research project studying the drinking habits of country music devotees. Seems when country singers start performing (especially tunes where "you done me wrong and I'm so blue"), drinking among patrons in bars in Minnesota and Montana (where the survey was conducted) increased dramatically. No wonder disco died (I'll drink to that!).





## Mike Kasabo



Paul Ward

# The Golden Rule In Ft. Wayne

Adults, in this case young adults 18-34, play an important part for the lifestyle and image of any P/A station these days, especially given the increased competition from a great many CHR stations, as well as some AOR's. While the "key" demos for P/A are still cored at 25-49, 18-34 represents the grooming and transitional phase of P/A's future. All of this brings us to one of the more impressive "gains through gold" a Pop/Adult station has acquired in recent memory. Veteran broadcaster Paul Ward has had success in the past with programming KFRC-FM/San Francisco and WROR/Boston, where he received the RKO Program Director of the Year award while in New England. After that he formed his own company, Far West Communications, a company that has given birth to what Ward calls the "Gold Plus" format.

Playing the right oldies is becoming a more critical factor for P/A stations these days, Ward feels, especially for AM results. Adults in general respond favorably to anything positive about their youth, and music is probably the greatest vehicle radio can incorporate for an adult's instant delight. But looking into the past is only part of the story, as Ward gives us a look at a concept that took WLYV/Ft. Wayne, IN from a

0.5 to a 9.8 — that's right, an increase of 9.4 in one book. These results are based upon Arbitron's Oct./Nov. 1980 figures and are Mon-Sun 6am-12midnight Metro, Adults 18-34 figures. The 25-49 numbers were almost as impressive; the increase was 6.4 from 3.6. Now, Paul Ward:

**PW:** I consider "Gold Plus" a new format premise. It is designed to accrue and develop new audience throughout this decade. The format is basically self-defining. It is a base of contemporary gold, mass appeal hit music plus a specified amount of current music which largely depends on the market. A key point I'd like to make up front is that Gold Plus is not an oldies format.

**R&R:** Please define oldies then . . .

**PW:** I consider oldies generically to be the most successful mass appeal music in the past 25 years. That kind of music comprises the greatest part of the music mix along with a certain amount of current music.

**R&R:** What is the effect of that?

**PW:** All audiences in radio ultimately evolve and grow. This simply means that eventually a radio station needs to effect change within itself to keep pace with its audience and all of the people who listen to radio today. Who knows, in three or four years, as they grow older, if the radio station does not meet all of the needs they have at that time, they're going to go someplace else. Our concept is first of all to attract, and then to hold on to an audience that today is highly fragmented and is broadly based between 18 and 49, with a specific target of 25-44. A lot of programmers, I think, make the assumption that because the listeners become an arbitrary age, let's say 30 or 34, that their music tastes go through sort of an overnight transformation and all of a sudden, the music that the listener grew up with has all changed . . .

**R&R:** No one changes completely overnight . . .

**PW:** Correct, I came to the conclusion, after a great deal of research, that the audience we are after is an audience that grew up with Top 40 and likes basically a wide range of contemporary music with certain qualifications.

**R&R:** Then basically your concept is an evolution of rock music for those of us who are now between 30 and 40?

**PW:** Sure. And when you're 40 years old you are not going to want to listen to any hard guitar parts during certain times of the day.

**R&R:** The station itself, I understand, is not exactly a monster when it comes to the signal?

**PW:** I'll put it this way, the signal has limitations, and the station has tried many things in the past to make a go of it. And I must point out that General Manager Herb Weber and Operations Manager Mike Gilbert, since taking on Gold Plus, have made the commitment to make it work. I believe that regardless of any live and syndication excellence, that you can't win with it unless you have dedication from those people actually at the station who live with it everyday. The execution makes it happen.

**R&R:** What tools beyond what you've described have made WLYV work for you?

**PW:** I can't give things away, but you have to make the radio station sound successful, important, and make it sound proud. You need to go on the full-service principle that you've pointed out in your columns for a long time, especially now as it's designed for AM radio. I said earlier that it's important to inject certain formatic elements apart from music in order to attract audience. The classic problem for Oldies stations is that people listen to the station as a novelty and not as a serious full-time radio station. We take the base of successful hit music, attract the audience, and then when they tune in, provide them with other elements in order to keep them. There's no mystery to it.

**R&R:** I've felt that many younger adults are still shopping for the most comfortable station, and sometimes a P/A fits, sometimes a CHR, even an AOR . . .

**PW:** It's interesting that the CHR, or what we called Top 40 audience of the 60's and 70's was comfortable and used to listening to one radio station and giving its loyalty to that one station. Now that the audience is fragmented, there is dial shopping for the right station.

**R&R:** You must look at your format as a kind of a "one-stop"?

**PW:** Yes, but after a lot of years realizing the value of what kind of information to give the intended listener, what kind of public service, what kind of promotion — it's important to say that a big giveaway is not especially the right way to go. You have to entertain the listener; a properly thought-out album giveaway can be more effective than giving away a million bucks.

**R&R:** You're saying that if you didn't win the new Barbra Streisand album, it wouldn't bother you, but if you missed out on some megabucks it might be annoying?

**PW:** Yes, the harder you make it to win, the greater risk you run of making someone feel left out.

**R&R:** A 0.5 to a 9.8 is a big enough story for one book, but there must be, at least for the sales department, substance beyond the numbers?

**PW:** Absolutely. There are very strict commercial standards for Gold Plus, which is not to say that you can't have a high-energy or hard-sell delivery. But there are certain things I avoid; I think most broadcasters would know the type of tune-out spots I'm not going

**"The classic problem for Oldies stations is that people listen to the station as a novelty and not as a serious full-time radio station."**

to mention. I am a firm believer in the intelligence of the average radio listener and I also believe that when your radio station is being listened to by somebody, you are sharing a relatively intimate relationship with that person. Herb sold a lot of the station on the come when we first hit with the format. Now that we've zoomed, it's going to be easier, and I would also like to point out that one of the secrets of the format is that we get tremendous play in all kinds of different stores.

**R&R:** Automatic profile builder?

**PW:** Sure and it's kind of an advertising premise upon itself. But you know, any radio station that is going to remain fresh in the listener's mind is going to have to go through certain formatic changes every so often — maybe at the end of a set you'll do something that you'd been doing at the beginning. It's a policy of keeping things as fresh-feeling as possible. I believe that for a radio station to be successful, it has to have a formatic flow — a flow made up of all the elements the station is offering.

**R&R:** Any final comments?

**PW:** There is this great novelty value, particularly in a market where they don't play many oldies — and then once this audience is captured, the format mix changes a little bit and it becomes a P/A station. It's really what WHDH in Boston is doing now. There's always a wonderful lever with oldies because people like to listen to them when they are in an emotionally receptive mood. And with this flexibility in formatting, it creates a leverage a lot of radio stations don't have. That's what happened to WLYV; it has gone up for the first time in a long time, and they are writing a lot of business based on the book. That's a happy story to tell.

## Transition

In a surprise move, KSL/Salt Lake City General Manager Dean Lindsay has resigned his position to accept the Marketing Management position for the NBA's Utah Jazz basketball team . . . Larry Matthews has joined WMAL/Washington as a reporter/anchor. News Director Len Diebert said, "We're delighted that a reporter of Larry's outstanding ability and experience is joining WMAL . . . I'm certain he's going to make a major contribution to the ongoing excellence of our news department." . . . Matthew Clenott has been appointed as WCFL/Chicago's newest addition to the air personality staff — he will handle the 10am-3pm program. Station Program Director Dave Martin said, "Matthew's established track record in on and off air positions uniquely qualifies him as the newest member of our personality line-up." Clenott had been PD of Chicago's ABC O&O WDAI-FM and WKTU/New York . . . New midday personality for WOAI-FM/San Antonio is Bob Taylor, coming from WRKA/Louisville. Also new is Carmela Griffith, who is the former Music Director of WKTU/Pittsburgh . . . John Wilkes joins WHAM/Rochester as newperson from WFAY/Rochester . . . Allan Waterour has been promoted to Assistant Program Director of KLOK/San Jose while also retaining his Production Manager duties — also at KLOK. Lindy Thurrel and Lenny Mac (both with the station for different shifts) have joined to form an afternoon drive team . . . New PD of WDIF/Marion is Damon Sheridan, who comes from the programming reins of WRFB/Worthington, OH. Also, Music Director Tim Fox leaves the station to join WSKS/Cincinnati to do the 7pm-12midnight shift, and finally, Howard Cannon departs WDIF, headed for WBEN/Buffalo . . . Jimmy Dean, long-time programmer in the South and East, has left his PD slot at WPTF/Raleigh (and radio) to go into the advertising agency business in Sarasota, Florida . . . Tom Leebrick is the new MD of WLVA/Lynchburg, coming from WCHV/Charlottesville . . . Charlie Kirk has been appointed Operations Manager of KMED/Medford, OR.

# P/A

POP/ADULT®

## BREAKERS®

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

### JUICE NEWTON

#### Angel Of The Morning (Capitol)

62% of our reporters are on it. Latest adds include KSTP, WTVN, WGAR, KLOK, WSJS, WRVR, WHAM, WGY, KDKA, WCBM, WSM-FM, WJBO, WDEF, KMJJ, KMED, KBAI, WAKR, WHIZ, WSGW, WOWO. Heavy rotation: WTMJ, KFMB, WABZ, WMAZ, WDBO. Medium rotation: WCCO-AM, KNBR, KEX, WSM-FM, WBT, WHAS, WHEN, WIP, WELI, WBEN, WEIM, WGIR, WSBA, WFTL, WTAR, WORG, WFIR, KFOD, KBLF, WHBC, KFOR, KRMG, WJON, WDIF, KWOS. Even spread in all regions - fast takeoff for this remake. Debuts at No. 23 on P/A chart.

### EMMYLOU HARRIS

#### Mister Sandman (WB)

57% of our stations are on it. Second Most Added this week only to James Taylor & J.D. Souther. Adds include KMRJ, WSGW, WIBW, KBLF, KLO, KMED, WNAB, WEIM, WSM-FM, WGIR, WATR, WACI, WABZ (dp), WNDB, WLVA, WTMJ, KSTP, WLW, KNBR, KSL, KPPL, WDAE, WPRO, WELI, WBZ. Heavy rotation: WFYR, WSB, WSBA, 97AIA, KRMG. Medium rotation: WTVN, KMBZ, KEZ, WHAS, WBT, WLTA, WTAE, WIP, WDEF, WDBO, WRVA, KBAI, WHBC, KFOR, WSTV, WJON, WDIF, KXIC, WOWO. Continues to be one of the most talked about records by P/A programmers. Note: Most are playing the LP version that includes Dolly Parton and Linda Ronstadt helping with the harmony. Debuts at No. 24 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.

**JIMMY BUFFETT** "It's My Job" (MCA) 44/8 add WELI, WGY, WNAB, WHAG, WACI, WJBO, WIS, KBLF. Heavy rotation: WRVR, 97AIA, WRVA. Medium rotation: KEX, WSJS, WDAE, WSM-FM, WBT, WSBA, WCHV, WNDB, WFTL, WORG, WPTF, WFIR, KFOD, KMED, WHBC, KFOR, KRMG, WJON, KMRJ, KGGF, WHBY. Especially strong in the South - building Midwest. Debuts at No. 30 on P/A chart.

**DEBBY BOONE** "Perfect Fool" (WB/Curb) 40/2 add WDAE, WSTV. Heavy rotation: WLTA, WQUA, WRVA, WSBA, WJON. Medium rotation: WSB, KSL, KMBZ, WCCO-AM, KRKK, KLO, KMED, WPTF, WLVA, WNDB, WDEF, WEIM, WNAB, WHBY, WDFD, KXIC, KFOR, WHOK. Keeps building - Midwest and South leading the way.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 37/5 add WLW, KSFO, KHOW, WATR, KOB. Heavy rotation: KLO, WORG, WLVA, WSM-FM, 97AIA. Medium rotation: WYWE, KSL, WSM-FM, WRVR, WBT, WLTA, WHAG, WSBA, WFTL, WQUA, WRVA, KFOD, KRKK, WHBC, KFOR, WJON, WDFD, KXIC. South and Midwest strongest.

**JAMES TAYLOR & J.D. SOUTHER** "Her Town Too" (Columbia) 35/32. This week's Most Added honors go here. WCCO-AM, KMBZ, WYWE, WLW, WFYR, KFMB, WDAE, WSM-FM, WRVR, WLTA, WHEN, WNAB, WRIE, WGIR, WDEF, KBAI, WHBC, KRMG, WJON, KMRJ, WDIF, WKHM, WHBY among them. Equal support in each region. Heavy rotation already at WSBA.

**BOBBY GOLDSBORO** "Alice Doesn't Love Here Anymore" (Curb/CBS) 35/15 add WHIO, WLW, KSFO, KEX, WATR, WABZ, WFTL, WPTF, KBLF, KRKK, WACI, KRMG, WIBW, WDIF, KWOS. Medium rotation: KHOW, WSJS, WLTA, WELI, WNAB, WSBA, WRVA, WKIQ, WJON, WHBY, WHOK. Midwest and South strongest so far.

**SMOKEY ROBINSON** "Being With You" (Tamla) 33/20 adds include WGAR, KEX, KPPL, 97AIA, WBEN, WEIM, WHAG, WLNH, WGIR, WCFR, WATR, WABZ, WFIR, KUGN, KRKO, WKHM, KGGF. Medium rotation: WDAE, WRVR, WBT, WLTA, WIP, WGY, WNEU, WMAZ, WORG. Good start in East and South.

**BARBARA MANDRELL** "Sometime, Somewhere, Somehow" (MCA) 33/6 add KSFO, WLTA, WHAM, WRVA, KUGN, KMJJ. Heavy rotation: KRMG. Medium rotation: KSL, WRVR, WBT, WHAG, WDEF, WNDB, WFTL, WQUA, WPTF, WFIR, WJON, WKHM, WHBY. Not surprisingly, big in the Midwest and South, some action starting in West.

**STEVE WINWOOD** "While You See A Chance" (Island) 32/9 add WKIQ, WDIF, KXIC, WEIM, WHAG, WYMC, KRZI, KUGN, KDKA. Heavy rotation: WSM-FM, WABZ, WCHV, WMAZ. Medium rotation: WGAR, KNBR, KPPL, WDAE, WSM-FM, WLNH, WCFR, WORG, WFIR, KFOD, KRKK, KFOR, WJON, KWOS. About equal acceptance in all regions.

**FIREFALL** "Staying With It" (Atlantic) 30/2 add KNBR, KOGO. Heavy rotation: WSM-FM. Medium rotation: WHBC, WSTV, WJON, KXIC, KWOS, WPTF, KRKK, KBAI, WLW, KEX, WDAE, WYMC, WNEU, WCFR, WGIR, WHAG. Best action in Midwest and East.

**EARTH, WIND & FIRE** "And The Love Goes On" (ARC/Columbia) 29/5 add WIS, WNDB, WYMC, KMED, WJON. Heavy rotation: WKHM, WHAG, WEIM, KNBR. Medium rotation: KEX, WBT, WPRO, WNAB, WRIE, WORG, WFIR, KLO. Best action in East and West.

**PAUL SIMON** "Oh, Marion" (WB) 28/6 add KSFO, WDAE, WATR, KBLF, WHBC, KFOR. Medium rotation: WLTA, KEX, KSL, KFOD, WRVA, WDBO, WLVA, WSBA, WSM-FM, WDFD, WKHM, WKIQ. Support from all regions.

**TASTE OF HONEY** "Sukiyaki" (Capitol) 28/3 add WISN, WDAE, KRKK. Heavy rotation: WTMJ, WSB. Medium rotation: KSL, KEX, WLTA, WELI, WNAB, WEIM, WSBA, WNDB, KFOD, KLO, WHBC, KFOR, WJON, WKHM. Best action in West.

**ENGLAND DAN & JOHN FORD COLEY** "Part Of Me, Part Of You" (MCA) 25/1 add KOB. Heavy rotation: KRKK, WFTL, WLVA, KFOR, WDFD. Medium rotation: WNFL, KXIC, WHOK, KMRJ, WSGW, WKIQ, WHBC, KUGN, WFIR, WRVA, WTAR, WIS, WJBO, WSBA, WACI, WLNH. Strongest in Midwest and South.

**RANDY MEISNER** "Hearts On Fire" (Epic) 25/1 add KNBR. Heavy rotation: WHAS, WTMJ, WFIR, WMAZ, WABZ, WLNH, WOWO. Medium rotation: KWOS, WBOW, KFOD, KRZI, WCHV, WSM-FM, WEIM, WHEN, WDAE, WSM-FM, WLW, WGAR. Looks good in all regions.

**CHAMPAIGN** "How Bout Us" (Columbia) 24/6 add WIS, WLVA, WMAZ, KFOR, KMRJ, WHBY. Medium rotation: KFMB, WSM-FM, WBT, WHEN, WIP, WNAB, WEIM, WSM-FM, WJBO, WORG. Even spread in all regions.

**SPINNERS** "Yesterday Once More/Nothing Remains The Same" (Atlantic) 24/6 add WHIO, KNBR, WLNH, KBLF, WHIZ, KXIC. Heavy rotation: WKHM. Medium rotation: WKIQ, WHAG, WCFR, WABZ, WCHV, WORG, WFIR, WSJS. Midwest showing best action.

**REO SPEEDWAGON** "Keep On Loving You" (Epic) 24/0. Heavy rotation: WLW, WHEN, WBZ, WLNH, WNEU, KRZI, KRKO, WHIZ, KAKZ, WNFL, WOWO. Medium rotation: WGAR,

## Radio & Records

# POP/ADULT AIRPLAY / 30

March 6, 1981

Three Weeks	Two Weeks	Last Week	This Week	
2	1	1	1	JOHN LENNON/Woman (Geffen)
5	3	2	2	DON McLEAN/Crying (Millennium)
12	4	3	3	NEIL DIAMOND/Hello Again (Capitol)
15	11	6	4	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)
11	9	5	5	CLIFF RICHARD/A Little In Love (EMI America)
1	2	4	6	DOLLY PARTON/9 To 5 (RCA)
8	8	7	7	RONNIE MILSAP/Smoky Mountain Rain (RCA)
21	16	12	8	TERRI GIBBS/Somebody's Knockin' (MCA)
3	5	8	9	ABBA/The Winner Takes It All (Atlantic)
6	6	10	10	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
-	21	16	11	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
20	17	14	12	SPYRO GYRA/Cafe Amour (MCA)
4	10	11	13	BLONDIE/The Tide Is High (Chrysalis)
-	25	17	14	HALL & OATES/Kiss On My List (RCA)
7	7	9	15	STEELY DAN/Hey Nineteen (MCA)
-	29	19	16	STYX/The Best Of Times (A&M)
-	30	26	17	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
9	12	13	18	EDDIE RABBITT/I Love A Rainy Night (Elektra)
28	24	23	19	PHIL EVERLY/Dare To Dream Again (Curb/CBS)
30	28	24	20	LEO SAYER/Living In A Fantasy (WB)
26	22	21	21	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
29	27	25	22	ELVIS PRESLEY/Guitar Man (RCA)
-	-	-	23	JUICE NEWTON/Angel Of The Morning (Capitol)
-	-	-	24	EMMYLOU HARRIS/Mister Sandman (WB)
27	23	22	25	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
-	-	27	26	ASSOCIATION/Dreamer (Elektra)
-	-	28	27	DOOBIE BROTHERS/Wynken, Blynken And Nod (WB)
-	-	29	28	CHRIS MONTAN/Let's Pick It Up (Where We Left Off) (20th)
-	-	30	29	GILBERT O'SULLIVAN/What's In A Kiss (Epic)
-	-	-	30	JIMMY BUFFETT/It's My Job (MCA)

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



WTVN, KOGO, KPPL, WDAE, WTAE, KDKA, WSM-FM, WCHV, WMAZ, WBOW. Good even spread in all regions.

**HARRY CHAPIN** "Remember When The Music" (Boardwalk) 22/4 add WLTA, WNDB, KRKK, WHIZ. Heavy rotation: 97AIA, WRVA. Medium rotation: KMBZ, KSL, WSB, WFTL, KFOD, KFOR, WKHM. Midwest and South have strongest action.

**DOOBIE BROTHERS** "Keep This Train A-Rollin'" (WB) 22/4 add WTMJ, KNBR, WRIE, WKIQ. Medium rotation: WDIF, WEIM, WSM-FM, WCFR, WCHV, WFIR, WBT, WDAE, WSM-FM. Equal play in all regions.

**CLIMAX BLUES BAND** "I Love You" (WB) 20/7 add KPPL, WDAE, WLNH, WABZ, WYMC, KRKO, KXIC. Heavy rotation: WNEU, WRVA. Medium rotation: WKIQ, KMRJ, KFOD, WORG, WMAZ, WSM-FM. Best action in the South.

**MAC DAVIS** "Hooked On Music" (Casablanca/PolyGram) 20/5 add KEX, WHIO, WGY, KBLF, KGGF. Heavy rotation: WRVA. Medium rotation: KRMG, WJON, WKHM, WHBY, WNDB, WBT, KMBZ. Strongest in South.

## Others Getting Significant Action

**ROVERS** "Wasn't That A Party" (Epic/Cleveland International) 18/7 add KLO, WRVA, WABZ, WHIO, WDAE, WIP, WHEN. Heavy rotation: WBEN, WNEU. Medium rotation: WGAR, WTAE, WNDB, WFIR, WHBC.

**JOHNNY LEE** "Pickin' Up Strangers" (Full Moon/Asylum) 16/1 add WSBA. Heavy rotation: WDEF. Medium rotation: KRMG, WNDB, WRVA, WFIR, KMBZ, KSL, WLTA, T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 15/14 add WCCO-AM, KFMB, 97AIA, WRVR, WLTA, WEIM, WCHV, WNDB, KAAV, WMAZ, WRVA, WFIR, KFOR.

**PHIL SEYMOUR** "Precious To Me" (Boardwalk) 15/4 add WHEN, WCBM, WBOW, KMRJ. Heavy rotation: WOWO. Medium rotation: WGY, WLW, WABZ, WJBO, WLNH, KAAV, KWOS.

**STEELY DAN** "Time Out Of Mind" (MCA) 12/12 add WCCO-AM, WKIQ, KRMG, KMRJ, WDIF, WHBY, WEIM, WLNH, WCFR, WCHV, WMAZ, WBT.

**PHOEBE SNOW** "Games" (Mirage) 11/4 add WMAZ, WSTV, KGGF, WDAE, WSM-FM. Medium rotation: WSM-FM, WNAB.

**DON WILLIAMS** "Falling Again" (MCA) 11/4 add WIBW, KLO, WEIM, KSL. Medium rotation: KMBZ, WNDB, WRVA, KRMG.

**BELLAMY BROTHERS** "Do You Love As Good As You Look" (WB/Curb) 11/1 add WKIQ. Medium rotation: WHAG, WDEF.

**DOTTIE WEST** "Are You Happy Baby? (Liberty) 11/0. Heavy rotation: KRMG, WSB. Medium rotation: KMBZ, WPTF, WDEF, KRNT, WHOK, WJON.

**LESLIE, KELLY & JOHN FORD COLEY** "Come Back To Me" (A&M) 10/4 add KSL, KRKK, KUGN, WEIM.

**LANI HALL** "Where's Your Angel" (A&M) 10/2 add KLO, WACI. Medium rotation: WBEN, WDIF.

**DR. HOOK** "That Didn't Hurt Too Bad" (Casablanca/PolyGram) 9/9 add WBT, KMBZ, WSBA, WMAZ, WHBC, WIBW, KWOS, KGGF, WHBY.

**DONNA SUMMER** "Who Do You Think You're Foolin'" (Geffen) 9/5 add WLNH, WGIR, WCHV, WHBC, WGAR.

**ERIC CLAPTON AND HIS BAND** "I Can't Stand It" (RSO) 8/4 add WLNH, WMAZ, WDIF, WBOW.

**JOHN COUGAR** "Ain't Even Done With The Night" (Riva/PolyGram) 8/2 add KGGF, WABZ.

## Most Added:

- JAMES TAYLOR & J.D. SOUTHER** "Her Town Too" (Columbia) Added at 29% of our reporting stations.
- EMMYLOU HARRIS** "Mister Sandman" (WB) Added at 28% of our reporting stations.
- JUICE NEWTON** "Angel Of The Morning" (Capitol) Added at 22% of our reporting stations.
- SMOKEY ROBINSON** "Being With You" (Tamla) Added at 18% of our reporting stations.
- SHEENA EASTON** "Morning Train" (Nine To Five) (EMI America) Added at 18% of our reporting stations.
- GROVER WASHINGTON JR.** "Just The Two Of Us" (Elektra) Added at 15% of our reporting stations.

## Hottest:

- DON McLEAN** "Crying" (Millennium) Reported hot at 58% of our stations.
- NEIL DIAMOND** "Hello Again" (Capitol) Reported hot at 52% of our stations.
- JOHN LENNON** "Woman" (Geffen) Reported hot at 47% of our stations.
- DOLLY PARTON** "9 To 5" (RCA) Reported hot at 39% of our stations.
- BARBRA STREISAND & BARRY GIBB** "What Kind Of Fool" (Columbia) Reported hot at 30% of our stations.



# REGIONAL ADDS & HOTS

## EAST

**WCBM/Baltimore**  
Hal Martin  
J. Newton  
P. Seymour  
HOTTEST  
S. Easton  
Streisand/Gibb  
Hall & Oates  
C. Richard  
N. Diamond

**WBZ/Boston**  
Wendy Furiga  
L. Sayer  
E. Harris  
Styx  
HOTTEST  
C. Richard  
N. Diamond  
D. Parton  
D. Parton  
D. McLean

**WNAB/Bridgeport**  
Jay McCormick  
Taylor/Souther  
A. Gibb  
E. Harris  
J. Buffett  
C. Montan  
HOTTEST  
G. Washington Jr.

**WBEN/Buffalo**  
Roger Christian  
S. Robinson  
E. Harris  
HOTTEST  
Styx  
S. Easton  
R. Milsap  
Rovers

**WRIC/Erie**  
Ted Abbott  
R. Crawford  
D. Deardorff  
Doobie Bros.  
(Train)  
P. Everly  
A. Gibb  
Kool & Gang  
(Celebration)  
Taylor/Souther  
HOTTEST  
D. Parton  
J. Lennon  
Blondie  
(Tide)  
D. McLean  
C. Richard

**WEIM/Fitchburg**  
Chuck Morgan  
Styly Dan  
(Time)  
E. Harris  
T.G. Sheppard  
Taylor/Souther  
Leslie, Kelly  
& JFC  
D. Williams  
S. Robinson  
HOTTEST  
D. Parton  
C. Richard  
J. Lennon  
Hall & Oates  
S. Easton

**WHAG/Hagerstown**  
Bill Johnson  
S. Winwood  
Searchers  
F. Valli 4 Seasons  
J. Buffett  
S. Robinson  
R. Royce  
J. Average Band  
HOTTEST  
Lobo  
EMF  
Hall & Oates  
C. Montan  
Spinners

**WSFM/Harrisburg**  
Bob Pava  
E. Harris  
J. Newton  
HOTTEST  
S. Easton  
T. Gibbs  
C. Richard  
D. McLean  
N. Diamond

**WVIC/Hartford**  
Ginny Jeonika  
S. Easton  
HOTTEST  
J. Lennon  
D. Parton  
D. McLean  
Streisand/Gibb  
T. Gibbs

**WNLV/Laconia**  
Bob Nelson  
Spinners  
S. Robinson  
Climax Blues Band  
Styly Dan  
(Time)  
R. Holmes  
Loverboy  
D. Summer  
E. Clapton  
HOTTEST  
D. McLean  
N. Diamond  
Streisand/Gibb  
L. Sayer  
Hall & Oates

**WQUR/Manchester**  
Karen Anderson  
Taylor/Souther  
D. Summer  
S. Robinson  
E. Harris  
HOTTEST  
C. Richard  
D. Parton  
J. Lennon  
N. Diamond  
D. Fogelberg

**WEL/New Haven**  
Walt Pinto  
J. Buffett  
E. Harris  
HOTTEST  
Streisand/Gibb  
S. Easton  
G. Washington Jr.

**WIPP/Philadelphia**  
Bob Russo  
Rovers  
HOTTEST  
D. McLean  
J. Lennon  
Elvis  
Styx

**KDKA/Pittsburgh**  
Randy Flick  
Hall & Oates  
G. Washington Jr.  
J. Newton  
S. Winwood  
HOTTEST  
E. Harris  
J. Lennon  
Styx  
Abba  
D. McLean

**WTAE/Pittsburgh**  
Don Berne  
G. Washington Jr.  
Hall & Oates  
HOTTEST  
D. McLean  
Kool & Gang  
(Celebration)  
J. Lennon  
D. Fogelberg

**3-W-S/Pittsburgh**  
Herb Crowe  
Hall & Oates  
S. Easton  
J. Newton  
G. Washington Jr.  
HOTTEST  
Blondie  
(Tide)  
R. Milsap  
J. Lennon  
D. McLean  
D. Parton

**WGAN/Portland**  
Janet Booth  
L. Sayer  
HOTTEST  
J. Lennon  
D. Parton  
Streisand/Gibb  
E. Rabbitt  
H. Diamond

**WPRO/Providence**  
Gary Berkowitz  
G. Washington Jr.  
J. Newton  
HOTTEST  
E. Harris  
S. Robinson  
C. Richard  
N. Diamond  
T. Gibbs  
S. Easton  
S. Wonder

**WHEU/Wheeling**  
Amos Fox  
Taylor/Souther  
S. Easton  
HOTTEST  
RED Speedwagon  
N. Diamond  
Hall & Oates  
Climax Blues Band  
Rovers

**WBSA/York**  
Jim Horn  
Hall & Oates  
Dr. Hook  
Johnny Lee  
HOTTEST  
Streisand/Gibb  
S. Easton  
E. Harris  
Styly Dan  
(19)  
D. Parton

## WEST

**KOB/Albuquerque**  
Paul Douglas  
Manchester/Bryson  
Eng. Dan & JFC  
HOTTEST  
J. Lennon  
D. Parton  
C. Richard  
N. Diamond  
B. Scaggs

**KFOA/Anchorage**  
Mark Lewis  
S. Easton  
Ray Parker/Raydio  
P. Everly  
HOTTEST  
E. Harris  
D. Parton  
J. Lennon  
C. Richard  
N. Diamond  
R. Milsap

**KHOW/Denver**  
Leigh Starline  
S. Easton  
Manchester/Bryson  
HOTTEST  
Korgis  
R. Coolidge  
(Foot)  
D. McLean  
N. Diamond  
J. Lennon

**KPPL/Denver**  
Michael Moore  
B. Springsteen  
Climax Blues Band  
E. Harris  
S. Robinson  
HOTTEST  
J. Lennon  
D. McLean  
N. Diamond  
Streisand/Gibb  
Hall & Oates

**KUON/Eugene**  
Brian James  
Leslie, Kelly  
& JFC  
B. Mandrell  
(Sometime)  
S. Robinson  
S. Winwood  
HOTTEST  
Styly Dan  
(19)  
N. Diamond  
D. McLean  
J. Lennon  
R. Milsap

**KRKO/Everett**  
Bruce Butterfield  
S. Robinson  
Climax Blues Band  
HOTTEST  
C. Richard  
N. Diamond  
RED Speedwagon  
J. Lennon

**KMJJ/Las Vegas**  
Kevin O'Brian  
G. Washington Jr.  
Elvis  
Hall & Oates  
B. Mandrell  
(Sometime)  
J. Newton  
HOTTEST  
D. Parton  
C. Richard  
Abba  
N. Diamond  
Styx

**KMED/Medford**  
Charlie Kirk  
D. Valery  
E. Harris  
S. Easton  
J. Newton  
EMF  
HOTTEST  
D. McLean  
P. Everly  
C. Montan  
Association  
Sproy Gyra

## MIDWEST

**WAKR/Akron**  
Bill Hart  
Association  
C. Montan  
G. O'Sullivan  
Taylor/Souther  
HOTTEST  
J. Lennon  
D. Fogelberg  
D. Parton  
D. McLean  
N. Diamond  
Streisand/Gibb  
R. Milsap

**WVBE/Cleveland**  
Terry Patrick  
G. O'Sullivan  
Taylor/Souther  
HOTTEST  
J. Lennon  
D. Fogelberg  
D. Parton  
D. McLean  
N. Diamond  
Streisand/Gibb

**WACI/Freepport**  
Larry Lance  
J. Buffett  
L. Hall  
E. Harris  
B. Goldsboro  
HOTTEST  
D. Parton  
J. Lennon  
P. Everly  
S. Easton  
Hall & Oates

**WDFM/Freeport**  
Bob Hooper  
L. Sayer  
HOTTEST  
RED Speedwagon  
N. Diamond  
M. Diamond  
Styx  
D. McLean

**WFLU/Green Bay**  
Bob Hooper  
L. Sayer  
HOTTEST  
RED Speedwagon  
N. Diamond  
M. Diamond  
Styx  
D. McLean

**WVTV/Columbus**  
Danny Nugent  
Hall & Oates  
J. Newton  
HOTTEST  
Abba  
J. Lennon  
C. Richard  
RED Speedwagon

**WHIO/Dayton**  
Peggy Powell  
J. Newton  
D. Parton  
J. Lennon  
N. Diamond  
D. McLean

**WHBC/Canton**  
Rick Jacobs  
N. Larson  
Doobie Bros.  
(Synken)  
D. Summer  
Taylor/Souther  
C. Simon  
Waylon/Jessie  
Dr. Hook  
P. Simon

**WFYR/Chicago**  
John Wetherbee  
Taylor/Souther  
HOTTEST  
D. Parton  
Styx  
Streisand/Gibb  
N. Diamond  
E. Harris

**WVLA/Cincinnati**  
Greg Picciano  
Manchester/Bryson  
C. Montan  
E. Harris  
Taylor/Souther  
B. Goldsboro  
HOTTEST  
E. Rabbitt  
Abba  
R. Milsap  
P. Seymour  
S. Easton

**WQAR/Cleveland**  
Chuck Collier  
J. Newton  
S. Robinson  
HOTTEST  
D. Summer  
HOTTEST  
J. Lennon  
D. Parton  
Blondie  
(Rapture)  
Hall & Oates  
RED Speedwagon

**WVMO/Morro Bay**  
Donna St. John  
J. Newton  
S. Easton  
P. Everly  
Taylor/Souther  
HOTTEST  
Hall & Oates  
D. Parton  
N. Diamond  
D. McLean  
J. Lennon

**KLO/Ogden**  
Barbara M. Richardson  
L. Hall  
E. Harris  
S. Robinson  
D. Williams  
S. Goodman  
HOTTEST  
D. Parton  
T. Gibbs  
D. McLean  
S. Easton

**KEX/Portland**  
Bob Swanson  
S. Robinson  
B. Goldsboro  
N. Davis  
HOTTEST  
C. Richard  
T. Gibbs  
Hall & Oates  
C. Montan  
S. Easton

**KBLF/Red Bluff**  
Allen Bennett  
J. Buffett  
E. Harris  
M. Davis  
Spinners  
P. Simon  
B. Goldsboro  
HOTTEST  
J. Lennon  
D. McLean  
N. Diamond  
D. Parton  
R. Milsap

**KKRG/Rock Springs**  
Rud Tucker  
H. Chapin  
Taste of Money  
S. Robinson  
S. Goodman  
B. Goldsboro  
Leslie, Kelly  
& JFC  
HOTTEST  
C. Richard  
N. Diamond  
Hall & Oates  
C. Montan

**KBL/Behl Lake City**  
George Lemich  
M. McGovern  
Pointer Sisters  
T.G. Sheppard  
D. Williams  
E. Harris  
Leslie, Kelly  
& JFC  
HOTTEST  
C. Richard  
N. Diamond  
Streisand/Gibb  
D. McLean  
J. Lennon

**KFMB/San Diego**  
Larsen/Anthony  
Taylor/Souther  
T.G. Sheppard  
HOTTEST  
D. Parton  
D. McLean  
Streisand/Gibb  
G. Washington Jr.  
T. Gibbs

**KOGO/San Diego**  
Sandy Banister  
G. Washington Jr.  
S. Wonder  
T. Gibbs  
Firefall  
HOTTEST  
J. Lennon  
D. McLean  
N. Diamond  
D. Parton  
R. Milsap

**KNBR/San Francisco**  
Larry Finkel  
Spinners  
Firefall  
Doobie Bros.  
(Train)  
E. Harris  
R. Milsap  
S. Wonder  
HOTTEST  
D. McLean  
T. Gibbs  
G. Washington Jr.  
J. Newton  
S. Easton

**KSFO/San Francisco**  
John Hardy  
B. Mandrell  
(Sometime)  
B. Goldsboro  
Manchester/Bryson  
P. Simon  
HOTTEST  
Blondie  
(Tide)  
J. Lennon  
D. McLean  
C. Richard  
Streisand/Gibb

**KLOK/San Jose**  
Donna Blischoff  
J. Newton  
HOTTEST  
N. Diamond  
D. McLean  
J. Newton  
Streisand/Gibb

**KING/Seattle**  
Bruce Murdoch  
Sproy Gyra  
G. Washington Jr.  
HOTTEST  
D. McLean  
N. Diamond  
S. Easton  
Hall & Oates  
EMF

## SOUTH

**WABZ/Albany**  
Mark Robinson  
J. Cougar  
Rovers  
S. Robinson  
Climax Blues Band  
E. Harris (dp)  
B. Goldsboro  
HOTTEST  
Styx  
D. McLean  
N. Diamond  
Streisand/Gibb  
Hall & Oates  
L. Sayer

**WIS/Columbia**  
Bob Davis  
J. Cougar  
J. Buffett  
EMF  
Champaign  
HOTTEST  
N. Diamond  
Streisand/Gibb  
T. Gibbs  
Hall & Oates  
L. Sayer

**WYMC/Mayfield**  
Mike Brophy  
Climax Blues Band  
S. Winwood  
EMF  
S. Easton  
HOTTEST  
J. Lennon  
T. Gibbs  
Kool & Gang  
(Celebration)  
E. Rabbitt  
Hall & Oates

**WPTF/Raleigh**  
Bridgette Bray  
B. Goldsboro  
G. Washington Jr.  
Hall & Oates  
HOTTEST  
N. Diamond  
D. Parton  
Abba  
J. Lennon  
D. McLean

**WRVA/Richmond**  
Dick Grant  
B. Mandrell  
(Sometime/Fair)  
R. Coolidge  
Rovers  
T.G. Sheppard  
HOTTEST  
N. Diamond  
C. Richard  
R. Milsap  
Streisand/Gibb  
Elvis  
D. Boone

**WFIR/Roanoke**  
Bill Bratton  
Taylor/Souther  
E. Harris  
Frankie & Knockouts  
S. Robinson  
T.G. Sheppard  
HOTTEST  
E. Rabbitt  
D. McLean  
Streisand/Gibb  
S. Easton  
G. Washington Jr.  
(19)

**WQAI-FM/San Antonio**  
Kevin Fennsey  
P. Snow  
G. Washington Jr.  
Climax Blues Band

**WDAE/Tampa**  
Chris Kampmeier  
Rovers  
D. Boone  
E. Harris  
G. O'Sullivan  
Taste of Honey  
P. Simon  
Taylor/Souther  
HOTTEST  
N. Diamond  
Streisand/Gibb  
S. Easton  
G. Washington Jr.  
(19)

**WFTL/FL Lauderdale**  
Scott Fischer  
B. Goldsboro  
R. Coolidge  
M. McGovern  
HOTTEST  
P. Everly  
D. Fogelberg  
J. Lennon  
R. Milsap  
N. Diamond

**WJBO/Baton Rouge**  
Laurie Hardison  
C. Montan  
J. Newton  
J. Buffett  
C. Cross

**WBT/Charlotte**  
Andy Bickel  
Styly Dan  
(Time)  
Dr. Hook  
HOTTEST  
J. Lennon  
D. McLean  
T. Gibbs  
M. Diamond  
HOTTEST  
C. Richard  
C. Montan  
S. Easton  
Champaign

**WVLA/Lynchburg**  
Tom Loebrecht  
E. Harris  
Champaign  
HOTTEST  
J. Lennon  
Manchester/Bryson  
J. Jett  
T.G. Sheppard  
HOTTEST  
D. McLean  
T. Gibbs

**WVMAZ/Macon**  
Steve Murphy  
Styly Dan  
(Time)  
Champaign  
Taylor/Souther  
T.G. Sheppard  
P. Snow  
E. Clapton  
A. Gibb  
Dr. Hook  
R. Coolidge  
HOTTEST  
R. Milsap

**WVWA/Little Rock**  
Ray Lincoln  
Fools  
T.G. Sheppard  
Hawks  
HOTTEST  
T. Gibbs  
C. Richard  
C. Montan  
S. Easton  
Champaign

**WVWA/Louisville**  
Jerry Melloy  
L. Sayer  
HOTTEST  
D. McLean  
R. Milsap  
J. Newton  
S. Easton  
E. Harris

**WVWA/Lynchburg**  
Tom Loebrecht  
E. Harris  
Champaign  
HOTTEST  
J. Lennon  
Manchester/Bryson  
G. Washington Jr.  
J. Roberts  
D. Boone

**WVWA/Miami**  
Yolanda Paraper  
S. Easton  
S. Robinson  
J. Newton  
T.G. Sheppard  
HOTTEST  
Abba  
Streisand/Gibb  
J. Lennon  
Knoblock/Anton  
Styly Dan  
(19)

**WVWA/Norfolk**  
Dale Parsons  
G. Washington Jr.  
S. Easton  
Hall & Oates  
L. Sayer  
HOTTEST  
D. Parton  
J. Lennon  
C. Richard  
D. McLean  
Streisand/Gibb

**WVWA/Orangeburg**  
Stu Wright  
A. Gibb  
Ray Parker/Raydio  
E. Harris  
Taylor/Souther  
J. Jett  
T.G. Sheppard  
HOTTEST  
D. McLean  
T. Gibbs  
Styx  
Streisand/Gibb  
G. Washington Jr.

**WVWA/Oriental**  
Tom Kennington  
S. Easton  
Hall & Oates  
G. O'Sullivan  
C. Montan  
Association  
HOTTEST  
D. Parton  
N. Diamond  
Streisand/Gibb  
D. McLean  
T. Gibbs

## WBW/Topoka

Association  
B. Goldsboro  
E. Harris  
D. Williams  
Taylor/Souther  
Dr. Hook  
HOTTEST  
D. McLean  
R. Milsap  
N. Diamond  
J. Lennon  
C. Richard

**KRMQ/Tulsa**  
Don Bishop  
B. Goldsboro  
Taylor/Souther  
Styly Dan  
(Time)  
J. Cash  
HOTTEST  
E. Harris  
N. Diamond  
D. West  
Elvis  
Frizzell/West

**KARZ/Wichita**  
Bob Clarke  
G. Washington Jr.  
Styx  
HOTTEST  
D. Parton  
D. McLean

**WVWA/Zanesville**  
Dave Crist  
Spinners  
J. Chemy  
J. Newton  
G. Washington Jr.  
H. Chapin  
HOTTEST  
D. Parton  
D. McLean  
R. Milsap  
N. Diamond  
Hall & Oates



# Black Radio

## Bill Speed

### Black Radio: The Ratings Performance Record

Following is a list of key markets for Black radio, with the ratings achieved by Black-formatted and Jazz stations in those markets. The October/November 1980 Arbitron ratings showed some stations with peak performances, in many cases leading their markets; others suffered down books. The for-

mat is gaining overall acceptance, in many areas, but there is much work to be done.

Notable success stories include: WGCI/Chicago's significant jump 4.1-6.0, KSOL/San Francisco's retaining a tie for first among contemporary stations, solid jumps for WKYS and WHUR/Washington, upward progress for KMJQ/Houston, and vast leaps by WPXI/Charleston, WDZZ/Flint, WHYZ/Greenville, WGOK/Mobile (WBLX

went up as well), WOWI/Norfolk, and WANT/Richmond. Also impressive were moves by WATZ/Birmingham, WBLK/Buffalo, KDKO/Denver, WAAA/Greensboro, WTLC/Indianapolis, and WAIL/New Orleans. And probably the most notable jump was WJTT/Chattanooga's debut from nowhere to 9.6. Congratulations to all the stations that registered upward moves, and best of luck to the others.

### Black Radio's Arbitron Scoreboard

Atlanta	Cincinnati	Greensboro	Memphis	Pittsburgh	San Francisco
WAOK 3.6-3.7	WCIN 4.3-4.6	WAAA 3.4-5.2	WDIA 8.7-5.9	WAMO 4.6-3.7	KBLX 2.3-2.6
WIGO .5-.6	<b>Cleveland</b>	WAIR 2.3-2.7	WHRK 12.6-11.1	<b>Raleigh</b>	KDIA 2.3-1.7
WVEE 11.9-8.0	WABQ 1.4-1.5	WEAL 1.7-1.0	WLOK 6.7-4.7	WDUR 7.3-5.7	KJAZ .7-.4
<b>Baltimore</b>	WDMT 4.5-5.3	WQMG 5.7-5.7	<b>Miami</b>	WSRC 9.2-4.7	KSOL 4.8-5.1
WEBB .8-.4	WJMO 2.4-2.7	<b>Greenville-Spartanburg</b>	WEDR 5.4-4.3	<b>Richmond</b>	<b>Seattle</b>
WSID 1.8-2.4	<b>Columbia, SC</b>	WHYZ 6.6-10.5	WMBM 1.3-1.2	WANT 5.7-8.6	KYAC 1.8-.8
WWIN 4.3-3.9	WOIC 14.6-10.7	<b>Hartford</b>	<b>Mobile</b>	WENZ 5.0-3.4	<b>Tampa</b>
WXYV 7.6-6.2	<b>Columbus, OH</b>	WKND 2.4-2.2	WBLX 8.4-9.0	<b>Rochester</b>	WTMP 2.3-2.1
<b>Baton Rouge</b>	WBBY 1.1-1.8	<b>Houston</b>	WGOK 6.5-10.9	WDXK 4.3-3.5	<b>Toledo</b>
WXOK 9.4-11.8	WVKO-AM 3.2-3.7	KCOH 1.2-1.1	<b>Nashville</b>	<b>Sacramento</b>	WKLR 4.6-1.9
<b>Beaumont</b>	WVKO-FM 2.9-2.2	KMJQ 7.7-9.1	WVOL 10.6-9.0	KPOP 1.2-1.7	<b>Washington, DC</b>
KALO-FM 6.5-6.7	<b>Dallas</b>	KYOK 1.4-1.1	<b>New Haven</b>	<b>St. Louis</b>	WHUR 3.8-4.7
KJET 5.0-2.5	KKDA-AM .5-.7	<b>Indianapolis</b>	WYBC 1.7-.5	KATZ 2.3-1.5	WKYS 6.2-7.0
<b>Birmingham</b>	KKDA-FM 5.1-5.5	WTLC 9.2-9.3	<b>New Orleans</b>	KMJM 3.3-3.2	WOL 1.4-1.0
WATZ 5.0-5.7	KNOK-AM 1.0-1.0	<b>Jacksonville</b>	WAIL 3.7-5.2	WESL 2.0-2.0	WOOK 4.1-3.5
WBUL 7-1.5	KNOK-FM 3.9-4.4	WCGL 1.2-2.6	WBOK 2.6-3.2	<b>San Antonio</b>	WUST 1.3-1.1
WENN-AM 4.8-2.4	<b>Dayton</b>	WERD 2.3-2.5	WNNR 2.8-1.8	KAPE 2.7-1.6	WYCB 2.2-1.4
WENN-FM 12.4-11.1	WDAO 7.5-8.8	WPDQ 8.6-5.7	WYLD-AM 3.6-3.0	KTUF 1.8-.7	
WJLD 4.5-2.4	<b>Denver</b>	<b>Kansas City</b>	WYLD-FM 7.0-6.7		
<b>Boston</b>	KADX 2.6-1.9	KPRS 6.8-6.2	<b>New York</b>		
WILD .9-1.1	KDKO .9-2.5	KPRT 1.4-1.5	WBSL 8.1-7.1		
<b>Buffalo</b>	<b>Detroit</b>	<b>Las Vegas</b>	WLIB .6-.4		
WBLK 5.4-5.9	WCHB 1.4-1.8	KVOV .6-.5	WNJR .7-.3		
WUFO 1.9-1.2	WGPR 1.8-1.4	<b>Little Rock</b>	WWRL .5-.6		
<b>Charleston, SC</b>	WJLB 2.7-3.1	KOKY 10.0-9.9	<b>Norfolk</b>		
WPAL 10.2-9.8	WJZZ 3.3-3.2	<b>Los Angeles</b>	WOWI 6.8-9.8		
WPXI 8.2-11.1	WLBS 3.3-3.2	KACE .7-1.1	WRAP 5.3-5.0		
<b>Charlotte</b>	<b>Flint</b>	KDAY 1.4-1.6	WTJZ .9-.7		
WGIV 6.4-4.4	WAMM 1.6-3.3	KGFJ .9-.7	<b>Oklahoma City</b>		
WPEG 6.3-7.3	WDZZ 11.5-12.9	KJLH 1.1-1.2	KAEZ 3.6-3.0		
<b>Chattanooga</b>	<b>Fort Lauderdale</b>	KKGO 1.4-1.1	<b>Orlando</b>		
WJTT *9.6	WRBD 2.8-3.5	<b>Louisville</b>	WOKB 1.7-1.2		
WNOO 11.2-2.8	<b>Fresno</b>	WLOU 9.4-5.7	WORL 3.6-4.7		
<b>Chicago</b>	KLIP *1.0		<b>Philadelphia</b>		
WBMX 3.6-2.9	<b>Grand Rapids</b>		WCAU-FM 3.3-3.6		
WGCI 4.1-6.0	WKWM *2.0		WDAS-AM 2.1-1.4		
WJPC 1.9-2.3			WDAS-FM 5.9-5.3		
WVON 1.9-1.6			WHAT 1.2-1.1		

\* Indicates station did not show in ratings book.

#### New Music Information

In order to improve the quality of the music information we present each week, starting with this issue we've added two new refinements in the Climbers and New & Active sections. To highlight the records showing upward movement, we've added a Percentage of Growth number following the percentage of total reporters on a record. For example, with the Kool & The Gang record "Take It To The Top" this week, you'll see the number 55%, followed by (+22). The number in parentheses means the record gained 22% more stations over last week's percentage.

Also, to further highlight records showing the strongest upward movement in any week, checkmarks (☑) have been placed beside the records with the largest percentage increases of the week. We hope you find these new additions helpful in making your music decisions.

#### People

Leo Knott and wife Bonnie are the parents of a baby boy named Jason Lionel Knott. Knott is an airstaffer at L.A.'s KDAY. Also, KDAY PD J.J. Johnson was a guest speaker at Malibu's Pepperdine College. Johnson was speaking on communications for the Black Student Union... WBMX/Chicago's morning personality Lee "World Famous" Michaels (part of the morning team Ross & Michaels) has exited the station after an incident with the station's PD, Spanky Lane. Also exiting the WBMX crew are Doug "Too Heavy" Banks, who will join a station in Las Vegas, and Richard Steele, who has exited his post with no future plans... Melvin Jones is now the new PD at Chattanooga's WNOO. Jones was most recently MD at Atlanta's WIGO. Former PD Dwight Harrison will remain as an

airstaffer... Johnnie DeBush will become the new Assistant PD at KAEZ/Oklahoma City. DeBush is currently an airstaffer... Cleo Cooke has exited his post as host of WVON/Chicago's jazz program. Replacing him is crosstown rival Don Rashid from WBMX.

#### Places

The Pasadena Hilton was the place where the sales staff of KACE/Los Angeles recently met for a brainstorming session (an annual event) with reps from Arbitron and various other facets of the industry, under the leadership of GM Bill Shearer... WDIA/Memphis is the place where they are concluding a salute for Black History Month on the history of the city of Memphis.

#### Things

KATZ/St. Louis celebrated Black History Month by airing music from greats like Duke Ellington, Cab Calloway, Bessie Smith, etc... Louise Foster, air personality at KJLH/Los Angeles, recently had the famous Cab Calloway on her show as a tribute to black history through music... WYBC/New Haven recently ran special PSA's to encourage support for the city of Atlanta, and did special programming of certain records dedicated to the children, such as "God Bless The Child"... WKWM/Grand Rapids is currently running a "Fantastic Voyage" promotion co-sponsored by the Believe In Music music store. Locals register for the drawing at participating stores, and winners receive a trip to the Caribbean to sail on a ship that's a replica of the ship on the Lakeside LP cover.

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- TOM BROWNE**  
"Thighs High" (GRP/Arista)
- YARBROUGH & PEOPLES**  
"Don't Stop The Music" (Mercury/PolyGram)
- GROVER WASHINGTON JR.**  
"Just The Two Of Us" (Elektra)
- SMOKEY ROBINSON**  
"Being With You" (Tamla)
- JERRY KNIGHT**  
"Perfect Fit" (A&M)
- WHISPERS**  
"It's A Love Thing" (Solar/RCA)
- A TASTE OF HONEY**  
"Sukiyaki" (Capitol)
- SISTER SLEDGE**  
"All American Girls" (Cotillion)
- T-CONNECTION**  
"Everything Is Cool" (Capitol)
- EARTH, WIND & FIRE**  
"And Love Goes On" (ARC/Columbia)
- CHAMPAIGN**  
"How 'Bout Us" (Columbia)
- GAP BAND**  
"Burn Rubber On Me" (Mercury/PolyGram)
- ROBERT WINTERS & FALL**  
"Magic Man" (Buddah)
- T.S. MONK**  
"Bon Bon Vie" (Mirage)
- QUINCY JONES**  
"Ai No Corrida" (A&M)

## CLIMBERS

Following are listed in order of their airplay activity.

**SLAVE** "Watching You" (Cotillion) 58% reporting. Hot at WJMO, WJLB, WVON, WTLC and WBMX with medium airplay at KAEZ in the Midwest. The East shows hot rotation at WWIN, WDAS, WXYV, WAMO and WKND. Climbing at WJMO, hot at WKXI, WHRK and WVEE in the South. Hot at KSOL and KYAC; climbing at KDAY in the West.

**STEVIE WONDER** "I Ain't Gonna Stand For It" (Tamla) 58% reporting activity. Hot at WWRL, WWIN, WDAS, WXYV and WAMO in the East. Medium airplay at KMJQ, WVOL and WLOU while hot at WJJS, WKXI, WVEE and WHRK in the South. Hot at WJMO, KAEZ, KATZ and WKWM in the Midwest. Hot at KYAC and KSOL in the West.

**✓KOOL & THE GANG** "Take It To The Top" (De-Lite/PolyGram) 55% (+22) reporting. Added at WGIV, medium airplay at WHRK, WVEE, WKXI, WAOK and WLOU, and hot at WJMO in the South. The Midwest shows an add at WKWM and WDAO; climbing at KATZ, WBMX and WTLC. Hot at WWRL while climbing at WWIN, WXYV and WKND in the East. The West shows medium airplay at KDKO.

**KLEER** "Get Tough" (Atlantic) 55% (+12) of our reporters are on it. Added at WGIV, showing medium airplay at WHRK, WVEE, WKXI, WJJS and WJMO in the South. Climbing at WKND, WAMO, WWIN and WXYV in the East. New at WBMX, climbing at KATZ, WBMX and WTLC. Hot at WWRL while climbing at WWIN, WXYV and WKND in the West.

**ARETHA FRANKLIN** "What A Fool Believes" (Arista) 55% (+5) reporting airplay. Added at WVOL, climbing at KMJQ, WHRK, WVEE and WLOU, and hot at WJMO in the South. The East shows it hot at WKND; climbing at WILD, WAMO, WXYV and WWRL. Medium activity at WJMO, WJLB, WDAO, KAEZ and WBMX in the Midwest. Added at KSOL in the West.

**CAMEO** "Feel Me" (Chocolate City) 55% of our reporters are on it. The Midwest shows it hot at WJMO and WVON; climbing at WBMX and WJLB. Added at WXYV; climbing at WWRL, WWIN, WAMO, WILD and WKND in the East. New at WHRK, WVEE and WLOU; climbing at WJMO and WAOK in the South. Debuting at KSOL and climbing at KDKO in the West.

**✓ATLANTIC STARR** "When Love Calls" (A&M) 52% (+25) reporting airplay. New at WDAO and WJMO, climbing at WJLB and WKWM, and hot at WLOU in the South. Climbing at WKND, WAMO, WWIN and WXYV while hot at WWIN in the East. Debuting at WHRK and WVEE while climbing at WGIV and WAOK in the South. Climbing at KDKO in the West.

**JERMAINE JACKSON** "You Like Me Don't You" (Motown) 45% (+12) reporting activity. New at WJLB, climbing at WBMX, and hot at WVON, WTLC and KATZ in the Midwest. Added at WHRK and WVEE, medium airplay at WLOU and WKXI, and hot at WJMO in the South. The East shows an add at WXYV with medium activity at WAMO and WILD. Added at KDKO in the West.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 45% (+5) reporting. The South reflects hot rotation at WAOK with medium airplay at WHRK, WVEE, WVOL, WJMO and WGIV. Climbing at WJLB, WTLC and KAEZ, hot at WDAO in the Midwest. New at WAMO; climbing at WWRL and WXYV in the East. Debuting at KDAY in the West.

**DRAMATICS** "You're The Best Thing In My Life" (MCA) 42% reporting action. Hot rotation at WJMO and WJLB with medium airplay at WBMX and WKWM in the Midwest. Climbing at WKND, WAMO, WDAS and WWRL in the East. Hot at WLOU; climbing at WVOL, WJJS and WAOK in the South. Showing medium airplay at KSOL in the West.

**ZINGARA** "Love's Calling" (Wheel) 39% (+2) reporting. Showing medium airplay at WJMO, WVON and WBMX; hot at WJLB in the Midwest. Heavy airplay at WVOL and WJJS; climbing at WAOK in the South. New at WWRL; climbing at WDAO and WAMO in the East. Medium airplay at KYAC and KDKO in the West.

**MARVIN GAYE** "Praise" (Tamla) 39% (+2) reporting action. Hot at WWRL while climbing at WXYV, WDAS and WWIN in the East. The South shows it climbing at WVEE, WHRK and WJJS. New at WDAO; climbing at WJMO and WTLC in the Midwest. Added at KSOL and climbing at KDKO in the West.

**UNLIMITED TOUCH** "I Hear Music In The Streets" (Prelude) 39% (+2) reporting activity. New at WKXI, climbing at WGIV and WJJS, and hot at WLOU, WAOK and WANT in the South. Added at WAMO, climbing at WILD and WWIN, and hot at WKND in the East. Medium airplay at WJLB and WJMO in the Midwest.

**SUGARHILL GANG** "8th Wonder" (Sugarhill) 38% reporting airplay. Hot rotation at WILD, WAMO and WWIN in the East. The South shows it hot at WANT, WVOL and WJJS while climbing at KMJQ. Climbing at WTLC; hot at KATZ and WKWM in the Midwest. Hot at KDKO in the West.

**PATRICE RUSHEN** "Never Gonna Give You Up" (Elektra) 35% (+2) reporting airplay. Added at WKND in the East. New at WJJS and WLOU; climbing at WAOK and WJMO in the South. Debuting at WKWM; showing medium airplay at WTLC, KAEZ, WDAO and WVON in the Midwest. Added at KDAY in the West.

**DEBRA LAWS** "Be Yourself" (Elektra) 35% reporting. Added at WWIN; climbing at WILD, WXYV and WWRL in the East. New at WVON; showing medium airplay at WJLB, KAEZ and WBMX in the Midwest. Climbing at WHRK, WVEE and WJMO in the South.

**LENNY WHITE** "Fancy Dancer" (Elektra) 35% reporting action. Hot rotation at WJLB; climbing at WBMX and WJMO in the Midwest. Added at WJMO, climbing at WKXI and WJJS, and hot at WGIV in the South. The West shows it climbing at KYAC and KSOL. Climbing at WDAO and WWIN in the East.

**FANTASY** "You're Too Late" (Pavillion) 32% of our reporters are on it. Climbing at WKND, WILD and WWIN in the East. Added at WLOU, climbing at WAOK and WGIV in the South. New at KAEZ with medium airplay at WJMO and WVON in the Midwest. Climbing at KDAY in the West.

**SADANE** "One-Way Love Affair" (WB) 32% reporting. Climbing in the South at WHRK, WVEE, WJMO, WLOU and WGIV. New at WWRL; climbing at WDAO and WXYV in the East. Added at KAEZ with medium airplay at WVON in the Midwest.

**OHIO PLAYERS** "Try A Little Tenderness" (Boardwalk) 32% reporting action. New at WJJS and WGIV; climbing at WHRK and WVEE in the South. Added at WAMO with medium airplay at WWRL and WXYV in the East. New at WBMX; climbing at WDAO in the Midwest. Climbing at KYAC in the West.

**SHALAMAR** "Make That Move" (Solar/RCA) 32% of our reporters are on it. New at WHRK, WVEE, WGIV and WKXI in the South. Added at WXYV, WKND and WILD in the East. Debuting at KATZ and WTLC in the Midwest. New at KDKO in the West.

## NEW & ACTIVE

**DENIECE WILLIAMS** "What Two Can Do" (ARC/Columbia) 29% of our reporters are on it. Added at WJMO; climbing at WHRK and WVEE in the South. New at WVON while climbing at WTLC and WJMO in the Midwest. The West shows an add at KDAY and KDKO. Climbing at WXYV in the East.

**SPINNERS** "Yesterday Once More/Nothing Remains The Same" (Atlantic) 29% reporting. Debuting at KDAY in the West. Climbing at WDAO in the Midwest. Added at WAOK and WJMO; climbing at WHRK and WVEE in the South. New at WKND; climbing at WXYV and WJMO in the East.

**RUFUS** "Tonight We Love" (MCA) 29% reporting airplay. New at WILD and WDAO with medium airplay at WXYV and WWIN in the East. The South shows an add at WJJS while climbing at WHRK and WVEE. New at KATZ and KAEZ in the Midwest.

**HEATWAVE** "Where Did I Go Wrong" (Epic) 29% reporting action. New at WVON, climbing at WTLC and KATZ, and hot at WBMX and WDAO in the Midwest. Added at WGIV and WJJS; climbing at WAOK and WVOL in the South.

**ONE WAY** "My Lady" (MCA) 29% of our reporters are on it. Hot at WDAO; climbing at WJLB, KATZ and WTLC in the Midwest. The South shows an add at WJJS with medium airplay at WGIV. New at WKND, WAMO and WWIN in the East.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- DEXTER GORDON**..... Gotham City (Columbia)
- BILL EVANS**..... You Must Believe In Spring (WB)
- KILIMANJARO**..... Kilimanjaro (Philo)
- SONNY ROLLINS**..... Love At First Sight (Milestone)
- WEATHER REPORT**..... Night Passage (ARC/Columbia)
- J.J. JOHNSON**..... Concepts In Blue (Pablo Today)
- BOB JAMES**..... All Around The Town (Tappan Zee/Columbia)
- DAVE GRUSIN**..... Mountain Dance (GRP/Arista)
- GROVER WASHINGTON JR.**..... Winelight (Elektra)
- HERBIE HANCOCK**..... Mr. Hands (Columbia)

## NEW & ACTIVE

- ALPHONSE MOUZON**..... By All Means (Pausa)
- B.B. KING**..... There Must Be A Better World Somewhere (MCA)

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Jonathan Braslau. SOUTH: WCLK/Atlanta, GA, Requesa Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Paster. WEST: KJLH/Los Angeles, CA, Lawrence Tenter.

**Pop / Rhythms**  
**Hottest**  
**March 6, 1981**

EAST	SOUTH	MIDWEST	WEST
Whispers	Yarbrough & Peoples Tom Browne Sister Sledge Gap Band	Yarbrough & Peoples Whispers Gap Band	T.S. Monk

# Regionalized Adds & Hots

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

## EAST

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Shalamar "Move"  
Atlantic Starr  
One Way  
Spinners  
Patrice Rushen  
Eloise Laws "Everything"  
Heaven & Earth  
Mystic Merlin  
Quincy Jones  
Dennis Brown  
**HOTTEST**  
Gap Band  
Yarbrough & Peoples  
Whispers  
Slave  
T.S. Monk  
Unlimited Touch  
Aretha Franklin "Fool"  
Lakeside  
Robert Winters & Fall  
A Taste Of Honey

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Rufus  
Raydio  
Barry White  
Ullanda McCullough  
Hott

**HOTTEST**  
Yarbrough & Peoples  
Frankie Smith  
Gap Band  
Stevie Wonder  
Whispers  
Slave  
Tom Browne  
Skyy  
Tierra "Together"  
Smokey Robinson

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
Rufus  
Leda Grace  
Bill Summers  
Gene Dunlap "Heart"  
Shalamar "Move"  
Ray, Goodman & Brown  
"Shoestrings"  
Webster Lewis

**HOTTEST**  
Gap Band  
T.S. Monk  
Whispers  
Yarbrough & Peoples  
Tierra "Together"  
Tom Browne  
Skyy  
Sister Sledge  
Sugarhill Gang  
Sharon Redd

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

**ADDED**  
Enchantment  
Teddy Pendergrass "Good"  
Reddings  
Sadane  
Zingara

**HOTTEST**  
A Taste Of Honey  
Stevie Wonder  
Kool & The Gang "Top"  
Whispers  
Marvin Gaye  
Earth, Wind & Fire  
Spyro Gyra  
Tim Weisberg  
Zapp  
Minnie Riperton

**WXVY**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Jermaine Jackson  
Ullanda McCullough  
Shalamar "Move"  
Cameo  
Atlantic Starr

**HOTTEST**  
Slave  
Smokey Robinson  
Stevie Wonder  
Grover Washington Jr.  
Yarbrough & Peoples  
Whispers  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Lipps, Inc.  
Common Sense  
One Way  
Enchantment  
Atlantic Starr  
Manchester/Bryson  
Unlimited Touch  
Dazz Band  
Ohio Players

**HOTTEST**  
Gap Band  
Sugarhill Gang  
Slave  
Whispers  
Stevie Wonder  
Norman Connors  
Jacksons  
Tom Browne  
Yarbrough & Peoples  
Zapp

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Pointer Sisters "Where"  
Webster Lewis  
Betty Wright  
Waller Family  
Debra Laws  
Lani Hall  
Rose Royce  
Bobby Thurston  
Niteflyte  
Alicia Myers  
One Way  
Champaign

**HOTTEST**  
Slave  
Conversion  
Leon Huff  
Tom Browne  
Whispers  
Edwin Birdsong  
Stevie Wonder  
Sugarhill Gang  
Gap Band  
Atlantic Starr

## MIDWEST

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Sun  
Frederick Knight  
Barry White  
Raydio  
Quincy Jones  
Kool & The Gang "Top"  
Atlantic Starr  
Champaign  
Marvin Gaye  
Common Sense  
Teddy Pendergrass "Good"  
O'Jays "Fall"  
Manhattans "Goodbye"  
Lou Rawls "Hoochie"  
Peaches & Herb "Surrender"

**HOTTEST**  
Yarbrough & Peoples  
Tom Browne  
A Taste Of Honey  
Manchester/Bryson  
Enchantment  
Jerry Knight  
Sister Sledge  
Kleer  
Smokey Robinson  
Grover Washington Jr.

**WVON**  
Chicago, IL  
Ron King

**ADDED**  
T.S. Monk "Can't"  
Common Sense  
Peabo Bryson "Friction"  
Marvin Gaye "Heavy"  
Dave Grusin  
Smokey Robinson "Forever"  
Rose Royce  
Sister Sledge "Music"  
Debra Laws  
Lakeside "On"  
Heatwave  
Deniece Williams

**HOTTEST**  
T.S. Monk "Bon"  
Gap Band "Yearning"  
Atlantic Starr  
Slave  
Shalamar "This"  
Cameo  
Whispers  
Keno  
Jermaine Jackson  
Quincy Jones

**KAEZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Robert Winters & Fall  
Fantasy  
Sadane  
Ray, Goodman & Brown  
"Shoestrings"  
Webster Lewis  
Betty Wright  
Bobby King  
Rufus  
Carol Douglas  
Bill Summers

**HOTTEST**  
Gap Band  
Yarbrough & Peoples  
Lakeside  
Con Funk Shun  
Jacksons  
Whispers  
Lenny Williams  
Stevie Wonder  
Jones Girls  
Zapp

**WKXI**  
Jackson, MI  
Tommy Marshall

**ADDED**  
Leda Grace  
Shalamar "Move"  
James Brown "Stay"  
Unlimited Touch

**HOTTEST**  
Yarbrough & Peoples  
Gap Band  
Stevie Wonder  
Slave  
Con Funk Shun  
Jacksons  
Lakeside  
A Taste Of Honey  
Ber-Kays  
Sister Sledge

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

**ADDED**  
Streisand/Gibb  
Jermaine Jackson  
Dee Dee Sharp Gamble  
Alicia Myers  
Linx

**HOTTEST**  
Skyy  
Dramatics  
Tierra "Together"  
Lenny White  
T.S. Monk  
Slave  
Whispers  
Zingara  
Robert Winters & Fall  
Shalamar "Full"

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Champaign  
R.J.'s Latest Arrival  
Atlantic Starr

**HOTTEST**  
Yarbrough & Peoples  
Tierra "Together"  
Whispers  
Stevie Wonder  
Gap Band  
Slave  
Dramatics  
Robert Winters & Fall  
Sister Sledge  
Cameo

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

**ADDED**  
Niteflyte  
Rufus  
Side Effect  
Shalamar "Move"

**HOTTEST**  
Yarbrough & Peoples  
Tom Browne  
Gap Band  
Islay Brothers  
Lakeside  
Stevie Wonder  
Sugarhill Gang  
Jermaine Jackson  
Parliament  
Grover Washington Jr.

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Chi-Lites  
Dynasty  
Betty Wright  
Sun  
Pointer Sisters "Where"  
Frankie Smith  
Shalamar "Move"

**HOTTEST**  
Kleer  
Grover Washington Jr.  
Mammatapee  
Smokey Robinson  
Grandmaster Flash  
Edwin Birdsong  
Slave  
Jermaine Jackson  
Atlantic Starr  
Funkadelic

**WBMX**  
Chicago, IL  
Spanky Lane

**ADDED**  
Kleer  
Quincy Jones  
Ohio Players

**HOTTEST**  
Yarbrough & Peoples  
Slave  
Lakeside  
Keno  
Gap Band  
T.S. Monk  
Heatwave  
Tom Browne  
Grover Washington Jr.  
Atlantic Starr

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Raydio  
Grandmaster Flash  
Kool & The Gang "Top"  
Patrice Rushen  
Starpoint  
Stylistics

**HOTTEST**  
Yarbrough & Peoples  
Whispers  
Tom Browne  
Gap Band  
Ber-Kays  
Symba  
Stevie Wonder  
Skyy  
Sugarhill Gang  
Tierra "Together"

## SOUTH

**WJJS**  
Lynchburg, VA  
Robert Goins

**ADDED**  
Rufus  
One Way  
Heatwave  
Ohio Players  
Midnight Blue  
Teena Marie  
O'Jays  
Bill Summers  
Starpoint  
Patrice Rushen  
Shu-Ga & Floaters  
Bernard Wright

**HOTTEST**  
Yarbrough & Peoples  
Stevie Wonder  
Whispers  
Tom Browne  
Zingara  
George Benson  
Sugarhill Gang  
Sister Sledge  
Shalamar "Full"  
Gap Band

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Aretha Franklin "Fool"  
**HOTTEST**  
Gap Band  
Jones Girls  
Mammatapee  
Rod Stewart  
Sugarhill Gang  
Leon Huff  
Islay Brothers  
Zingara  
Ber-Kays  
Tom Browne

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
None  
**HOTTEST**  
Gap Band  
Sugarhill Gang  
Yarbrough & Peoples  
Patrice Rushen "Look"  
Ber-Kays  
Tierra "Together"  
Dynasty  
Jones Girls  
Unlimited Touch

**WAOK**  
Atlanta, GA  
Carl Connors

**ADDED**  
Betty Wright  
Spinners  
Bobby "Blue" Bland  
Revelation  
Dynasty

**HOTTEST**  
Unlimited Touch  
Tom Browne  
Prince  
Jerry Knight  
Manchester/Bryson  
Two Tons  
A Taste Of Honey  
Earth, Wind & Fire  
T.S. Monk  
Sharon Redd

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Jermaine Jackson  
Ullanda McCullough  
Shalamar "Move"  
Cameo  
Atlantic Starr

**HOTTEST**  
Slave  
Smokey Robinson  
Stevie Wonder  
Grover Washington Jr.  
Yarbrough & Peoples  
Whispers  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**KMJQ**  
Houston, TX  
Robert V

**ADDED**  
Smokey Robinson  
T-Connection

**HOTTEST**  
Yarbrough & Peoples  
Aretha Franklin "United"  
Lakeside  
Kool & The Gang "Celebration"  
Tierra "Together"  
Gap Band  
Tom Browne  
Jones Girls  
Con Funk Shun  
Rod Stewart

**WGIV**  
Charlotte, NC  
Jo Ann Graham

**ADDED**  
Kool & The Gang "Top"  
Ohio Players  
Kleer  
Bobby King  
Heatwave  
Robert Winters & Fall  
Shalamar "Move"  
Common Sense  
Grandmaster Flash

**HOTTEST**  
Earth, Wind & Fire  
Jones Girls  
Whispers  
Champaign  
R.J.'s Latest Arrival  
Silver Platinum  
Jerry Knight  
Johnny Bristol  
Lenny White  
Sister Sledge

**WHRK**  
Memphis, TN  
Ron Olsen

**ADDED**  
Jermaine Jackson  
Ullanda McCullough  
Shalamar "Move"  
Cameo  
Atlantic Starr

**HOTTEST**  
Slave  
Smokey Robinson  
Stevie Wonder  
Grover Washington Jr.  
Yarbrough & Peoples  
Whispers  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Champaign  
Quincy Jones  
Cameo  
Patrice Rushen  
Linx  
Frederick Knight  
Fantasy

**HOTTEST**  
Sister Sledge  
T-Connection  
Kleer  
Bootsy  
Mtume  
Tom Browne  
T.S. Monk  
Unlimited Touch  
Earth, Wind & Fire  
Dramatics

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
Deniece Williams  
Earth, Wind & Fire "And"  
Leda Grace  
Rose Royce  
Spinners  
T.S. Monk  
Lenny White

**HOTTEST**  
Yarbrough & Peoples  
Gap Band  
Smokey Robinson  
Tom Browne  
A Taste Of Honey  
Kool & The Gang "Top"  
Aretha Franklin "Fool"  
Champaign  
Bobby "Blue" Bland  
Grover Washington Jr.

## WEST

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Deniece Williams  
Patrice Rushen  
Manchester/Bryson  
Spinners  
Phoebe Snow  
Betty Wright

**HOTTEST**  
T.S. Monk  
Tom Browne  
A Taste Of Honey  
Grover Washington Jr.  
Sister Sledge  
Jerry Knight  
Earth, Wind & Fire  
Smokey Robinson  
Quincy Jones  
Champaign

**KYAC**  
Seattle, WA  
Tamin Henry

**ADDED**  
Boz Scaggs  
Ohio Players  
Sharon Redd  
Delegation  
Carnie Thompson

**HOTTEST**  
Slave  
Robert Winters & Fall  
Lakeside  
Jones Girls  
Stevie Wonder  
Kool & The Gang "Celebration"  
Jermaine Jackson "Little"  
Manhattans  
Tierra "Together"  
Momena

**KDKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Champaign  
Teddy Pendergrass "Good"  
Raydio  
Deniece Williams  
Betty Wright  
Vicky Anderson  
Bill Summers  
Dee Dee Sharp Gamble  
Jermaine Jackson  
Barry White  
Tierra "Memories"  
Sweet Band  
James Brown "Stay"  
Bobby "Blue" Bland  
King Tutt  
Shalamar "Move"  
Hiroshima  
Cold Fire  
Sequence

**HOTTEST**  
Kleer  
Sugarhill Gang  
Blondie  
Chic "Freak"  
Yarbrough & Peoples  
Crusaders "Street"  
T.S. Monk  
KC & Sunshine Band  
Grover Washington Jr.  
Michael Jackson "Rock"

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

**ADDED**  
Smokey Robinson  
Aretha Franklin "Fool"  
Two Tons  
Cameo  
Marvin Gaye

**HOTTEST**  
Yarbrough & Peoples  
Whispers  
Tierra "Together"  
Slave  
Sister Sledge  
Stevie Wonder  
Tom Browne  
A Taste Of Honey  
Jones Girls  
T.S. Monk



# Opportunities

## Openings

### WEST

News Reporter/Anchor wanted for growing small market Central California station. Preferably News/Talk experience. Also, experienced and willing to work hard. Excellent benefits. Tapes and resumes to Timothy Tomastik, News Director, KUHL, Box 166, Santa Maria, CA 93458, or call (806) 922-7727 during business hours. (3-6)

The Rocky Mountains are calling. Grand Junction's P/A leader is still looking for that special drive time personality wit with good production skills for our competitive market. Needed yesterday. Tapes and resumes to Mike Connors, KEXO, Suite 1016, Valley Federal Plaza, Grand Junction, CO 81501. No calls please. EOE M/F (3-6)



### MUSIC PROGRAMMER

"Supervise Entertainment Department." Successful chain needs creative person to program music from 1940's to current trends. Promotional experience with ability to train and lead performance D.J.'s. Music knowledge a must, record company connections helpful.

SALARY  
20-35 K

#### EXCELLENT BENEFITS

Please send resume to Personnel at the Corporate Office, 1139 E. Dominguez St., Suite H., Carson, California 90746 or phone (213) 637-1751/979-1573.

KUUY-KKAZ seeks afternoon news person for AM/FM combination. Must have writing and editing skills and good delivery. Good salary, paid life, health and dental ins., profit sharing and gas allowance. Tapes and resumes to John Ramsey, Box 926, Cheyenne, WY 82001 or call (307) 635-1111. EOE M/F (3-6)

KHOW Radio is looking for full-time Production Director/part-time air talent, who can take charge of an about-to-be-built "dream" production facility. Qualified persons send tape, production samples and resumes to Scotty Brink, OM, KHOW, 110 16th Street, Denver, CO 80202. No calls please or walk-ins. EOE M/F (2-27)

Tired of just getting by? The Northwest's newest A/C station is looking for a creative, imaginative person to fill an immediate opening for an Operations Assistant. This is your chance to work for a solid company in the beautiful Northwest and to let your creativity flow. Job involves on-air and research work. Tapes and resumes to Paul Wilson, KKNW, Box C1510, Lynwood, WA 98038. EOE M/F (3-6)

K93-FM still looking for multi-track production wizards. If you are hot in a studio, we've got the studios for you. Send demo tape, sample scripts, resume to Donovan Blue, K93-FM, Box 309, Healdsburg, CA 95448, or call (707) 433-4895. No beginners please. EOE, M/F (2-27)

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## Openings

Engineer/Announcer, 1st class. Must know FM automation, and studio maintenance. Fulltime, salaried D.O.E. Tapes and resumes to Steve Taylor, Box 1388, Blahop, CA 93514 or call (714) 873-5861. (2-27)

Immediate openings for Country jocks, KWJJ-KJIB/Portland. Tapes and resumes to Jeff Davis, PD, 931 S.W. King, Portland, OR 97205. No calls please. EOE M/F (2-27)

KGAK/Gallup, NM has openings for sales persons and Program Director. Country format. Resumes to Bill Nechero, KGAK, 401 East Coal Ave., Gallup, NM 87301, or call (505) 863-4444. (2-27)

KMGN-FM hot rock for Bakersfield looking for mid-night to 6am Lady. Tapes and resumes to Dave Lawrence, PD, KMGN-FM, Box 2700, Bakersfield, CA 93303. No calls please. (2-27)

Afternoon Drive/Production pro for Southern Oregon's Hottest quality rocker. Work with major market pros who have found a great place to live. No beginners please. Tapes and resumes to Phil Miller, GM, KBOY, Box 4310, Medford, OR 97501. No calls please. (2-27)

Comm reps needed for all parts of the U.S. to sell proven image-jingle package for Country format radio stations. All replies confidential (for moonlighters). Join the winner! Call Maxilmege (213) 650-6675 and ask for Kenny Green. (2-27)

## Positions Sought

Very talented lady with super numbers is looking for an up personality station who wants more than a card reader. Call after 3pm EST. (317) 924-5468. (3-6)

Creative, experienced morning man, Production Director currently working in Midwestern medium market. Looking for West Coast position in production and on-air. Experienced in AOR, CHR, Pop/Adult. Will do mornings, middays, afternoons or early evenings. Call JEFF LADD, (314) 334-4809, after 12noon for tape, resume, and references. (3-6)

Announcer with one year experience looking for CHR or Pop/Adult format in small or medium market. Will relocate in the rocky West Coast area. Call (505) 538-2951. Ask for RICK. (3-6)

WEAM/Washington, laid back, WLPU/Baltimore, high energy, WEEO/Wayneboro, medium energy. Tapes of these and more. BOB MOHR. (301) 790-1222. (3-6)

Looking for a late night gig at an FM AOR station. Will consider a PD opening under the right conditions. 10 years experience. CHRIS STEVENS, 102 1/2 N. Indiana, Crown Point, Indiana, 48307, or call (219) 863-7205 after 6pm. (3-6)

I'm a driven competitive announcer matured by seven years experience in various formats, looking to move up with the right station. I'd like very much to perform for you. Tape and resume available. JOHN L. BAILEY III, 1410 3rd Ave., Arnold, PA 50808. Or call (412) 335-0978 or (412) 335-2433. (3-6)

Ambitious young female radio announcer seeking full-time employment with small or medium market. Anxious to relocate ASAP. Prefer Midwest. Call PATTI CLARK, (208) 336-3175. (3-6)

PD, morning man with communicator skills. 6 years experience. Looking for CHR or Country station that needs ratings boost. Call (303) 825-3919 or write, RICK LOCKMAN, 722 East 3rd, Rifle, CO 81650. (3-6)

Certified production wizard now available to enchant your studios. A lord of labial legerdemain, stereo sleight-of-hand, monofonic miracles and eddicatour editing. I can also perform prestidigitatlon on your automation. Leave a message with the WIZ, (213) 381-2375. (3-6)

Just curious. Is there anybody out there who thinks that a female doesn't have to work nights only? If so, let's talk. Preferably Country. 7 years experience. Call (301) 323-3328. Leave message and I will get back to you. Currently employed. (3-6)

JOE JACKSON, currently at KLIP/Fresno with 2 years experience in California market. BA degree in radio/TV broadcasting plus 3rd class. Seeking on-air, and/or production position yesterday. Also experienced in sales. Looking for medium or large market. Call (209) 442-1015, or write 1105 Divisadero, #29, Fresno, CA 93721. (3-6)

Currently midday at Wisconsin university town Pop/Adult station. Looking to move up in the Wisconsin/IL/Minnesota area. 5 years experience. Call before 5pm, (414) 452-7482, except Mondays. (3-6)

Medium market PD with major market air experience. Willing to relocate. KURT SCHAEFFER, (815) 874-7084, or leave message at (312) 472-6550. (3-6)

GARY WYLER of Rock 104/Cincinnati, formerly of Mellow Rock 96/Akron-Cleveland, looking for AOR or Pop/Adult on-air position. Experience in all time slots, MD and production. Call (513) 896-4872. (3-6)

Have typewriter will travel. Award-winning, 13 year radio journalist seeks permanent position Midwest or East Coast. RTNDA member with national reputation, news organizer, source relations specialist, top writer. JAY P. ZIMMER, (318) 234-5151 or (318) 237-1612. (3-6)

Tired of U-Hauls; looking for final move to Southern Gulf Coast or back home to Indiana. Operations Manager, PD, MD, air talent, medium market experience — have done it all. Looking for Pop/Adult or CHR radio position. call BRYAN, (608) 598-8032. (3-6)

## Positions Sought

5 1/2 year pro with 1 1/2 years in programming seeks small to medium market Country programming gig. If you're serious about your station, I can help. Currently working with excellent references. Contact via JEFF GREEN, (800) 538-5856. (3-6)

Help! I'm stuck in Utah with no way out. Former PD, production wizard, ratings-getter, married with a child and very stable. Need a place where all of us can grow. Prefer Northern California, but will consider anywhere in U.S.A. FRANK, (801) 489-7787. (3-6)

Now available with 4 years experience DAVID BAXTER, all around DJ. For more information, call for tape and resume. (702) 731-4067, and leave message. (3-6)

Chief Engineer/announcer experience. AM directional and FM, STL and Marto. Also wants midday air shift plus sports play-by-play. Call BOB, (414) 344-5777. Available yesterday. (3-6)

Highly reliable female air personality with top numbers and PD experience in Houston looking for top 50 market station. Contact VANESSA CARGO, (713) 889-5163. (3-6)

Just give me the night and I'll turn your station upside down! All East Coast programmers call me at (913) 334-3456 before 10am or after 4pm, Tues. and Wed. CST. (3-6)

Victim of a format change. Still working, but looking for change. 2 years experience, will relocate. MAT "Moondoggle" McDONALD, (303) 584-2417. (3-6)

An air personality named LES wants to move farther West. He has fun on his show and enjoys radio. Call (915) 949-1103. (3-6)

Colorado DJ who knows production looking for work in Colorado, Nevada or California. Major or medium market. No small markets please. DOUG, (303) 988-7179. (3-6)

My voice singal Clear voice with excellent diction, seeks major or medium market, willing to cultivate a diamond in the rough. Excellent pro background as a vocal artist with the country's most prestigious classical choral organization. Willing to relocate and/or travel for the right opportunity. SCOTT SPERBER, (213) 397-9956. (3-6)

Young aggressive record salesman established accounts nationwide record stores. I'm looking to grow and sell records to record stores all over the country. Also young announcer willing to sell, write copy, and do production. Sightless person works well in the dark... Let's talk. (213) 626-7484. (3-6)

Major market news person with 7 years reporting experience and management background looking to make a change. Prefer East Coast or Chicago. Call DIANE, (804) 874-2035. (3-6)

Looking for son of Dahl? Sorry, can't help you out, but now that I have your attention, please read on. 8 year veteran of the airwaves wars, in search of AOR/Soft Rock. Good knowledge of AOR music. CHR and Pop/Adult will be considered, too. Looking for medium/major market, East/West Coast preferred, but will consider all. STEVE BETTENCOURT, (617) 771-8818, after 1pm. (3-6)

Energetic news person ready to move to good-sized medium market. Would prefer to stay in Northeast. 3 years experience in small/medium market as anchor and reporter. Call ELLEN, mornings. (718) 487-9708. (3-6)

Dependable and ambitious college grad having worked as an "N" term for WNBC in New York, programming music, seeks position in small/medium size market as Music Director. Has thorough knowledge and interest in music variety. Interested personnel please call KEVIN, (914) 968-8286. (3-6)

Major market Sports Director seeks a responsible position with a station where quality sports coverage is an integral part of the overall programming. If you're looking for someone who is hard-working and dedicated to providing your listeners with the best sports information, call TOM, (713) 481-5800. (3-6)

JACK QUIGLEY, former MD of AOR, WRHY ("Starview 92 1/2")/York, PA. Looking for air/promotions/MD for AOR station. Willing to relocate. 5 years experience. If you need a pro, I'm your man. (717) 843-8435. (3-6)

MARK MONTE, medium market radio, well done. Seeking move to larger market. 8 1/2 years experience in Modern Country, CHR, Pop/Adult and Disco. Fresh, vibrant approach. Willing to relocate for the right salary and company. Call (309) 792-1992. (3-6)

Let's make money! I'm a veteran 14 year program and talent broadcaster. Seeking a position in Southern California or Southwest. I have extensive experience in management and talent direction, a 1st ticket, and corporate affairs. Willing to relocate within reason. Proficient with AOR, CHR, and Talk formats. Serious inquiries call (213) 988-1521 days and (213) 894-5470 nights, or write, D.C., 15523 Rayen, Apt. 8, Sepulveda, CA 91343. (3-6)

Whole station canned in Cincinnati! Workaholic needs fix J.T. AUSTIN, (formerly KZAP, Superstars), wants to work for you, now! Strong production, pipes, excellent references. Operators standing by now, (819) 489-3255. (3-6)

Are you looking for young, aggressive talent? Good! Have worked in South Florida 4 years and shared great Arbitron ratings. Programming skills included in the package. For further information, contact BIFF, (617) 688-8629. (3-6)

## Positions Sought

Former Program Director WUNI/Mobile and WYDE/Birmingham looking for challenging position with aggressive Country music station. Twenty years in varied formats including last 15 in Country. Gulf South preferred, but all considered. Tape and resume upon request. MIKE MALONE, 2424 7th Place, N.E. Birmingham, AL 35218, or call (205) 854-1276. (3-6)

JOHN LISLE lives! Rock n' roll switch-hitter, CHR/AOR, with 5 years experience, including three top 50 markets, seeks fun spot with up and coming progressive rocker. Young, versatile, talented and marketable... never canned... never failed. Prefer sunshine. (819) 787-2381. (3-6)

Pop/Adult operations now working seeks programming or jock shift at medium or larger market station. Experienced in major/medium markets. Pop/Adult, Modern Country, or Talk. Ready to move to any location for the right opportunity. Call JOHN SEBASTIAN, (617) 263-6233 after 6pm. (3-6)

This is It! After 4 years of college radio, I'm ready to bust loose and give my all to who ever wants me. I've worked on air in Jazz, AOR, Progressive, and Classical, plus 2 1/2 years as MD and 8 months as Sales Director. Available at end of May. Willing to relocate (prefer West or South). For references, resume, and tape, contact REID HEGLAND, Box 368, Owens Hall, Moorhead State University, Moorhead, MN 56560, or call (218) 236-2115. (1-4pm weekdays). (3-6)

Creative production pro, formerly with Drake-Chenault and Golden Egg. Currently free-lancing as Special Features Producer for the Progressive Radio Network. Seeking full time production or programming position in NYC metro area with network, syndicator or station. Energetic and hard-working. For tape and excellent references, call BOB FRANKEL, (518) 489-9511. (3-6)

Current on-air MD in medium market looking for growth. Experience includes KIIS-FM music department and KUTELA., commercial copywriter. Call MARK, (702) 731-3263. (3-6)

Just graduated jock looking for Country or CHR position. Will relocate if price is right. Call (714) 535-5577. (3-6)

Air personality/Production Director over 12 years experience looking for position with good company in medium to major market. Available immediately. GEORGE BENSON, (609) 547-4377. (3-6)

Marketable voice and articulate announcer. 2 1/2 years experience. Looking to move up and get back into Pop/Adult, CHR or MOR. Experience: KLBK and KPAN. Also know how to shovel snow. BRUCE, (915) 692-8783. (3-6)

BRIAN ST. JAMES x-Music Director of 1-95 (WRKI) looking for same on-air or assistant PD position. (203) 387-9514. (3-6)

Why do I do it? When am I going to grow up and get a job in the software department at Honeywell? Hopefully never! You'll want me, in the production studio. Prefer AOR, but open to good of Rock n' Roll. If you're really professional and sound good, let's talk. Call BOB BURKE, (617) 385-3488, anytime.

Who said that work and pleasure don't mix! I love my work! Have been in Florida for 2 1/2 years and am seeking new positions. For further information contact GREG, (813) 481-1542 or (813) 939-7068. (3-6)

The Snail Dodge message parlor won't rub you the wrong way. 11 years experience, 1st phone, looking for AOR or CHR air position or MD. For free demonstration tape and resume, call (918) 544-8821. (3-6)

Seeking new challenge as PD or Operations Manager. Will also consider airwork or Assist. PD position if coupled with programming responsibility. Experienced in Talk, News, Pop/Adult and Big Band. Ready to relocate. Call LEO at (302) 654-1146. (2-27)

MIKE HOTALING, 2 years experience in medium market at WTRY and 92-FLY-FM in Albany, seeks a medium market CHR jock position. Good pipes and excellent references. Call anytime, (518) 783-8438. (2-27)

Jumped ship! Zeta 7 switched to Pop/Adult. AOR morning man. Production/Promotion Director all rock-n-rolled into one. THOM ROBINSON, (304) 525-8036. Packed and ready to relocate. (2-27)

A professional. Stable with superb background and recommendations. I'll consider operations, PD, or production position. Particularly in the Southwest. Call WALLY (214) 226-0272. (2-27)

Talk show host looking for large, medium, or major market. Western states preferred. Call (213) 276-8889. (2-27)

11 year pro with major market experience. Air personality, on camera, programming both live and automation. Familiar with TV formats. Excellent knowledge of music. Audio, video tape and resume available upon request. JACK BLAIR, (702) 362-2986. (2-27)

## Help Stop Job Searches!

Show prospects your station means business by placing an ad that gets immediate attention... and action.

Order an Action Ad that reflects the excitement of your station and gets quick results.

Just call PAM at (213) 553-4330.

# Opportunities

## Positions Sought

**News Director** with good pipes, administrative abilities, and a knack for good radio news stories, wants to work with a medium market team in search of big numbers. 4 1/2 year veteran. Inquiry will net resume and demo tape. Write **MIKE** at 52 Islandview Dr., Parkersburg, WV 26101. (2-27)

**Major market pro** including NYC, Chicago, San Francisco. 14 years experience in programming, music and research. If you are looking for someone with 100% dedication and total knowledge of the industry, hire a music mother. Call (415) 775-7186. (2-27)

**Small market CHR, Pop/Adult** air talent looking to polish act in small/medium market, Midwest, West or Southwest. Call **MARTY**, (616) 651-4248. (2-27)

**DJ, music and programming experience**. 6 years, CHR, Pop/Adult, AOR. Prefer 26,000+ market with MD or PD position in northeast states, or Colorado. Will consider all. **FRANK CAVALIERE**, 513 N. 5th St., Sterling, CO 80751. (303) 622-9075. (2-27)

**Former ABC owned and major market PD**. Prefer Pop/Adult. Conservative adult or oldies facility seeking a professional to compliment present staff. **PAUL MITCHELL**, (215) 324-4125. (2-27)

**Country DJ, 12 years experience**; Production, news, formerly PD/MD. Looking for full time position in the South. Call (702) 972-0774. (2-27)

**Dedicated professional announcer** with warm delivery and major market experience, as well as solid production background. Looking for stable CHR or Country operation to grow with. Call (918) 796-0533. (2-27)

**STEVE JAMES, 8 years experience** in CHR, Country and AOR, available now. Don't let me miss the opportunity of a lifetime working for your station. Call (304) 723-0705. (2-27)

**Paid my dues and tired of singing the blues**. AOR personality jock with 5 years small market experience looking to move up. I've done it all, news, sales, production and Music Director experience. Good pipes with 2nd phone. If you've got an AOR position open, let's talk. Call **BRIAN** (217) 243-5797. (2-27)

**I'm a rookie looking for my second job**. Formerly at top rated Country station in southern Illinois. Hard working and available immediately. **WES DAVIS**, (314) 822-2248. (2-27)

## Positions Sought

**Announcer position wanted** in small to medium market. One year experience with good production skills. Call **DON** (216) 633-2266. (2-27)

**Pete Flennery of ABC news** in NY said it would be a good idea for me to move to D.C. to find a news job. Well I'm here and getting tired of jostling tourists for windows to report traffic from the Washington Monument. I'm 24, energetic, with commercial radio experience and am ready to do some real work in news. Call **PAUL WAGNER** (703) 524-7929. (2-27)

**AL BROCK, 12 year radio veteran**, currently Assist. PD/PM drive WLOF/Oriando, available March 2nd (also of Q105, WLCY, KXX106, KIMN). Looking for medium market PD or MD gig or major market jock. Will relocate. Call (305) 275-9048 or (305) 293-2431. (2-27)

**Summer swing**. College student with much professional experience in small and medium markets seeks summer vacation fill-in work between 5/15-Labor Day. Experienced in CHR and Pop/Adult. Looking for larger markets. Super references. For tape and resume write **AL BISHOP**, 737 Comstock Ave., Syracuse, NY 13210. (2-27)

**Versatile baritone voice** looking for work in the great Northeast. Have 4 years radio experience with a heavy production background. For tape and resume call, (717) 455-2355, or write, **PAUL MINDA**, Dippel Manor, Box 212, Hazleton, PA, 18201. (2-27)

**Consultant, consultant, consultant**. If you need a consultant, I'm your man. 10 years jock and programming experience in CHR, R&B and Country. The Spring book is coming quick! Write **J.R.**, Box 712, Clayton, CA 94517 or phone in evenings, (415) 827-0716. (2-27)

## Changes

**Ellen Sternberg** joins WGMS-AM6FM/Rockville, MD retail sales staff.

**Steve O'Brien**, formerly of KELO/KKRC/KIXL, named PD of Q-104 (KIQO/Atascadero, CA).

**Pete Bennett** joins KIQO/Atascadero, CA as Chief Engineer, from KJOY.

**Jim Hodorowski** former News Director at WBHP/Huntsville, AL, joins WDVH/Gainesville, FL as News Director.

**Stan Vogin** appointed Account Executive at KYW Newradio 1060/Philadelphia, PA.

**Basil D. Storrs, Jr.** named Local Sales Manager at WVEZ-FM107/Louisville, KY.

**Douglas Dworak** promoted to Sales Manager at KBHL/Lincoln, NE.

**Carolyn Sackman** elevated to Operations Manager at KBHL/Lincoln, NE.

**Scott Anderson**, former PD at KBUF/Garden City, joins KYOU/Greeley, CO as PD.

**John Volpe** joins KKKQ/Phoenix, AZ, from KXAM/Phoenix, AZ.

**Chris Robbins** appointed PD and morning man at KXAM/Phoenix, AZ.

**Rick Nuhn** named MD and afternoon personality at KXAM/Phoenix, AZ, from K15/Phoenix, AZ.

**Dawnessa Garrison**, formerly with KQ-94/Bismarck, ND, joins K-99/Great Falls, MT as MD.

**Farrell Levitt** (Dick Farrell), leaves middays at 130-WQBW/Saratoga, PA for weekend shift at WGSM/Long Island, NY.

## Changes

**Joe Carroll** has been named Regional Promotion Marketing Manager, Mid-Central Region, Epic/Portrait/CBS Associated Labels.

**Bill Bennett** appointed Associate Director, Product Management East Coast, Epic/Portrait/CBS Associated Labels.

**Dan Wright** has joined Regency Records as National Director of A&R.

## INDUSTRY

**Joe Moshy** named Northeast Regional Sales Manager for Mobile Fidelity Sound Lab.

## Miscellaneous

**Top dollar paid** for your believable parrot or myna bird voices. Needed yesterday. Please call (803) 752-1230 or rush your best demo tape to Charlie Michael, 40 Main Street, Berlin, NH 03570. (3-6)

**KANW/Albuquerque, NM** is in need of record service from all labels! Preferably Black and Disco music. Always interested in new product. Please send to John Aregon, KANW, Box 25704, Albuquerque, New Mexico 87125. (3-6)

**KNCW/Grand Coulee, WA** needs immediate record service from all labels for Country format. Send to Rick Marshall, Box Drawer K, Grand Coulee, WA, 91133, or call (509) 633-2020. (3-6)

**WWOO/Berryville, VA** is in need of record service from all labels large or small. Any assistance is greatly appreciated. Send to WWOO, 8 South Church St., Berryville, VA, 22611. (2-27)

**KPLT/Paris, TX** needs immediate record service from all labels for Pop/Adult format. Send to KPLT, Box 9, Paris, TX 75460, or call Chuck Clements, (214) 784-3312. (2-27)

**Six major labels** now service our 100,000 watt AOR station. Need the rest. 96 Magic, WOVV, 706 North 7th St., Ft. Pierce, FL 33450. (2-27)

## Changes

## RADIO

**Joan Homa** promoted to Retail Sales Manager at WGMS-AM6FM/Rockville, MD.

**Debbie Boland** appointed Account Executive at WGMS/Rockville, MD.

## RECORDS

**Donna Young** has been appointed to April-Blackwood Music's West Coast Professional staff.

# 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):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available

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

### (((SOUND EFFECTS)))

Complete 26 LP Sound Effects Library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195 for the entire set plus \$5.00 shipping. Send for catalog to:

**VALENTINO, INC.**, 151 West 46th Street  
NY, NY 10036 or call (212) 246-4675.

### O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service! For sample, write on station letterhead to: **O'Liners**

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

### ProT'Call

If you're looking for a job and aren't getting results... ProT'Call is the "Professionals" answer! We'll help you find that job, provide critiques and more.

**ProT'Call** CALL (504) 392-3665  
3700 Rue Delphine, New Orleans, LA 70114

### HUNDREDS OF DEE JAYS RENEWED AGAIN THIS YEAR!

GUARANTEED FUNNIER! FREE SAMPLES!

### CONTEMPORARY COMEDY

5804-D Twineing, Dallas, TX 75227  
(214) 381-4779

### Wendell's Weakly

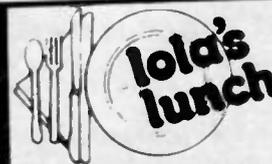
Your L.A. Comedy Connection... Humoring America since 1978... New expanded service... Write for free sample issue:

**Wendell's Weakly**, 3745 Barrington Ave., Suite 9,  
Los Angeles, CA 90066 — or call (213) 398-9740.

### ProT'Call

Finding talent to fill a programming, news or any on-air requirement is a full time job. ProT'Call eliminates you're wading through piles of tape from the wrong people.

**ProT'Call** CALL (504) 392-3665  
3700 Rue Delphine, New Orleans, LA 70114  
Inquires Confidential • Free To Employer



The most talked about Comedy Service in the industry.

Complimentary snack: **"LOLA'S LUNCH"**

Call (313) 434-6142  
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

### PSsst HEY YOU!

Don't wait until Christmas. Show your wit during all the holidays with

### IRISH BULL SEASONAL

24 HOLIDAYS FREE SAMPLE

20028 Woodmont, Harper Woods, Michigan 48225

### Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just call **PAM** at (213) 553-4330 for more information.

\$5.00 gets you a month of THE FUNNY BUSINESS

— OR —

a drop-in demo good towards the purchase of either.

**THE FUNNY BUSINESS**  
P.O. Box 832  
Leominster, MA 01453



### RADIO WAVES

### Job Search Aids

For only \$6.00 — We will splice your aircheck and scope it professionally.

— Send tape and Preferred length. —  
**Confidential Aircheck Critiques!**

**Honest, Written Appraisals, only \$3.00!**

**RADIO WAVES** Box 54822, Oklahoma City, OK 73154

# THE BACK PAGE

## BREAKERS

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

### JAMES TAYLOR & J.D. SOUTHER Her Town Too (Columbia)

70% of our reporters on it. Moves: Up 41, Same 22, Down 0, Adds 87 including WABC, WKBW, JB105, Q107, CFTR, CKGM, KS95-FM, KBEQ, WGCL, Q102, KEARTH, KJR, KIMN, KEZR. See Parallels, charts at number 29.

### SMOKEY ROBINSON Being With You (Tamla)

58% of our reporters on it. Moves: Up 65, Same 23, Down 0, Adds 35 including WKBW, WBEN-FM, JB105, 94Q, CKLW, KFI, KIMN, WFLY, KNUS, WIKS, KYSN, WJBQ, WXLK, KPUR, KDVV, KATI, KOOK.

## 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 (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.

**JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 110/19.** Moves: Up 66, Same 25, Down 0, Adds 19 including WXKS-FM, WDRQ, Q106, K104, KLAZ, WRJZ, KIOA, WNAM, KLUC, 95XIL.

**STEELY DAN "Time Out Of Mind" (MCA) 93/46**  
Moves: Up 25, Same 22, Down 0, Adds 46 including WFIL, WFLI, CKGM, KRLY, 293, WDRQ, KOPA, WHFM, WZOK, KNBQ, WGUY, KYA.

**ELVIS PRESLEY "Guitar Man" (RCA) 91/3**  
Moves: Up 45, Same 38, Down 5, Adds 3, KJR, KOFM, KFVR, PRO-FM 18-10, WTRY 28-24, WHYN 30-25, BJ105 29-23, WVLC 16-12, KSPZ 15-11, WJBQ 26-20, WFLB 17-13, KBOZ 25-22.

**CLIMAX BLUES BAND "I Love You" (WB) 89/15**  
Moves: Up 59, Same 15, Down 0, Adds 15, Q107, WFBR, WOLF, KJ100, KERN, KGW, WGUY, WLBZ, WLAM, WIGY, WHEB, KSEL KQIZ-FM, KKRC, KDVV.

**DONNA SUMMER "Who Do You Think You're Foolin'" (Geffen) 87/19.** Moves: Up 30, Same 38, Down 0, Adds 19 including KVIL, WDRQ, KPLZ, WOLF, K104, WSEZ, WMEE, KERN, 13FEA, WFOX, WXLK, KILE.

**FIREFALL "Staying With It" (Atlantic) 73/0**  
Moves: Up 38, Same 26, Down 9, Adds 0, WKBW 26-23, 96KX 12-8, KBEQ 10-8, KOPA 19-17, WVIC 22-20, KKXX 17-6, WIGY 25-23, WISE 29-25, KILE 31-26, KATI 19-16.

**FRANKE & THE KNOCKOUTS "Sweetheart" (Millennium) 68/25.** Moves: Up 12, Same 31, Down 0, Adds 25 including WBEN-FM, WFLI, 293, WTRY, KFMK, WSGN, WRVQ, WISM, KTAC, WCIR, WCGQ, WTRU, KENI.

**JOURNEY "The Party's Over (Hopelessly In Love)" (Columbia) 64/20.** Moves: Up 27, Same 17, Down 0, Adds 20 including Q107, WPST, WAEB, KSRR, WBBQ, KSTT, WNAM, WNCI, KIDD, WCIR, KVOL, WSPT.

**LOVERBOY "Turn Me Loose" (Columbia) 64/3**  
Moves: Up 37, Same 24, Down 0, Adds 3, Q107, KBEQ, KEYN-FM, CFTR 13-10, Q102 28-25, KRBE 23-20, KJRB 27-21, 95XIL 29-24, WCGQ 21-17, KPUR 8-6, KCBN 27-20.

**YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 63/9.** Moves: Up 39, Same 11, Down 4, Adds 9, WFLI, KFMK, KLAZ, WAAY, BJ105, WVLC, WHHY, WXLK, KDZA, KRLY 16-6, KEARTH 19-14, KFI 30-12.

**CHAMPAIGN "How 'Bout Us" (Columbia) 61/12**  
Moves: Up 29, Same 19, Down 1, Adds 12, 96KX, Y100, KEARTH, KC101, G100, WRJZ, WQRK, WAKY, WISM, KJRB, WTSN, 14WK.

**OUTLAWS "(Ghost) Riders In The Sky" (Arista) 59/0**  
Moves: Up 28, Same 12, Down 19, Adds 0, CHUM 9-8, 293 27-24, KJR 15-13, BJ105 32-26, WQRK 24-18, WRVQ 7-2, KWEN 22-16, KKXX 28-25, KMJK 25-20, WHHY 22-20, KDVV 11-8.

**.38 SPECIAL "Hold On Loosely" (A&M) 57/19**  
Moves: Up 18, Same 20, Down 0, Adds 19 including WFLI, 96KX, Q107, 94Q, KSET-FM, WAYS, WAKX, KSPZ, WIGY, KQIZ-FM, KENI.

**CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 51/0**  
Moves: Up 26, Same 11, Down 14, Adds 0, JB105 16-12, KRLY 18-16, WCKX 30-26, KEARTH 21-19, KRLA 13-10, KBFM 10-8, B97 16-13, KEEL 23-17, WIKS 32-29, WCIR 27-24, Z102 17-12.

### Others Getting Significant Action

**WHISPERS "It's A Love Thing" (Solar/RCA) 45/17**  
Moves: Up 19, Same 8, Down 1, Adds 17 including 293, Q105, CKLW, WGCL, KEARTH, WFBR, WKEE, KBFM, WFMF, WAAY, Y103, WVIC, FM102, KRCL.

Radio & Records

# NATIONAL AIRPLAY/30

March 6, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
4	3	2	1	STYX/The Best Of Times (A&M)
1	1	1	2	JOHN LENNON/Woman (Geffen)
12	8	4	3	NEIL DIAMOND/Hello Again (Capitol)
3	2	3	4	REO SPEEDWAGON/Keep On Loving You (Epic)
10	6	5	5	DON McLEAN/Crying (Millennium)
2	4	6	6	DOLLY PARTON/9 To 5 (RCA)
24	17	9	7	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
17	11	8	8	BLONDIE/Rapture (Chrysalis)
23	19	10	9	BARBRA STREISAND/BARRY GIBB/What Kind Of... (Columbia)
9	5	7	10	CLIFF RICHARD/A Little In Love (EMI America)
21	16	14	11	RANDY MEISNER/Hearts On Fire (Epic)
16	14	13	12	PAT BENATAR/Treat Me Right (Chrysalis)
25	22	16	13	LEO SAYER/Living In A Fantasy (WB)
13	12	12	14	ALAN PARSONS PROJECT/Games People Play (Arista)
29	27	21	15	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
30	26	22	16	STEVE WINWOOD/While You See A Chance (Island)
-	29	24	17	POLICE/Don't Stand So Close To Me (A&M)
7	9	11	18	KOOL & THE GANG/Celebration (Delite/PolyGram)
-	28	25	19	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
20	20	19	20	ABBA/The Winner Takes It All (Atlantic)
28	24	23	21	BRUCE SPRINGSTEEN/Fade Away (Columbia)
6	10	15	22	EDDIE RABBITT/I Love A Rainy Night (Elektra)
15	15	17	23	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
-	-	29	24	TERRI GIBBS/Somebody's Knockin' (MCA)
-	30	26	25	PHIL SEYMOUR/Precious To Me (Boardwalk)
-	-	27	26	JUICE NEWTON/Angel Of The Morning (Capitol)
-	-	28	27	ERIC CLAPTON/I Can't Stand It (RSO)
-	-	30	28	APRIL WINE/Just Between You & Me (Capitol)
-	-	→	29	JAMES TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
-	-	→	30	SMOKEY ROBINSON/Being With You (Tamla)

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

TAYLOR & SOUTHER "Her Town Too" (Columbia)  
STEELY DAN "Time Out Of Mind" (MCA)  
SMOKEY ROBINSON "Being With You" (Tamla)  
ANDY GIBB "Me (Without You)" (RSO)  
RAY PARKER JR. & RAYDIO "A Woman... (Arista)  
FRANKE & KNOCKOUTS "Sweetheart (Millennium)

Complete Regionalized Listings on Pages 26 and 27

### HOTTEST

STYX "The Best Of Times" (A&M)  
BLONDIE "Rapture" (Chrysalis)  
DARYL HALL & JOHN OATES "Kiss On My List" (RCA)  
JOHN LENNON "Woman" (Geffen)  
NEIL DIAMOND "Hello Again" (Capitol)

Parallel Listings Begin on Page 28.

**EMMYLOU HARRIS "Mister Sandman" (WB) 44/19**

Moves: Up 15, Same 10, Down 0, Adds 19 including KPLZ, WOLF, WTRY, WPST, WKEE, WHBQ, KX104, WCSC, WOHO, 14WK, WISE, WFLB, KPUR, KKLS, KDZA.

**RAY PARKER JR. & RAYDIO "A Woman Needs Love (Just Like You Do)" (Arista) 41/25**

Moves: Up 7, Same 9, Down 0, Adds 25 including KRLY, WDRQ, KOPA, WKEE, KX104, 92Q, WNOX, WAYS, WCSC, WAKX, KHYT, KTKT, KPUR, KWLO.

**SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 40/6**

Moves: Up 17, Same 16, Down 1, Adds 6, KSLQ, WOLF, WVIC, WHOT, KIOY, KBOZ, WCAO 23-20, WFBR 28-25, WICC 29-23, WAEB 24-22, WHEB 21-19, 14WK 29-24, WFLB 29-24.

**JOHNNY AVERAGE BAND "Ch Ch Cherie" (Bearsville/WB) 39/15**

Moves: Up 7, Same 17, Down 0, Adds 15, WBEN-FM, JB105, WGCL, WHYN, KSET-FM, WVLC, WDJX, KYNO-FM, KGGI, KYSN, WISE, KENI, KCBN, KDZA, KBOZ.

**FOOLS "Running Scared" (EMI America) 38/16**

Moves: Up 8, Same 14, Down 0, Adds 16, WFIL, KOPA, WHFM, WHYN, WKEE, KINT, KBFM, WERC, WSGN, Y103, KIOA, KEZR, WJBQ, WLBZ, KKLS, KATI.

**ANDY GIBB "Me (Without You)" (RSO) 36/32**

Moves: Up 1, Same 3, Down 0, Adds 32 including WBEN-FM, WFLI, JB105, KRLY, K104, KINT, WSGN, WBBQ, WGH, KCPX, 95XIL, 95SGF, KDZA.

**GARLAND JEFFREYS "96 Tears" (Epic) 35/12**

Moves: Up 7, Same 16, Down 0, Adds 12, CHUM, WHFM, KBFM, WVIC, KJRB, KZZP, KHYT, KTKT, WGUY, WFBG, WXLK, KCBN.

**ROVERS "Wasn't That A Party" (Epic/Cleveland International) 35/4**

Moves: Up 20, Same 9, Down 2, Adds 4, WKBW, WGCL, WNCI, KNBQ, WBEN-FM 17-11, CKLW 17-9, WDJX 34-22, WLBZ 28-23, KFVR 18-1, WSPT 22-18, KRCL 20-13.

**JIMMY BUFFETT "It's My Job" (MCA) 33/5**

Moves: Up 16, Same 12, Down 0, Adds 5, KEEL, WAXY, WAYS, KCPX, WTRU, KXX106 26-20, WRJZ 29-20, KIOY 21-18, WCGQ 28-23, WISE 33-30, WFLB 35-31, KATI 32-29.

**REO SPEEDWAGON "Take It On The Run" (Epic) 31/13**

Moves: Up 5, Same 13, Down 0, Adds 13, CHUM, WHFM, WTRY, V100, Y103, KZ93, Z104, WNAM, FM103, KENO, WIGY, WSGA, KPUR.

**EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 31/1**

Moves: Up 18, Same 11, Down 1, Adds 1, KHYT, WXKS-FM 18-10, JB105 27-22, WGCL 26-24, BJ105 39-33, WGRD 24-20, KENO 22-17, WJBQ 23-18.

**DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 30/0**

Moves: Up 20, Same 10, Down 0, Adds 0, WBEN-FM 33-29, KXOK 29-23, K104 35-31, KXX 106 24-22, KSPZ 14-10, FM103 27-25, WGUY 18-15, 95XIL 30-25, WHHY 27-24, KBOZ 29-24.

**BADFINGER "Hold On" (Radio/Atlantic) 27/7**

Moves: Up 7, Same 13, Down 0, Adds 7, Q107, KRBE, KINT, WQRK, KWEN, KCPX, 14WK, K104 27-24, KJ100 28-24, WVLC 22-19, 95XIL 34-31.