

Radio & Records

ISSUE NUMBER 377

THE INDUSTRY'S NEWSPAPER

APRIL 10, 1981

INSIDE R&R:

Time-Life Invites Customers To Program Own Tapes. New custom cassette club may encroach on radio and record industry territory as wide song-selection options allow consumers to create hours of tapes featuring their favorite records. 3

Radio Deregulation Reaction Minimal. Managers across the country generally agree that a go-slow policy on changes is the safest stance even with deregulation in effect. 6

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RKO Offers Research Package. The net's new Package for Affiliate Research (PAR) offers management advice and detailed local ratings data. 10

Jock On Air For 20 Days Straight. Breaks old continuous air shift record of 367 hours — thanks to fruits and vegetables. 3

Don Thomson, Century 21 Start Consultation Division. Former KSCS PD and programming syndicator offer new multi-format consulting service. 3

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Tim Sullivan New VP/GM At KWST. Exits KHTZ GM post to join Century's L.A. AOR. 3

Miller London Motown's VP/Sales. Worthy Patterson becomes East Coast Marketing Director. 3

NAB CONVENTION Coverage — Read It Here First Next Week.
R&R will provide on-the-spot coverage of all the important radio news at the NAB's Las Vegas spectacular in next week's issue.

Dawson Nominated For FCC Seat

President Reagan nominated 36-year-old Mimi Weyforth Dawson, top aide to Senator Bob Packwood (R-OR), to a seven-year Republican seat on the Federal Communications Commission Monday (4-6). Reagan named her to the seat veteran Commissioner Bob Lee will vacate when his current term expires on June 30.

Dawson had emerged as a favored candidate in January when an impressive array of GOP congressional leaders, including Senator Packwood, expressed their support in a letter to President Reagan. Packwood is Chairman of the Commerce Committee, which

oversees communications policy and the FCC.

Views Unknown

Almost nothing is known about Dawson's stands on communications issues, although she is known to be concerned about engineering and technical matters. "She indicated that she might have an engineer on her staff," recalled Vern Mueller, Executive Director of the Oregon Association of Broadcasters, of a meeting with Packwood and Dawson last month.

"Some have said she doesn't have a broadcasting background DAWSON/See Page 24

Johnson Resigns As Shamrock President

Bruce Johnson resigned as President of Shamrock Broadcasting late last week, citing financial considerations as the reason for his unexpected departure. Johnson explained to R&R, "Under my contract and based on the merger (of Shamrock and Starr Broadcasting), I had the opportunity at this time to receive a substantial monetary payment that would not have been available to me at a later date. I therefore elected to exercise that option.

"This was purely a financial decision and it is a very amicable parting. The Disneys (the Roy Disney family solely owns Shamrock) are wonderful people and although I hated to leave, you have to think of yourself once in a while.

Great Empire Switching KTLK To Country

Rumors became reality this week as Great Empire Broadcasting, the new owner of KTLK-KADX/Denver, announced its intention to change KTLK's format from CHR to Country. Great Empire Executive VP Mike Oatman told R&R, "We plan to close our purchase of the stations on the 29th or 30th of April and officially take control sometime during the first week of May."

Great Empire has already applied for the new AM call letters of KBRQ, Oatman said, "and the format of the AM will definitely be changing to Country. The FM format will remain Jazz. KTLK's new General Manager will be R.W. Skip Schmidt, who has just finished a year as VP/GM of TM Productions in Dallas. Anna Morinelli, who is KTLK's current Sta-

KTLK/See Page 24



Bruce Johnson

I would like to take a few months off and then return, looking for a new challenge."

Johnson's resignation is effective immediately. Reportedly Roy Disney has split Johnson's responsibilities, naming KABL/San Francisco President Bill Clark GM of the Radio Division, and KITV/Honolulu President Dick Grimm as General Manager of Shamrock's TV Division.

SCHULKE 1 VS. SCHULKE 2 CONTROVERSY

WDBO Sues Schulke Over Format Competition

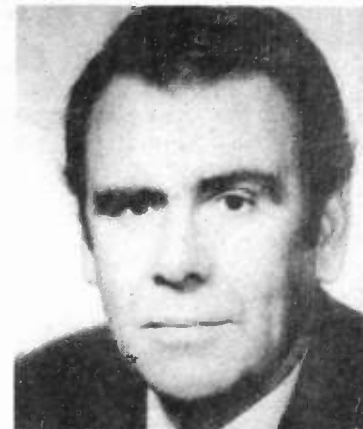
Outlet's WDBO-FM/Orlando has filed suit accusing Schulke Radio Productions of violating its contract with the station. The station contends that the market exclusivity provisions of the contract, under which WDBO receives the Schulke 1 Beautiful Music programming service, has been violated by the introduction of the Schulke 2 music format at cross-town WORJ-FM.

At issue is whether the two formats are, as Outlet Sr. VP/Radio Dick Rakovan put it, "totally competitive." Rakovan contended that the demographic targets of each format were central: "We feel that Schulke's coming in with

RESIGNS RKO/RADIO PRESIDENCY

Case Joins Sunbelt Communications

Dwight Case has resigned his post as President of RKO Radio to join Sunbelt Communications Limited in a partnership position as President of a newly-created subsidiary. The new Sunbelt division, which has not yet been officially named, will include the creation of the Transtar Radio Network. Although details of the full range of services designed for Transtar are not yet available, Case indicated "the cornerstone of the net will be a live, 24-hour satellite-delivered music and personality program lineup complete with news inserts to begin operations in late summer of this year. We plan to offer stations up to 24 hours of top-grade programming aimed directly at the Adult Contemporary audience. Transtar will specifically target for the 25-34-year-old life group and we will broadcast in stereo with full capability for localization. The whole system interfaces easily with in-place automation, semi-automation, or no automation."



Dwight Case

Case, who served as President of RKO Radio for the past six years, told R&R, "Sunbelt is one of the truly scintillating companies in communications today. Their stations are highly-rated and very successful, the Research Group is the leader in its field, and the new projects already launched and on the drawing boards are positioned to take advantage of the changes CASE/See Page 24

ABC PUTS STATION ON BLOCK

Denman Promoted To KSFY General Manager

Ron Denman has been promoted to General Manager at ABC's KSFY/San Francisco, replacing Joe Parish, who recently moved to WPLJ/New York (R&R 3-27). Denman is a 16-year veteran of the ABC Radio Division and was most recently General Sales Manager of KSFY.

Denman's appointment was made by ABC FM Stations President Marty Greenberg, who also made public ABC's intention to sell KSFY. Denman commented to R&R, "The company (ABC)

has obviously made the decision to put the station on the block. We don't know how soon the sale will come about . . . if we had a buyer today, it would probably take nine months to a year before any kind of takeover would occur. All of us at KSFY feel very strongly about making this the best working environment we can for the duration. We're not discouraged by the 'for sale' sign, even though some people may feel a little anxious about their individual futures. We DENMAN/See Page 24

a format targeted at the same audience as we are, utilizing the same precepts and techniques as the Beautiful Music concept, violates our contract." Citing an example, he continued, "We're concerned about the 25-49 woman from Winter Park, FL who listens to FM and has a liking for a more laid-back format. We feel Schulke 2 is specifically aimed at that kind of listener; you're talking about the same audience target for Schulke 1."

"Different People, Different Formats"

SRP President Jim Schulke, on the other hand, contended that although the demographic numbers

might be the same, "the people are different. Various formats appeal to different people within the same demographic." Schulke emphasized his belief that Schulke 2 "appeals to quite different people than listen to Beautiful Music." He pointed out that Schulke 2 is made up of 99% vocal performances and 92% single (as opposed to group) vocals, where the Beautiful Music format is 85% instrumentals and 1% single vocals, adding, "Schulke 2's description would be a music/MOR format, as opposed to a personality/MOR format." As far as comparisons with Schulke 1 went, he said, "There's no confusion in my mind."

WDBO/See Page 20

"MINE" EXPLOSION!

NUMBER ONE

NEW & ACTIVE

☑ **CHRISTOPHER CROSS** "Say You'll Be Mine" (WB) 119/32
Moves: Up 60, Same 27, Down 0, Adds 32 including WKBW, WBEN-FM, JB106, CFTR, CHUM, Z93, WCKX, WZUU, KFI, KEZR, WBBF, KEGL, KERP, Z104, KERN.



CHRISTOPHER CROSS

"Say You'll Be Mine"

Produced By Michael Omartian



ON WARNER BROS. RECORDS

For "Every One" Who Knows A Hit When They Hear It . . .

Z93 27-24
94Q 26-23
WIP on
WHB add 16
WZUU add 28
WRKO 23-20
KEZR add
KPLZ deb 32
WKRZ-FM deb 30
WKEE add
KILT 34-32
KSTAR on
KINT add
KHFI add
KLAZ on
KXX106 on
WERC 23-20
WSGN 19-18
WAAY 20-14
Y103 on
WBBQ 25-23
FM100 25-23
WHBQ 19-16
92Q deb 25
WOKI on
WRJZ on
WNOX 27-25
WKIX add

WBCY on
WVIC add
WLOL-FM add
KRAV deb 25
WISM 29-28
WOHO add
KIOY add 12
KCPX 21-17
WJBQ add 40
WGUY add
WACZ add
WTSN 25-19
WHEB 15-12
13FEA add
14WK on
WHHY 24-20

Z102 26-23
WSGA 21-18
95SGF deb 30
WFOX add
WCGQ deb 30
WISE on
WANS-FM deb 30
FM99 33-29
WKXY add
KQIZ-FM add
KPUR deb 28
KFYR on
KKLS 27-21
WTRU add
KCBN deb 35
KATI add
KBOZ 27-21
KYA 19-17
KRLC on



T.G. SHEPPARD

"I Loved 'Em Every One"

Produced By Buddy Killen For Tree Productions



CORB
RECORDS

Distributed By Warner Bros. Records

GRAPHIC APPROACH TO RATINGS RESEARCH

Media Research Graphics is making ratings data simpler by unique visual presentations.

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U.S., CANADA STUDYING DAYTIMER EXTENSIONS

New hope for American daytimers, who may extend their broadcast hours to 6pm regardless of sundown time if a joint study proves favorable.

Page 4

WHEN TELETEXT ARRIVES, WHAT WILL RADIO NEWS DO?

If anyone can punch up all the latest news on a TV set at the touch of a keyboard, why would anyone listen to news on the radio? For one very good reason ...

Page 20

THE GREAT CHR TALENT SEARCH

Six program directors speculate as to where the fresh young air talents have gone and how they still can be found.

Page 22

INSILCO GIVES NEW TALENT THE OLD COLLEGE TRY

Company's campus campaign to corral promising management prospects scores results.

Page 56

NEW AOR CHART IMPROVEMENTS

Now the AOR Airplay/40 reflects the hottest product whether it's an LP, 12-inch sampler, or single — plus a new Significant Action listing.

Pages 38, 42, 44

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Harvey Elected President At WWSW Radio

Michael Harvey has been elected President of WWSW Radio Inc. by the Board of Directors for the P.G. Publishing Company, owners of WWSW-AM-FM. Harvey joined the Pittsburgh facilities as General Manager last July, having previously served as Corporate Operations Manager for Rust Communications, where he supervised WHAM/Rochester.



Michael Harvey

Commenting upon the promotion, Harvey told R&R, "It's the greatest thing that's happened in my career thus far and I'm just delighted to have an opportunity to be in such a situation."

ALMOST 500 HOURS STRAIGHT

Buffalo Jock Breaks On-Air Record

Larry "Sartin" Norton, midday man at Buffalo AOR station WGRQ, shattered the world record for longest continuous air shift with a 20-day marathon tied in to the Easter Seals charity. Starting March 19 at 10am, Norton remained on the air without a break, save for an aggregate total of an hour and 50 minutes sleep a night (judged permissible by Guinness authorities), until Wednesday, April 8 at 2pm, a 484-hour shift that eclipsed the former standard of 367 hours.

Norton survived the ordeal in solid shape. Contacted near the end of his marathon, he told R&R, "About seven or eight days into it, I was just a wreck. But when I got used to the schedule I got a second wind. The biggest thing now is the boredom; I'm here 24 hours a day." He was aided by other staffers: "They help me stay awake, pick out tunes, make sure I have the spots pulled. There have been other guests as well: Willie Nile, Steve Marriott, guys from Kansas and Loverboy. And a nurse comes in to check on whether I'm still alive; I put her on the air."

Five Months On The Radio

What stimulants did Norton employ to help him make it through the nights? "I can't have any coffee." BUFFALO/See Page 16

PATTERSON MARKETING DIRECTOR

London Promoted To VP/Sales At Motown

Miller London Jr. has been promoted to Vice President/Sales at Motown Records, moving up from a position as National Single Sales/Retail Accounts Manager at the label. London will report to Sr. VP/Marketing & Distributing Dick Sherman.



Miller London Jr.

London has worked in many positions within the sales department. His LONDON/See Page 16

FORMER WFFM-AM CHALLENGES WAMO

WCKG Converts To Urban Contemporary

Pittsburgh, long a market with just one Black-formatted station, WAMO, will add a second April 15, when WFFM-AM changes call letters to WCKG and discontinues its simulcasting of WFFM-FM's AOR format in favor of an Urban Contemporary approach. WFFM-AM-FM GM David Drum will supervise the changeover, while the new PD for WCKG is Mike Payne, who programmed WAMO for just under a year in 1979 and was more recently midday man at the station.

Payne explained that the station is still a day-timer, although full-time status has been requested, WCKG/See Page 16

Sullivan Joins KWST

Tim Sullivan, who has been General Manager of Greater Media's KHTZ/Los Angeles for the last year and a half, has resigned to join Century Broadcasting's KWST/Los Angeles as Vice President/General Manager. Sullivan told R&R, "I have had a most satisfying and rewarding 18 months with KHTZ. I have truly enjoyed participating in the growth of the station in Los Angeles radio and working for Greater Media. For some time I've been impressed with Century as a quality broadcasting company. Outside of Los Angeles their stations enjoy dominant positions in their respective markets. They made me an offer that has significant career opportunities; I'm excited about the challenge of guiding KWST into a major factor in L.A. radio, and I plan to make it happen."

KHTZ General Sales Manager Bob Moore was immediately promoted to fill Sullivan's vacancy at KHTZ.

CONSUMERS PROGRAM OWN TAPES

Time-Life Debuts Mail-Order Custom Tape Club

Time-Life recently inaugurated a mail-order Custom Music division, offering consumers the opportunity to create their own 8-track or cassette recordings. The procedure is similar to a mail-order record club, except in this case the customer selects only the songs desired (12 titles to a tape) from Time-Life's catalog. Using what the company terms a "patented computer process" involving slower-speed recording directly from the records' masters upon high-quality tape, Time-Life produces the custom tapes. Time-Life's catalog is updated monthly with 72 titles added each time.

The company's mail campaign stresses the consumer's ability to customize tapes, indirectly contrasting it with the more random nature of radio and actual records. Time-Life calls the concept "the first truly personal music library," and invites customers to "create your own tapes by selecting only the songs you want to hear." The point is further emphasized throughout the presentation; an example: "Imagine, a tape with only and exactly the music you want by the stars you enjoy most. No getting for second best. Listen only to the music

TIME-LIFE/See Page 16

VALLIE TO PROGRAM

WJOI Switches To Rock

EZ Communications' WJOI/Pittsburgh has switched formats from Beautiful Music to Contemporary Hit Radio. Moving from EZ's successful CHR station in New Orleans, 897 (WEZB), to program WJOI is Dan Vallie, while 897's GM Bob Rich will oversee the format transformation, assisting current WJOI GM Norm Slemenda Jr.

Vallie, who will continue to program 897 from his new Pittsburgh base, told R&R, "This is exactly what I came with this company to do. They are letting me fulfill my goals. All the stations within the chain were Beautiful Music, but within the last two or three years the company has taken a very aggressive stance and, as the old saying goes, we've only just begun. Although this station will not be a carbon

WJOI/See Page 16

Thomson, Century 21 Team For Consultancy

Don Thomson, former PD of highly-rated Country stations WBAP & KSCS/Dallas-Ft. Worth, has joined programming syndicator Century 21 as VP/Programming, heading up a new consulting division for radio stations. Thomson was most recently head of his own consulting company, the Country Doctor; however, the new division will consult stations in a variety of formats.



Don Thomson

Thomson commented to R&R, "It really amounts to a merger between my consultancy firm and Century 21. They've basically been a syndication and THOMSON/See Page 16

Washington Report

IAAB FOLLOWS SUIT

Canada Opposes 9 kHz

The Canadian government announced Monday (4-6) that it officially opposes a shift to 9 kHz reduced spacing on the AM band.

Communications Minister Francis Fox stated, "I have concluded that it is in Canada's overall interest to support the retention of the current channel spacing of 10 kHz over the 9 kHz alternative, since the financial costs and operational disruptions that would result from conversion outweigh the benefits."

Fox promised that Canada would try to sell its position to other countries, but said, "If despite our efforts, a majority of countries vote for 9 kHz, Canada will have to conform to the regional decision."

Canada estimated that 350 of its 400 AM stations would have to change frequencies under 9 kHz, at a cost of \$5 million. The Canadian Association of Broadcasters (CAB) estimated revenue losses as high as \$32 million.

Inter-American Broadcasters Opposed

In conjunction with this week's CAB convention in Quebec City, the Board of the Inter-American Association of Broadcasters (IAAB) held a meeting and also voted to go on record as opposed to 9 kHz spacing. IAAB represents private broadcasters in the United States, Canada, Uruguay, Mexico, Chile, Venezuela, Argentina, and the Dominican Republic.

U.S. Foes Buoyed

Canada's announcement was welcome news for 9 kHz opponents in the United States, especially since the Canadian government accepted the same arguments being marshalled in the U.S. that conversion costs would be excessive.

One FCC official sees the Canadian decision having a widespread impact because it blunts any momentum 9 kHz may have been developing abroad and because smaller nations in Region 2 look to the larger ones for leadership.

Cuban Discussion

In Cuba, meanwhile, a delega-

tion of FCC and State Department officials, armed with voluminous studies, met with Cuban officials this week in an effort to persuade them that a Cuban proposal for numerous high-powered stations would wreak havoc with American stations.

In Washington Tuesday, members of the Advisory Committee on Radio Broadcasting were told that the Cuban interference could be worse than anticipated, even affecting stations in Hawaii and Alaska.

FCC officials also presented preliminary results of a small scale study of adjacent channel interference under 9 kHz, and agreed to the advisory committee's request to study the issue more thoroughly.

CAB AGREES TO STUDIES

U.S./Canada Daytimer Accord Near

The NAB and the Canadian Association of Broadcasters (CAB) agreed this week to undertake technical studies to determine how daytimers on both sides of the border could stay on the air until at least 6pm, regardless of sunset time.

The agreement was reached in Quebec City, where the board of the seven-member Inter-American Association of Broadcasters (IAAB) was meeting in conjunction with the CAB's annual convention.

Representing NAB, Board Chairman Tom Bolger and Exec. VP/GM John Summers agreed to send technical representatives to Vancouver May 6 to begin preparing a schedule of studies.

In a joint resolution, the NAB and CAB agreed to lobby their respective governments to adopt any

acceptable solutions resulting from the studies.

The agreement is significant because Canadian broadcasters had previously refused to focus on the post-sunset issue, since Canada has only six daytime AM outlets compared to over 2300 in the United States.

Trade Association News

Commercial Log Urged

The NAB and Radio Advertising Bureau next week will send a joint letter to members urging that even under deregulation they "maintain orderly records as to the date, time, duration, and advertiser name of each commercial broadcast." The letter will suggest specific language for station invoices stating that records are being kept, the information is accurate, and the records will be available for inspection by advertisers or agencies.

Summers Sees Engineering Slide

NAB Exec. VP/GM John Summers, appearing before the Alaska Broadcasters Association (3-31), called on "the new FCC to raise the status of engineering from the depths into which it has been allowed to sink in the last few years."

Verbitsky New NYMRAD Chairman

Mutual Sr. VP and WHN VP/GM Nick Verbitsky has been elected Chairman of the New York Market Radio Broadcasters Association, succeeding former WPLJ VP/GM Nick Trigony (now with KIKK/Houston). WNEW VP/GM Jack Thayer was elected Vice Chairman, with CBS Owned FM Stations VP Bob Hyland Treasurer and WEZN/Bridgeport President Richard Ferguson Secretary. WYNY VP/GM Alex Law is a new board member.

Houston Association Formed

The Houston Association of Radio Broadcasters has been formed by 26 area stations, the first broadcast association in the city. Five directors were elected to the board: KNUZ & KQUE's Dave Morris as President, KSRR's Jay Hoker and KYND's Vici Williams as VP's, KRBE & KENR's Bob Chandler Treasurer, and KLAT's Ricardo Castillo as Secretary.

Langston New NABOB President

Andrew Langston, GM at WDKX/Rochester, has been named 1981 President of the National Association of Black-Owned Broadcasters (NABOB). He succeeds Ragan Henry in the post.

APB Board Elections

The newly-elected directors of AP Broadcasters are Charles Wright, WBYS/Canton, IL; Charles Gray, WDAF/Kansas City; Ed Bell, WHDH/Boston; Bob McKee, WPRW/Manassas, VA, and incumbent Chris Clark, WTVF-TV/Nashville. They take office after the APB's Washington convention, June 4-6.

Radio Roundtables

The NAB plans 14 simultaneous radio roundtables at its Las Vegas convention the morning of Wednesday, April 15. Subjects will include new technologies, radio management, sales, promotion, and image.

Daytimers Meeting

Daytime Broadcasters Association President Ray Livesay will host the daytimers meeting in Las Vegas on Sunday, April 12, 5pm in Rm. 18 at the Las Vegas Convention Center. Issues discussed will include 9 kHz.

AWRT Lines Up Stahl

Planning continues for the American Women in Radio and Television convention scheduled for May 5-9 in Washington. The opening session speaker will be CBS White House correspondent Leslie Stahl.

RTNDA Search

Curtis Beckman of WCCO/Minneapolis is heading up a committee to find a new Managing Director for the RTNDA replacing the late Len Allen.

FCC: At A Glance

'79 Profits Upped

Radio financial data for 1979, released in December, has been updated and shows a \$6 million increase in profits over earlier figures to \$231.4 million.

EBS Test To Be Updated

The FCC was set this week (4-9) to approve broadcaster-requested changes in the EBS test announcements stations must air weekly. Two familiar sentences will now read, "The broadcasters of your area, in voluntary cooperation with federal, state, and local authorities, have developed this system to keep you informed in the event of an emergency. If this had been an actual emergency, the attention signal you just heard would have been followed by official information, news, or instructions."

The item before the Commission also proposed freeing stations from airing the test in any week during which they activate EBS

for an emergency such as a tornado.

Meanwhile, a working group has been formed to study whether there should be an annual on-air test of EBS, which now undergoes only closed-circuit tests.

Deregulation Under Fire

Petitioners asking the FCC to reconsider or clarify various aspects of radio deregulation include Henry Geller, NAB, National Black Media Coalition, Citizens Communications Center, NAACP, National Organization for Women, Media Reform Committee, National Council of La Raza, Chinese for Affirmative Action, and Committee for Community Access.

Washington Street Talk

World's Largest Display

NAB says its Las Vegas Convention (4/12-15) will feature "the world's largest display of broadcast equipment." NAB will take in \$1.8 million for 224,000 square feet of exhibit space. Estimated attendance is over 6000 broadcasters and between 10,000 and 16,000 people in exhibit areas and hospitality suites.

Two Remaining FCC Vacancies

In addition to the appointments of Mark Fowler and Mimi Weyforth Dawson (see Page 1), President Reagan still has two FCC vacancies to fill in the near future. Commissioner Jim Quello is considered a highly likely choice for renomination to a Democratic seat. The fourth slot is expected to go to Henry Rivera, an attorney from Albuquerque, NM who specializes in business sales and mergers.

Packwood vs. 9 kHz?

Several sources indicate Commerce Committee Chairman Bob Packwood (R-OR) seems to be "leaning" against 9 kHz on technical grounds. His position would be critical if the Region 2 treaty reached U.S. Senate floor.

Financial Reports Endangered

Although FCC officials say no decision has been made, speculation outside the agency has the Broadcast Bureau recommending elimination of Financial Form 324.

**You're an Intelligent,
well organized
business executive...**

**Quick!
...solve this**

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because ratings
are low.**

**Your
Solution:**

Our Solution:

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STATUS QUO AT STATIONS

Radio Deregulation Brings Little Immediate Change

One week after taking effect, the FCC's deregulation of commercial radio seems to be having little impact on the industry. An R&R managerial spot check shows few stations jumping at the opportunity to eliminate program logs, news, and public affairs, or to increase commercial spot loads.

While other changes may come with time, the only step frequently mentioned by broadcasters was the dropping of formal ascertainment procedures while continuing to stay in close touch with the community. Many broadcasters who plan no changes did, however, express relief that the pressure of rigid rules has been lifted.

Status Quo

"We're not planning on doing anything," said Steven Keeney, VP/GM of KIMN & KYGO-FM/Denver. "I think the public interest groups are going to be surprised at how little radio stations are going to change their policies." Explaining his intention to maintain present public affairs programming, Keeney described the shows as "damn interesting," as well as meeting Denver's needs and problems.



Steven Keeney

Q-107/Washington also plans no changes under deregulation, according to VP/GM Ernie Fears. "We're not going to make any changes abruptly." Any future shifts will depend on advice from the legal department at ABC, which owns the station.

The sole innovation planned by Borgen Broadcasting, headquartered in Preston, MN, is the end of formal ascertainment at its one FM and six AM stations.

"We felt it was a duplication of an ongoing effort," group owner O.B. Borgen told R&R. "In



Mike Osterhout

smaller markets especially you know the people who are involved, and public officials felt irritated and hassled."

The 12-station Rau Radio group might also scale down ascertainment, but will wait out any legal challenges to deregulation before taking action. VP Ernie Colburii told R&R, "We will continue to maintain our current status through another licensing cycle just to make sure there are no skeletons in the closet."

The only station mentioning possible presentation changes was Tampa's Q105, where General Sales Manager Mike Osterhout explained, "We will look at our news commitment a little more because we're a contemporary station."

He foresees other Tampa area stations reducing news and public affairs, saying, "There are some contemporary stations that had really gotten locked into heavy news commitments and couldn't get out of them before." Osterhout also predicted a reduction in public affairs programming now aired Sunday mornings and evenings.

A different view was expressed by Jay Williams, VP/GM at FM105/Boston. He envisions contemporary stations reducing news coverage only in the largest markets, where listeners have many other news sources.

"As the demographics are growing older in our marketplace, if the contemporary radio station

doesn't have news and public affairs and things that appeal to adults, the radio station will die," Williams believes.

Outspokenly unimpressed with what he terms "reregulation," Williams plans absolutely no changes at FM105. "What the FCC has done," said Williams, "is to take away some paperwork and leave broadcasters with an air of uncertainty about what it wants."

Williams believes a more significant action was the recent Supreme Court ruling that radio stations can change formats without FCC interference.

Less Paperwork Predicted

One small market operator sees deregulation cutting his paperwork. "My bookkeeper goes through the logs and counts all the commercial minutes, public affairs and news time, so it's going to free her up and make my life a lot easier," said Larry Peck, GM of WENT/Gloversville, NY.

WENT's programming won't change "one iota," Peck told R&R, because it depends on local news, public affairs, and sports to compete against a flood of music signals coming in from nearby Albany.

What would Peck do if his small market station had no meaningful competition? Peck answered frankly that he might reduce his news

staff. "To be honest with you, I'd probably rely a lot more on the network and cut my overhead."

Another small market broadcaster said he can see stations running more than 18 minutes of commercials per hour during the spot-heavy Christmas season.

Lawyers Urging Caution

Communications attorneys generally seem to be advising client stations to go slow on deregulation. "We're fundamentally adopting a conservative line," said Lee Shubert of the Washington law firm Haley, Bader & Potts. The only immediate change Shubert condones is less in-depth ascertainment, while maintaining and documenting "some sort of systematic contact" with community leaders.

"I would hand out very conservative advice to start off," lawyer Pete Casciato told R&R. "Until the court appeal comes out and goes one way or the other I would tell everyone to hang in there and keep doing what they're doing," said Casciato, who practices with the Washington firm Ginsburg, Feldman, Weil & Bress.

Washington's Shrinsky & Eisen firm is advising clients to maintain at least one percent local public affairs programming. The firm's Elliott Evers explained, "It would be tough to justify adequate

service to the community if a station were doing no local public affairs."

Renewals Simplified

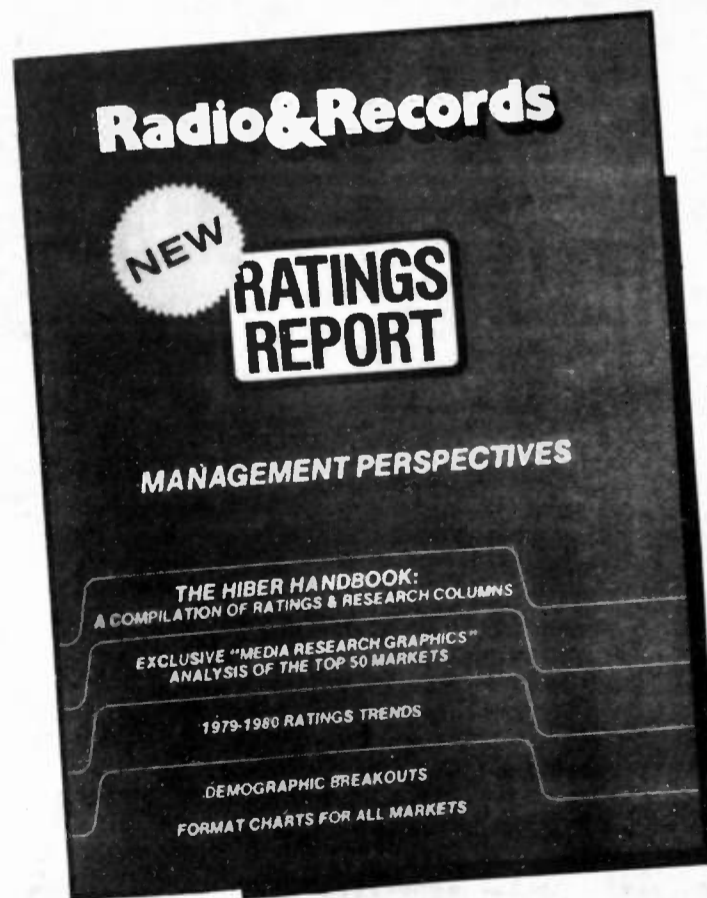
Communications attorneys agreed deregulation will "significantly" reduce the amount of effort and paperwork that renewals and sales create for broadcasters and attorneys. Detailed ascertainment and demographic data, previously totalling well over 100 pages, is no longer required.

Goodbye Cod Liver Oil

The NAB has generally welcomed deregulation, although it has petitioned the FCC for partial reconsideration, asking for more specific guidance on what broadcasters must do to meet community service obligations. NAB says the new rules spell "goodbye to the FCC's cod liver oil treatment of nonentertainment programming and commercials."

More skeptical is the NRBA. In its Monday Memo last week, NRBA advised its members: "Do not make any changes in your operating procedures or destroy any records without first consulting your communications counsel. It is likely that the only changes you can prudently make are minimal. This is especially important for stations filing for renewal."

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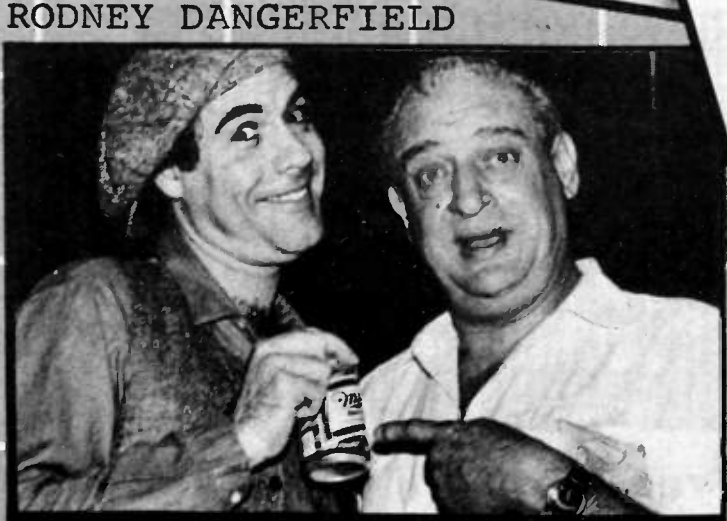
RINGO STARR



DEBORAH HARRY of BLONDIE

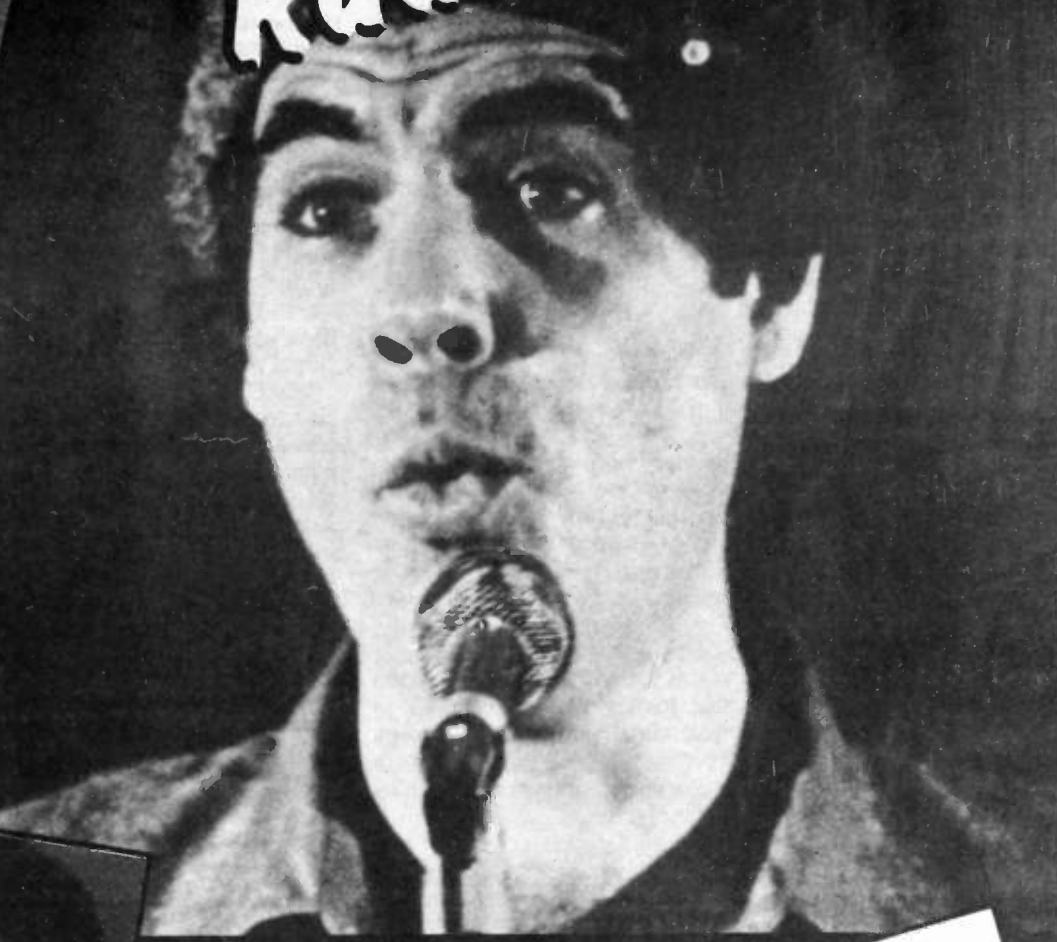


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Cordless Headphones

Headphones which permit the wearer to move about freely (sans cord) have long been a gleam in the eye of professional broadcasters and amateur sound enthusiasts alike. Recently, the German-based **Beyer** firm began offering such a product. The "200S" remote, cordless stereo headphone, unfortunately, doesn't allow the wearer to walk around the house or station in complete freedom, as sound quality reportedly deteriorates quite severely when the headphones are further than 10 feet from the transmitter.

The "200S" operates via an infrared transmitter (included with the headphones) that hooks up to the sources and beams the signal to the 'phones. Batteries located in the headphones play for six hours in stereo (12 hours in mono) and must be recharged through the transmitter. This latter process takes 40 hours.



Additional limitations to the Beyer cordless headphones include their picking up infrared signals from other sources such as direct sunlight, artificial light, television and other monaural sound sources in the same room. Furthermore, transmission can be interrupted by waving your hand in front of your head or by turning your head to one side, which causes the sound to disappear from one ear. Finally, the Beyer headphones require adaptor plugs so they can be used in conjunction with American or Japanese com-

ponents (these adaptor plugs are inexplicably not included).

Priced at \$429, the Beyer headphones are perhaps best left to the curious, pending further refinements. The "200S" is distributed in America by **Burns Audioelectronics Inc.**, 5-05 Burns Ave., Hicksville, NY 11801.

Mature Market Means More Money

Over the past three years, the "greying of America" has been a prime topic among marketing researchers. **Carole Allan**, head of the Washington, DC-based **Carole Allan Associates** marketing consultancy firm, writing in a recent issue of **American Demographics**, underscores some key points regarding the so-called "mature market."

"Fanbanna" Fans Station Promotion Imaginations

With baseball season just around the corner, radio stations carrying the sport may be interested in the "Fanbanna," a scarf with pockets that doubles as an advertising medium. The "Fanbannas" made their appearance during last year's football season where they could be used as a cheering aid and warm fans' hands simultaneously.

Devised by New York-based **American Sports and Marketing Inc.**, the 66-inch long "Fanbannas" come in a choice of colors and in either acrylic, polyester, or **DuPont's "Tyvek"** fabrics. The latter doesn't keep you very warm, but allows marketers access to a unique and extremely inexpensive form of specialty advertising. Of course, the "Fanbannas" are not confined to stations sponsoring sports teams, but could promote any station willing to print its call letters on one side and slogan on the other.

For further information contact **Michael Glass** at American Sports and Marketing Inc. at 261 Fifth Ave., New York, NY 10016.

Budget Rental Cars Now Boast Radios, Station Guides

The **Budget Rent a Car Corporation** recently installed **Craig AM/FM stereo radios** in its rental cars in five West Coast markets (Los Angeles, San Francisco, Seattle/Tacoma, Spokane, and Portland, OR). As an added bonus, Budget's rental fleet will sport 3½-inch by 8-inch local radio guides manufactured by **Logos Unlimited of Ypsilanti, MI**.

These radio guides hang from the rear-view mirror, listing all AM and FM stations available within the area. Stations are listed by dial position with call letters and format information included. So now travelers are able to hustle down the highways and byways surrounded by familiar sounds even in unfamiliar towns.



Harris Intros Intelligent Audio Console

The **Harris Corporation** has recently introduced a modular audio board, featuring a unique "Micro Mac" memory that prevents the operator from playing the same commercial back-to-back. The "Intelligent console" also flashes an alert when it's time for the operator to change the cart, provides programmable stop delay for precise cueing of the next selection while using reel-to-reel machines, and prevents start commands to non-ready or non-selected sources.

Among the "Micro Mac" 's programmable attributes are: speaker muting in six different areas, momentary or latching source start/stop commands, and source machine operation desired, all of which can be entered via keyboard. The device also uses linear attenuators which are virtually maintenance-free over the life of their digital components.

RFI immunity is assured and at least 30 dB of headroom is provided in all "Micro Mac" circuitry. In addition, True Voltage Controlled Amplifiers are used for level control with all attenuators, switches, and status inputs digitally scanned on a continuous basis. For further information contact **Eric Jacobson** at Harris at (217) 222-8200.

46 Million Americans With \$400 Billion Annual Income

For example, 46 million Americans (20 percent of the U.S. population) are 55 years of age or older — a figure roughly double the entire population of Canada. Furthermore, one-third of the U.S. households or 28 million homes are headed by persons in the age 55-plus bracket. As has been noted earlier, this group will continue to expand in the coming years as the "baby boom" generation matures and by the year 2000 the median age of Americans will rise to 35 years of age. (The present median age of Americans is 30.)

Despite its size and growth, a number of misconceptions still surround the mature market. Only one in 20 persons over 65 years of age is institutionalized (about five percent), leaving 23 million people over 65 on the street, so to speak. Over half the 65-plus population (12 million people) live in husband-wife households.

However, it's those households headed by persons aged 55-plus which are really sitting pretty, accounting for a whopping \$400 billion in annual personal income (30 percent of the national total) in 1978. Needless to say,

today this figure is greater and will continue to grow.

\$\$\$ To Spend

These 55-plus-headed households not only represent 80 percent of the money held in savings and loan institutions, but also 28 percent of the nation's discretionary income — money left over to spend after necessities are taken care of — and that's double the discretionary income of households headed by those persons in the 34-plus demographic. It's also substantially greater than the discretionary income available to those 25 years and under, who represent a mere one percent of the discretionary income.

Indeed, with an aggregate income of \$240 billion, an average income of \$20,000 annually, and 20 percent of the nation's discretionary income, those persons aged 55-64 are the most affluent consumer group in the country. Their vacation expenditures alone are 30 percent above the national norm. The reasons behind this are disarmingly simple: these people are still in the labor force as well as in their peak earning years, plus their children don't live at home anymore, freeing the parents from added financial responsibility.

According to a 1972-73 survey compiled by the **U.S. Bureau of Labor Statistics** (the most recent data available), households headed by persons aged 55-plus racked up \$160 billion worth of purchases that year. Currently, 55-plus-headed households make up 25 percent of the total U.S. consumer expenditures, figures which ought to dispense once and for all the notion that the mature market doesn't spend its money.

RTS Offers Single-Channel Microphone Preamp

The "465" from **RTS Systems** is a single channel, wideband microphone preamp designed for broadcast operation use. The unit accepts a normal dynamic or condenser low impedance microphone, includes a switchable limiter to prevent preamp overload from this microphone source, and is capable of adjusting gain within 24 to 57 dB via its front-panel trimmer.

Additional features include fully-floating transformer-balanced input and output circuits, switchable phantom microphone powering, and an integral power supply. Source impedance for the "465" is approximately 80 ohms, permitting the device to drive cables up to 1000 feet without excessive high-frequency loss.

Completely self-contained and operating on AC line power, the "465" measures 1¼ inches high by 8 3/8 inches wide and deep. Price: \$392. For further information contact **Ron Fuller** at RTS at (213) 843-7022.



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Syndicators

NKR Productions

"Echoes: Inside The Music Process," a 26-hour radio special dealing with virtually every aspect of the pop music industry, is currently available for syndication from the Los Angeles-based **NKR Productions** firm. The program features interviews with top musicians, producers, and label execs as well as roadies, journalists, and attorneys with subjects ranging from songwriting and publishing to counterfeiting and home taping. A number of musical examples are interwoven as well. **Robert** and **Michael Lee** produced the show.

Finnegan Productions

"Sweet Home Chicago," an hour-long blues program aimed at the AOR listener, is currently available for national syndication from the Chicago-based **Finnegan Productions** firm. Produced and hosted by **WXRT/Chicago's** MD/air personality **Bob Gelma**, the show features music and interviews with original blues artists as well as the AOR favorites who made their songs famous. The show is presently

being offered at no cost and contains two avails for local station drop-ins.

Westwood One

"In Concert," a monthly one-hour live rock concert series, will debut the week of April 17. **KMET/Los Angeles** air personality **Mary Turner** will produce the shows, the first of which features **George Thorogood** and **Chuck Berry**. "In Concert" is available on a barter basis.

The Syndicate

Veteran media consultants **Jeff Higgenback** and **Leslee Newman** have announced the formation of the **Syndicate**, a radio syndication company based in Oakland, CA. Current offerings from the firm include "Byline," a daily political commentary series, and "Perspective On The Economy," a daily economic analysis series. Noted civil rights activist **Julian Bond** and **Chicago Tribune** editorial writer **Stephen Chapman** have joined such luminaries as **Nick von Hoffman**, **Howard Jarvis**, and U.S. Senator **William Proxmire** as "Byline" regular commentators.

Starfleet Blair



"JAMBOREE" NATIONALLY — Shown shaking hands at the conclusion of the national syndication agreement between **Columbia Pictures Industries Inc.'s** live country music show, "Jamboree U.S.A.," and **Starfleet Blair**, a division of **John Blair & Company**, are (l-r) "Jamboree U.S.A." Director **Jerry Brightman**, **John Blair Radio** President **John Boden**, **WWVA/Wheeling** VP/GM **J. Ross Felton**, **Starfleet Blair** VP **Sam Kopper**, and **Starfleet Blair** President **Dan Follis**. The program, which has been broadcast via **WWVA** every Saturday night since 1933, will feature one hour of live performances by the top names in country music as well as by "Jamboree U.S.A." regulars.

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Nets



RKO

The net is offering affiliates at no cost its new Package for Affiliate Research (PAR). The service is divided into two components, covering station management resources and local research information. The first component consists of exclusive consultation,

a monthly research newsletter, and exclusive seminars from ratings consultant (and **R&R** Ratings & Research Editor) **Jhan Hiber**.

The local information component allows affiliates to access, through the **Telmar** computer system, reach and frequency, trend, and ranking information plus **Simmons** product usage data, with **RKO** hiring a research consultant to train affiliates in the **Telmar** system and providing a newsletter. Net President **Tom Burchill** said the package was intended to help stations "increase their local competitive edge."

ENTERPRISE RADIO

The net announces 15 additional affiliates, including **WQXI/Atlanta**; **KBRJ/Boise, ID**; **WTMA/Charleston, SC**; **WCHS/Charleston, WV**; **WEEJ/Easton, PA**; **WAYK/Ft. Meyers-Cape Coral, FL**; **WJMS/Ironwood, MI**; **WLS/Lansing, MI**; **KARN/Little Rock, WRNB/New Bern, NC**; **WMER/Portland, ME**; **WHIM/Providence, WGNR/Sacramento, KVEN/Ventura, CA**; and **WAMS/Wilmington, DE**.



NBC Radio

"The **Dionne Warwick** Special," produced by **Narwood Productions' Ellen Silver**, will air via the net on May 1-2-3. The two-hour program contains a number of **Warwick's** best-known songs as well as an exclusive interview.



The net announces it will broadcast live coverage of the 107th running of the Kentucky Derby on Saturday, May 2 at 5:20pm. Veteran sports reporter **Lou Boda** will anchor the event with **Dave Johnson** calling the race, **Dan Lovett** providing color commentary, and **Johnny Holiday** offering special interview segments.



"Father Cares: The Last Of Jonestown," a 90-minute documentary based upon tapes recorded by notorious cult leader **Jim Jones** and his followers in the 18 months prior to their deaths in November, 1978, will air via the net on April 23. These tapes, obtained from the **FBI** by noted author **James Reston Jr.** (who created and co-wrote this documentary), have never been broadcast before.

Immediately following this broadcast, veteran journalist **Bill Moyers** will host a one-hour panel discussion and national telephone call-in program, allowing listeners to comment upon the **Jonestown** documentary.

Reps



The company announces it is the first rep firm to become an associate member of the **National Association of Black Owned Broadcasters (NABOB)**.



Mutual

Veteran space reporter **Jim Slade** will anchor **Mutual News'** extended coverage of the upcoming space shuttle launch and recovery, which will be highlighted by 10 incoming audio lines direct from **NASA**, allowing listeners to head the astronauts' voices, the shuttle's air-to-ground communications, the audio from **NASA** control, and more.



The net has announced plans to broadcast a live Easter service on April 19, with **CBS Radio Network's** "The Subject Is Young People" host **Bob Keeshan** (better-known as **CBS-TV's** "Captain Kangaroo") reading the Scripture at the 61st annual Hollywood Easter Bowl Sunrise Service (8-9am, ET).



ABC Information

WQTR/Boston, **WIOD/Miami**, **WRJZ/Knoxville**, **WIST/Charlotte**, **WLPZ/Pittsburg, KY**; **WRTR/Two Rivers, WI**; **WBML/Macon, KSNR-FM/Red Bluff, CA**; **WONA-AM-FM/Winona, MS**; **KYOT-FM/Refugio, TX**; **KMAS/Shepton, WA**; and **WPAG-FM/Ann Arbor, MI** have announced their affiliations with the net.

People

Eugene, OR

Donald Schrack has been appointed General Manager at **KASH-KSND**. Most recently Schrack held a management position at **KXRX/San Jose**, also a **Sterling Recreation Organization**-owned property.

Houston

Ric Libby has been named Sales Manager at **KRBE**. Most recently Libby served as PD and Senior Account Executive for **KENR**, **KRBE's** sister station. He had been with **KENR** for the past 10 years.

Kalamazoo, MI

Leon Dersham has been promoted to Production Director at **WKZO**, coming from his previous post as chief announcer for the station. Dersham is a 22-year veteran of **WKZO**.

New York

Pauline Blake has been elevated to Controller at **MetroMedia Radio**. Blake, a seven-year veteran of the firm, most recently served as Assistant Controller, having previously held the Business Manager post at **Metro Radio Sales**.

Edwin Gaites has been named to the newly-created position of VP/Information Resource Management for the **Group W** organization. Gaites previously served as Assistant Controller for the firm.

David Lalich will assume Gaites' previous duties, coming from his position as Controller at **KFWB/Los Angeles**, with **Steve Fisher** being named to the newly-created position of Controller/Radio Group from his former post as Controller of **KODA/Houston** and **KOAX/Dallas-Ft. Worth**.

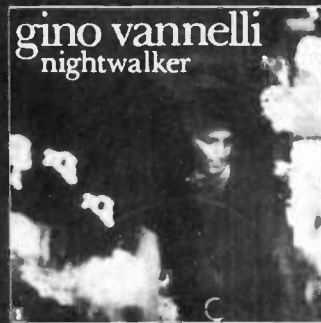
Gino Vannelli Rocks The Charts!



Album rock radio—indeed, every musical format—has been swept away by the passionate rock of Gino Vannelli. In just two weeks, *Nightwalker* has been added on over 75 AOR stations across the country! Explosive chart debuts!
Record World: 66* (sales chartmaker!)
Billboard: 74*
Cashbox: 91*

Nightwalker. The brilliant Arista debut of Gino Vannelli.

ARISTA



WILLIE NILE. GOING ALL THE WAY WITH GOLDEN DOWN.

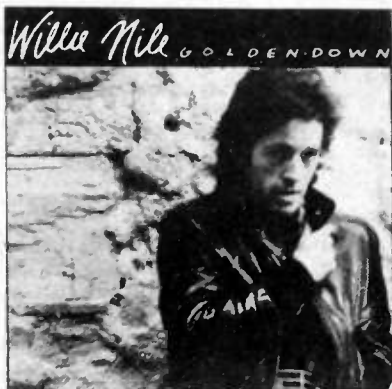


The first week activity has been phenomenal for the second album by the most acclaimed new artist of 1980.

Immediate ads on: WPLJ! WRIF! WLUP! WMET! WMMS! WBCN! WNEW! WCOZ! WGRQ, M105, WCCC, KZEL, KFML, WBRU, WHFS, WIOQ, WLYX, WRAS, WLIR, WBAB, KTIM, KBLE, WWCT, KTYD, KWFM, KBCO, WTUL, WQBK, WAER, WPYX, WNOR, WQDR, KNCN, WAAL, WXKE, WPCR, WOUR, WAAL, WDHA, KKDJ, KBCO, KSAS, KQDS, WXRT... AND MORE!

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ARISTA

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Hard/FMBQ: 19*

Album Network: 25*

Hitting hard on the road with Rainbow and Pat Travers
in April!

8/Tulsa 9/Norman 10/St. Louis 11/Memphis
12/Nashville 13/Kansas City 15/St. Paul 16/Chicago
17/Detroit 18/Indianapolis 19/Louisville 21/Davenport
22/Springfield 23/Champaign 24/Madison
25/Milwaukee 26/Toledo 27/Columbus 28/Flint

The single, exploding out of the LP: "Winning Man"

Hardware.

The breakthrough rock album by Krokus.



arista



"The Beatles" Now In Paperback

The Beatles, first published in October 1980 by **Times Books/Rolling Stone Press**, is now available in paperback from the same firms. Written by the **Village Voice's Geoffrey Stokes**, the approximately 250-page volume sports not only an introduction by **Leonard Bernstein**, but a cover by **Andy Warhol** and the now-classic **Richard Avedon** psychedelic-period portraits as well.

As usual, about half the 9"x12" book is devoted to pictures, many of

which are either seldom seen or exclusive, although an equal number are simultaneously too familiar and of little relevance. How many location shots of the Beatles filming "Hard Day's Night" do you own?

Needless to say, the Beatles' story is, by now, equally well-known and Stokes's text does nothing to illuminate matters. However, books such as these are not really to be judged on their scholarly or literary merit, serving instead as glorified Beatles wigs, nylons, lunchboxes or "I Love Ringo" buttons. Either you'll buy everything connected with the Fab Four or you won't be interested. If you are, it's \$12.95.



"Chu-Bops" Bubblegum's Big Hit

Scene: Year 2001: "I'll trade you two **Pat Benatars** and three **Knacks** for a mint **Teddy Pendergrass**."

"Throw in that **Blue Oyster Cult** and you've got a deal."

Back in the dusty days of yore, "chu-bops" were simply the background vocals on **Barbara Lewis's** "Hello Stranger." Moving into the musty mists of recent memory, "Chu-Bops" (disc-shaped bubblegum sold in miniature facsimiles of LP covers) have become the most successful bubblegum promotion idea since baseball cards.

At a suggested retail price of 35 cents each, over \$2 million worth of "Chu-Bops" have been sold. **Amuro! Products Company**, the **Wm. Wrig-**

ley Jr. Company subsidiary that markets the "Chu-Bops," releases eight new album covers every few months. There were 24 available at presstime with the first eight titles already having sold more than a million units apiece (the **RIAA** has not yet established a platinum certification for "Chu-Bops," however).

Interestingly, neither **Amuro!** nor its partner in the project, New York-based **Album Graphics Inc.**, has used paid advertising to accomplish this success, instead relying upon radio station tie-ins, consumer sweepstakes through these stations, and publicity generated by the print media. So for now, until the bubble bursts, "Chu-Bops" are in the groove.

Aphex Debuts Computer Broadcast Automation System

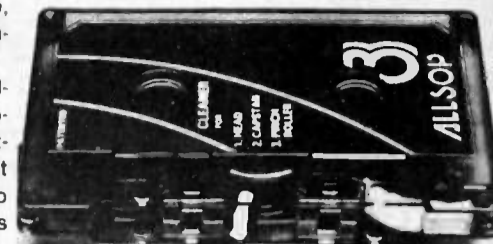
Aphex Systems Ltd. has recently created the "Automatrix," a computer-based broadcast automation system capable of sequencing more than 1000 "events." The unit features independent stereo program and "Q" outputs and is able to program 24 audio channels in mixed stereo and monaural configurations.

The "Automatrix" utilizes Voltage Controlled Attenuators (VCA), allowing pre-programmed sequencing and software-controlled level sensing (such as ducking and cross-fading). The system's computer capabilities include logging and CRT "readouts." For further information contact Aphex at (213) 655-1411.

Clean Cassettes Quickly

The next time you're cleaning your cassette deck you can forget about all those troublesome brushes, Q-tips, and sprays, thanks to **Allsop Automatic Inc.'s** "Allsop 3" cassette deck cleaner. The "Allsop 3" simultaneously cleans the deck's head, capstan, and pinch roller by means of two replaceable virgin wool felts. Unlike most head cleaners which use an abrasive cleaning tape, the wool felts are non-abrasive.

Here's how the "Allsop 3" works: You apply a specially formulated solution to the felt pads, insert the item into the cassette deck, press the play button, and seconds later the deck is clean. Priced at \$6.95, the "Allsop 3" is available from P.O. Box 23, Bellingham, WA 98225. Refill kits (consisting of three of each size pad and a large bottle of cleaning solution) are also available for \$2.95.



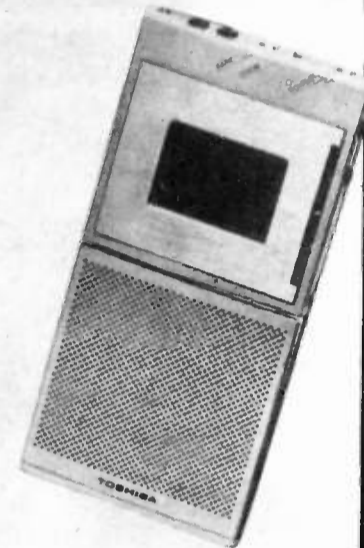
WON'T ARRIVE 'TIL '85

Toshiba Unveils Pocket-Sized TV's

At the recent **Consumer Electronics Show** held in Las Vegas, **Toshiba** exhibited three TV's small enough to fit inside a shirt pocket. The handmade prototypes, said to be worth \$50,000 apiece, weigh 10.5 ounces, measure 6.8 inches long by 0.7 inches thin by 3.2 inches wide, and sport screens that measure two inches across diagonally.

Each of the prototypes (one a TV, the other adding a digital clock, and the third adding an AM radio) also has a built-in "zoom" feature, allowing the image at the center of the screen to be magnified to roughly double its size. Production on the tiny TV's, however, is not slated to begin until 1985, when **Toshiba** hopes to have the cost down to between \$500 to \$600.

The basic problem with miniaturizing TV's is that the projection system in standard cathode-ray TV's must be as long as the unit is wide to fully cover the screen. **Toshiba** is attempting to circumvent this problem with **Liquid Crystal Display (LCD)** technology. Observers note that the picture quality displayed by **Toshiba's** prototypes was inferior to the mini-cathode ray TV's developed by other firms, which indicates that the 1985 introduction date may be somewhat optimistic.



Shipments Of LP's, Cassettes Increase

Domestic manufacturers' shipments of records and tapes increased 4.5 percent to 492 million units during 1980, according to recently released figures from the **Recording Industry Association of America (RIAA)**. 1980 shipments of singles, aided by a sharp decline in the 12-inch single market, slid 23 percent to 157 million units.

Shipments of cassettes overtook eight-tracks for the first time last year with cassette shipments up 26 percent to 99 million units and eight-tracks slipping 17 percent to 85 million units. LP's rose six percent to 308 million units shipped.

The **RIAA** noted that shipments to retailers rose last year while those to the club market decreased; also consumer purchases were actually greater than the aforementioned figures because imports (sales of which rose in 1980) weren't counted. An estimated 6700 new albums and singles were released in 1980, three percent less than 1979.

RCA To Survey Black Colleges

RCA Records Black Music marketing division has begun a college research program, in which the first step is a questionnaire sent to over 700 schools nationwide. The survey seeks information pertaining to enrollment, the school's percentage of male and female students, and on-campus concert halls, radio and TV facilities, and record stores located nearby. The pre-stamped, self-return mailer is being sent to colleges and universities located in or related to strong black communities.

Levitt Forms TownHouse Label

William Levitt has announced the formation of **TownHouse Records**. Levitt, a longtime construction magnate, currently serves as Chairman of the **International Community Corporation**, specializing in the building of large-scale total communities.

Product for the new label will be supplied by **Audio Leasing Corporation**, a New Hampshire-based firm, with industry consultant **Richard Broderick** assisting. **TownHouse** will be distributed by **Accord Records** in cooperation with the **Capitol Records** network.

Initial releases for the recently-formed label will be singles by **Something Sweet**, **Carl Graves**, **Dianne Brooks**, and albums by **Savoy Brown** and **Buzzy Linhart** with a midprice LP line to follow.

Binder Forms Music Publishing Firm; Terrana To Head

Steve Binder Productions has announced the formation of a music publishing division, **Terrana/Binder Music**, to be headed by **Russ Terrana**. Most recently, **Terrana** served as Chief Engineer at **Motown Records**, having joined the label in 1966. He had held the Chief Engineer's position since 1974.

Binder's directorial credits include the '65 film "The T.A.M.I. Show," **Elvis Presley's** '69 TV special, and most recently **Diana Ross's** "diana" TV special.

Carson Elevated To Sr. VP/Int'l Ops For Atlantic

Phil Carson has been promoted to Senior Vice President/International Operations for **Atlantic Records**. A 12-year veteran of the label, **Carson** began as a Label Manager with **Atlantic's** London branch, rising to European General Manager in 1970, and to VP/International Operations in 1977. He will continue to be based at the label's London offices.



Phil Carson

Johnson Upped To Div. VP/Black A&R At Capitol

Varnell Johnson has been elevated to Divisional Vice President of Black Music A&R at **Capitol Records**, coming from his previous post as General Manager of Black Music A&R for the label. A 12-year veteran of the music industry, **Johnson** joined **Capitol** from **EMIA/Liberty Records** in 1980.

Lesnick, Mackoff Upped, Dougherty, Vitale Added As EMI Shuffles Promo Staff

Howard Lesnick and **Mavis Mackoff** have been promoted to Regional Album Promotion Managers in the Midwest and Northeast, respectively, at **EMI America/Liberty Records**. Succeeding **Lesnick** and **Mackoff** are **Jack Dougherty** and **Linda Vitale**, who have been named Local Promotion Managers based in Boston and Detroit, respectively.

Pro:Motions

A three-year veteran of the label, **Lesnick** was formerly associated with the **Piks Distributing Co.**, having begun his career with **Arc-Jay-Kay** in 1973. **Mackoff**, likewise a three-year veteran of **EMIA/Liberty**, joined the label from her post as Music Director at **KZOK/Seattle**.

Dougherty is an eight-year veteran of **Capitol Records**, most recently serving as Special Accounts Manager for the label's Boston branch. **Vitale** previously served two years as **EMIA/Liberty's** Promotion Coordinator.

**What's "Wrong"
Is Right
For Leo And CHR!**



**"WHERE DID WE
GO WRONG"**

**LEO
SAYER**

Produced and Arranged by Alan Tarney



ON WARNER BROS. RECORDS

**"Say What" Is New
From
Jesse Winchester**



"SAY WHAT"

**NEW FROM
JESSE
WINCHESTER**

**CFTR K104 KIOY
CKGM KINT WFOX
KIQQ KHFI FM99
KEZR KXX106 KENI
KYYX WERC KATI
WBBQ**

Produced by Willie Mitchell

ON BEARVILLE RECORDS



Manufactured and Distributed by Warner Bros. Records

"Build a visual bridge from the station to the client."

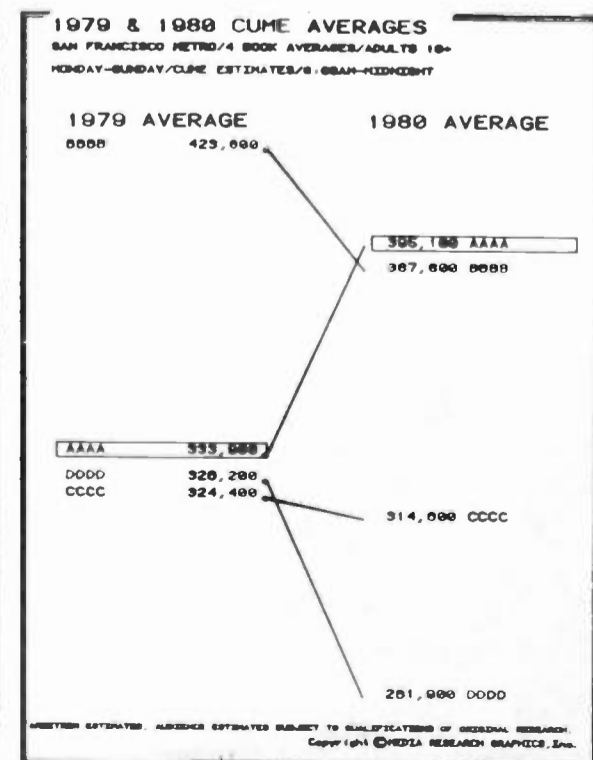
Ratings Made Easy Through "Graphics On Demand"

One of the more frustrating aspects of the ratings and research business is having to pore through columns and columns, pages and pages of numbers. Isn't there any way that the mounds of audience data could be shown in such a way that a general manager could understand them? Yes, there is such a means to easily understand what the book is trying to say. **Allen Klein**, former *Pulse* researcher and now President of **Media Research Graphics**, has spent two years developing graphic techniques that take the mystique out of the ratings books and translates them into pictures suitable for sales or programming purposes. Klein has recently been helping me and the rest of the **R&R** staff compile the soon-to-be released **Ratings Report**, and I was so impressed with his concepts that I thought you should be exposed to the magic that graphics can work.

I recently interviewed Klein, asking him to tell me about his service. He was kind enough to leave some examples of how both the sales and programming data can be shown in easily understood — and very meaningful — graphic form. In a future column we'll look at the work that Klein does with qualitative and product usage data.

Keep It Simple

From his background as a veteran research maven, Klein saw that most general managers, sales managers, and PD's were "bored and confused" with having to delve into the pages of an Arbitron report. When he and his wife started **Media Research Graphics** over two years ago, it was their goal then to find a way "to keep it simple." Spending a year developing the proper computer programs, then tying that set of instructions into a graphic computer and plotter led Klein to the type of material you see on this page. Klein's goal was to "build a visual bridge from the station to the client" for sales applications, and to also provide to internal management an easily understood way to analyze the ratings results. According to Klein, "within 72 hours after receipt of



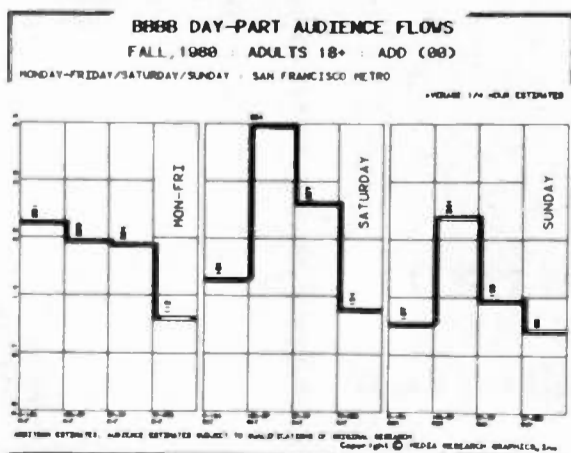
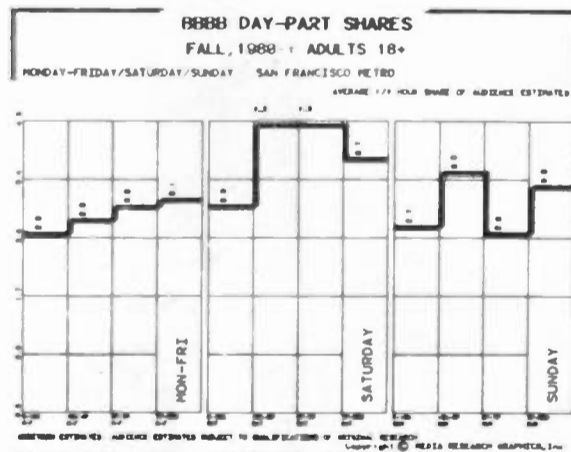
the book we can send to a station a set of graphic analyses."

Sales, Programming Aids

Media Graphics Research has two major product lines. For the sales team there is the **Graphics On Demand (GOD)** system, which generates analyses based on the numbers for your station and for your competitors. Visual presentations such as the example shown on this page can be helpful in positioning stations as being on the upswing. Rankers can also be produced. Graphics for any Arbitron sex/age cell can be generated by Klein's firm.

The example in the left corner shows that when looking at the 1979 and 1980 averages in San Francisco, among adults 18+, station AAAA has increased notably, surpassing the former leader BBBB (stations' calls masked only for this column). Station DDDD has really slipped in the last year. Expressed in such an easily understood presentation the ratings trends may be more meaningful to an advertiser not totally familiar with "the book."

The programmers have not been left out of Klein's system. For the PD there is the **Management Program Analysis (MPA)**. The MPA examines the data for your station, helping to clarify what the book is trying to say. Examples such as shown here can be useful in explaining to the airstaff what the book is really trying to tell you.



In reviewing these displays a programmer could see that although station BBBB appears to slump in actual audience average quarter-hour estimates in the 7-midnight daypart, the BBBB share in that daypart is actually the highest of

Week In Review

Birch Adds Three Markets

The Birch Report monthly ratings service continues to show steady growth. According to Tom Birch, President of the Florida-based firm, San Antonio, Tulsa, and Hartford have recently been added to the list of markets measured monthly. Birch tells **R&R** that his service now covers 28 monthly metros, with other markets surveyed on a quarterly basis. New quarterly markets include Green Bay and the Appleton-Oshkosh area.

Besides the 28 markets now surveyed monthly, Birch is looking to expand further. Five major markets are being targeted, mostly in the South and Midwest.

In a future column, I will examine the Birch service and compare it to the other major monthly ratings effort, **Mediatrend**.

any of the major Monday-Friday breakouts. This means that the station is really doing quite well getting its fair share of the available audience in the evenings.

Other examples of the work that Klein's computer and plotter can do abound. You may want to call Allen at (213) 789-4000 to discuss what else his system can produce for sales and programming applications.

Customized Data

Klein's material, which he says is available on a format or demographic target exclusivity basis in a market, is currently being used by approximately 50 stations, including the **RKO** group. One reason why these stations seem to like the **Media Research Graphics** system is that there is virtually no end to the amount or type of analyses that can be extracted from the book. Any number in the ratings report can be displayed in a visual fashion, and Klein states that "stations can pull data for the life of the report, or as new sales situations present themselves." There is no standard set of materials a station receives. Each station receives specific displays depending on the needs of the sales and programming management. Typically a station will order approximately 15-20 camera-ready sheets from Klein, sheets that can be readily shot onto station stationery for sales pitches. Programmers can request customized breakouts each book, looking at various aspects of audience performance. The last interesting item to mention this week is that any data base can be used for the **Media Research Graphics** displays. Although **Arbitron** is most often analyzed, Klein says, "We can use **Mediatrend**, **RAM**, **Birch**, **Simmons** or any other major data base."

Now that we've given you a taste of what **Media Research Graphics** can do, we'll let you digest this column. In a couple of weeks we'll look at how you can display qualitative and product usage data, another vital sales tool. See you next week!

Jhan Hiber



TWO SURE BETS WITH A GUARANTEED PAYOFF!

THE ROVERS

“Wasn’t That A Party”

JB105 add	KTAC deb 35
WQXI add	WACZ 9-6
KOIL add	WFBG 24-20
KFI add	14WK 1-1
KEEL add	95XIL 3-1
WHEB add	WXLK 2-1
WKBW 1-1	WROV 10-5
WBEN-FM 1-1	WRKR 29
CFTR deb 16	KENI 10-8
WDRQ 4-2	KVIL on
CKLW 2-1	KIQQ on
WGCL 2-1	13K on
KPLZ deb 27	KSTAR on
WKEE 32-31	KQ94 on
KINT 30	BJ105 on
WTIX 36-33	WGH on
WJDX 17-15	92X on
WERC 28-27	KNBQ on
WTWR 4-2	WHY on
WOHO 16	KVOL on
KIOY 31-26	WTRU on

**THE MASS APPEAL RECORD
THAT'S GETTING PLAY AT
AOR & COUNTRY RADIO TOO!**



Produced By Jack Richardson
For J.A.R. Productions

GEORGE DUKE AND STANLEY CLARKE

“Sweet Baby”

Y103 add 38	FM99 add
WAYS add	KQDI add
WAKX add	KRLC add
KNBQ add	

Co-Produced By George Duke And Stanley Clarke



STANDING TALL!

Jim Photoglo

"Fool In Love With You"

New This Week!

KIQQ	FM99
Y103	WSPT
KYSN	KYYA
14WK	KRLC

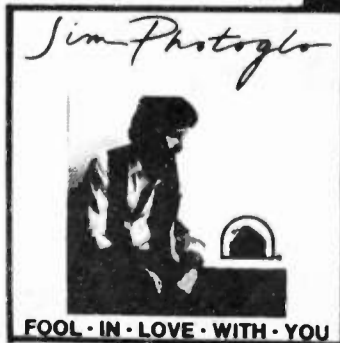
Also Playing On:

KIIS-FM	Love 94	KAAM
WIFI	WCCO-AM	WCFL
KJ100	WRIE	KULF
WBBQ	WRVA	KOMO
KIOY	KMED	WEEI-FM
KINT	KUGN	KZAM
BJ105	KFQD	V-97
WGH	WEIM	WLOF
KNX-FM	WSLI	KIFM
WFLB	WCHV	KKRC
WKXY	KRKK	KQDI
KKXL	WJON	WYEN
KENI	KXIC	WSBA
KBOZ	WLVA	KSNM
KKRC	WCFR	KFXD
WHDE	WHIO	KXLY
KUTE	WHBY	
WING	WHOK	
KSL	WLTA	
KEX	KLO	
KMBZ	WABZ	

JIM PHOTOGLO

"Fool In Love With You"

FROM THE SECOND HIT ALBUM



FOOL IN LOVE WITH YOU

Manufactured and Distributed by RCA Records

Arbitron Shares October/November '80

Wilmington, Del.

WSTW Adds Two, Widens Lead

WSTW (R) became more dominant in this report, up two shares 11.4-13.4. Runner-up in the first fall Wilmington sweep was WDEL (PA), gaining 8.4-9.4, while WJBR-FM (BM) slipped 11.1-8.4. Making a big upward move was WILM (N), which more than doubled 3.2-7.3.

Other Wilmington metro stations with a one share or better were WAMS (R) 3.6-2.6, WJBR (BM) 1.6-2.0, and WNRK (T) 3.0-1.4.

Philadelphia area stations scored heavily in the Wilmington metro. Philly and other outside stations with a one share or better included KYW (N) 2.9-2.1, WASA (PA) 7-1.2, WCAU (N/T) stable at 2.4, WCAU-FM (B) 1.3-1.4, WDAS-FM (B) 1.0-3.5, WDSD (C) 3.3-4.6, WEAZ (BM) 3.0-2.1, WFLN-FM (CL) 1.0-1.4, WIFI (R) 9-1.5, WIOQ (A) 6.1-2.7, WIP (PA) 2.3-1.8, WMGK (PA) 3.9-4.9, WMMR (A) 3.7-3.0, WPEN (PA) 6-1.2, WUSL (PA) 3.2-1.2, WWDB (T) 1.3-1.8, WWSH (BM) 1.3-1.1, and WYSP (A) 3.6-5.9.

Buffalo

Continued from Page 3

tea, or No-Doz or stimulants. The secret really has been good food. It sounds corny, but I've been eating lots of fruits and vegetables. It's kind of made a health food nut out of me. It really works." Norton said he started to lose his voice around the eighth day, "but it came back by itself. It's a little raspy."

The station raised several thousands of dollars for Easter Seals, and Norton was set to receive the key to the city and star in "Larry Norton WGRQ Day" following a motorcade to City Hall. Afterwards he'll take a week-long vacation in the Virgin Islands, paid for by the station. But would he do it again? "I don't think so," Norton told R&R. "We figured it out, over the course of the 20 days it's more than 5000 tunes. Normally I do a four-hour airshift six days a week, so if you figure that in, this is the equivalent of five months on the radio!"

London

Continued from Page 3

knowledge and experience will be extremely valuable in our projected goals."

London, who is based at Motown's Los Angeles headquarters, joined the label in 1969 as Regional Album & Tape Sales Manager in Detroit, moving to L.A. in 1972 as Assistant National Singles Sales Manager.

At the same time, Sherman announced Worthy Patterson's appointment to the new position of East Coast Marketing Director for Motown. Patterson was most recently VP/East Coast Operations for Casablanca, following marketing and promotion positions at Warner Bros. and RCA. He will be based in New York.

Time-Life

Continued from Page 3

you really care about; every selection one that you want!" The brochures also stress the wide historical and stylistic range of the available music, ("Mellow Music," "Classic Rock 'n' Roll," "Easy Listening," "Popular Country"), citing "many songs difficult or impossible to find anywhere else today." A photo of a man feeding a cassette into a car deck is captioned, "Listen to only the songs you really like. You'll never have to switch programs or use 'fast forward' again," which might be inferred to mean you'll never have to use your radio (or prerecorded tapes) again either. The Time-Life concept may establish itself as a new species of competition for the radio and record industries.

Viewers Program QUBE Music Show

In a related development regarding consumers taking an active role in customizing their music, Warner Amex Cable Communications Inc.'s two-way interactive "QUBE" system debuted a video jukebox programmed entirely by viewers in Columbus, Ohio on April 3. The 90-minute weekly program, "Sight On Sound," provides viewers with a broad spectrum of video clips from a variety of contemporary artists. Viewers are given a choice of clips throughout the show, selecting the one they would like to see next by pressing a response button on their sets, thereby sending a message to a central computer which tabulates their choices within seconds.

Raleigh-Durham

WPTF, WRAL Remain 1-2, WLLE Jumps

WPTF (PA) enjoyed a stable book 14.6-14.4, and remained the top Raleigh-area station. WRAL (PA) gained 12.5-13.3 and stayed in second position. WQDR (A) added two, up 9.3-11.1. WLLE (B), which did not show in the last Raleigh book earned an 8.3 share this sweep. WYYD (BM) slipped two shares, 9.0-7.0. WKIX (R) slipped too, 7.4-6.6, while WTIK (C) shot up fourfold, 1.2-5.0.

Other Raleigh metro stations with a one share or better included WCHL (PA) 1.5-1.9, WDCG (R) 5.1-2.9, WDNC (PA) 2.8-4.0, WDUR (B) 7.3-5.7, and WSRC (B) 9.2-4.7.

Flint

WWCK New Number One, WGMZ Surges

WWCK (A) was up more than three shares to the top spot, 10.3-13.8. Biggest gains were posted by WGMZ, though, as the BM station jumped 6.9-12.4. Former market leader WDZZ (B) advanced 11.5-12.9.

Other Flint area stations with a one share or higher were WAMM (B) 1.6-3.3, WFDF (PA) 8.0-5.2, WKMF (C) 5.8-5.9, WOAP (PA) 1.7-1.2, WTAC (R) 4.4-3.1, and WTRX (PA) 6.9-6.6.

Outside stations with a one share or more included WFMK (PA) 7.1-4.5, WGER (PA) 4.7-2.1, WHNN (R) 3.3-1.9, WITL-FM (C) 1.1-1.0, WJR (PA) 8.5-6.3, WKCQ (C) 2.2-2.8, and WWJ (N) 8-2.1.

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

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

WCKG

Continued from Page 3

and will concentrate on a more "adult-oriented" stance than WAMO's, playing "anything but that hard-driving typical R&B sound." Payne told R&R, "I really think I can outclass WAMO. I think the market is ripe for something new. By adding competition to the market, it will make it better for everybody." He added that WCKG will play more cross-over records, declaring, "I think the average intelligent adult today doesn't really give a damn about what color you are when it comes to music."

Tom Daniels, a 10-year radio veteran most recently at KMJX/Little Rock, has been hired as morning man, while Bruce Baugh will do middays, Payne will handle afternoons, and other positions are yet to be filled.

Thomson

Continued from Page 3

automation service, but with 230 stations there are a lot of other opportunities popping up. It made sense since we're both located in the same area, and had some common goals and ideas that fit together pretty well."

He added, "I'm excited about joining Century 21 because it expands my capabilities—we have an on-line computer and extra people to put into the consulting side. I think it's a propitious time for this kind of merger because of the growth of country in general... and you're beginning to see an adult contemporary/country combination, and it's time for the development of things like a more album-oriented country." Thomson will be based at Century 21's headquarters in Dallas.

WJOI

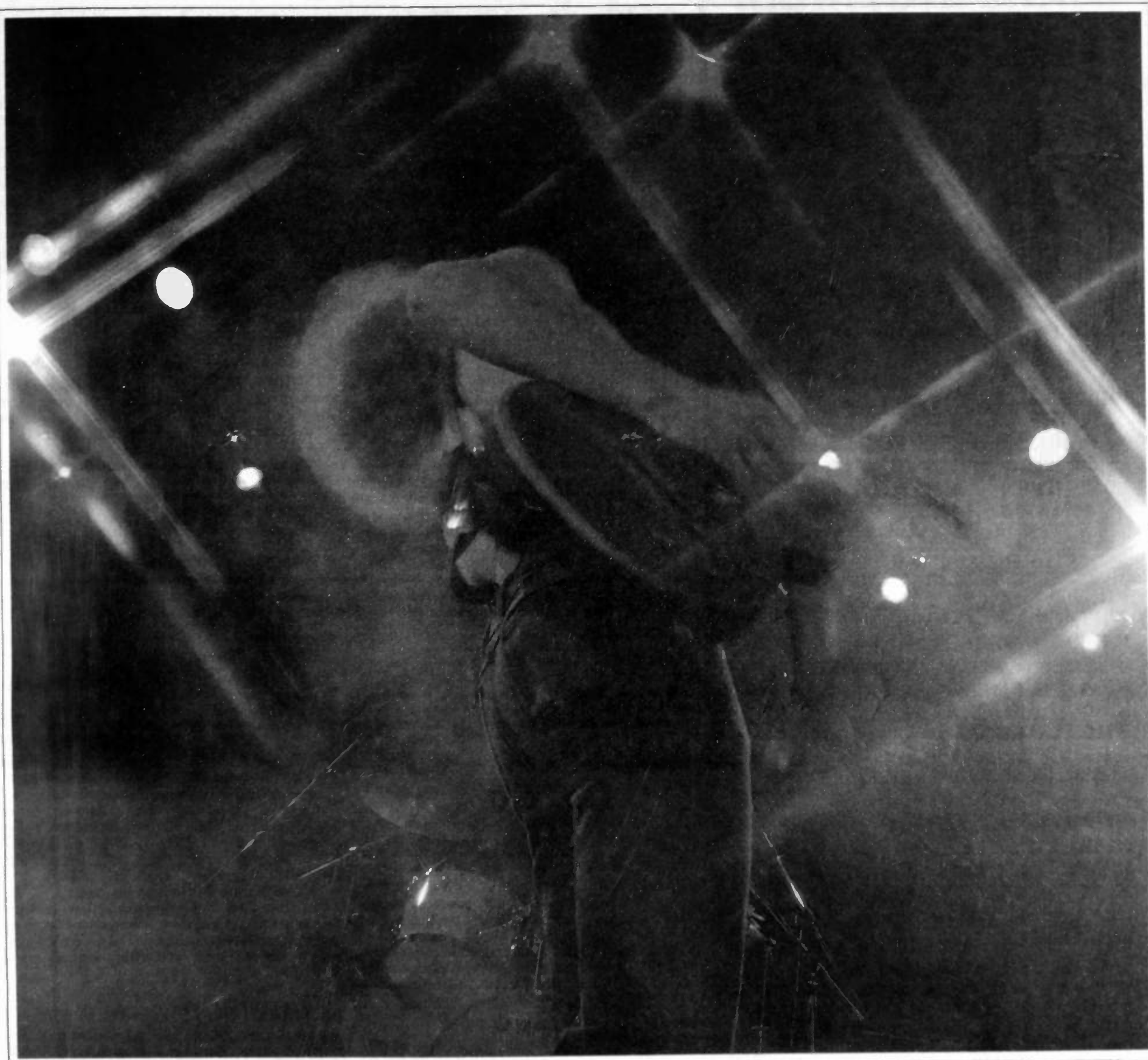
Continued from Page 3

copy of B97/New Orleans, we will be using pretty much the same outline of our success there."

A call letter change has been applied for and the new on-air identity of WJOI will be B94. To assist in the day-to-day programming of B97, Vallie also announced the appointment of John Volpe, formerly of KKKQ/Phoenix and KOPA-KXAM/Phoenix, as Assistant Program Director.

WJOI went on the air with the new format earlier this week. Using what Vallie termed "the jukebox approach," the station will be without regular announcers until a complete staff of personalities is assembled.

**"YOU GOTTA HAVE A MONSTER GUITAR PLAYER,
OR YOU CAN'T PLAY ROCK'N ROLL."** — *Ted Nugent*



GUUITAR®

A ROCK EPISODE

In this brand new 36-hour radio special, you'll hear every monster guitar player that ever made his guitar scream, or cry, or whine.

From Robert Johnson to Eric Clapton, from Page to Beck himself, everyone is here, . . . and hard. Call now! (Collect) 214-634-8511.

TM

Special Projects

1349 Regal Row Dallas, Texas 75247 214-634-8511

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Photo/Agora Ballroom, Dallas, Tx.

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"
AS 0592

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"

**PARKER & RAYDIO
BRAYKER**

"A WOMAN NEEDS LOVE (JUST LIKE YOU DO)"

FROM THE NEW SMASH ALBUM BY
RAY PARKER JR. &



A WOMAN NEEDS LOVE

AL 9543

ARISTA



STREET TALK

Don Imus has inked a new five-year contract with WNBC/New York, which WNBC VP/GM Robert Sherman commented upon, saying, "He's the most important radio personality in the country. To the best of my knowledge, our new contract appropriately makes him also the most highly rewarded." Imus retorted, "They made me sign."

And while we're on the subject of WNBC, you can shelve the rumor that the station is courting WABC's Dan Ingram. WNBC's PD Kevin Metheny assures us that all the NBC personalities are firmly in place and the station plans "no personnel changes."

Look for Mike McVay, currently PD at WAKY/Louisville, to be making a career move in the very near future.

Are the Eagles breaking up? The rumors continue to circulate, but manager Irving Azoff insists, "The Eagles have been breaking up for seven years . . . they'll probably continue to break up for seven more." We did confirm that each individual Eagle is working on some sort of solo project and that the chances for another tour in the near future look really slim.

Ron Bledsoe and Michael St. John, President/GM and PD of WHIN-WWXX/Nashville respectively, have formed a consultation firm for medium and small market radio stations. The new company, called Mikron, has signed WKXC/Chattanooga as its first client. Ron and Michael will continue to run WWXX and WHIN.

Congratulations to Michael Alhadeff, who was upped to National Director for E/P/A West Coast from his Associate National Director slot.

Look for Drake-Chenault to make some major announcements in the not-too-distant future regarding the extremely popular satellite delivery of syndicated programming. We have picked up that D-C has joined forces with the Robert Wold Company (major holders of satellite transponder space) and will go public when ready to immediately deliver to client stations the kind of programming others still have on the drawing boards.

Congratulations to Dreamland principal Nicky Chinn on his London wedding (4-9) to Jill Rosenbloom. Naturally, Dreamland co-founder Mike Chapman was the best man but did not get "producer credit."

J.C. Floyd, former PD of WIGO/Atlanta, is the new PD at WAMO/Pittsburgh. J.C. replaces exiting PD Ken Allen.

Unicorn Records has relocated to 8615 Santa Monica Blvd., L.A. 90069. The new phone is (213) 652-2070.

Speculation may be a bit premature, but already many are asking if RKO Radio will move its corporate headquarters from L.A. to New York in the wake of Dwight Case's resignation and Bob Williamson's appointment (see Page 1).

Jeff Lucifer has named Rick Gillette from FM102/Sacramento as his new Music Director at 13K/San Diego. Rick will also handle the 9pm-1am air slot at 13K.

Hey, I Know That Guy!

If you've been following the convoluted story of boxing promoter Harold Smith and his pending problems with the FBI, among other agencies, apparently the authorities owe a debt of thanks to WOL/Washington President Dewey Hughes.

Smith, who was implicated in a bizarre bank embezzlement scheme on the West Coast, was finally arrested this week, but only after the FBI determined that Harold Smith was actually a former Washington resident known as Ross Eugene Fields.

If you're still confused, it's okay, so are the authorities at this point. But back to our hero, Dewey Hughes. Apparently Dewey spotted Smith (Fields) being interviewed by Howard Cosell on ABC-TV and recognized him as an impostor. He had a beard and had gained a lot of weight, but Dewey recognized him as Fields and contacted the authorities. The rest, as they say, is just another page in the crimestoppers' notebook.

Mark Driscoll has exited KIOY/Fresno amid rumors that the station will be "broadening its demographic target upward." Mark can be reached at (209) 439-8213.

In what has to be quite a promotional feat . . . KTAC/Tacoma personalities Tom Jeffries and Captain Kirk Russell plan to walk the entire Western coastline of the state of Washington from Neah Bay to the Columbia River, which marks the border to Oregon. Why, you ask? It's all a part of the station's annual participation with the March Of Dimes Superwalk. I hope Tom & Kirk realize how lucky they are *not* to be working in California for this particular stunt.



WHEN I SAID "LIGHTEN UP," I DIDN'T MEAN . . . — WSB/Atlanta's Big John Moore shows his morning partner Jim Howell that he's not quite as heavy as he used to be. In 84 days the popular Atlanta personality has dieted away 74 pounds and he vows to stay on the rigid regimen until he drops from 400lbs to a svelte 190! The station is encouraging Big John by running a contest in which listeners guess exactly how many pounds he can shed by his self-imposed June 9 deadline. We wish him luck and an understanding tailor.

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

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

DAN MURPHY/KVI . . . "I'm looking forward to many more issues of the best damn service in the industry — bar none!"

Jocks . . . write today for free samples.

Fame

T.M.

ROBERT STIGWOOD
and the
RSO FAMILY

**CONGRATULATE
OSCAR WINNERS
MICHAEL GORE and DEAN PITCHFORD**
Best Song "FAME" Best Song (Lyrics) "FAME"
(Performed by **IRENE CARA**)

MICHAEL GORE
Best Original Score "FAME"



Chuck King VP For ABC Entertainment Network

Chuck King has been appointed Vice President/ABC Entertainment Network, coming over from Director of the ABC Information Network, a position he had held since November 1980.

ABC Radio Networks VP/GM Bob Chambers commented, "We're extremely gratified to have someone with Chuck's tremendous experience guiding the future direction of the ABC Entertainment Network. We're confident that his attentiveness to the needs of our affiliates and his wide-ranging knowledge of all areas of network radio will help the Entertainment Network reach even higher levels of success."

King, with over 20 years in broadcasting to his credit, served with the Mutual network for 14 years following a stint as GM at WKAL/Utica. He joined the ABC network in 1974 as Eastern Regional Manager/Affiliate Affairs, becoming Director of the Entertainment Network in 1977. In early 1980 he became Director/Affiliate Acquisitions for the ABC Radio Networks before taking on the Information directorship.

McDuff Appointed KLIF PD

Danny McDuff has been named Program Director of KLIF/Dallas, as previewed in R&R last week. McDuff had been PD at Susquehanna sister station KPLX-FM, like KLIF a Country outlet, and had been MD at KPLX previously.

McDuff commented, "I am very challenged by the opportunity to turn KLIF into a Country legend. It was a legend back in the days of Top 40 under (former owner) Gordon McLendon, and we intend to continue in that tradition."

Chase Named WAVA PD

Gary Chase, Music Director at WAVA/Washington, DC, has been promoted to Program Director at the AOR outlet, replacing the departed Jim Herron (R&R 3-27). The appointment marks the first programming position for Chase, who has been with WAVA for two years after three years as an air personality at crosstown rival DC101.

WAVA President Alex Sheftell commented to R&R, "Gary's been around the radio business for a long time. He knows what's happening in the market, what's breaking, the feel of where we're headed. He has a great rapport with record people and the people in town, and I felt he approaches it all in the most intellectual way I've ever seen."

Chase told R&R, "It's a great opportunity - Washington is, outside of Los Angeles perhaps, the most competitive city for radio. I'm looking forward to the challenge of positioning our radio station to continue being the dominant AOR." Chase added that he will continue his afternoon drive shift in addition to programming.

SJR Files For \$15.5 Million WKTU Sale

As part of its agreement to spin off three radio stations to Infinity Broadcasting of Boston for \$32 million (R&R 12-5-80), SJR Communications has filed with the FCC an application to sell WKTU-FM/New York for the record-breaking price of \$15.5 million. Also set for sale under the agreement last December are SJR's WJIT/New York and WYSP/Philadelphia.

Hensler New Polygram Executive VP

Guenter Hensler has been appointed Executive VP/Operations for Polygram Records, while retaining his current position as President of Polygram Classics. The new position is described as "co-equal" with that of Exec. VP/GM Bob Sherwood, with Hensler concentrating on finance and distribution and Sherwood in charge of marketing and promotion. Polygram Distribution President John Frisoli and Polygram Sr. VP/Finance Wingolf Mielke now report to Hensler. Both Hensler and Sherwood report directly to Polygram President David Braun.

Braun commented, "Guenter Hensler is the right man at the right time. With Guenter handling the administrative machinery, my accessibility to the creative community will be increased substantially." Hensler is a 13-year Polygram veteran who has mainly worked out of the company's German headquarters, although he was previously Assistant to the President of Polygram Corp. in the U.S. in the early 70's.

WDBO

Continued from Page 1

"Preemptory Right"

Rakovan told R&R, "Schulke has been a consultant to WDBO for ten years. Schulke 2, we feel, is totally competitive, and we have a preemptory right. We value his relationship and consulting work with our company." Rakovan also mentioned that another aspect of the Schulke consultation, "maximizing the FM facility," was significant in the alleged contract violation. "My understanding is that he does the same things with the other station," he told R&R. He added that Outlet was "not antagonistic" and had discussed its concerns with Schulke before filing the suit.

Schulke commented, "The crux of the matter is do we have the right to bring out another format." Citing a number of other programming syndication companies offering more than one format, he said, "We have the right to provide other formats in the same market," and quoted a portion of a standard SRP contract specifically allowing for the furnishing of music other than Beautiful Music to another market station. He concluded, "I'm unhappy that my client feels so strongly that I'm not working in his best interests; I believe I am. We're certainly not taking our eyes off our Beautiful Music format."

BRAD MESSER



The Living Information Processor

Everything's information processing now. Chips and circuits and CRT displays are invading even the smallest business offices. The nation's larger newsrooms, known for innovation but in this case far behind many daily newspapers, are using information processors and data banks. As costs fall, the machines of the real Electronic Age will make their way not only into the smaller radio newsrooms, but into the homes of radio listeners as well.

Part of that process is well underway. Anyone with the money can buy an excellent scanner radio and listen at home, picking up the same information as the local radio newsroom. Cable hookups offer not only full-time news, but databanks and on-line wire service readouts. It is easily possible today for the affluent citizen to hook into more and better information sources than most radio broadcasters can muster, giving rise to the very un-rhetorical question, "What can a radio news department do for people that they cannot (soon) do for themselves?"

We now process incoming information, edit it, and delivery a summary of the news we think is interesting and/or important to our listeners. We now spend a lot of time processing information - our basic task - and gathering needed facts with which to round out our stories. But not far down the timeline we can at least envision the day when most other people have the same resources as we, and that's when we'll cross the line and face the question I posed above.

Well, what will we offer? I believe it will boil down to *experience* and *expertise*. The home client who hears an injury wreck reported on his home scanner, or sets his digital worldwide shortwave receiver for Radio Moscow, or tunes in the All-Sports satellite to get his own realtime input, has very little need for a newsperson to tell him anything. He has been to the source personally, so to speak. Our experience and expertise come in *summarizing* local traffic by leaving out the nine wrecks not worth reporting and gathering followup details on the tenth... by listening to ten foreign newscasts and editing down the one segment that's worth noting... by summarizing two hours of live sports action in a couple of minutes. We'll pay our way in the future, much as we do now, by selling the information-processing circuitry inside our heads.

What can a radio news department do for people that they cannot soon do for themselves? We can think clearly, based on experience. Combine facts accurately, based on expertise. Compile what is meaningful by tossing out misleading information.

We'll do what we've always done. We'll offer a finished product of good craftsmanship, not in competition with the do-it-yourselfers, just as the downtown car dealership offers to fix cars not in competition with the home mechanics. The only difference in now and the near future, I believe, is that soon there will be more information processing do-it-yourselfers tapping into our tradition and developing sources of information. It may turn out that they will become more appreciative of what it is that newpeople do... just as the backyard mechanic who has made a basket case of his engine appreciates the professional mechanic who can salvage the mess and make it run again.

CALENDAR

George Parker And The Sundance Kid

MONDAY, APRIL 13: George Leroy Parker was born 115 years ago today in Beaver, Utah, and grew up to become a cowboy and part-time butcher. That's how he picked up the nickname Butch, later added to the last name of one of his friends, Mike Cassidy. George Parker adopted the name Cassidy about the time friend Mike was teaching him the finer points of rustling cattle and getting away with it. Butch Cassidy and Harry Longabaugh, the "Sundance Kid," are thought to have appropriated about a quarter-million dollars of other people's money in their string of train and bank robberies.

Atheist Madalyn Murray O'Hair, who brought the U.S. Supreme Court decision on prayer in public schools, is 62. She is still trying to have "In God We Trust" removed from American money.

"Titanic" Didn't Send S-O-S

TUESDAY, APRIL 14: On this date in 1912 the radio operator aboard the luxury ocean liner "Titanic" tapped out an urgent distress signal, as the ship began sinking after ramming an iceberg. SOS wasn't the signal... it was C-Q-D: CQ for "anyone who can hear me" and D for Disaster. 1517 people died and 706 were rescued by nearby ships, as the "unsinkable" liner did.

President Abraham Lincoln was assassinated in 1865.

Pete Rose is 40. Loretta Lynn is 46. Tony Perkins is 49. Rod Steiger is 56. Ritchie Blackmore (Rainbow, Deep Purple) is 36.

The First Golden Arches

WEDNESDAY, APRIL 15: I don't want to linger on today being tax deadline, so I'll move right into the story of the first Golden Arches, which were part of the architecture of the first McDonald's. It opened today in 1955 at Des Plaines, Illinois, and was the bright idea of the then 52-year-old Ray Kroc. Within three years he'd sold hamburger number 100 million. There are now 6269 of the restaurants in 28 countries, with about 500 more opening yearly. Average annual gross per store is a million bucks.

Roy Clark is 48.

Book-Of-The-Month Club

THURSDAY, APRIL 16: Fifty-five years ago today the original Book of the Month club began, with print ads suggesting people subscribe to books as they do to magazines. They did. BOM has sold the equivalent of one book for every man, woman and baby in the United States, and now has about 1 1/4 million members.

Apollo 16 began the next-to-last of America's moon-landing missions today in 1972.

Kareem Abdul-Jabbar is 34. Bobby Vinton is 46.

Near-Miss In Space

FRIDAY, APRIL 17: The closest America ever came to losing astronauts in space was during the Apollo 13 mission, which ended with a safe splashdown eleven years ago today. Three men on their way to the moon reported a major malfunction affecting on-board life support; they were saved by crawling into their attached moon-lander and using it as a lifeboat, in which they huddled while they made the return trip to Earth. They didn't even attempt a moon landing, and were happy to be back alive.

Harry Reasoner is 58.



THIS WEEK
SISTER SLEDGE
JOHNNY RIVERS

NEXT WEEK
VARIOUS GUESTS

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



Ah, here it is, April (and Nino) already. As you know, a lot of important dates are upcoming this month on the Gary Owens R&R topless Wallace Beery calendar . . . Some of the more irritating ones include:

KLORB: This is a day honoring the fat. A photo of Shelly Winters should be displayed on the lower right hand corner of the auto window.

TRELK: Or the Feast of Trek Day. Observers should celebrate by wearing a Don Imus Costume.

NEIBLEE: Tribute day devoted to program directors who bawl out morning glories for opening up 10 minutes LATE.

NURTLEGG: DAY OF THE SACRED ARMADILLO. Record people should observe by displaying yak bladders outside their apartments.

ADMISSION DAY: This day commemorates the raise in prices for admission to the Quick Beaver Theater on Santa Monica Boulevard in Los Angeles.

TRUSS WEEK: Week of honor for those wearing trusses begins at 11:14 today. Give them a gift (weighing no less than 1100 pounds.) It's fun to watch them carry it home.

PRUNE: Observe by drinking three quarts of prune juice then sitting through entire performance of "Evita" without intermission.

And in addition to all those keen holidays where you have to work, here's a note from Joel Dearing at U93 in South Bend, Indiana.

Joel etches: "Dear Garish, being a fateful fan of your recent article has inspired me to do many things in life. For example, before I started reading your tidbits I never knew what nurgling was. Now I do it on a daily basis and I feel that it has helped me be closer to self-actualization."

Sure, Joel, a likely story . . . that's what the Donner party told me when I invited them to lunch.

However, he has sent along his list of occupations and their lunches (according to Joel, after snorting some Kitty Litter, the official recreational drug of the 1980 Olympics):

CALENDAR PRINTERS
EAT DATES.

FOOT DOCTORS EAT
TOOTSIE ROLLS.

ASYLUM WORKERS EAT
NUTS AND FLAKES.

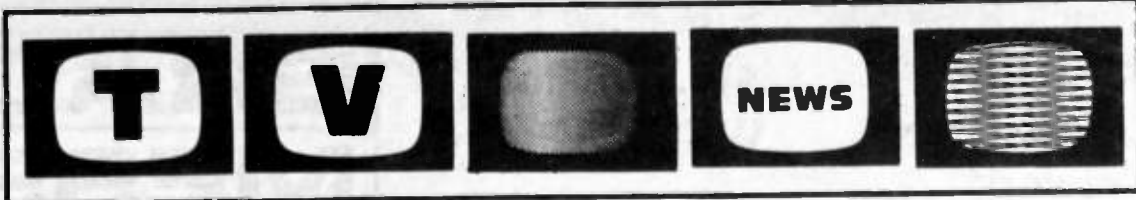
ASTRONAUTS EAT
LAUNCH MEAT.

FATHERS EAT POP
CORN.

PERCUSSIONISTS EAT
DRUMSTICKS.

ROOFERS EAT ANY-
THING ON A SHINGLE.

NEXT WEEK, we'll report on certain rumored acts of impiety committed by the Katzenjammer Kids.



Oscars, Walters, 'Masada' Propel ABC Past CBS

A triple threat of special programming gave ABC the impetus it needed to break CBS's streak of six consecutive Nielsen ratings victories. In the tally for the week ending April 5, ABC edged CBS 19.1 to 18.4, while NBC's average rating was 16.1.

The Oscars provided ABC's primary punch, finishing a point ahead of perennial winner "Dallas" for the top spot last week. The latest Barbara Walters special was fifth, and Part I of "Masada," predicted to score more ratings triumphs this week, came in seventh; and the combined impact of the three specials outweighed the still-considerable CBS series strength. The standings:

— 1	Academy Awards (ABC)	10 11	Diff'rnt Strokes (NBC)
1 2	Dallas (CBS)	15 12	Archie Bunker's Place (CBS)
2 3	80 Minutes (CBS)	13 13	Real People (NBC)
3 4	Dukes Of Hazzard (CBS)	14 14	Greatest American Hero (ABC)
— 5	Barbara Walters Special (ABC)	— 15	NCAA Basketball Championship (NBC)
4 6	M*A*S*H (CBS)	— 16	One Day At A Time (CBS)
— 7	Masada Pt. I (ABC)	— 17	Mork & Mindy (ABC)
8 8	House Calls (CBS)	12 18	Alice (CBS)
7 9	Love Boat (ABC)	— 19	Quincy (NBC)
— 10	Lou Grant (CBS)	9 20	Magnum P.I. (CBS)

"Mork & Mindy" made its first top 20 appearance of the season. "WKRP In Cincinnati" remained consistent, moving 25th to 26th.



DAVIDSON ASSISTS SISTER SLEDGE — Cotillion's Sister Sledge were joined in performance by John Davidson while taping, conveniently enough, the "John Davidson Show" recently.

Music On TV

Kenny Rogers guests on the "Barbara Mandrell & Mandrell Sisters Show" April 11 . . . Melissa Manchester appears on Bob Hope's "Spring Fling Of Glamour & Comedy" special April 13 . . . Stephanie Winslow joins "Merv Griffin" April 15 . . . Marshall Tucker Band and T.G. Sheppard are on "Solid Gold" the week starting April 17 . . . John Denver hosts a new special entitled "Music & The Mountains," featuring opera star Beverly Sills and classical luminaries Itzhak Perlman and James Galway . . . Casey Kasem will co-produce and James Darren will host a new syndicated music TV show distributed by Gold Key Media called "Portrait Of A Legend," described as weekly tributes to top stars, and promising film footage new to TV.

Panorama Off For TV Guide

TV Guide's companion publication Panorama, introduced a little more than a year ago and aimed at the sophisticated viewer, concentrating on the new wide range of video possibilities, has been folded, with publication ceasing after the June issue. A lack of reader interest was cited as the reason, with circulation 50% under expectations.

VIDEOSCOPE:

"ORDINARY PEOPLE" AVAILABLE: One day after it had copped the "Best Picture" Oscar, "Ordinary People" was added to the RCA "Selectavision" videodisc catalog. The Robert Redford-directed family trauma/drama won't be released 'til May, however . . . IRAN HOSTAGES JOIN THE VIDEOCASSETTE RANKS: MGM/CBS Home Video has released "The Hostages: From Capture To Freedom," a 90-minute news summary of the Americans' 444-day ordeal, on videocassette. The program is the second issued under the "CBS News Collectors Series," which was launched last month with the release of "Great Figures in History: John F. Kennedy." Further additions to the MGM/CBS videocassette line are "The Formula," "Cabaret," "The Champ," "Tarzan, The Ape Man," and "Forbidden Planet" (Robby the Robot lives!). "One Night Stand — A Keyboard Event," featuring performances and interviews with jazz artists Euopie Blake, Arthur Blythe, Ron Carter, Stanley Clarke, George Duke, Herbie Hancock, Hubert Laws, Kenny Barron, Charles Earland, Rodney Franklin, Sir Roland Hanna, Bobby Hutcherson, Bob James, and Buddy Williams will also be issued on a 98-minute videocassette. The live segments were taped at Carnegie Hall earlier this year, with the program initially airing via the Bravo pay cable system.

5

YEARS AGO
TODAY

Radio & Records

★ ARTIE MOGULL NAMED PRESIDENT OF UA RECORDS — Replaces Al Teller.

★ JIM TYRELL APPOINTED VP/MARKETING AT EPIC.

★ BOB SHERWOOD NAMED NATIONAL PROMOTION DIRECTOR AT COLUMBIA KCBQ/SAN DIEGO BOWS CONTROVERSIAL ARB (AMERICAN REVOLUTION BICENTENNIAL QUESTIONNAIRE PROMOTION).

★ NUMBER ONE FIVE YEARS AGO: "Disco Lady" — Johnnie Taylor (Columbia).

★ NUMBER ONE COUNTRY: "Till I Can Make It On My Own" — Tammy Wynette (Epic).

★ NUMBER ONE LP: "Comes Alive" — Peter Frampton (A&M).



Joel
Denver



IS IT THE INDUSTRY'S FAULT?

Where Has All The Creative Air Talent Gone?

Nothing can unsettle a PD's day more than learning about the sudden need to fill an opening on the air staff. The situation often sets in motion an exhaustive and frustrating search for candidates.

There are two ways to attack the problem. Hire someone from a competing station who you know is familiar to the market, or get the word on to the street about the opening and start spending long hours listening to airchecks, reading resumes, and calling references.

Owing to company policies at many stations which prevent hiring from within the market, the PD is forced to resort to listening to a lot of airchecks, which can often result in a fruitless search for a replacement. This problem has always existed, but seems to be surfacing on a more frequent basis. Frequently I've picked up the phone to talk to a PD who is desperate for a talented air personality and seeks out names and phone numbers.

It's apparent that there are fewer and fewer qualified candidates, especially for morning shows or other key dayparts. Is it the fault of the entire industry? Is it a lack of caring by PD's over the years? Have potentially good air talents been stifled from realizing their full potential because of formats? To help answer some of these questions, I talked with six different PD's in various-sized markets for their ideas on the talent shortage.

Lack Of Time, Not Talent

Scott Shannon, Operations Director at Q105(WRBQ)/Tampa, has always run personality-oriented radio stations. The problem, he feels, is twofold. "Over the last few years there was a deemphasis on the personality, and now all of a sudden GM's and PD's want them back again. You can't turn this situation on and off like a water spigot. The other problem involves the lack of time devoted towards development of air talent by PD's."

Scott points out, "Today, a PD must devote so much time to management duties, he no longer can spread himself thin enough to spend the necessary time with his air staff. Most PD's aren't even on the air anymore, and they have lost a feel for their radio station."

"I am fortunate at Q105 to have Mason Dixon, who was the PD and is now my assistant, along with Pat McKay, the MD, to take care of some of these areas of talent development that go untended at most stations." That brings up the problem of what to do when you don't have the luxury of extra peo-



Scott Shannon

"Over the last few years there was a deemphasis on the personality, and now all of a sudden GM's and PD's want them back again."

— Scott Shannon, Operations Director, Q105

ple to help carry the load. One answer might be to delegate the responsibility around the station for some of the day-to-day matters to leave yourself free for talent development.

Scott believes strongly that personality radio wins. A good example of a personality who wins is Murphy in the Morning. Scott says, "When he left Nashville to go to

WOKY/Milwaukee he was a winner. A good personality like Murphy can take his act and move to WAYS/Charlotte and win there too, because he can modify his act to fit the market and the format. A good personality will always win and make money for the stations."

The sudden shift in air talent requirements from non-personality to personality is an indicator of CHR radio's state of flux, similar to the era of music between Elvis and the Beatles. "There is a lack of national direction in trends. There are no more Paul Drews, or people like Bill Drake who find the answers and lead the way," Scott concludes.

Down To The Grass Roots

Bil McCown is PD at WANS-FM/Anderson, SC, and has been in the market several years now. "This has given me the opportunity to be in the grass roots development stages for many people. A lot of beginners have started here and have learned some of the basics from me."

The fractionalization of radio formats within CHR "adds to the confusion of how a jock should try and develop as a personality," McCown feels. "One basic area that any personality must learn is to be well-rounded in areas of sports, the economy, and what is happening in the market and in the world to better communicate and relate to the audience."

Bill believes "too much time has been spent over the years drilling formatics into a jock's head. More time needs to be spent developing an air personality's confi-



Bill McCown

"Too much time has been spent over the years drilling formatics into a jock's head. More time needs to be spent developing an air personality's confidence and letting him or her know it's okay to have fun on the air and be creative."

— Bill McCown, PD, WANS-FM

dence and letting him or her know it's okay to have fun on the air and be creative. I always tell my people that there is more to being a personality than reading lines off a joke service."

A Format Is Not A Cage

One PD who points the finger of guilt at the industry is Steve Reynolds from CQ-102(WECQ)/Geneva, NY. "Anyone who has been on the air since 1973 or so became subject to the 'flip card era' of radio. This era was the primary training ground for the jocks who should today be emerging as well-known personalities. It's the fault of the industry for creating this shortage."

Less-than-qualified individuals also are forced upon the job market through broadcast schools. "How many broadcast schools that promote the exciting world of radio ever turn down or really refund money from these people who really don't belong behind a mike?" asks Steve. While this may be true, many of today's personalities did get their start at broadcast schools or college stations. After all, you've got to start somewhere.

To become a creative air talent and command a high salary plus a prominent air shift requires lots of hard work and energy. "So many of the young people I have talked to lately about jobs are not willing to make the sacrifices in work and effort to achieve stardom when they have the potential," Steve remarked.

Steve also points out, "Too many PD's make snap judgments and stifle creativity by classifying a jock as capable of doing nothing more than executing the format. I am fortunate with my staff. A couple of my people already hold down parttime slots in nearby Syracuse and Rochester and are developing into good personalities. I'm proud of them."

A good thing to remember is that a format is not a cage. A format is something to work within as a guideline to maintain a consistency to the station. Flexibility in these



Steve Reynolds

"Too many PD's make snap judgments and stifle creativity by classifying a jock as capable of doing nothing more than executing the format."

— Steve Reynolds, PD, CQ-102

areas will vary from station to station, but if you have an idea, sit down with your PD and ask if certain allowances can be made to accommodate your creativity.

There Is Raw Talent Available

Jeff Lucifer, PD at 13-K(KGB-AM)/San Diego agrees that "there is a lot of raw talent out there, and it is the fault of the modern PD for not taking the time to spot people with potential and setting aside the time to train

"Until a young jock can say to himself, 'I am a good human being and I have talent,' true talent will not emerge."

— Jeff Lucifer, PD, 13-K

them. Most PD's listen to a tape or jock on their stations and expect them to be exactly what they are looking for. You have got to take time to mold someone and make them feel you are behind their creative effort 120%."

While Jeff and I talked, I pointed out there were still a few 'flip card' format stations doing quite well, depending on their competitive situation. He agreed, but added, "PD's who use this type of format tend to be insecure and would be scared that well-polished talent would be usurping their positions by being creative within the format."

"Good examples of some role models for young air talent to pay attention to would be Charlie Tuna (KHTZ), John 'Records' Landecker and Larry Lu-jack (WLS), Dan Ingram (WABC), and Big Ron O'Brien (KFI). They shouldn't copy them, but observe their polish and delivery. Until a young jock can say to himself, 'I am a good human being and I have talent,' true talent will not emerge."



Jeff Lucifer



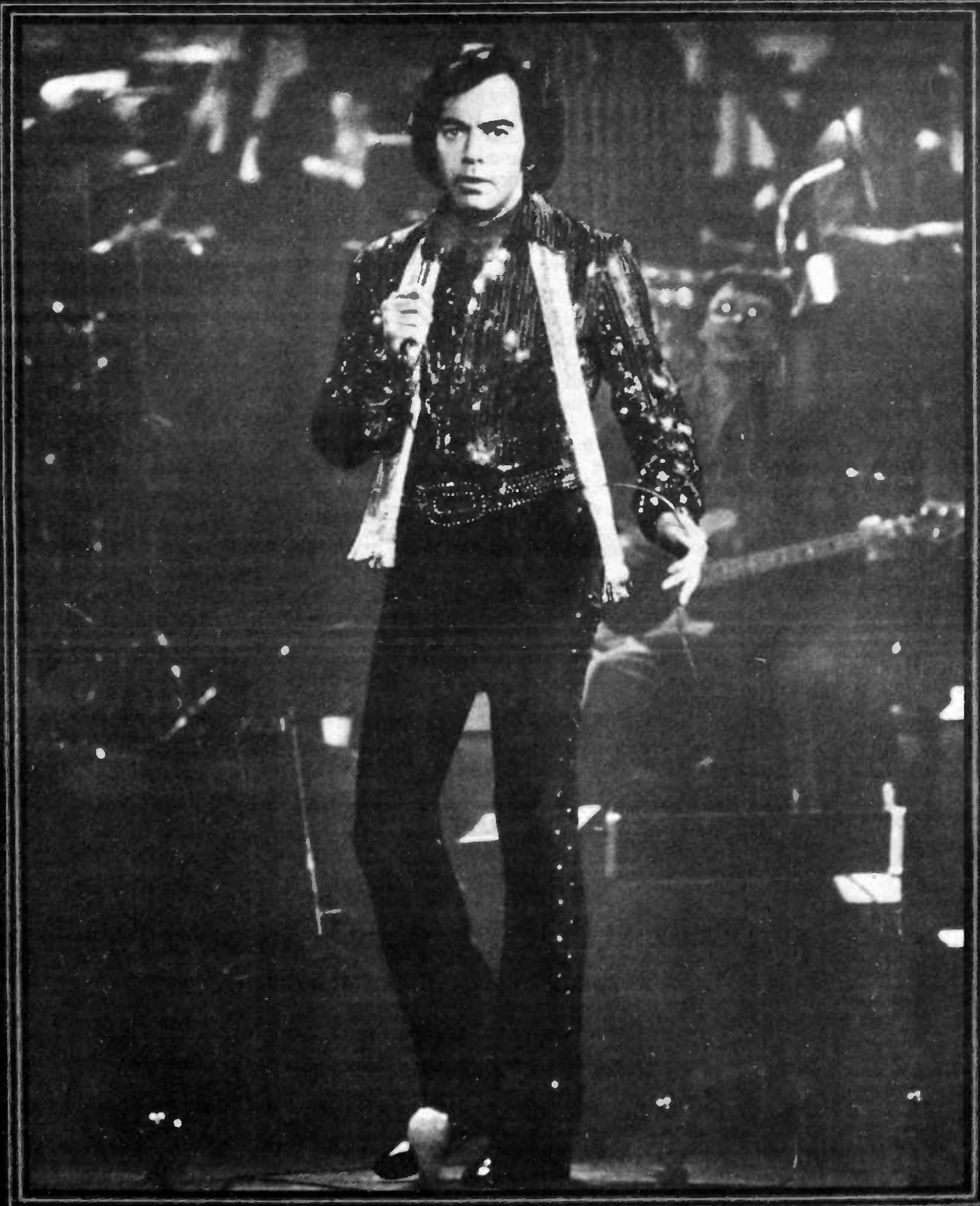
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NOW IS THE TIME FOR
AMERICA 4994

THE NEW SINGLE BY

NEIL DIAMOND



FROM THE TRIPLE PLATINUM WORLDWIDE BESTSELLER

THE JAZZ SINGER

(SWAV-12120)

Produced by Bob Gaudio



Where Has All The Creative Air Talent Gone?

Continued from Page 22

Jocks Are Fearful Of Being Creative

"I don't think that the creative air talent has disappeared. I think there are not enough people devoted enough to the job of entertaining as there used to be," said Terry Lee Collins, PD of 95-XIL(WXIL)/Parkersburg, WV. "The format should be looked on with respect and not fear. Too many people are on the verge of breaking through to a new level of creativity and it might require them to bend a few rules now and then. If they get shot down, the fear of creativity increases.

"Of the tapes that I receive for job openings, less than 20% are demonstrative of any real talent above the basics of call letters, time and temperature. This scares me, because originality seems to be very stagnant out there."

The problem is of growing concern to Terry. He feels "upper management is partly to blame. They don't pay well enough at most stations to encourage the extra time and effort required to develop a personality. I am fortunate to have a great staff, and when you have a couple of people that are creative, they seem to inspire and bring out the best in everyone else."



Terry Lee Collins

Completely Staffing A Station Is Hard

If you think finding a replacement is time-consuming, try assembling an entire staff from scratch. When YES-95 (WYYS)/Cincinnati was preparing for its debut, PD Pat O'Brien had to do just that. "I must have listened to about 500 tapes, and out of all of those tapes, found about 10 that really qualified for my air staff."

Pat blames the industry for the talent shortage and likens it to "a baseball league with 10 teams. Suddenly,

"Maybe we should start a farm team of sorts for talent."

— Pat O'Brien, PD, YES-95

it expands to 20 teams and there simply is not enough talent to go around." This is a good analogy, since there are now about 8000 commercial stations on the air, with more and more of them taking on competitive formats.

Pat suggested, "Maybe we should start a farm team of sorts for talent. I am most fortunate that Hefstel Broadcasting understands that you have to make an investment in your product, and talent is a major part of that product. This allows me to hire top quality people. After all, Xerox or IBM won't put out an inferior product, and it's time radio developed that attitude. The responsibility for training developing talent starts at



Pat O'Brien

the smaller stations and continues at all other levels, both medium and major markets."

Is There An Answer To The Problem?

In conversations I have had with some small market PD's, there exists an attitude, "Why should I train and work real hard with someone just to have them ripped off by a major station?" This is one of the most pointlessly negative attitudes I've heard. It's hoped you as a PD will one day be moving into a major market and would want to rehire someone you helped turn into a major personality. It is part of your responsibility to pass on your knowledge to your staff.

A good point to keep in mind if you are just getting into radio, or have some experience under your belt and have designs on growing into a personality, is to make sure you have your basics down. Too often a newcomer to the air will try things he has heard others do and will fall flat because of a lack of experience in the basics. This causes unneeded criticism from your PD and other staffers. Learn to crawl before you walk. The first year on the air is the most important growth and learning period of your career.

One answer to the problem of the shortage of creative air talent is to try and become one. With the shortages expressed in this area, there are stations willing to pay for true talent. Motivate yourself and absorb all you can. Adopt the philosophy that being on the air is more than just a job. Try and learn something new each day that will bring you closer to your goal of filling the void of creative air talent.



GOOD AS GOLD — WBGH-FM/Tallahassee struck gold from the S.O.S. Band for helping to cross "Take Your Time (Do It Right)." Shown receiving the award is PD/MD Michael O'Malley (left), along with Epic's Jeffrey Shane.

Dawson Nominated For FCC Seat

Continued from Page 1

but she's certainly been subjected to it from us over the years," Mueller told R&R. "We've tried to keep her informed since she's an administrative assistant to a key man."

Capitol Hill Career

Dawson has carved out a 12-year career as a Capitol Hill aide, beginning in 1969 as a Legislative Assistant to Rep. James Symington (D-MO). She later became his Press Secretary, before moving on to a brief stint in the legislative and press field for Rep. Richard Ichord (D-MO) in 1973.

In September 1973 Dawson joined Packwood's staff as Press Secretary. She became Legislative Director in 1975 and Administrative Assistant in 1977.

Most recently Dawson has ad-

ministered a staff of 100 and a budget of \$16 million as Chief of Staff/Administrative Assistant for Packwood's personal staff, as well as the Commerce Committee and the National Republican Senatorial Committee, which Packwood also chairs.

Dawson received a bachelor's degree in government from Washington University in her native St. Louis in 1966. She is married to Rhet Dawson, Staff Director and Chief Counsel for the Senate Armed Services Committee.

Denman

Continued from Page 1

have a job to do for the next year at least and that's exactly what we all intend to do."

Commenting on his new position, Denman said, "There has always been the intention from ABC to promote from within and I think my story is an example of how well that policy can work. I couldn't be more delighted." Greenberg added, "Ron has demonstrated the ability to manage people and produce revenue. I'm excited about Ron's ability to make measurable contributions to KSFY, as he has spent most of his professional career in the San Francisco Bay area."

Case Joins Sunbelt Communications

Continued from Page 1

I foresee in our industry in the 1980's. We are planning very rapid expansion."

RKO has named Bob Williamson, currently VP/GM of RKO's WOR-TV/New York, to succeed Case as RKO Radio President. Case's resignation becomes effective May 5.

KTLK

Continued from Page 1

tion Manager, will stay on with us in a sales capacity. The new AM Program Director will be Roger Munday, formerly of KEYN/Wichita."

Commenting on the rest of KTLK's CHR staff, Oatman said, "We've made the offer to all the current KTLK employees to stay if that's what they'd like to do, and a lot of them have indicated that they would like to talk to us. Beyond that, I can't comment on exactly who will be staying and who will not other than the key management people I've already named."



KFI ON CLIFF — EMI America recording artist Cliff Richard recently visited KFI/Los Angeles PD John Rook. Pictured (l-r) are EMI's David Budge, VP/Promotion Dick Williams, Rook, label's Clay Baxter, and (seated) Cliff Richard.



NEW MORNING TEAM AT WNBC? — Not just yet. New York's number one mayor, Edward I. Koch, and one of America's favorite DJ's, Don Imus, decided to combine their talents for PSA's on the city's serious drought problem.

QUINCY JONES

"AI NO CORRIDA"

(I-No-Ko-ree-da)

The First Single From **THE DUDE**
... Quincy Jones.

Y100 add 28
WAYS add
WTIX add
KBFM add
WVIC add
KIDD add
KTKT add
WHHY add
WSGA add 28
95SGF add
WFLB add
WKNX add
KLAZ add
WSFL add

WPDZ add
KEOS add
KEARTH deb 29
KIIS-FM deb 28
KIQQ 27-24
KSET-FM 25-18
KINT deb 40
B97 deb 27
KYNO-FM 30-29
KGGI deb 28
KHYT 25-12
CKLW on
WKTU on
KRLA on

WBBQ on
KQ94 on
WCSC on
KERN on
FM99 on
KVOL on
WQUE on
WQOK on
WSEZ on
KUHL on
WBGW on
WDJX on
WBLI on



Produced By Quincy Jones for Quincy Jones Productions.



ON A&M RECORDS & TAPES

BONDS

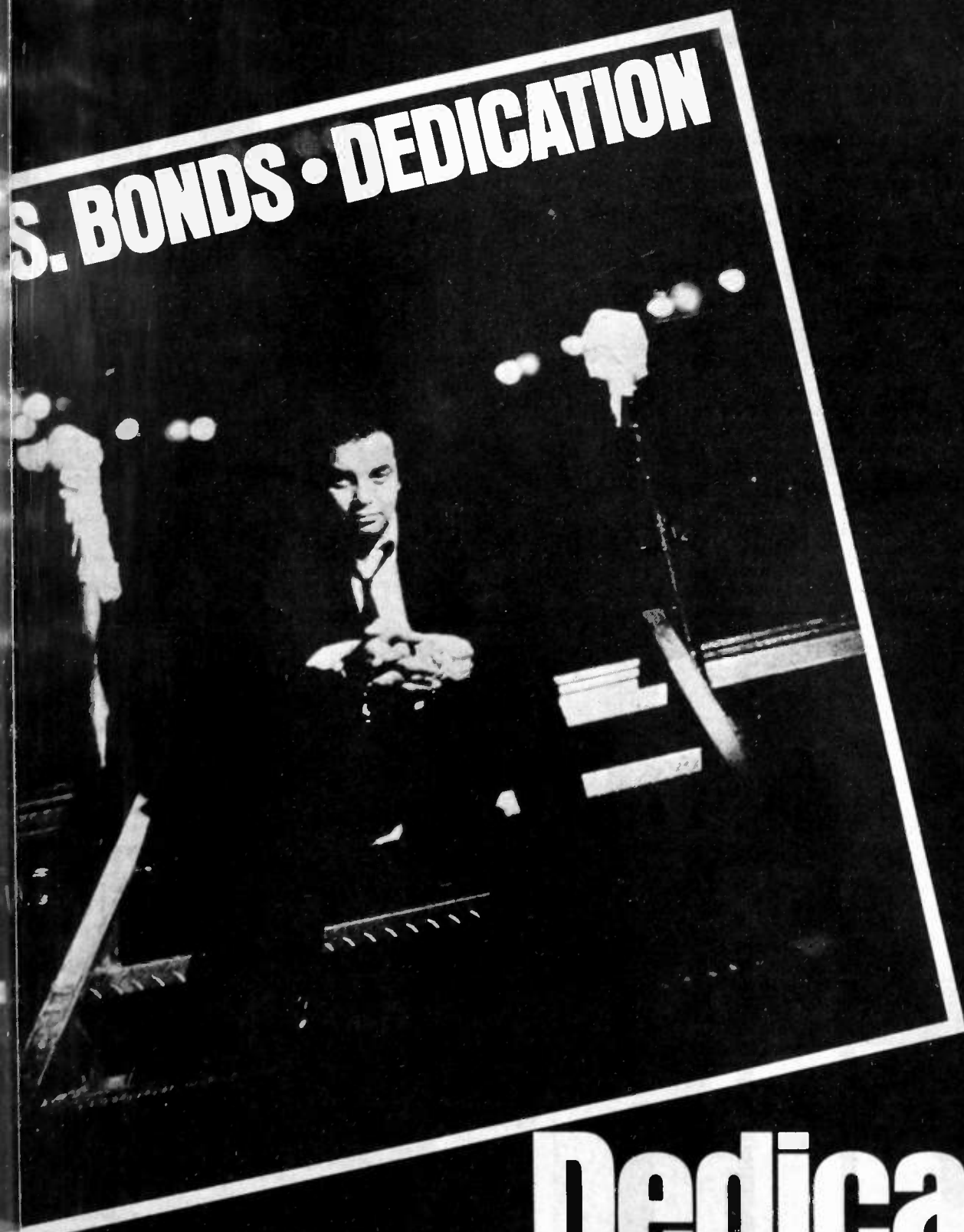
**“THIS
LITTLE
GIRL”**

GARY

Produced & Arranged by Miami Steve & Bruce Springsteen

© America Records, Inc.

IS BACK



Dedicated...



Direction/Management: Apostle Enterprises Ltd.

(Steady Dan continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

(Taylor/Souther continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

(Gino Vennelli continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

(Who continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

(Steve Winwood continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

(Who continued)

Table with columns P1, P2, P3 and various station call letters and frequencies.

STYX Too Much Time On... (A&M) LP: Paradise Theater 173/6 77%

Table with columns P1, P2, P3 and various station call letters and frequencies.

Table with columns P1, P2, P3 and various station call letters and frequencies.

GROVER WASHINGTON JR. Just The Two Of Us (Elektra) LP: Winelight 215/0 96%

Table with columns P1, P2, P3 and various station call letters and frequencies.

WHISPERS It's A Love Thing (Solar/RCA) LP: Imagination 90/2 40%

Table with columns P1, P2, P3 and various station call letters and frequencies.

STEVE WINWOOD While You See A... (Island) LP: Arc Of A Diver 216/1 96%

Table with columns P1, P2, P3 and various station call letters and frequencies.

.38 SPECIAL Hold On Loosely (A&M) LP: Wild-Eyed Southern Boys 110/14 49%

Table with columns P1, P2, P3 and various station call letters and frequencies.

TASTE OF HONEY Sukiyaki (Capitol) LP: Twice As Sweet 106/26 47%

Table with columns P1, P2, P3 and various station call letters and frequencies.

JAMES TAYLOR & J.D. SOUTHER Her Town Too (Columbia) LP: Dad Loves His Work 207/4 92%

Table with columns P1, P2, P3 and various station call letters and frequencies.

GINO VANNELLI Living Inside Myself (Arista) LP: Nightwalker 194/8 87%

Table with columns P1, P2, P3 and various station call letters and frequencies.

WHO You Better You Bet (WB) LP: Face Dances 163/2 68%

Table with columns P1, P2, P3 and various station call letters and frequencies.

WHISPERS It's A Love Thing (Solar/RCA) LP: Imagination 90/2 40%

Table with columns P1, P2, P3 and various station call letters and frequencies.

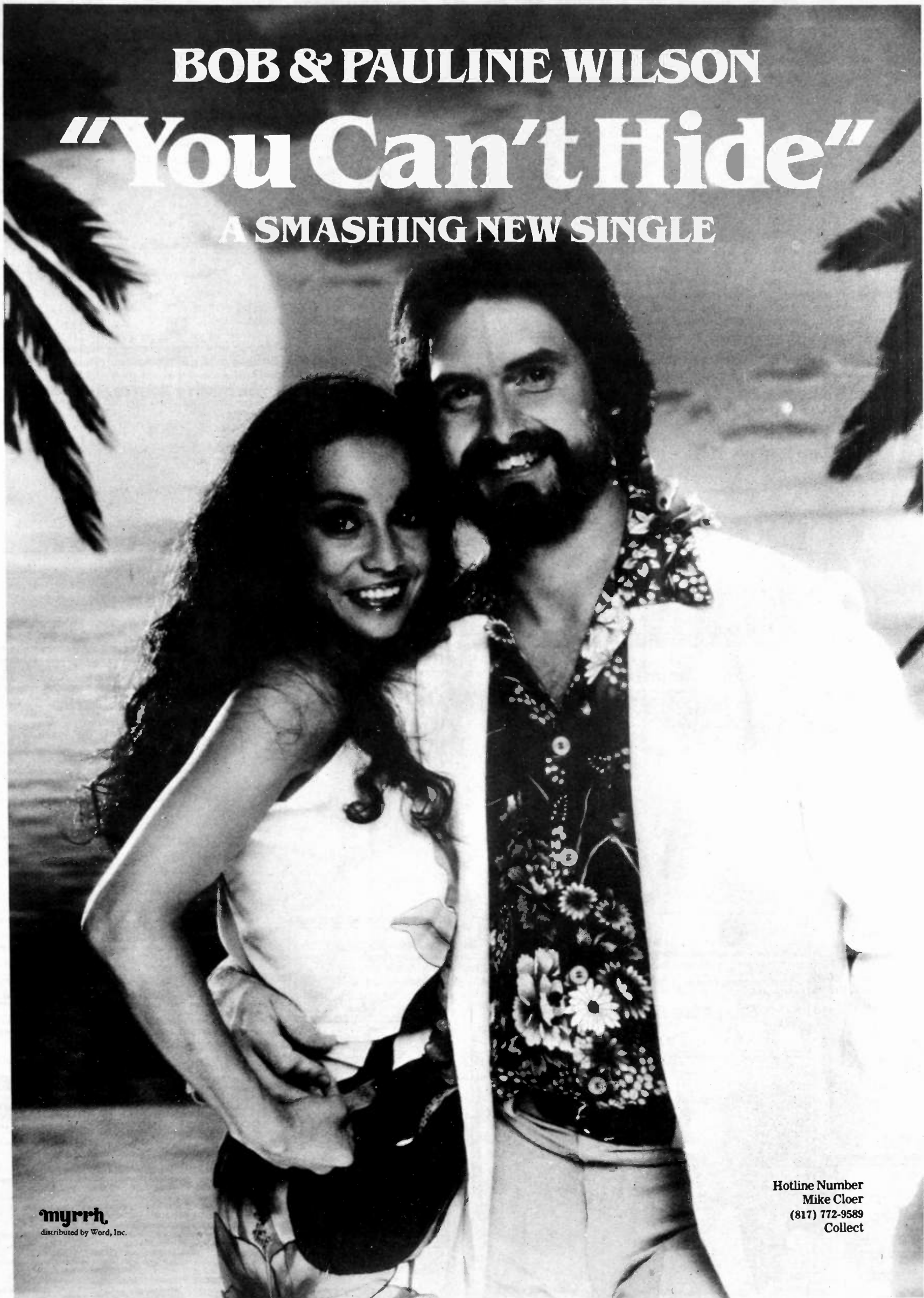
Others Getting Significant Action

(Continued from Back Page) PURE PRAIRIE LEAGUE "Sitt Right Here In My Heart" (Casablanca/PolyGram) 2/22. Moves: Up 0, Same 0, Down 0, Adds 22 including 96KX, KIQX, KYXX, WSGN, WAAY, 92Q, WOKI, WBCY, WAKK, KXXX, KNBQ, 13FEA, WANS-FM, KLLS, KYVA. SHOT IN THE DARK "Playing With Lightning" (RBO) 2/20. Moves: Up 3, Same 15, Down 0, Adds 2, 96SGF, WCGQ, 96KX on, K104 39-34, KXX106 on, WAAY on, WISM on, KCXK 4-38, 13FEA on, WCIR 2-28, 96XIL on, KLLB on, KBOZ on, DELBERT McCLINTON "Shotgun Rider" (Capitol/WBS) 2/21. Moves: Up 5, Same 13, Down 0, Adds 1, JB106, KRLY on, KFI on, WTIX 4-38, WVIC on, WISM on, KCXK 36-32, WJBO on, WFBO on, WXLK 4-28, KLLS on, KRLC 25-22. GET WET "Just So Lonely" (Boardwalk) 19/18. Moves: Up 0, Same 1, Down 0, Adds 18 including Q106, KIQQ, KYXX, WHFM, WTRY, WKZF, WM, WHYN, KINT, WBBQ, KCXK, KTKT, WACZ, 13FEA, 14WK, KVOL, DR. HOOK "That Didn't Hurt Too Bad" (Casablanca/PolyGram) 19/1. Moves: Up 8, Same 10, Down 0, Adds 1, 14WK, WIF on, WCXK 24-20, WOLF on, KLAZ 4-36, Y103 26-32, JB106 34-30, 92Q 30-28, WGH on, WVIC on, KCXK 40-38, WJBO 4-38, 13FEA 4-30, WFOK on, KQD on, CLIFF RICHARD "Give A Little Bit More" (EMI America) 18/13. Moves: Up 2, Same 3, Down 0, Adds 13, JB106, CFTR, Y103, JB106, WNOX, WOSC, WOH, KIOY, KYSN, WLAM, WCGQ, KKKL, KOOK, WAEB on, WSPT 4-28. ALAN PARSONS PROJECT "Time" (Arista) 18/12. Moves: Up 1, Same 6, Down 0, Adds 12, KRBE, 94Q, WDRQ, KXX106, WSGN, Y103, KWEN, WNAM, WLAM, WTSN, FM99, KATI, WIGY 4-25. JESSIE WINCHESTER "Say What" (Bearsville) 16/8. Moves: Up 1, Same 7, Down 0, Adds 8, KEZR, KYXX, K104, KINT, KHF, WBBQ, KIOY, KENI, CFTR on, CKGM on, KIQQ on, FM99 on, KATI 30-27. HAWKS "Right Away" (Columbia) 16/3. Moves: Up 9, Same 4, Down 0, Adds 3, Q103, KC101, WAQY, 96KX 28-28, WHYN 21-17, KLAZ 36-33, Y103 30-27, WLOL-FM 4-33, KWLO 4-27, KENI on, ROD STEWART "Somebody Special" (WB) 16/0. Moves: Up 11, Same 4, Down 0, Adds 0, KRBE 18-16, K104 13-10, WISM on, Z104 23-20, WACZ 29-28, 14WK 30-24, 96XIL 27-22, KILE 27-22, KOOK on, ROX "DDDDDDance" (Boardwalk) 15/0. Moves: Up 6, Same 10, Down 0, Adds 0, KINT 35-34, KBFM on, WVIC on, KWEN on, WNAM 27-26, KCXK 36-36, WJBO on, KILE 36-38, KENI on, KRLC on, LEE RITENOUR "Is It You" (Elektra) 14/10. Moves: Up 0, Same 4, Down 0, Adds 10, WKZF-FM, WAQY, KXX106, WSGN, WOKI, WRJZ, WAYS, WOSC, KHYT, KLLS, 94Q on, WBBQ on, WBYC on, WISE on, AC/DC "Dirty Deeds Done Dirt Cheap" (Atlantic) 14/8. Moves: Up 2, Same 4, Down 0, Adds 8, Q107, B104, WPST, Q10A, B67, WIKS, KJRB, WSPT, KRBE 4-28, KWEN on, WZOK on, Z104 4-28, KXXK on, FM103 on, JACKSONS "Can You Feel It" (Epic) 14/2. Moves: Up 8, Same 3, Down 0, Adds 2, KRLY, KIIS-FM, WJKS-FM 20-10, JB106 28-28, KBET-FM 21-18, KINT 38-33, KHYT 24-22, WACZ 27-24, KVOL 29-21, WRKR on, TIERRA "Memories" (Boardwalk) 14/1. Moves: Up 2, Same 9, Down 2, Adds 1, KTSB, WJKS-FM on, KRLY on, KSET-FM 14-10, KELP 22-17, KINT 10-10, KVOL on, KENI on, KDZA on, BILLY & THE BEATERS "I Can Take Care Of Myself" (A&M) 12/12. Moves: Up 0, Same 0, Down 0, Adds 12, WSGN, WAAV, 8J106, WBBQ 92Q, WBCY, KIOY, WQAY, WACZ, Z102, KKRC, WSPY, JERMAINE JACKSON "You Like Me Don't You" (Motown) 12/2. Moves: Up 8, Same 2, Down 0, Adds 2, KNUS, WRKR, WJKS-FM 28-23, KRLY 4-21, KRLA on, KIQQ 28-21, WHYN 4-28, Y103 21-18, KVOL 17-4, LEON REDBONE "Seduced" (Emerald City) 12/1. Moves: Up 3, Same 8, Down 0, Adds 1, KPUR, WPGC 30-28, WHB on, WFBZ 22-20, WFLY on, WTX 4-32, KXX106 on, WSGN on, WLJZ on, KIOA on, KYNO-FM on, FM99 on, ROSANNE CASH "Seven Year Ache" (Columbia) 11/3. Moves: Up 5, Same 3, Down 0, Adds 3, WHEB, WHNY, WSGA, 94Q 4-29, WERC 4-28, WSGN 4-24, 92Q on, WRJZ on, WACZ 4-30, WFOK 4-27, WACZ on, DAN HARTMAN "Heaven In Your Arms" (Blue Sky) 11/3. Moves: Up 3, Same 5, Down 0, Adds 3, BV16, WVIC, KQZZ-FM, WIF on, KFI on, KIQQ 31-30, WHFM on, WAQY 4-28, WLOL-FM 36-36, WXLK on, GREG KINN BAND "Shells" (Bearsville) 10/4. Moves: Up 0, Same 6, Down 0, Adds 4, KINT, KWEN, WACZ, KOOK, 96KX on, K104 on, KXXK on, KIDD on, KENI on, SHALAMAR "Make That Move" (Solar/RCA) 10/3. Moves: Up 6, Same 2, Down 0, Adds 3, KEARTH, KSET-FM, KQGI, WKTU 3-3, WJKS-FM 18-16, KRLY on, KRLA 22-18, KIIS-FM 28-16, KIQQ 23-20, KHYT 4-38, STEVE WONDER "Lately" (Tamla) 10/2. Moves: Up 3, Same 5, Down 0, Adds 2, 94Q, WTX, WFL on, WJKS-FM on, KC101 23-22, WAEB 4-28, KBFM on, WBCY on, WAYS on, WXLK 4-27, MELISSA MANCHESTER & PABO BRYSON "Lovers After All" (Arista) 10/0. Moves: Up 3, Same 4, Down 3, Adds 0, KEARTH 28-28, KIIS-FM 20-18, KQGI 18-13, KBOZ on, MICHAEL STANLEY BAND "Lover" (EMI America) 10/0. Moves: Up 8, Same 2, Down 0, Adds 0, 96KX 24-21, WGLC 21-20, K104 38-28, KJ100 4-28, KWEN on, KCXK 4-38, WIGY 27-24, 96XIL 38-38.

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THE PICTURE PAGES

Life Discovered At E/A



Elektra/Asylum has signed the group Life as part of a worldwide WEA International deal, with an album co-produced by WEA International Sr. VP Fred Haayen out this month. Pictured (l-r) are E/A Sr. VP Kenny Buttice, manager Stan Poses, Haayen, former Eric Clapton associate and Life member George Terry, group's Kitty Woodson, E/A Chairman Joe Smith, and label's Ralph Ebler.

Real Kool Time At Polygram



De-Lite/Polygram's Kool & The Gang were guests of honor at a luncheon celebrating the group's gold album and single for "Celebration." Pictured (l-r, rear) are Polygram Records Chairman Irwin Steinberg, VP Bill Haywood, group's Earl Toon Jr. and Robert Mickens, Polygram VP Chip Taylor, group manager Buzz Willis, group's George Brown, road manager Sam Alston, Gang's Charles Smith, De-Lite's Stan Price, De-Lite Sr. VP Bernie Block, and producer Eumir Deodato; (l-r, seated) are Polygram Exec. VP/GM Bob Sherwood, Robert "Kool" Bell, and De-Lite President Gabe Vigorito.

Champaign Reception For Radio



Columbia hosted a listening party for its Champaign album in San Francisco with local radio and retail stars and label executives present. Pictured (l-r, rear) are Record Factory's Calvin Bonner, K101 PD Rob Sisco, KBLX PD B.K. Kirkland, Columbia's Doug Wilkins, KSOL's Peter Young, and Columbia's Craig Neely; (l-r, front) Columbia's Orlando Imala, KDIA's Ramona Leon, and Columbia's Warren Williams.

Slug Line Meeting



RCA's Doug & The Slugs played New York's Bottom Line recently, and received label executives backstage afterward. Pictured (l-r, standing) are RCA's Bill McGathy, group's Simon Kendall, Richard Baker, and John Wally Watson, manager Sam Feldman, and RCA VP Jack Craig; (l-r, third row) group's John Burton and Steve Bosley; (l-r, second row) RCA Canada VP/GM Ed Preston, group's Doug Bennett, RCA's Mike Shalett, and VP Richard Thorward; (l-r, front) label's Mike Becce and Susan Wax.

Meisner Meets Chicago Radio



Epic's Randy Meisner played Chicago's Park West and met with numerous local radio notables afterward. Pictured in midtoast are (l-r) WLS MD Tim Kelly, WLUP air personality Mitch Michaels, Meisner, and WLS-FM air personality Steve Dahl.

Jermaine Matters To 4BK



Motown's Jermaine Jackson embarked on a promotional tour of Australia recently, and visited 4BK/Brisbane during the course of his journey. Pictured (l-r) are 4BK's Ray McGregor, Jackson and his latest acquisition, a "BK Bear" from the station; and 4BK promotion person Julie Long.

Liberty Goes Dottie



Liberty VP's Joe Petrone and Dick Williams presented Dottie West with a life-size stand-up after her Las Vegas Frontier Hotel show recently. Pictured (l-r) are Petrone, West, her cardboard clone, and Williams.

U2 Surfaces In New York



Island artists U2 played New York's Ritz recently, and were met backstage by executives from their label and talent agency. Pictured (l-r) are Island principal Chris Blackwell, Island U.S. VP/GM Ron Goldstein, Premier Talent Exec. VP Barbara Skydel, group manager Paul McGuinness, group's Bono and Adam Clayton, Premier President Frank Barsalona, and group's the Edge and Larry Mullin.

THE PICTURE PAGES

Rawls Rolls To Epic



Lou Rawls has signed with Epic Records, and is shown (seated) toasting his new affiliation along with (l-r) E/P/A VP Paris Eley, CBS/Records Group President Dick Asher, E/P/A Sr. VP/GM Don Dempsey, Epic VP Gregg Geller, manager Sherwin Bash, CBS Records Division President Bruce Lundvall, Epic's Jerome Gasper, and E/P/A VP Ron McCarrell.

Jones Joins Polygram Family



Tom Jones has been signed by Mercury/Polygram, with an album out shortly. Pictured (l-r) rear are Polygram VP Mick Brown, label Exec. VP Bob Sherwood, Jones, and Polygram VP Russ Regan; (l-r, front) Cleveland International President and Jones album co-producer Steve Popovich and manager Gordon Mills.

Kihn Scoped By E/A



Elektra/Asylum and Beserkley executives joined local radio, retail, and press people for the live premiere of the Greg Kihn Band's latest LP in San Francisco. Pictured (l-r) are E/A Sr. VP Jerry Sharell, Kihn, E/A Vice Chairman Mel Posner, E/A VP Burt Stein, Beserkley head Matthew King Kaufman, and E/A's Marty Schwartz.

General Mills Joy



20th Century-Fox's Stephanie Mills received a gold award for her most recent hit album and single just before learning of her Grammy triumph in the best R&B female vocal category. Pictured at the gold presentation are (l-r) 20th President Neil Portnow, label VP Bunky Sheppard, Mills, and label VP Mort Weiner.

Jah Malla Joins Modern



Modern Records has signed Brooklyn reggae quartet Jah Malla with the group's first album just out. Pictured (l-r, rear) are producer Michael Kamen, Modern principal Danny Goldberg, attorney Jonathan Blank, Modern GM Chris Evans, label's Chris Nicks, and Modern principal Paul Fishkin; (l-r, front) group's Noel Alphonso, Cleon Douglas, Ronald Morris, and Michael Ranglin.

Sheena Goes To Chappell



On her recent West Coast visit EMI America's Sheena Easton stopped by the Los Angeles offices of Chappell Music, which publishes her current single. Pictured (l-r) are producer Christopher Nell, Easton, manager Deke Arlon, Chappell VP Roger Gordon, and Chappell's Robble Leff.

Hammond Rise Celebrated By Columbia



Albert Hammond visited Columbia's New York offices to celebrate the release of his first LP for the label. Pictured (l-r, standing) are CBS/Records Group Deputy President Dick Asher, Columbia VP Joe Mansfield, CBS International President Allen Davis, April/Blackwood President Mike Stewart, and Columbia VP Mickay Eichner; (l-r, seated) CBS Songs International VP Harvey Shapiro, Hammond, and manager Mick Schneider.

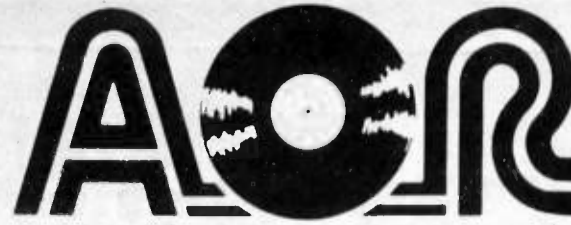
Dante To Handshake



Ron Dante, longtime co-producer of Barry Manilow's records and most recently an Infinity artist, has signed to Handshake Records as an artist. Pictured at a New York studio are (l-r) Handshake President Ron Alexenburg, Dante's co-producer Paul Shaffer, Dante, engineer Geoff Howe, and Handshake partner Peter Meisel.



Jeff Gelb



Introducing AOR Music Chart Changes

Take a glance at this week's AOR music charts. You'll notice a few differences, all designed to make it easier for you to determine musical selections, with the help of the industry's largest, most-accurate sampling of music reports from AOR's nationwide.

AOR National Airplay/40

We've changed one chart and introduced a second to keep up-to-date with your own needs. In the past, when a new song was released ahead of its album as either a 45 or a 12-inch album track (or as a multi-cut sampler of an upcoming album), we didn't show how often you played that track in relation to the albums you play around it. Now, with our updated AOR National Airplay/40 chart, you will see music in all configurations sharing one convenient chart. The chart will remain Album-Oriented, befitting the true nature of the format, but when an important single, 12-inch, or album sampler is being played as much as a charting album, you'll now see them all in one musical universe.

To that end, it becomes more important than ever to report these other musical configurations in their appropriate rotations: added, medium, or hot, or in a singles rotation, which is equivalent to light airplay.

12 WHO... You Better You Bet (WB)... 45

In the example above, showing how a single would look on the revised National Airplay chart, you see it as a debut (in the subsequent weeks until an album appears you'll see its chart num-

bers for up to four weeks). In the case of a single or one-cut 12-inch, you'll next read the song title, then record company affiliation, and finally, its identifying configuration. Multi-cut samplers will be listed in the same way as albums, with cuts listed in order of airplay preference, along with the record's configurational identification.

Significant Action

Because significant singles, 12-inches, and samplers can now chart on the AOR National Airplay/40, our Singles chart becomes redundant, and has been replaced. Beginning this week, you will see in its place Significant Action, a listing already familiar to those of you who look at the CHR or Country charts.

As in those sections, our Significant Action listings will showcase product that has received an impressive amount of airplay, but which has not garnered sufficient reports to chart on the National Airplay listing. These records are listed in order of airplay, and comprise a supplement to the AOR National Airplay/40 chart. These records may be either still on the rise, or artists whose music was formerly represented on the National Airplay chart. As with that chart, you will find music of all configurations within Significant Action.

In one easy glance, you will see the record's reports for the week in all album rotations, plus key tracks, always listed in order of airplay acceptance.

It's very exciting to introduce these changes in the AOR section of R&R, because they represent in printed form my ongoing pledge to change as you change, to keep pace with your music research needs. I would welcome your feedback on these changes, and your suggestions for ways in which we can continue to change to help make your job easier.

COMING NEXT WEEK: It's been some time since we've "radio-eavesdropped" on AOR in a competitive city. Next week, join us for an AOR Market Summary of Rochester, where one of AOR's longest-running stations, WCMF, has just jumped ahead of competing WMJQ. It's a story of consultant battles, changing PD's, and competitive AOR radio at its best.



MIXED MEDIA — CBS TV star Ed Asner (left) of the "Lou Grant" show did some celebrity public service announcements for KNX-FM/Los Angeles, produced with the help of KNX-FM VP/IGM Bob Nelson (right).

Significant Action

PRETENDERS	Extended Play (Sire)
"Message" "Cuban".....	Total: 57. A-54, M-3, H-0
TODD RUNDGREN	Healing (Bearsville/WB)
"Time" "Healing".....	Total: 40. A-0, M-32, H-8
DOC HOLLIDAY	Doc Holliday (A&M)
"Rocker" "Fool".....	Total: 39. A-5, M-30, H-4



WHAT'S "STRANGE" ABOUT THIS PICTURE — KTYD/Santa Barbara held an "I'm Not Strange I'm Just Like You" listener party, in conjunction with Backstreet/MCA's Keith Sykes. Pictured (front, l-r) KTYD MD Laurie Cobb, MCA's Steve Shapiro, "Clone on the Cobb"; (2nd row, l-r) airstaffer Zeb Norris, PD Jim Trapp, staffers Jim Morales and Wayne Edwards; (back row, l-r) staff member Wayno, GM Ray Briare, staffer Malcolm.



THE KNOCKOUTS HIT CLEVELAND — WMMS, in association with Millennium, had listeners participate in a "Sweetheart" promotion on behalf of the "Franke & The Knockouts" album. Winners and their sweethearts were treated to dinner for two with tickets to the Cleveland premiere of "Raging Bull." Pictured (standing, l-r) are RCA's Mike Shallet, two contest winners, "Scene" magazine's Keith Rathbun, Promotion Director Chris Hernandez, RCA's Frank Sperrazzo; (kneeling, l-r) group's Franke and MD Kid Leo.



LIBRARY HONORS WXRT — The Chicago Public Library Cultural Center honored WXRT with a plaque for distinguished community service, as the station presented the Center with a check for \$1000 to be used towards the development of a blues archive. The money was taken from net proceeds from WXRT's "Blues Deluxe" album, recorded earlier this year at Chicagofest. Pictured (l-r) are WXRT PD Norm Winer, Library's rep Donald Sager, WXRT GM Seth Mason, Cultural Center's Janet Bean, co-sponsor Olympia beer's Dave Wallner, Alligator Records President Bruce Iglauer, artist Son Seals, WXRT MD Bob Gelms.



21ST CENTURY MUSIC MAN — KOME/San Jose grouped with Elektra Records and Billy Thorpe to give away a brand new Moog Prodigy synthesizer to a winning listener. Pictured (l-r) are KOME Promotion Director Lauren Charles, Thorpe and wife Lynn, Moog winner, Pasha Music Organization head and Thorpe manager Spencer Proffer, Pasha Music's Dedrea Armour.

The BBC Presents a 5-Hour Tribute To **JOHN LENNON**



48 hours before his death, John Lennon and his wife, Yoko Ono, taped a 3-hour interview with Andy Peebles in New York for BBC Radio One.

It was the first time in over 5 years that he had agreed to face a radio microphone. What was expected to be a routine half-hour chat about

his and Yoko's latest LP, turned magically into a long, deep and candid discussion about his life and work.

"I will remember being confronted by a man full of conviction, honesty, humor and love — yes, love — a love of life and a deep and tender love for his wife Yoko and son Sean."

— Andy Peebles.

Available to the London Wavelength Radio Network for Broadcast, April & May

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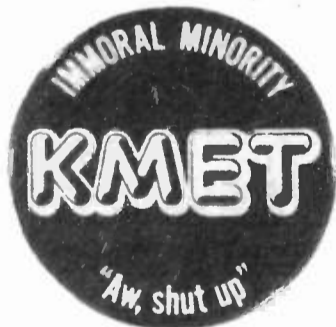
Syndicators of the weekly BBC "Rock Hour"
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Jeff Gelb

EVOLUTION

KIOK/Tri Cities has switched from AOR to CHR; PD Tony Miles has exited... Also switching from AOR to CHR is WHSY/Hattiesburg... Chris Kovarik has been upped from KZEL/Eugene PD to VP of Programming for JR Communications, owners of the station. Former KZEL MD Peyton Mays has been named KZEL's PD... Bill Demore has joined KZOM/Beaumont as PD from KELI/Tulsa... Former KMGH/Bakersfield PD Dave Lawrence has joined neighboring KKXX for overnights... Brad Curtis has stepped down as PD at WILS-FM/Lansing, but retains his airshift. Frank Smith has been upped to PD for the station... Lots of changes at KZOZ/San Luis Obispo, where Casey Stangl has returned as PD, replacing recently departed PD Fred Levy. Also exiting are MD Rick Williams and night jock Debra Williams. New to KZOZ overnights is Sidney Sharp from KFRC/San Francisco... WDEK/DeKalb PD/GM Bill Cerny has vacated the PD post but remains GM. Ward Holmes has been upped to PD from MD for the station, and Ed Knych has been named MD. Look for WDEK to switch emphasis to upper demo AOR... Alan Strauss has been appointed PD at WPGU/Champaign as John Kamerman has switched from PD to MD... Rick Lofgren has exited as MD of KTCL/Ft. Collins. John Hayes is the new MD from the airstaff... Buck McWilliams has assumed the MD title at WIOT/Toledo, where he's also an airstaffer... Tony Matthews has switched from mornings at WMJQ/Rochester to the same at competing WCMF... Steve Larsen has been rehired for evenings at KZOK/Seattle. Bob Lilley has been hired from KFXD/Boise for production and week-ends... WMAD/Madison has hired Dale Wolter and Bob Michaels from WAPL/Appleton for airshifts... Denny Somach has exited WYSP/Philadelphia for various projects... KROQ/Pasadena has hired Frank Bennett from competing KWST as Production Director... New to overnights at KPRI/San Diego is Mark Able... Yvonne has switched from weekends to nights at WFBQ/Indianapolis... T.J. Noone is new to nights and Van Johnson new to overnights at KMGH/Bakersfield... Terry Angela has been named Promotion Coordinator for WPLJ/New York... Lee Michaels has joined WIBZ/Parkersburg from WYDD/Pittsburgh for middays and as Production Director... Debbie Hickman is new to weekend news at KNAC/Long Beach.

Promotion Of The Week



KMET'S IMMORAL MINORITY: The "Immoral Minority" was created by KMET/Los Angeles morning show host Jeff Gonzer and News Director Ace Young, who coined the term as a reference to the listeners who joined them for live breakfast broadcasts from an area club.

KMET's initial order of 10,000 Immoral Minority buttons was distributed quickly by stamped self-addressed envelope. The station plans future promotional tie-ins with the group, for discounts and preferential treatment at various promotional functions.

("Aw, shut up" is a quote from a Ronald Reagan speech that is used often during KMET newscasts.)

UPDATE

WLIR/Long Island GM Elton Spitzer elaborated over the phone on last week's R&R report of the FCC's decision to deny the station's license renewal: "It's a preliminary report from the FCC. Next they will ask their staff to write up a complete report, and then they'll vote again. It's possible, if not likely, that they might change their minds. So we won't really know their final decision for up to another five months; the Commission works rather slowly. If their next vote is the same, we'd have to see how they write it up. I can't say we'd definitely go to a court of appeals till I see the report, but chances are we would. I would have loved it if they'd said, 'Here's your license,' but I anticipated this. Obviously I'm not happy about this, but it's not the end for us, by any means"... WOUR/Utica made up commemorative REO Speedwagon programs, distributed free to everyone attending the band's area concert. The program features bio info and photos, folding open to reveal a poster... KWST/Los Angeles continues its series of free rock concerts with a "College Bowl of Rock and Roll," the first of which features a free show starring Paul Warren & Explorer... This man plays rough: while defending second base in a recent radio station baseball game, WSHE/Miami PD Neal Mirsky broke his left elbow and a finger. Get well soon, Neal... Wedding bells are ringing for WDVE/Pittsburgh PD Dave Lange and wife Ginger; WZZO/Allentown MD Cinda Holt and husband Jerry; WAQX/Syracuse PD Ed Levine and spouse Pam... Some wild ratings results for Detroit AOR's courtesy Mediatrend, which showed WLLZ at a market-dominant 13.2, WRIF with a 5.5, and WABX at 2.0... Want a new car? Stay tuned to your favorite AOR: WFBQ/Indianapolis is giving away a 1981 Mercedes Benz in a call-in/card registration; WLRS/Louisville is awarding a Porsche 924 to a winning caller; and WOVV/Ft. Pierce is giving away a 1981 Toyota Celica to the person who can keep his hands on the car continuously for the longest period of time (last year's winner stayed hands-on for over 93 hours!)... AOR anniversary wishes to KOME/San Jose, celebrating its tenth with rock video listener parties; M105/Cleveland, marking its sixth with a jammed listener gathering at a local club; WGVJ/Gainesville, marking its eleventh by rewarding listeners with trips to Mexico, a stereo system and a \$500 diamond; and WSLQ/Roanoke (1st). WHCN/Hartford celebrates its 12th AOR anniversary on May 12, and needs ID's and birthday greetings from rock artists. Please contact MD Bob Bittens at (203) 247-1060... Shades of Andy Kaufman: WNEW-FM/New York night air personality Vin Scelsa has accepted a challenge for a three-fall mud-wrestling bout with "Sassy Sandy" of the "Chicago Knockers" mud-wrestling team. Vin, please send pics!... Y95/Rockford has obtained 600 state lottery tickets and will be giving them away to listeners over the next three weeks. The instant-win ticket values range from \$1 to a possible \$1 million... KAZY/



WGMC BRIDGES GAP — Jazz player Gap Mangione (right) helped WGMC/Greece Public Relations Director Marilyn Schulz (left) spread the word about the station's recent programming modifications toward Jazz AOR.



HELL'S BELLS? — Those bells listeners heard on WRCN/Long Island on Valentine's Day weren't from the AC/DC song; they were wedding bells for listeners Tom and Tina Kelly. The duo tied the knot on the air as the winners of WRCN's \$1.04 wedding, a tongue-in-cheek extravaganza which offered a grand prize trip to anywhere in the world... accessible by the Long Island Railroad.

Denver gave out 107 Charlie Daniels hats free at the singer's recent Denver concert... Buffalo native Willie Nile hand-delivered his latest Arista album to WGRQ for an on-air premiere... OK95/Tri-Cities is giving away a \$1200 "In-Car Rock Machine" through mail entries... New Homegrown-type album product from PYX106/Albany, as well as WAQX/Syracuse, whose "95X Soundcheck" retails for \$3.95... WCCC/Hartford, in conjunction with Atlantic's Phil Collins and his "Face Value" album, is conducting a contest that asks listeners to enter a facial photo to win either a Panasonic AM-FM TV or a Nikon camera... WMAD/Madison has listeners all across the city signing a 4' x 8' get-well card for Eric Clapton, which the station will deliver to the hospitalized performer... WRKI/Bridgeport held an April Wine tasting party, consisting of a listening party for the band's latest Capitol album along with free wine and copies of the LP. The station also raised \$1000 in a basketball benefit for a high school scholarship fund... WAAL/Binghamton has begun a radio takeoff of "Price Is Right," with 50 prizes worth \$15 thousand in total being given away over the next three weeks... WRKK/Birmingham's "Love Run" for MD offered sponsored runners the opportunity to run their own routes over a four-week period, and tally their own miles traveled, with winners getting medals... KOLL/Jollette, WY needs album service from most major labels. Contact PD Mike Berry at (307) 682-5101.

CONCERTS & CONVERSATIONS

BROADCASTS: Good Rats on WNEW-FM/New York... Fools on WPDH/Poughkeepsie.
CONVERSATIONS: Ted Nugent, Donnie Irls on WCCC/Hartford... Adam & The Ants on WNEW-FM/New York... Rick Springfield, Charlie Daniels Band on KAZY/Denver... REO Speedwagon, Loverboy, Kansas, Willie Nile on WGRQ/Buffalo... Gerard McMahon, Rick Springfield on KREM-FM/Spokane... Dave Edmunds, Mink DeVille on Q107/Toronto... Spirit, Chuck Mangione on WGVJ/Gainesville... Mark Blankfield ("Fridays") on KLAQ/El Paso... Gerard McMahon on KFMH/Muscataine... Ozzy Osbourne on WBAB/Long Island... Molly Hatchet on WFYV/Jacksonville... Ted Nugent on WHCN/Hartford... Rings on GIRFM/Manchester... 38 Special on WXKE/Ft. Wayne... Blondie on WKZL/Greensboro... Pop, Cramps, Boomtown Rats on KNAC/Long Beach... Dave Edmunds on WLUP/Chicago... Ted Nugent, Ozzy Osbourne on WSYR/Syracuse... XTC, Greg Kihn on KSJO/San Jose... 38 Special on KMOD/Tulsa... Greg Kihn on KFMF/Chico... Mink DeVille on CHUM-FM/Toronto... Prism on CFOX/Vancouver... Jesse Winchester on KSPN/Aspen.

AOR

EIGHT ON THE CHART...

Radio & Records **ACR** NATIONAL AIRPLAY/40

April 10, 1981

165 REPORTERS

Album cuts are listed in order of airplay preference.

3/20	3/27	4/3	4/10	Artist	Album	Cuts
-	13	2	1	WHO	Face Dances (WB)	"Better" "Day" "Don't"
2	2	1	2	ERIC CLAPTON	Another Ticket (RSO)	"Stand" "Catch" Title "Rita"
1	1	3	3	STEVE WINWOOD	Arc Of A Diver (Island)	"Chance" Title "Train" "Dancer"
3	3	4	4	STYX	Paradise Theater (A&M)	"Time" "Rockin'" "Snowblind"
4	4	5	5	REO SPEEDWAGON	Hi Infidelity (Epic)	"Take" "Don't" "Keep" "Tough"
7	6	6	6	RUSH	Moving Pictures (Mercury/PolyGram)	"Limelight" "Tom" "Red"
10	9	9	7	PHIL COLLINS	Face Value (Atlantic)	"Air" "Missed" "Must" "Lines"
8	7	8	8	.38 SPECIAL	Wild-Eyed Southern Boys (A&M)	"Hold" "Fantasy" "1st" "Hittin'"
6	5	7	9	APRIL WINE	Nature Of The Beast (Capitol)	"Between" "Queen" "Town"
5	8	10	10	JOURNEY	Captured (Columbia)	"Party's" "Dixie"
9	10	11	11	LOVERBOY	Loverboy (Columbia)	"Turn" "Kid" "Lady"
20	16	14	12	ROBIN TROWER	B.L.T. (Chrysalis)	"Money" "What" "Life" "Won't"
14	11	12	13	GARLAND JEFFREYS	Escape Artist (Epic)	"36" "R.O.C.K." "Kids" "Jump"
15	14	15	14	RAINBOW	Difficult To Cure (Polydor/PolyGram)	"Surrender" "Freedom" "Spotlight"
12	12	13	15	SHERBS	The Skill (Atco)	"Skill" "Zero" "Turning"
-	-	23	16	SANTANA	Zebop! (Columbia)	"Winning" "Searchin'" "Papa"
-	-	-	17	KAMPUCHEA	Various Artists (Atlantic)	"Sister" "Baba" "Let" "Rockestra"
-	-	-	18	JEFFERSON STARSHIP	Modern Times (RCA)	"Find" "Save" "Eyes" Title
31	21	19	19	PAT TRAVERS	Radio Active (Polydor/PolyGram)	"Music" "Life" "Love" "Electric"
24	24	17	20	JAMES TAYLOR	Dad Loves His Work (Columbia)	"Town" "Stand" "Hard" "Summer's"
40	26	22	21	KROKUS	Hardware (Ariola)	"Bones" "Winning"
-	23	16	22	ROLLING STONES	Sucking In The... (Rolling Stones)	"Whip" "Dancer" "Gold"
-	-	26	23	JUDAS PRIEST	Point Of Entry (Columbia)	"Heading" "Rockin'" "Don't"
-	40	30	24	GREG KINN BAND	Rockin'roll (Berserkley)	"Breakup" "Shells" "Hurtin'"
22	18	20	25	TED NUGENT	Intensities In 10 Cities (Epic)	"Land" "Flying" "Put Up"
-	36	29	28	FRANKE & KNOCKOUTS	Franke & Knockouts (Millennium)	"Sweetheart" "Come"
-	-	-	27	AC/DC	Dirty Deeds Done Dirt... (Atlantic)	Title "Balls" "Child" "Rocker"
16	19	24	28	JOHN LENNON & YOKO ONO	Double Fantasy (Geffen)	"Wheels" "Losing" "Woman"
11	15	18	29	MANFRED MANN'S EARTH BAND	Chance (WB)	"You" "Lies"
35	30	27	30	RICK SPRINGFIELD	Working Class Dog (RCA)	"Jessie's Girl" New Entry
17	20	21	31	STEELY DAN	Gaucha (MCA)	"Time" "Nineteen"
-	-	-	32	OZZY OSBOURNE	Blizzard Of Oz (Jet)	"Train" "Crowley" "Know"
21	25	28	33	POLICE	Zenyatta Mondatta (A&M)	"Stand" "Voices" "De Do"
-	-	-	34	POINT BLANK	American Excess (MCA)	"Stay" "Nicole" "Heart" "Cadillac"
13	17	25	35	BRUCE SPRINGSTEEN	The River (Columbia)	"Street" "Fade" "Ranch" "Ramrod"
-	-	39	36	HAWKS..	Hawks (Columbia)	"All Right" "Want" "Need"
30	32	32	37	JIMMY BUFFETT	Coconut Telegraph (MCA)	"Weather" "Incommunicado" "Island"
19	22	31	38	ELVIS COSTELLO &...	Trust (Columbia)	"Knuckles" "Whisper" "Clubland"
26	31	33	39	CLASH	Sandinista! (Epic)	"Police" "Someone" "Seven"
-	-	-	40	U2	Boy (Island)	"Follow" "Control"

...And One On The Way!

WLUP
KOME
KSJO
WNEW
WLIR
WRNW
WBLM

KBPI
WPDH
WQBK
WOUR
WHFS
WRAS
WKWF

KLOL
WGVL
WCKO
WXRT
WDEK
M105
WYDD

GREAT BUILDINGS
APART FROM THE CROWD



WLAV
KFMH
WXLP
KQDS
KKRQ
KFMX
KLBj

KISS
KNCN
KWST
KNAC
KEZY
KXFM
KWFM

WMMR
KGB
KTIM
KZEL
KTCL
KBCO
KILO
KSPN

ON COLUMBIA



RECORDS

Radio & Records **AOR** NATIONAL AIRPLAY/40 **Chart Summary**

April 10, 1981

165 REPORTERS

Album cuts are listed in order of airplay preference.

3/20	3/27	4/3	4/10	Artist	Title	Label
—	13	2	1	WHO	Face Dances (WB)	"Better" "Day" "Don't"
2	2	1	2	ERIC CLAPTON	Another Ticket (RSO)	"Stand" "Catch" "Title" "Rita"
1	1	3	3	STEVE WINWOOD	Arc Of A Diver (Island)	"Chance" "Title" "Train" "Dancer"
3	3	4	4	STYX	Paradise Theater (A&M)	"Time" "Rockin'" "Snowblind"
4	4	5	5	REO SPEEDWAGON	Hi Infidelity (Epic)	"Take" "Don't" "Keep" "Tough"
7	6	6	6	RUSH	Moving Pictures (Mercury/PolyGram)	"Limelight" "Tom" "Red"
10	9	9	7	PHIL COLLINS	Face Value (Atlantic)	"Air" "Missed" "Must" "Lines"
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5	8	10	10	JOURNEY	Captured (Columbia)	"Party's" "Dixie"
9	10	11	11	LOVERBOY	Loverboy (Columbia)	"Turn" "Kid" "Lady"
20	16	14	12	ROBIN TROWER	B.L.T. (Chrysalis)	"Money" "What" "Life" "Won't"
14	11	12	13	GARLAND JEFFREYS	Escape Artist (Epic)	"96" "R.O.C.K." "Kids" "Jump"
15	14	15	14	RAINBOW	Difficult To Cure (Polydor/PolyGram)	"Surrender" "Freedom" "Spotlight"
12	12	13	15	SHERBS	The Skill (Atco)	"Skill" "Zero" "Turning"
—	—	23	16	SANTANA	Zebop! (Columbia)	"Winning" "Searchin'" "Papa"
—	—	—	17	KAMPUCHEA	Various Artists (Atlantic)	"Sister" "Baba" "Let" "Rockestra"
—	—	—	18	JEFFERSON STARSHIP	Modern Times (RCA)	"Find" "Save" "Eyes" "Title"
31	21	19	19	PAT TRAVERS	Radio Active (Polydor/PolyGram)	"Music" "Life" "Love" "Electric"
24	24	17	20	JAMES TAYLOR	Dad Loves His Work (Columbia)	"Town" "Stand" "Hard" "Summer's"
40	26	22	21	KROKUS	Hardware (Ariola)	"Bones" "Winning"
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—	—	26	23	JUDAS PRIEST	Point Of Entry (Columbia)	"Heading" "Rockin'" "Don't"
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—	36	29	26	FRANKE & KNOCKOUTS	Franke & Knockouts (Millennium)	"Sweetheart" "Come"
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35	30	27	30	RICK SPRINGFIELD	Working Class Dog (RCA)	"Jessie's Girl"
17	20	21	31	STEELY DAN	Gaucha (MCA)	"Time" "Nineteen"
—	—	—	32	OZZY OSBOURNE	Blizzard Of Oz (Jet)	"Train" "Crowley" "Know"
21	25	28	33	POLICE	Zenyatta Mondatta (A&M)	"Stand" "Voices" "De Do"
—	—	—	34	POINT BLANK	American Excess (MCA)	"Stay" "Nicole" "Heart" "Cadillac"
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19	22	31	38	ELVIS COSTELLO &...	Trust (Columbia)	"Knuckles" "Whisper" "Clubland"
26	31	33	39	CLASH	Sandinista! (Epic)	"Police" "Someone" "Seven"
—	—	—	40	U2	Boy (Island)	"Follow" "Control"

The WHO overtook all competition to perch in the top AOR airplay position this week, beating everyone in hits and total reports. WINWOOD, STYX, REO and RUSH all held rock steady. COLLINS continued his climb as .38, JOURNEY and LOVERBOY maintained. TROWER grew in hits and total reports. RAINBOW rose. SANTANA jumped nicely with a potent combination in all rotations. KAMPUCHEA was the week's highest debut and most added album. STARSHIP also debuted handsomely, tying together early album adds with singles reports. TRAVERS held his own as KROKUS inched up. PRIEST and KIHN showed growth in upper rotations. FRANKE grew in all rotations. AC/DC debuted with strong adds. OZZY and BLANK debuted. HAWKS showed strong growth in medium airplay. U2 debuted, showing especially strong medium reports. The albums displayed in our new Significant Action listing came closest to charting this week, in the order shown.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. 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 italic type are also current singles.

New Entry →

MOST ADDED

Artist	4/10	4/3	3/27	3/20	3/13
1 KAMPUCHEA	130/114	23/23	0/0	0/0	0/0
2 AC/DC	94/88	11/7	8/1	4/2	2/0
3 POINT BLANK	84/81	6/5	0/0	0/0	0/0
4 SANTANA	123/80	38/31	0/0	0/0	0/0
5 PRETENDERS	57/54	0/0	0/0	0/0	0/0
6 OZZY OSBORNE	77/51	29/29	4/3	3/2	1/0
7 GRATEFUL DEAD	38/38	0/0	0/0	0/0	0/0
8 JEFFERSON STARSHIP	47/34	0/0	0/0	0/0	0/0
9 WILLIE NILE	33/33	0/0	0/0	0/0	0/0
10 DREGS	25/22	0/0	0/0	0/0	0/0
11 GREG KIHN BAND	88/20	71/29	75/75	1/1	0/0
12 CARL WILSON	18/13	5/4	0/0	0/0	0/0
13 JUDAS PRIEST	79/12	78/55	51/49	3/3	0/0
14 FRANKE & KNOCKOUTS	83/11	61/9	52/20	40/24	28/24
14 ROBERT GORDON	11/11	0/0	0/0	0/0	0/0

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

MEDIUM

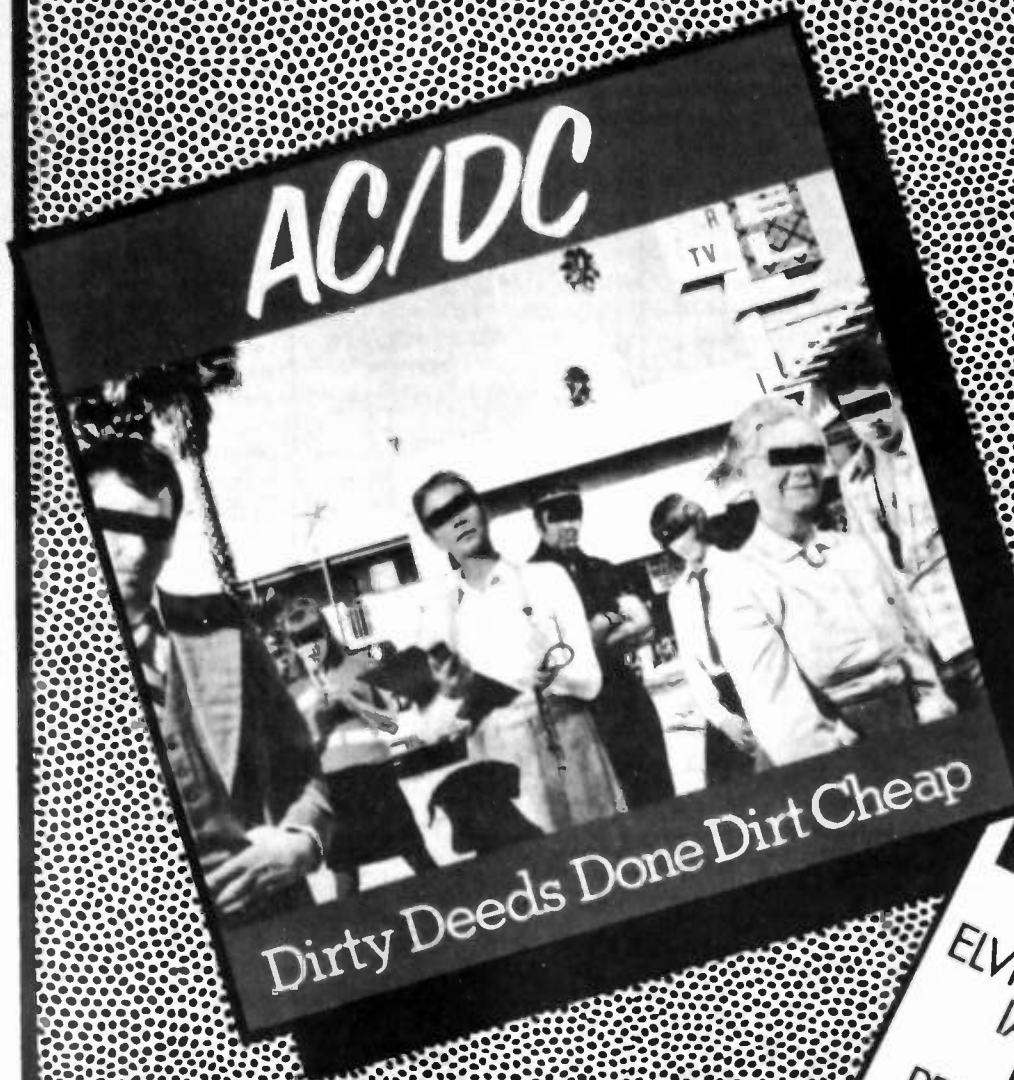
Artist	4/10	4/3	3/27	3/20	3/13
1 RAINBOW	98/79	97/75	105/77	98/83	82/60
2 KROKUS	87/71	76/55	76/38	63/0	0/0
3 PAT TRAVERS	83/68	87/63	85/51	88/1	2/0
4 ROBIN TROWER	109/67	106/68	106/88	107/48	85/0
4 GARLAND JEFFREYS	105/67	119/62	121/61	116/63	82/46
5 SHERBS	85/60	110/74	121/60	117/85	122/91
6 PHIL COLLINS	144/82	140/82	136/83	126/87	110/67
6 JUDAS PRIEST	79/63	87/20	52/2	3/0	0/0
7 GREG KIHN BAND	88/52	71/31	75/0	1/0	0/0
8 FRANKE & KNOCKOUTS	63/47	73/58	87/63	86/58	83/3
8 RICK SPRINGFIELD	82/44	81/45	82/41	55/39	48/34
10 HAWKS	51/43	49/27	40/20	28/8	20/4
11 LOVERBOY	108/42	110/40	112/38	114/45	109/42
12 JAMES TAYLOR	85/38	88/40	77/40	83/30	64/14

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

THE HOTTEST

Artist	4/10	4/3	3/27	3/20	3/13
1 WHO	153/152	168/141	164/15	8/0	0/0
2 ERIC CLAPTON	165/139	157/147	158/138	153/130	146/24
3 STEVE WINWOOD	151/135	151/141	152/147	152/146	162/738
4 STYX	145/130	142/128	148/135	148/133	144/128
5 REO SPEEDWAGON	140/123	138/124	141/127	143/128	143/127
6 RUSH	139/110	138/105	140/107	140/106	133/82
7 .38 SPECIAL	131/85	137/85	135/86	138/83	134/78
8 APRIL WINE	128/82	134/101	144/108	143/107	135/102
9 PHIL COLLINS	144/87	140/78	138/82	128/47	110/28
10 JOURNEY	113/97	115/88	128/102	137/117	137/118
11 LOVERBOY	108/68	110/68	112/75	114/69	109/68
12 JAMES TAYLOR	85/45	88/43	77/33	83/28	64/8
13 ROBIN TROWER	108/42	108/32	108/27	101/15	85/7
14 ROLLING STONES	87/41	86/39	113/7	15/0	8/8
15 GARLAND JEFFREYS	105/37	119/35	121/38	115/32	82/20

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



AOR BREAKERS

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

AC/DC

Dirty Deeds Done Dirt Cheap (Atlantic)

Title "Balls" "Child" "Rocker." 67% of our reporters on it. Total album reports: 94. A-96, M-4, H-4. Debuted this week at number 27.

AOR BREAKERS

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

...KAMPUCHEA

Various Artists (Atlantic)

"Sister" "Baba" "Let" "Rockestra." 82% of our reporters on it. Total album reports: 130. A-114, M-6, H-10. Debuted this week at number 17.

Legendary Music From Atlantic Records



AOR BREAKERS

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

...KAMPUCHEA

Various Artists (Atlantic)

"Sister" "Babe" "Let" "Rockestra." 82% of our reports on it. Total album reports: 130. A-114, M-6, H-10. Debuted this week at number 17.

SANTANA

Zebopi (Columbia)

"Winning" "Searchin'" "Papa" "Over." 75% of our reports on it. Total album reports: 123. A-80, M-25, H-18. Charted this week at number 16.

AC/DC

Dirty Deeds Done Dirt Cheap (Atlantic)

Title "Balls" "Child" "Rocker." 57% of our reports on it. Total album reports: 84. A-86, M-4, H-4. Debuted this week at number 27.

POINT BLANK

American Excess (MCA)

"Stay" "Nicole" "Heart" "Cadillac." 51% of our reports on it. Total album reports: 84. A-81, M-3, H-0. Debuted this week at number 34.

Significant Action

- PRETENDERS..... Extended Play (Sire)
"Message" "Cuban"..... Total: 57. A-54, M-3, H-0
- TODD RUNDGREN..... Healing (Bearsville/WB)
"Time" "Healing"..... Total: 40. A-0, M-32, H-8
- DOC HOLLIDAY..... Doc Holliday (A&M)
"Rocker" "Fool"..... Total: 39. A-5, M-30, H-4
- BADFINGER..... Say No More (Radio/Atlantic)
"Hold" "Got You"..... Total: 36. A-2, M-29, H-5
- PHOEBE SNOW..... Rock Away (Mirage)
"Mercy" "Games"..... Total: 33. A-2, M-24, H-7
- TOTO..... Turn Back (Columbia)
"Gun" "Live"..... Total: 28. A-0, M-16, H-10
- DIRE STRAITS..... Making Movies (WB)
"Skateaway" "Expresso"..... Total: 25. A-0, M-14, H-11
- PAT BENATAR..... Crimes Of Passion (Chrysalis)
"Treat" "HK"..... Total: 21. A-0, M-10, H-11
- AC/DC..... Back In Black (Atlantic)
Title..... Total: 20. A-0, M-7, H-13
- DONNIE IRIS..... Back On The Streets (MCA)
"Dreaming" "Ain't Leah"..... Total: 18. A-0, M-12, H-8

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

JAZZ ON AOR

- 1 GROVER WASHINGTON, JR. Winelight (Elektra)
"Flow" "Two" "Tide" "Take Me There"
- 2 DREGS Unsung Heroes (Arista)
"Cruise" "Park" "Kat"
- 3 DAVE GRUSIN Mountain Dance (GRP/Arista)
Title "Rondo" "Lights"
- 4 DAVID SANBORN Voyageur (WB)
"Say Goodbye"
- 5 JOE SAMPLE Voices In The Rain (MCA)
"Greener Grass"
- 6 DAN SIEGEL The Hot Shot (Inner City)
Title "West"
- 7 JEFF LORBER FUSION Galaxian (Arista)
"Monster" "Mountain" "Love" "Moment"
- 8 B.B. KING There Must Be A Better World... (MCA)
"The Victim"
- 9 WAYNE JOHNSON Arrowhead (Inner City)
Title
- 10 BOB JAMES... All Around The Town (Tappan Zee/Col.)
Title

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

104 WQBK FM
Albany
518-462-5555

MO: ELLEN HAZARD
TU: LIZ BRYNER

Added:
OZZY OSBORNE (J&R)
DANNY WALKER (Columbia)
GREAT BUILDINGS (Columbia)
SANTANA (Columbia)
WILLIAM OZ (Capitol)
DREGS (Arista)
HOFSTADTER (Sire)
GRATEFUL DEAD (Capitol)
ROBERT GORDON (MCA)
ROBIN LANE & CHART (WB)
SAY (Arista)
AC/DC (Atlantic)
ULTRAVIOLET (Sire)
-US APE
-RY COODER (WB)

Medium:
J. LEONARD & Y. ONO (Geffen)
MORFEO (Columbia)
AC/DC (Atlantic)
PAT TRAVERS (Polydor/Polygram)
"Electric Blue"
STEELY DAN (MCA)
RED SPEEDWAGON (Epic)
LEE CLAPTON (Capitol)
JOHN MAYER (Arista)
COZY POWELL (Polydor/Polygram)
LAMB (Mercury/Polygram)

Hot:
BEN BIRN (Polygram)
DAVE GRUSIN (GRP/Arista)
"Flying Fish"
WARREN ZEVON (Arista)
JAN GARDNER (Epic)
BLONDIE (Chrysalis)
RUSH (Mercury/Polygram)
MUSCLE SHOOTERS (Mercury)
"Champ Drizzle"
TEARDROPS (Mercury)

HOLLY STANTON
ROBIN TROWER (Chrysalis)
"Way To Go"
-LENE LOVICH (Sire)

98 Rock
Baltimore
301-889-0098

MO: CHICK DUCOTE
TU: T. FORD

Added:
AC/DC (Atlantic)
KAMPUCHEA (Atlantic)
DOC HOLLIDAY (A&M)

Medium:
PHIL COLLINS (Atlantic)
PAT TRAVERS (Polydor/Polygram)
ROBIN TROWER (Chrysalis)
KROKUS (Arista)
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
-JEFFERSON STARSHIP (MCA/Gruntz)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

WOZ
Boston
817-267-9090

MO: ANDY DEABUEN
TU: ROB LIPSITZ

Added:
JUDAS PRIEST (Columbia)
WILLIE NILE (Arista)
OZZY OSBORNE (J&R)
POINT BLANK (MCA)

Medium:
AC/DC (Atlantic)
PAT TRAVERS (Polygram)
ERIC CLAPTON (RSO)
OZZY OSBORNE (J&R)
DOC HOLLIDAY (A&M)
FRANKIE RODRIGUEZ (Millennium)
FOOLS (Mercury/Polygram)
JOURNÉ (Capitol)
OUTLANS (Arista)
TOTO (Columbia)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

97 Rock
Buffalo
716-881-4555

MO: GEORGE HARMS
TU: PAUL HEINE

Added:
WILLIE NILE (Arista)
KAMPUCHEA (Atlantic)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
"Madness" (Mercury)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

WCCC
Hartford
203-549-3456

MO: LICH
TU: JEFFERSON STARSHIP (MCA/Gruntz)

Added:
SANTANA (Columbia)
KAMPUCHEA (Atlantic)
OZZY OSBORNE (J&R)
AC/DC (Atlantic)
WILLIE NILE (Arista)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
"Madness" (Mercury)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

104 X PROB
Albany
518-785-9800

MO: TED UZ
TU: RON HEIN

Added:
OZZY OSBORNE (J&R)
GRATEFUL DEAD (Arista)
WILLIE NILE (Arista)
PRETENDERS (Sire)
AC/DC (Atlantic)

Medium:
KROKUS (Arista)
FRANKIE RODRIGUEZ (Millennium)
ROBIN TROWER (Chrysalis)
GREG KIRBY BAND (Mercury)
"Way To Go"
HARMS (Arista)
RAINDOWN (Polygram/Polygram)
"I Surrender"
"Hush"
"I Wanna Run"

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

104 FM WBCN
Boston
617-266-1111

MO: TONY BERARDINI
TU: JIMMY MACK

Added:
AC/DC (Atlantic)
D. ONO (Geffen)
BILLY LINDHOLM (Arista)
JUDAS PRIEST (Columbia)
RUMOR (Capitol)
SANTANA (Columbia)
WARRIORS (Epic)
"Signs"
KAMPUCHEA (Atlantic)
-IN CHAINS (Mercury)
-FRANKIE RODRIGUEZ (Millennium)

Medium:
OZZY OSBORNE (J&R)
PAT TRAVERS (Polygram/Polygram)
RICK SPRINGER (Mercury)
"Signs"
"Way To Go"

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Southern Sweeties
Boston
617-262-5900

MO: CLARE SHUIT
TU: RUSS DAN

Added:
ROBIN LANE & CHART (WB)
"Solid Rock"
SMITH (Arista)
RUSSELL & COOPER (MCA)
PRETENDERS (Sire)
DAVID SANBORN (WB)
JEFF LORBER FUSION (Arista)
ONE-NIGHT STAND (Columbia)
R. PARKER & RAYDIO (Arista)

Medium:
COORIE BROTHERS (WB)
PHIL COLLINS (Atlantic)
SHEENA EASTON (Mercury/Polygram)
FLEETWOOD MAC (WB)
LAUREN DUB (WB)
LARI HALL (Arista)
ELEANOR (Mercury)
"I Wanna Run"
"I Wanna Run"
EMILYLOU HARRIS (WB)
HALL & OATES (MCA)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

WECM
Claremont
603-542-7735

MO: BOB RIVERS
TU: SONIC FONTAINE

Added:
ROBIN LANE & CHART (WB)
WILLIE NILE (Arista)
JAN MALLA (Mercury)
AC/DC (Atlantic)
COLD CHISEL (Mercury)
ROCK ON (Mercury)
DEVO (WB)
JEFFERSON STARSHIP (MCA)
-LENE LOVICH (Sire)

Medium:
JOURNÉ (Capitol)
RINGS (Arista)
SHERIDAN (Arista)
J. LEONARD & Y. ONO (Geffen)
JOHNNY AVERAGE (Mercury)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
JAMES TAYLOR (Columbia)
30 SPECIAL (A&M)
APRIL WINE (Capitol)
PHIL COLLINS (Atlantic)
RED SPEEDWAGON (Epic)
RICK SPRINGER (Mercury)
FRANKIE RODRIGUEZ (Millennium)
JOHN COUGAR (Mercury/Polygram)
GREG KIRBY BAND (Mercury)
GARLAND JEFFREYS (Epic)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

WHICH 104
Hartford
203-247-1080

MO: DANIEL F. HAYDEN
TU: BOB BITTENS

Added:
KAMPUCHEA (Atlantic)
SANTANA (Columbia)
OZZY OSBORNE (J&R)
JEFFERSON STARSHIP (MCA)
ROBIN LANE & CHART (WB)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
CLASH (Epic)
DOC HOLLIDAY (A&M)
JAMES TAYLOR (Columbia)
RED SPEEDWAGON (Epic)
TED NUZENT (Epic)
PHIL COLLINS (Atlantic)
JOURNÉ (Capitol)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

WZZO
Allentown
215-894-0511

MO: LYN COREY
TU: CINDA HOLT

Added:
GRATEFUL DEAD (Arista)
"Maggie"
AC/DC (Atlantic)
"Foolish Chimp"
"Cowboy" (Sire)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
GREG KIRBY BAND (Mercury)
PHIL COLLINS (Atlantic)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

104.5fm
Bridgeport
203-579-9895

MO: BOB AOKAR
TU: BRUCE GOLDBER

Added:
KAMPUCHEA (Atlantic)
OZZY OSBORNE (J&R)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

95.5fm
Bridgeport
203-579-9895

MO: BOB AOKAR
TU: BRUCE GOLDBER

Added:
KAMPUCHEA (Atlantic)
OZZY OSBORNE (J&R)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

95.5fm
Harrisburg
717-238-1402

MO: BOB AOKAR
TU: BRUCE GOLDBER

Added:
KAMPUCHEA (Atlantic)
OZZY OSBORNE (J&R)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

104
Long Island
516-727-1570

MO: HARRY DRUM
TU: MALCOLM DRA

Added:
KAMPUCHEA (Atlantic)
OZZY OSBORNE (J&R)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

Medium:
OZZY OSBORNE (J&R)
JUDAS PRIEST (Columbia)
PAT TRAVERS (Polygram/Polygram)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)
ERIC CLAPTON (RSO)

Hot:
"You Better To" (Polygram)
"Wine" (Capitol)
"Tide" (Elektra)
"Crazy Train" (Geffen)
"Between Towns" (Capitol)
"30 Special" (A&M)
"Motel" (Mercury)
"Rock On" (Mercury)
"I Wanna Run" (Mercury)
"Turn of Mind" (Mercury)

EAST

WBAB 102.3 Long Island 516-587-1023

WLIRFM92.1 Long Island 516-485-9200

Manchesters 603-825-8915

1799 Amarillo 806-359-8561

WVVAQ Morgantown 304-298-0029

New York 212-986-7000

WPLSS New York 212-887-7777

WPLR New Haven 203-777-8617

76rock Atlanta 404-325-0960

105.5 WJLA North Jersey 201-328-1055

WMMR Philadelphia 215-681-0933

WXVSP Philadelphia 215-688-9460

WJLH Poughkeepsie 914-471-1500

KLBJ FM Austin 512-474-6543

OZM DIVE Pittsburgh 412-562-5900

WCMF Long Live Rock! Rochester 716-288-3200

95X Syracuse 315-682-9538

96.3 Rock Syracuse 315-472-9797

TEXAS ROCK Beaumont 713-727-0229

107 Toronto 416-967-3445

CHUMFM Toronto 416-925-6666

DC 101 Washington, D.C. 202-828-9932

FM105 West Virginia 304-722-3308

WMAZ Worcester 817-752-5811

SOUTH

MOST ADDED KAMPUCHEA 33/33 POINT BLANK 27/26 AC/DC 24/24 SANTANA 26/19 OZZY OSBOURNE 15/12

MEDIUM PAT TRAVERS 26/20 ROBIN TROWER 25/18 KROKUS 18/17 RAINBOW 18/17 THE SKILL 25/16

THE HOTTEST WHO 36/34 ERIC CLAPTON 36/33 STYX 35/32 STEVE WINWOOD 35/31 REO SPEEDWAGON 33/28

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week.

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week.

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week.

MIDWEST

Appleton

414-734-9226

Address: 101 W. Main Street, Appleton, WI 54912

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Cleveland

216-781-9867

Address: 101 W. Main Street, Cleveland, OH 44102

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Bloomington

97WB 812-332-9292

Address: 101 W. Main Street, Bloomington, IN 47402

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Cleveland

216-391-1260

Address: 101 W. Main Street, Cleveland, OH 44102

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Chicago

312-440-5270

Address: 101 W. Main Street, Chicago, IL 60602

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Columbus

Q-FM-96 614-224-1271

Address: 101 W. Main Street, Columbus, OH 43202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Chicago

312-828-9191

Address: 101 W. Main Street, Chicago, IL 60602

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

DeKalb

815-756-9250

Address: 101 W. Main Street, DeKalb, IL 60115

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Chicago

312-777-1700

Address: 101 W. Main Street, Chicago, IL 60602

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Des Moines

515-285-8181

Address: 101 W. Main Street, Des Moines, IA 50302

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Cincinnati

513-871-8500

Address: 101 W. Main Street, Cincinnati, OH 45202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Detroit

313-398-1100

Address: 101 W. Main Street, Detroit, MI 48202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

MOST ADDED

- KAMPUCHEA Various Artists (Atlantic) 35/32
- SANTANA 35/26
- Zepotl (Columbia) 19/19
- PRETENDERS Extended Play (Sire) 23/18
- AC/DC Dirty Deeds... (Atlantic) 19/18
- POINT BLANK American Excess (MCA) 19/18

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 that added it this week.

MEDIUM

- GARLAND JEFFREYS Escapp Artist (Epic) 29/22
- RAINBOW Difficult To... (Polydor/PG) 27/22
- KROKUS Hardware (Ariola) 26/19
- ROBIN TROWER B.L.T. (Chrysalis) 28/16
- SHERBS The Skill (Atco) 26/16

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 medium rotation this week.

THE HOTTEST

- WHO Face Dances (WB) 44/43
- ERIC CLAPTON Another Ticket (RSO) 43/38
- STEVE WINWOOD Arc Of A Diver (Island) 41/38
- STYX Paradise Theater (A&M) 41/36

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.

Detroit

313-663-1800

Address: 101 W. Main Street, Detroit, MI 48202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Flint

313-744-1570

Address: 101 W. Main Street, Flint, MI 48902

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Lafayette

317-448-1566

Address: 101 W. Main Street, Lafayette, IN 47902

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Detroit

313-444-1010

Address: 101 W. Main Street, Detroit, MI 48202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Grand Rapids

616-456-5461

Address: 101 W. Main Street, Grand Rapids, MI 49502

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Lincoln

402-476-6565

Address: 101 W. Main Street, Lincoln, NE 68502

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Duluth

218-728-8421

Address: 101 W. Main Street, Duluth, MN 55802

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Indianapolis

317-257-7565

Address: 101 W. Main Street, Indianapolis, IN 46202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Madison

608-274-5450

Address: 101 W. Main Street, Madison, WI 53702

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Kansas City

816-753-4567

Address: 101 W. Main Street, Kansas City, MO 64102

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Kansas City

816-531-3400

Address: 101 W. Main Street, Kansas City, MO 64102

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Madison

608-249-9277

Address: 101 W. Main Street, Madison, WI 53702

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Evansville

812-477-8811

Address: 101 W. Main Street, Evansville, IN 47702

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Kansas City

816-531-3400

Address: 101 W. Main Street, Kansas City, MO 64102

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Milwaukee

414-276-2040

Address: 101 W. Main Street, Milwaukee, WI 53202

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Ft. Wayne

219-484-0580

Address: 101 W. Main Street, Ft. Wayne, IN 46802

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Lansing

517-393-1320

Address: 101 W. Main Street, Lansing, MI 48902

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)

Minneapolis

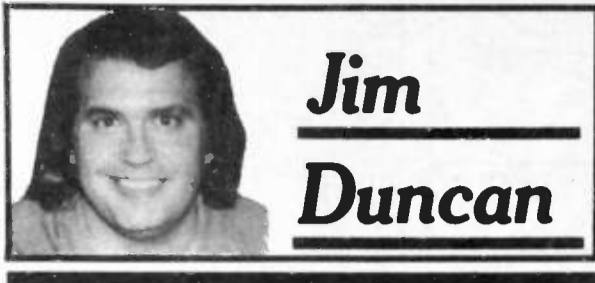
612-739-4000

Address: 101 W. Main Street, Minneapolis, MN 55402

Music Director: John J. Deane

Personnel:

- 4:00-5:00 PM: Steve Winwood (Epic)
- 5:00-6:00 PM: Eric Clapton (Capitol)
- 6:00-7:00 PM: The Police (A&M)
- 7:00-8:00 PM: The Police (A&M)
- 8:00-9:00 PM: The Police (A&M)
- 9:00-10:00 PM: The Police (A&M)
- 10:00-11:00 PM: The Police (A&M)
- 11:00-12:00 AM: The Police (A&M)



News Notes

Just returned from Nashville from some location shooting for the television specials being co-produced by R&R and Bob Banner & Associates. The Banner company puts together the successful pop music-oriented "Solid Gold." Our Country specials will be hosted by famed actor Dennis Weaver and will be called "The Country Top 20." Of course, the music will be determined by R&R. In Nashville we did segments at Larry Gatlin's home, the home of Oak Ridge Boys' Bill Golden and with Conway Twitty at his record store. At the legendary Columbia Studio B on Music Row we taped performances with John Anderson, Lacy J. Dalton, Gail Davies, Johnny Lee, Ronnie Milsap and Hank Williams Jr. The main show tapes this week in Las Vegas. Thanks to KVEG's Doug Shane and his crew for helping us to get an audience of cowboys and cowgirls for the shows.

Elsewhere, the Country Music Association reports an increase of 504 Country radio stations since last year. This is for stations in the U.S. and Canada. Full-time stations were up by 251. In the overall survey, there was an increase of 255 AM Country stations and 185 FM's.

The Country Radio Seminar will now be presented by the newly-named Organization of Country Radio Broadcasters. Don Boyles, GM of New York's WKHK, was elected President of the group and WUBE/Cincinnati GM Bob English will be the agenda chairman for 1982.

Jon Olsen was just named PD for WKSW/Cleveland from the MD job at WPOC-FM/Baltimore. Replacing Jon at WPOC is Trish Hennessey. Danny Mofatt informs R&R he has just come in as Group PD for KYKX/Longview, KEAN/Abilene, KYKS/Lufkin, and a new facility soon to be on the air in Lake Charles, LA. Robin Coker has been promoted to PD at WWOD/Lynchburg, VA.



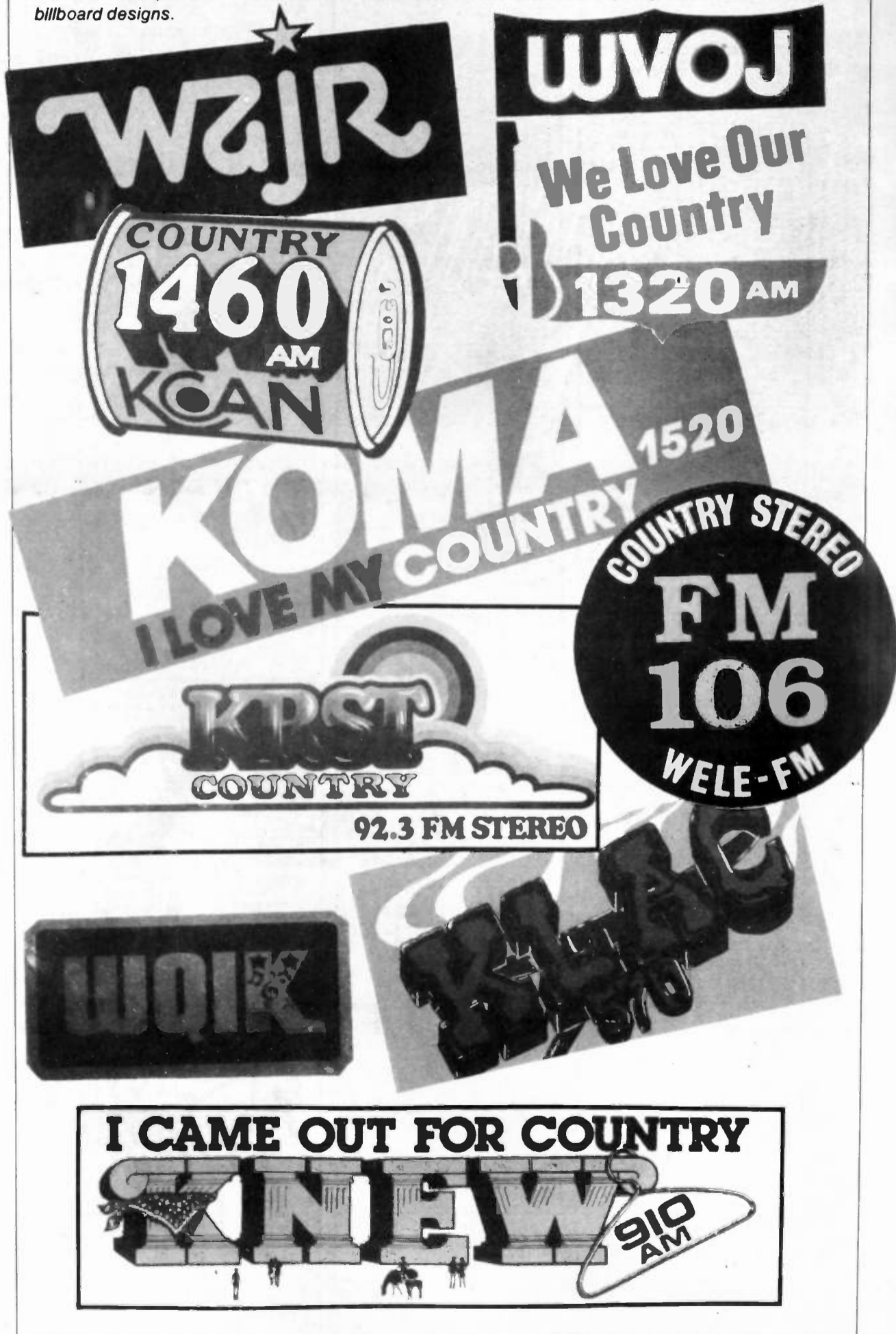
Jon Olsen

From the faculty of Notre Dame Andrew Zane has joined WFAW-AM-FM/Fort Atkinson, WI as OM. The AM just converted to Country. Over at sister station WDLB/Marshfield, WI, PD Chris Michaels tells us Jon O'Brien has been promoted to Assistant PD. Debbie Connors moves from the all-night Country show on WLW/Cincinnati to middays. Thom Price takes on the all-nighter. Jon R.W. Wailin is the guy KZEW/Oakland has put on to do morning drive. You remember its ad in R&R offering a \$1000 reward for whoever found its new morning personality? Jay Marvin has jumped over to WJJD/Chicago as afternoon drive. He had been with WJEZ-FM in the evening. Rob Cutter from WACI/Freeport is the new morning guy on KVOC/Casper, WY. Tom Riley, PD at WVAM-AM-FM/Altoona, PA, reports the AM has changed from Country to Gospel/Religion as of Monday (4-6). The FM will take on a Country format from P/A. No staff changes. WPKX-AM & WVKX-FM/Washington will no longer be simulcast, though each will continue to be Country. Jerry Paxson, former air personality with crosstown station WMZQ-FM, will be doing middays. Mark Sinclair moves from the PD job at WHYL/Carlisle, PA to same at WIXY/Springfield, MA. Ray Thomas is now MD at WHYL. Bob Sherwood has been upped to MD at KIXZ/Amarillo. Nancy Lybarger from KMOX-FM/St. Louis to WIL-AM-FM as music researcher. KZLA-AM-FM/Los Angeles has an opening for a music programmer. Contact PD Tom Casey, (213) 466-4123. KIKT-FM/Greenville, TX is not going Country as reported here. The AM station, KGVV, has made the switch. KDTH/Dubuque, IA will be 40 years old on May 1. Artists are invited to call in. So what's NEWS with you?

Country

Sticking With Country

A while back R&R asked for stations to send in their latest bumper stickers and billboards. Here are a few of the bumper and window stickers we received. Next week we'll spotlight some of the unique billboard designs.

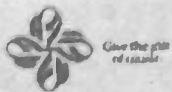


JUICE NEWTON'S
"ANGEL OF THE MORNING"
TAKES FLIGHT ON
COUNTRY RADIO!



THE SMASH HIT
FROM THE BESTSELLING
ALBUM

Juice



Produced by Richard Landis

©1981 CAPITOL RECORDS, INC.





BREAKERS.

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

DOLLY PARTON

But You Know I Love You (RCA)

On 73% of reporting stations. National Summary: Up 9, Same 23, Down 0, Debuts 34, Adds 25. R&R Chart: 48-39.

ANNE MURRAY

Blessed Are The Believers (Capitol)

On 70% of reporting stations. National Summary: Up 20, Same 24, Down 0, Debuts 21, Adds 22. R&R Chart: 49-40.

GAIL DAVIES

It's A Lovely, Lovely World (WB)

On 66% of reporting stations. National Summary: Up 28, Same 20, Down 0, Debuts 18, Adds 19. R&R Chart: Debut 41.

JOHNNY CASH

The Baron (Columbia)

On 64% of reporting stations. National Summary: Up 43, Same 12, Down 0, Debuts 17, Adds 8. R&R Chart: Debut 42.

SAMMI SMITH

Cheatin's A 2-Way Street (Sound Factory)

On 62% of reporting stations. National Summary: Up 44, Same 18, Down 0, Debuts 10, Adds 6. R&R Chart: 50-44.

Most Added:

WILLIE NELSON
Mona Lisa (Columbia)
ELVIS PRESLEY
Lovin' Arms (RCA)

Hottest:

ALABAMA
Old Flame (RCA)
T.G. SHEPPARD
I Loved 'Em Every One (WB/Curb)
DAVID FRIZZELL & SHELLY WEST
You're The Reason God Made Oklahoma (WB)
MAC DAVIS
Hooked On Music (Casablanca/PolyGram)
MICKEY GILLEY
A Headache Tomorrow... (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, 31-51, etc.). moved it down on their charts, or Added it this week. indicates one of this week's "most added" new songs.

- REX ALLEN JR. "Just A Country Boy" (WB) 75/6**
National Summary: Up 44, Same 19, Down 0, Debuts 12, Adds 8, WQYK-FM, WMAQ, WAXX, WMUS-AM-FM, WTHI, KVOC, WGTO 47-35, WBAM 40-32, KBMR d-20, KBUF 20-15, WHBF 48-38, KFDI-AM 43-33, KUZZ 20-11, KEED 38-25, WKXA 25-19, WNYR d-28. R&R Chart: Debut 47.
- LACY J. DALTON "Whisper" (Columbia) 74/21**
National Summary: Up 22, Same 19, Down 0, Debuts 12, Adds 21 including WSLR, WMAQ, WKMF, KVEG, KRAK, WOKQ, WNYR, KOKE-FM, WYDE, WIRK-FM, KSSS 41-31, WSEN 41-34, WIXL-FM 48-28, KLVJ 48-38, WGTO 49-36, R&R Chart: Debut 48.
- JOHNNY PAYCHECK & MERLE HAGGARD "I Can't Hold Myself In Line" (Epic) 70/8**
National Summary: Up 35, Same 18, Down 0, Debuts 11, Adds 6, KEED, KVEG, WVMI, KLLL-AM-FM, WOKK, WITL-FM, KKAL 30-21, WSEN 25-19, WIXL-FM 18-12, WYII 47-35, WGTO 48-39, WBHP 40-30, KSO 33-28, WCXI 30-25, KFDI-AM 29-24, R&R Chart: Debut 49.
- KENDALLS "Heart Of The Matter" (Ovation) 62/9**
National Summary: Up 23, Same 17, Down 0, Debuts 13, Adds 9, WMAQ, WCXI, WTSO, KLAC, WNYR, KLVJ, WCOS-FM, WSUN, WKLM, WSAI 38-30, KBUF 45-39, KUUY 46-38, KSSS 45-35, WQNA-FM 43-38, WGTO 43-33.
- STEVE WARINER "By Now" (RCA) 60/22**
National Summary: Up 4, Same 22, Down 0, Debuts 12, Adds 22 including KEED, KTOM, KEEN, WPOR, KHEY, WBAM, KKYX, WUBE-FM, WKMF, WTSO, WWCBS-FM d-30, WIXL-FM 49-40, WSIX-FM 34-24, WFMS-FM d-28.
- STATLER BROTHERS "In The Garden" (Mercury/PolyGram) 60/8**
National Summary: Up 27, Same 15, Down 0, Debuts 12, Adds 8, KWKH, KBMR, WMAQ, WUBE-FM, KEED, KVEG, WBAM 39-30, KRMD-AM-FM 48-34, WSAI 37-29, WTSO 23-16, KFDI-AM 45-38, KCUB 40-30, WVAM 33-23.
- ROVERS "Wasn't That A Party" (Epic/Cleveland International) 60/2**
National Summary: Up 34, Same 15, Down 4, Debuts 5, Adds 2, WBAX, KRZY, WSEN 13-7, WEEF 7-4, WNYR 1-1, WWVA 3-1, KENR 23-19, WMC-AM 22-15, WIRK-FM 2-1, WSAI 16-13, WKH 14-9, WMNI 1-1, WCXI 25-15, KTRB 32-21, KNIX-FM 30-15.
- ED BRUCE "Evil Angel" (MCA) 55/7**
National Summary: Up 20, Same 15, Down 0, Debuts 13, Adds 7, WMNI, WAXX, KWMT, KKAL, KLVJ, KHEY, WIRK-FM, KFEQ 48-38, KUZZ 33-24, WWCBS-FM 27-21, WGTO 42-31, WSIX-FM 15-7, KYYX 25-19.
- RANDY PARTON "Hold Me Like You Never Had Me" (RCA) 54/5**
National Summary: Up 25, Same 15, Down 0, Debuts 9, Adds 5, WSEN, KRZY, KKAL, KIDN, KSON-AM-FM, WYDE 45-34, KHEY 38-31, WSIX-FM 8-3, KKYX 35-29, WUBE-FM 20-13, WMNI 15-11, KRAK 48-43.
- STEPHANIE WINSLOW "Hideaway Healing" (WB/Curb) 54/4**
National Summary: Up 30, Same 13, Down 0, Debuts 7, Adds 4, WSUN, KWMT, WITL-FM, WNYR, WYDE 33-27, WGTO 46-40, KKYX 38-30, KBUF 30-23, KVOC 20-15, KFTN 35-30, KTOM 34-29, WBGW-FM 42-31, WWCBS-FM 18-13.
- EARL THOMAS CONLEY "Fire And Smoke" (Sunbird) 50/18**
National Summary: Up 2, Same 17, Down 1, Debuts 12, Adds 18 including KOKE-FM, WBAM, WSM, WMNI, KWMT, KTRB, KYTE, KEEN, WKXA, WMZQ-FM, WBGW-FM 41-32, WWCBS-FM d-29, On: KENR, KIKK-FM, WSAI.
- PATTI PAGE "No Aces" (Plantation) 47/8**
National Summary: Up 20, Same 8, Down 0, Debuts 10, Adds 8, WMAQ, WAXX, KWMT, KRDR, WMZQ-FM, KOKE-FM, WCOS-FM, KLLL-AM-FM, KEBC-FM 40-31, KICD-FM 37-28, KENR 34-27, WSIX-FM 25-14.
- BILLY SWAN "Do I Have To Draw A Picture" (Epic) 46/25**
National Summary: Up 4, Same 12, Down 0, Debuts 5, Adds 25 including KLZ, KRZY, KEEN, WSEN, WWVA, WYDE, WESC-AM-FM, WSIX-FM, WSM, WSAI, WMNI, KBUF.
- CHARLY McCLAIN "Surround Me With Love" (Epic) 45/13**
National Summary: Up 4, Same 13, Down 1, Debuts 14, Adds 13, KVET, KHEY, WBAM, WCMS-FM, WIRK-FM, WAXX, WGEE, KICD-FM, KYTE, WVAM, WBGW-FM, WNYR, WWVA.
- GARY MORRIS "Fire In Your Eyes" (WB) 44/8**
National Summary: Up 18, Same 15, Down 1, Debuts 5, Adds 6, WSAI, WCXI, WHBF, KEEN, WCOS-FM, WBAM, KVOO 36-25, KFDI-AM 47-40, KUUY 18-16, KRAK 50-45, WWVA 34-29, WGTO 50-43.
- JOHNNY RODRIGUEZ "I Want You Tonight" (Epic) 43/17**
National Summary: Up 5, Same 14, Down 0, Debuts 8, Adds 17 including KOKE-FM, WGTO, KNOE, KBMR, WAXX, KWMT, WIRE, KRZY, KEED, KGA, WKXA, KIKK-FM 48-38, KUZZ 47-40.

Others Getting Significant Action

- WILLIE NELSON "Mona Lisa" (Columbia) 41/41**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 41 including KLAC, KNIX-FM, KMPS-AM-FM, KCUB, WMZQ-FM, KVET, KENR, WLWI-FM, KSO, WFMS-FM, WIRE, KEBC-FM.
- ELVIS PRESLEY "Lovin' Arms" (RCA) 41/39**
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 39 including WMZQ-FM, KIKK-FM, WMC-AM, WSM, WNRS, KFGO, KEBC-FM, KFDI-AM, KRZY, KNIX-FM, KGA, WSIX-FM 47-33.
- RAY PRICE "Getting Over You Again" (Dimension) 41/8**
National Summary: Up 14, Same 17, Down 0, Debuts 4, Adds 6, WSLR, WOOD-FM, WXCL, WKKN, WLWI-FM, WSM, WCXI 28-19, WAXX 34-25, KFDI-AM 24-18, KEED 47-34, WIXL-FM 20-17, KKYX 40-33.
- MOE BANDY "My Woman Loves The Devil Out Of Me" (Columbia) 38/22**
National Summary: Up 1, Same 9, Down 0, Debuts 4, Adds 22 including WVAM, KHEY, WESC-AM-FM, WSM, KRMD-AM-FM, WKKN, KVOO, KUUY, KEED, KSOP, KCCK 31-24.

Radio & Records NATIONAL AIRPLAY/50

April 10, 1981

THREE TWO LAST
WEEKS WEEKS WEEK

3	1	1	①	ALABAMA/Old Flame (RCA)
4	4	3	2	DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB)
13	6	5	③	MICKEY GILLEY/A Headache Tomorrow... (Epic)
6	3	2	4	JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum)
16	8	6	⑤	DON WILLIAMS/Falling Again (MCA)
23	14	8	⑥	MAC DAVIS/Hooked On Music (Casablanca/PolyGram)
19	13	10	⑦	MERLE HAGGARD/Leonard (MCA)
30	24	15	⑧	CHARLEY PRIDE/Roll On Mississippi (RCA)
31	27	13	⑨	EMMYLOU HARRIS/Mister Sandman (WB)
37	30	18	⑩	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
2	2	4	11	HANK WILLIAMS JR./Texas Women (Elektra/Curb)
29	28	16	⑫	ROSANNE CASH/Seven Year Ache (Columbia)
25	18	14	⑬	WAYLON & JESS/Storms Never Last (RCA)
15	11	9	⑭	CRYSTAL GAYLE/Take It Easy (Columbia)
28	26	17	⑮	CONWAY TWITTY/Rest Your Love On Me (MCA)
12	7	7	⑯	CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA)
45	35	23	⑰	RONNIE MILSAP/Am I Losing You (RCA)
40	34	24	⑱	MOE & JOE/Hey Joe, Hey Moe (Columbia)
1	5	11	19	SYLVIA/Drifter (RCA)
14	9	12	20	DON McLEAN/Crying (Millennium)
27	22	20	21	LARRY GATLIN/It Don't Get No Better... (Columbia)
24	20	21	22	BARBARA MANDRELL/Love Is Fair (MCA)
43	33	25	23	LORETTA LYNN/Somebody Led Me Away (MCA)
41	37	33	24	JANIE FRICKE/Pride (Columbia)
46	38	30	25	JUICE NEWTON/Angel Of The Morning (Capitol)
42	39	29	26	LEON EVERETTE/If I Keep Going Crazy (RCA)
9	12	19	27	JOE STAMPLEY/I'm Gonna Love You Back... (Epic)
50	44	38	28	BOBBY GOLDSBORO/Alice Doesn't Love Here Anymore (Curb/CBS)
48	46	39	29	REBA McENTIRE/I Don't Think Love Ought... (Mercury/PolyGram)
-	-	43	30	RAZZY BAILEY/Friends (RCA)
-	50	37	31	GENE WATSON/Between This Time And The Next Time (MCA)
-	47	40	32	TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic)
34	32	32	33	CHARLIE RICH/Are We Dreamin' The Same Dream (Elektra)
5	10	22	34	JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
-	49	41	35	MEL McDANIEL/Louisiana Saturday Night (Capitol)
-	-	42	36	OAK RIDGE BOYS/Elvira (MCA)
-	-	44	37	JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB)
-	48	45	38	MEL TILLIS/A Million Old Goodbyes (Elektra)
-	-	48	39	DOLLY PARTON/But You Know I Love You (RCA)
-	-	49	40	ANNE MURRAY/Blessed Are The Believers (Capitol)
-	-	49	41	GAIL DAVIES/It's A Lovely, Lovely World (WB)
-	-	46	42	JOHNNY CASH/The Baron (Columbia)
-	-	46	43	DOTTIE WEST/What Are We Doin' In Love (Liberty)
-	-	50	44	SAMMI SMITH/Cheatin's A 2-Way Street (Sound Factory)
10	15	28	45	JOHN CONLEE/What I Had With You (MCA)
8	16	31	46	GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
-	-	42	47	REX ALLEN JR./Just A Country Boy (WB)
-	-	42	48	LACY J. DALTON/Whisper (Columbia)
-	-	42	49	J. PAYCHECK & M. HAGGARD/I Can't Hold Myself In Line (Epic)
20	21	26	50	JACKY WARD/Somethin' On The Radio (Mercury/PolyGram)

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.

- CAPITALS "Bridge Over Broadway" (Ridgeway) 34/1**
National Summary: Up 22, Same 8, Down 2, Debuts 1, Adds 1, WPOR, WVAM 49-39, WYII 50-44, KLVJ 35-30, KNOE 37-30, WSM 38-33, WMNI 22-17, WCXI 34-28, KFDI-AM 12-9, KVOC 41-33.
- DANNY WOOD "Fool's Gold" (RCA) 33/3**
National Summary: Up 13, Same 11, Down 2, Debuts 4, Adds 3, KWKH, WMUS-AM-FM, WTHI, KKYX 44-40, KFGO 27-22, KWMT 37-33, KVOC 31-21, KEED 42-36, KFTN 34-25, WVAM 45-40.
- LEONA WILLIAMS "I'm Almost Ready" (Elektra) 29/9**
National Summary: Up 5, Same 11, Down 0, Debuts 4, Adds 9, WSAI, KICD-FM, KEED, WOKQ, WWVA, KNOE, WSM, KWKH, WIRK-FM, KEBC-FM 48-44, WGTO 35-28, WWCBS-FM 42-33.
- B.J. THOMAS "Some Love Songs Never Die" (MCA) 26/10**
National Summary: Up 4, Same 10, Down 2, Debuts 2, Adds 10, KVET, WYDE, KHEY, WHOO, WTQR-FM, WKMF, KBUF, KFDI-AM, KSSS, KMAK, WSIX-FM 29-18, KUZZ 46-39.
- ROGER BOWLING "A Little Bit Of Heaven" (Mercury/PolyGram) 25/12**
National Summary: Up 2, Same 8, Down 0, Debuts 3, Adds 12, WSAI, WKMF, WXCL, KSSS, KRDR, WQNA-FM, WYII, WGTO, KLRA, KKYX, KWKH, WIRK-FM, KFDI-AM 40-30.
- JOHNNY LEE "Rode Hard And Put Up Wer" (Full Moon/Epic) 23/23**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 23 including KLZ, KNIX-FM, WBGW-FM, KVET, KENR, WBAM, WNRS, KSO, WIRE, KEBC-FM.
- RAZZY BAILEY "Anywhere There's A Jukebox" (RCA) 23/3**
National Summary: Up 9, Same 9, Down 0, Debuts 2, Adds 3, WOKQ, KYYX, KVOC, WWCBS-FM 25-18, WIXL-FM 24-14, KNOE 49-40, KKYX 38-25, WXCL 35-30, KFDI-AM 48-39, KMPS-AM-FM 27-21.
- WAYNE KEMP "Your Wife Is Cheatin' On Us Again" (Mercury/PolyGram) 22/7**
National Summary: Up 7, Same 5, Down 1, Debuts 2, Adds 7, KOKE-FM, KVET, KHEY, WKSJ-FM, WCMS-FM, KWKH, WAXX, KEBC-FM 33-23, KCCK 28-23, WIXL-FM 9-7.
- GARY STEWART "Let's Forget That We're Married" (RCA) 21/3**
National Summary: Up 4, Same 9, Down 0, Debuts 5, Adds 3, KEED, KFTN, KFGO, WSEN 47-41, WWCBS-FM 28-20, WIXL-FM 25-15, WIRK-FM d-38, KBUF 47-43.
- BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 20/8**
National Summary: Up 1, Same 7, Down 1, Debuts 5, Adds 6, WSAI, KRAK, WGTO, KHEY, WCMS-FM, WIRK-FM, WIRE d 39, WSIX-FM 36-30, On: KGA, WMZQ-FM.
- FREDDIE HART "You're Crazy Men" (Sunbird) 19/15**
National Summary: Up 1, Same 2, Down 0, Debuts 1, Adds 15 including KFTN, KSOP, KGA, WQNA-FM, WYII, KLRA, KKYX, KWKH, WCXI, KVOO.
- TOM JONES "Dartin'" (Mercury/PolyGram) 19/13**
National Summary: Up 0, Same 4, Down 0, Debuts 2, Adds 13, WNYR, WWVA, WESC-AM-FM, WKSJ-FM, WBAM, WHOO, KWKH, WJEZ-FM, WKMF, WIRE, WKKN, WKCO-FM, KVOO.
- GLEN CAMPBELL & TANYA TUCKER "Why Don't We Just Sleep On It Tonight" (Capitol) 19/5**
National Summary: Up 3, Same 5, Down 0, Debuts 8, Adds 5, WIRK-FM, WBSC-FM, KFEQ, KUUY, WBGW-FM, WOKK d 36, KVOC 48-43, KLZ 38-33, WWVA 38-32.
- JOHNNY RUSSELL "Here's To The Horses" (Mercury/PolyGram) 17/9**
National Summary: Up 3, Same 4, Down 0, Debuts 1, Adds 9, WSAI, WMNI, WCXI, KBUF, KVOC, KLVJ, WLWI-FM, KKYX, KRMD-AM-FM, WIXL-FM 43-32.
- RICH LANDERS "Friday Night Feelin'" (Ovation) 17/8**
National Summary: Up 1, Same 6, Down 0, Debuts 2, Adds 8, KEBC-FM, WXCL, KICD-FM, KEED, KGA, WVAM, WGTO, WIRK-FM, KUUY 42-39.
- WHITEY SHAFER "If I Say I Love You..." (Elektra) 17/7**
National Summary: Up 1, Same 6, Down 0, Debuts 3, Adds 7, WGTO, WKSJ-FM, KRMD-AM-FM, KWKH, WKKN, KSSS, KMPS-AM-FM, WIXL-FM 28-18.
- JACK GRAYSON "Magic Eyes" (Koala) 17/7**
National Summary: Up 1, Same 8, Down 0, Debuts 1, Adds 7, KSSS, KEED, WESC-AM-FM, KNOE, KWKH, WIRK-FM, WAXX, KBUF 49-40.
- BOBBY BARE "Learning To Live Again" (Columbia) 15/15**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15 including KFGO, KEBC-FM, KFDI-AM, KMAK, KNIX-FM, KRAK, WYII, KRRV, KRMD-AM-FM.
- MARGO SMITH "My Heart Cries For You" (WB) 15/8**
National Summary: Up 0, Same 7, Down 0, Debuts 0, Adds 8, WCXI, KSSS, KRDR, WBGW-FM, WIXL-FM, WWVA, KNOE, WHOO.

A GREAT PAIR OF PARTONS.

RANDY PARTON

"Hold Me Like You Never Had Me"

PB 12137

BB — 34 ★
CB — 41 ★
RW — 48 ★

- | | | | | |
|----------------|----------------|----------------|----------------|-------------|
| KTTS | KHEY | WGTO | KGA | WPOR |
| KFDI | WPNX | WQYK-FM | KZUN | WHK |
| WJQS | WDEN | WVOJ | KUTI | WWVA |
| KRMD | WYDE | KBBQ | KWJJ | WKCW |
| KWKH | WBAM | KIKX | KEED | WSAI |
| KBOX | WKSJ-FM | KEEN | KTCR | WUBE |
| KPLX-FM | WCBX | KTOM | WYTL | WMNI |
| WBAP | WFAI | KRAK | WXCL | WTMT |
| KXOL | WPCM | KMAK | WKKN | WSIN |
| KDJW | WCOS-FM | KBET | WMAY | WLBB |
| KIXZ | WESC | KCEY | KXAH | WTL |
| KLL | WDOD | KLZ | KWMT | KCBQ |
| KEBC-FM | WDXB | KSSS | KFGO | KSON |
| KVOO | WIVK | KSOP | CKLW-FM | KIKK |
| KOUL-FM | WSM | KFTN | WKMF | KCUB |
| KKYX | WCMS | KUUY | WSDS | |
| KBUC | WSLC | KOYN | WNRS | |
| KVET | WSOC-FM | KMPS | WHIM | |



DOLLY PARTON

"But You Know I Love You"

PB 12200

R&R — 39
BB — 31 ★★
CB — 23 ★
RW — 41 ★



Country Pictures



WHK CASHES IN ON ROSANNE — Columbia artist Rosanne Cash is pictured prior to her performance at Cleveland's Agora Showroom with Columbia's Jack Snyder (left) and WHK PD Joel Raab (right).



ALABAMA MOVES WEST — KCBQ/San Diego recently welcomed RCA recording group Alabama to town. Shown enjoying the West Coast hospitality are (kneeling, l-r) Alabama's Teddy Gentry, KCBQ's Ed Chandler, and Alabama members Randy Owen and Mark Herndon; (standing, l-r) KCBQ staffers Jeff West, Bob McKay, and Bill Moffitt.



106-FM KEEPS ON TRUCKIN' — During a promotion to kick off the 1981 Superdrive Truck Pull in Detroit, Country 106-FM (WWWW) DJ Chuck Santoni interviews one of the prettier contestants, Laurie Fleming.



ROUNDBALL & RADIO — KHSU/Chico, CA recently participated in a wheelchair basketball game benefitting the Butte County Easter Seals Society. KHSU PM drive jock Jimmy James (far left) watches in amazement the skillful ball handling of AM drive jock Gary Smith as two Easter Seals players look on.



Biff Collie

Inside Nashville

SIGN IN, PLEASE: George Jones's H.B.O. TV special will have a bunch of his friends (stars) on board. Having his own special may prove he's conquered his old nemesis television... Mel Tillis's title tune (he wrote it) for the NBC-TV pilot he and Steeler Terry Bradshaw



GILLEY GOES HOLLYWOOD — During a co-hosting stint on the Mike Douglas show, Mickey Gilley and Mike shared some songs and quite a few laughs, as shown above.

taped in February is called "Short Trackers"... Tammy Wynette's movie "Stand By Your Man" was postponed because of the scheduling changes brought on by the attempted assassination. Tammy's got a new Silver Eagle bus... Roy Clark's spending April in Lake Tahoe & Vegas... Australian radio-TV entrepreneur Nick Erby spent two weeks doing radio-TV interviews for his shows in or from Sydney... Mrs. Carrie Rivers Cash, the 83-year-old mother of seven and chief hostess at the world-famous Johnny Cash Museum and Railroad Depot in Hendersonville, TN, nominated "Mother-Of-The-Year" by one of our Country Music Hall of Famers... McCormick Ceramics Co. introduced a ceramic whiskey decanter to commemorate Tom T. Hall's career as a singer and songwriter; hand-painted by artisans, the decanter features a statue of Tom T. leaning on a barrel of watermelon wine. The music box plays "Old Dogs and Children & Watermelon Wine"... Rosanne Cash and her producer-husband Rodney Crowell plan to move to Music City as soon as they sell their California home.

LABEL-SHOPPING/LABEL-HOPPING: Waylon Jennings, Merle Haggard, the Statler Bros. (?), Billy Swan & Billy Jo Shaver to CBS, Terry McMillan to RCA, Warner Mack to Tanglewood? (D'ja know Warner had 14 Top Ten records??)

NASHVILLE MUSIC ASSOCIATION, only nine months old, has swelled to a membership of 350! The group observes that Nashville-based or locally recorded artists are more than holding their own on the CHR, AOR, and Pop/Adult charts, with 30% of the national chart action having Nashville connections.

AIRLINES: Dottie West-Byron Metcalf divorce proceedings reached settlement stage. They've been married seven years. (Those things are never any fun!)... George Jones's singing of the "song of the year" on the Music City News "Songs of the Year" TV special taped here last week stopped the show, as he usually does with that one since it won CMA honors and made him the "comebacker" of 1980... Lawrence Welk booked in here early June; for the last three concerts he's played here, the now-78-year-old maestro's billing has been "his final Nashville concert" but he just keeps on rollin' along!... Kenny Rogers and wife Marianne Gordon to costar in a movie together?? (They will if they want to!)... Ronnie Milsap says since his eye and nose surgery he doesn't suffer from that two-year-old headache anymore... Bill Anderson taped segments for ABC-TV's "One Life To Live" soap opera in Knoxville and the Smoky Mountains during the annual Dogwood Festival there... The eighth annual Hank Williams, Sr. Memorial Celebration is set for Sunday, June 7 in the Mount Olive West community, Butler Coun-

ty, Alabama (60 miles south of Montgomery). Seems to me they oughta have that at a time when we could all go (it's right on Fan Fair week)... Tommy Overstreet and his family honoring their mom and dad on their 50th wedding anniversary this week (4-12) with a celebration... Acuff-Rose's Bob Jennings says the Acuff-Rose Invitational Golf Tournament is set for May 11-12 at Henry Horton State Park in nearby Chapel Hill, TN... Charlie Daniels to cut down his performing troupe from its 50 people roster???... Dolly Parton tried Las Vegas again (gonna give it one more chance?) this week (4-8) at the Riviera Hotel followed by Johnny Carson's show (4-10)... Moe & Joe's new "Honky-Tonk" opens in Shreveport this week (4-16).

COWBOYS & KICKERS: When we opened the Plantation Hoedown Club in Houston in 1948, we had to pay rent on the door to sell tickets. The owner retained the concession privilege, which means the only thing we got out of it was what we took in on the door (\$1 per person). The club seated 2500 and danced over 3000 at a time; we opened the club with Bob Wills & The Texas Playboys and Lefty Frizzell, who that week had four records in the Top Ten. We didn't have any mechanical bulls; one night when Tennessee Ernie Ford was there a guy drove his pickup into the hall, unloaded a bull and we had a riding contest that night, gave away a case of Grand Prize Beer to the winner. I was paying KNUZ more money in advertising than they were paying me in salary and talent fees, and I was the highest paid voice on the station. Dickie Rosenfeld, longtime GM at KILT/Houston (now FM Country) was the salesman who sold the Grand Prize Jamboree, a Saturday night radio show on which we booked the Presley kid a couple of times. Gilley's Club 30 years later became the "world's largest nightclub," the cradle of the "Urban Cowboy," and the "Kickin' Capitol Of The World." Now Billy Bob's Texas has opened in Ft. Worth, with seven acres of parking, horse-drawn stagecoaches and buckboards carrying customers to the door, 27 pool tables, 50 pinball machines, 300 bartenders, waitresses and security people, 2016 gallons of beer on tap at all times, a portable barbecue pit that can feed 7000 people, and 106 toilet facilities. Yep, the Cowboys & Kickers have come to town!



GIBBS AIRED WORLDWIDE — MCA's Terri Gibbs was recently interviewed by Radio Luxembourg DJ Bob Stewart for a live RL "Country Music Spectacular" broadcast which aired throughout the United Kingdom, Europe, Western Russia and North Africa.

Country

Regional Adds & Hits

Summary table with columns: EAST, MIDWEST, SOUTH, WEST. Sub-columns: MOST ADDED, HOTTEST, MOST ADDED. Labels: Alabama (RCA), Willie Nelson (Columbia), Elvira Presley (RCA), etc.

Main grid of regional adds and hits. Columns: EAST, MIDWEST, SOUTH, WEST. Each column contains lists of artists and song titles.

NUMBER OF REPORTING STATIONS THIS WEEK: 125

Hottest Tracks: "Dixie On My Mind" HANK WILLIAMS JR. (Elektra/Curb). COUNTRY ALBUMS: ALABAMA - Feels So Right (RCA), BURRITO BROTHERS - Hearts On The Line (Curb), ROSANNE CASH - Seven Year Ache (Columbia), BOY CLARK - Back To The Country (MCA).

GAIL DAVIES - I'll Be There (WB) "Object Of My Affection". LEON EVERETTE - If I Keep On Going Crazy (RCA) "Champagne Dreams". TERRI GIBBS - Somebody's Knockin' (MCA) "Rich Man". EMMYLOU HARRIS - Evangeline (WB) "Oh Adena". DON McLEAN - Chain Lightning (Millennium) "It Doesn't Matter Anymore". WILLIE NELSON - Somewhere Over The Rainbow (Columbia) "Won't You Ride In My Little Red Wagon". JUICE NEWTON - Juice (Capitol) "Queen Of Hearts". JOHNNY PAYCHECK - Mr. Hag Told My Story (Epic) "I'll Leave The Bottle On The Bar All Night Long". JOE STAMPLEY - I'm Gonna Love You Back To Loving Me Again (Epic) "Beck On The Road Again".

MEL TILLIS - Southern Rain (Elektra) "A Million Old Goodbyes". WAYLON & JESSIE - Leather & Lace (RCA) "You're Not My Same Sweet Baby". HANK WILLIAMS JR. - Rowdy (Elektra/Curb) "Dixie On My Mind". Most Requested: ALABAMA "Old Flame" (RCA), D. FRIZZELL & S. WEST "You're The Reason..." (WB), ROVERS "Wasn't That A Party" (Epic/Cleve. Inter.), MAC DAVIS "Hooked On Music" (Casablanca/PolyGram), EMMYLOU HARRIS "Mister Sandman" (WB), T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb), OAK RIDGE BOYS "Elvira" (MCA).



P/A

POP/ADULT®

Mike Kasabo

Radio Goes To College

Recent discussions with many P/A programmers have revealed a real concern for finding and developing new, young people for the broadcasting industry (see Joel Denver's column this issue). Not only announcers, but all other positions that make radio work — sales, traffic, continuity, engineering, etc. For years, large companies have combed the nation's campuses in search of sales people and other talented individuals. Now, Insilco Broadcasting, headed by President Fred Walker, has established a kind of university "talent hunt" currently taking place on various college campuses on the East Coast.

Both WELI/New Haven (Insilco-owned and operational base for the chain, which also has stations in Miami, New Orleans, and Oklahoma City) VP/GM Larry Getz and group VP/National Program Development Bill Rock have aided in seeking out and screening possible candidates for positions in the group's news or sales departments. Two individuals will eventually be hired to become a part of one of Insilco's radio stations.

In a way, this might be known as starting at the bottom from the top. Imagine, when I first sneaked into radio in 1961, it was from the street, and I battled my way through. These individuals will have the advantage of "position" when they walk in the door. The idea is to groom those chosen and to develop them into broadcasting professionals. Perhaps it might alert other broadcasters to the possibility of a talent bank already in the educational system. Larry Getz gives us some background and an early test case that made believers out of the corporation:

LG: We've had people from college who have worked for us as management trainees in the sales area. The one that probably led us to the current talent search was a gentleman who was a philosophy major at Yale, but had no broadcasting experience whatsoever. Initially he impressed us as having something on the ball, so we developed a program around him; for the three months or so he was in sales here at WELI, we actually threw him out on the street with a

rate card. Then we sent him down to New Orleans where he worked in the news for three months, then he spent three more months in Oklahoma City where he tried to develop skills in the programming area. After all this time he came back to New Haven and still didn't know what he wanted to do. As it happened, this was when we started to look at computers for our various properties, so rather than let him go, we put him on the corporate payroll and he was given the project of going out and checking out different systems. He made his determinations and I must say his findings were the proper ones. That was over five years ago, and he is still with the company and now travels to

"We want to get the best people before IBM, Eastman, and Procter & Gamble swallow them up."

troubleshoot wherever needed. His name is Jack Sellati, and he is proof enough for us that we made the right decision to stick with him.

R&R: How did the idea come full circle again?

LG: Fred Walker and I were talking about college recruiting in general and wondered what the value would be for a company our size. After a while, we agreed that it might be at least a fun idea to pursue this on a large scale. So we picked out several schools in the East, not necessarily schools that have broadcast curricula, because most do not.

R&R: What did you find?

LG: There has been a great need for our program, and this goes for schools like Dartmouth, Brown, Yale, Georgetown or Williams College; they have all said that our segment has been very popular because it's unique. The interest level we've uncovered at the various schools has been beyond anything we imagined.

R&R: What is your basic pitch?

LG: We talk to people basically about the management training program, but we don't have any real parameters for it.

R&R: I suppose that gives you a great deal of latitude?

LG: Exactly. You allow a person to express a specific desire in a given area. You don't find yourself pigeonholing someone to an area where he or she might not feel too comfortable, just for the sake of a broadcasting career.

R&R: Specifically in terms of sales, what are you looking for in the person's character?

LG: First of all we're looking for someone with an aggressive attitude and a fairly good ego drive. Then we will look for a person with some conception of sales. People in sales also need to have a pretty thick skin. Most people just can't handle rejection. Additionally, we look for as much creativity as possible. It would be a great plus for a person to be able to write his own copy, for example: someone who can think on his or her feet.

R&R: How then do you groom them into the Insilco philosophy?

LG: Every station we have is a little different, so I don't think an overall philosophy would be the answer. Some are much more regimented than others. When we find people qualified in the area of sales, we certainly would want them to understand some basic techniques of sales. That can be easily accomplished by an RAB clinic or an NAB sales and management seminar.

R&R: Do you foresee a problem with the new kid on the block mixing with the sales veteran?

LG: No, because it happens all the time. The people who have been here for awhile are receptive to the younger people, because they usually get the not-so-hot account list. It doesn't affect the older salesman because his list has been built up over a period of time and is, at least in theory, much stronger and more profitable.

R&R: What else can you tell us about the program?

LG: We are doing this on an experimental basis, because we don't know if we are large enough to continue this kind of program. It takes a lot of extra time on many people's part to get this done effectively. We'll have talked to hundreds of people before this is all over just to find one in sales and one in news. One interesting side note is that the majority of people who have come forth are not taking broadcasting at all; they are studying political science, engineering, history, and other subjects.

R&R: It sounds like your program is one that other broadcasters might consider for themselves...

LG: I think that broadcasters who may have in the past gone into the college ranks have only gone to those campuses that have good facilities and are known for broadcast curricula. My point is that we've found many who we feel are fine potential broadcasters attending schools not known for that element.

R&R: Do you think that broadcasters should look to universities for a bank of untapped and easily trainable talent, both on and off-air?

LG: Absolutely. I feel very strongly that a great deal of the future is going to come from the campuses of this nation. We want to try and get the best people we can and we want to get them before IBM, Eastman, Procter & Gamble swallow them up.

Update

Proving that not all the innovative promotions happen in big markets, KCMQ/Columbia, MO has established a real estate campaign that is proving radio can sell homes. The station does ongoing interviews with realtors, builders, contractors, bank loan officers, and other related business people for the purpose of assisting the potential home buyer to become educated to the potential pitfalls of what is usually the largest single purchase a family makes. Local realtors have credited at least three sales to the station's promotion, and reaction from the general public has been very favorable, with many commenting as to how much they learned about home buying... Paul Westpheling of KNBR/San Francisco's news staff has taken second place from the California Associated Press TV & Radio Association for best news broadcast, 15 minutes or less. Westpheling's award was based on delivery, content and



writing by an impartial panel... WMAL/Washington's Chris Core (pictured left) watches as Carol Spinney (aka Big Bird) and Oscar the Grouch prepare to sing "I Love Trash" at a recent radiothon. The Sesame Street duo's performance sparked a singalong by those in attendance, and also brought in quite a few pledges, amounting to a record \$229,041 for leukemia research.

Transition

One of Boston's most popular talk show radio personalities, Paul Benzaquin, has joined WHDH to handle the midnight-5 segment. According to Benzaquin, "People have a need for support through similar and parallel experiences and this format is particularly suitable for late night people who have a 'late night rhythm.'" He comes to the station from across town at WITS... Brian Scott has joined the new consultancy company headed by John Lund, as an assistant programming consultant. Scott had previously been Program Director of WGBS/Miami... Tommy Walker is the new PD of WPTF/Raleigh, replacing Jimmy Dean who has moved on to the advertising agency business in Sarasota... Steve Robinson has joined the staff of WJBO/Baton Rouge as afternoon drive personality from KLAK/Denver and replaces Rex Russell, who in turn moves to KRGV/McAllen, TX as Operations Manager... Bill Shane leaves his Music Director position at WLNH/Laconia, NH to join WFTN/Franklin, NH. Also, Warren Bailey has exited his Program Director position at that station and is replaced by Bob Burke, who assumes the PD reins.



POP/ADULT®

BREAKERS®

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

CHRISTOPHER CROSS Say You'll Be Mine (WB)

67% of our reporters are on it. Add KSTP, WTMJ, WISN, WHIO, WGAR, KNBR, KFMB, KEX, WHAM, WPRO, WELI, WVIC, WATR, WDBO, WPTF, WBOW, WJON, WSGW, KGGF, WHBC. Heavy rotation: WASH, WDAE, WEIM, WNEU, WKHM. Medium rotation: WCCO-FM, WWWV, WFYR, WOAI-FM, WGY, WIP, WGR, WRIE, WGIR, WSBA, WJBO, WIS, WSLI, WMAZ, WORG, WRVA, WFR, KMJJ, KBAI, KBLF, KRKK, KFOR, KXIC, WNFL, WKIQ, WHBY, WAKR. Major airplay in all regions. Jumps 27-19 on P/A chart.

GINO VANNELLI Living Inside Myself (Arista)

61% of our stations are on it. Add WBOW, WJON, KLMS, WOWO, WHBC, WHBY, WFSM, WATR, WSBA, WJBO, WNDB, WYMC, WTAR, WFR, KFOD, KRKO, KMED, KOLO, WISN, KMBZ, WTVN, KNBR, KEX, WHAS. Heavy rotation: WASH, WOAI-FM, WRIE, WKHM. Medium rotation: WHIZ, KLTE, KFOR, KWOS, WEIM, WLNH, WCFR, WNEU, WABZ, WIS, WSLI, WMAZ, WORG, KRZI, KBAI, WCBM, WBEN, WGR, WPRO, WGY, WRVR, WSM-FM, WDAE, KPPL, WFYR, WLW, WWWV. Strong in all regions, debuts at No. 21 on P/A chart.

NEW & ACTIVE

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

JOHN LENNON "Watching The Wheels" (Geffen) 59/23 adds include KRKK, KOB, KFOD, WCBM, WGR, WGY, WOAI-FM, KHOW, KSL, KFMB, WFYR, WHIO, WHAG, WJBO, WDEF, WSGW, WOWO, WAKR. Heavy rotation: 97AIA, WASH. Medium rotation: WHBY, KBAI, WRVA, WDBO, WYMC, WCFR, WGIR, WEIM, WBEN, WELI, WIP, WDAE, KNBR, KPPL. Good spread in all regions. Debuts at No. 27 on P/A chart.

CLIMAX BLUES BAND "I Love You" (WB) 50/10 add KFOR, WFSM, WATR, KUGN, WCCO-FM, WTMJ, WTVN, KHOW, WSJS, WASH. Heavy rotation: 97AIA, WSM-FM, WLNH, WNEU, WJBO, WSLI, WJON, WOAI-FM. Medium rotation: WEIM, WABZ, WIS, WMAZ, WORG, WRVA, KRZI, KRKK, KNBR, KPPL, WDAE, WRVR, WHAS, WTAE, KDKA, WIP, WCBM. Strong support in all regions, debuts at No. 26 on P/A chart.

RUPERT HOLMES "I Don't Need You" (MCA) 47/17 add WHIO, WELI, WPRO, WHAM, WHAG, WNDB, WSLI, WRVA, KRKO, KRKK, WHBC, WOOD, KWOS, KLTE, WJON, WSTV, WHIZ. Heavy rotation: WDBO, WTMJ. Medium rotation: KMBZ, KEX, WOAI-FM, WSBA, WPTF, WFR, KOB, KOLO, KRMG, KFOR, WKHM. Nice spread in each region, debuts at No. 29 on P/A chart.

DOTTIE WEST "What Are We Doin' In Love" (Liberty) 45/14 add WCBM, WTAE, WHAS, WDAE, WLW, WGAR, WHIO, WHAG, WLNH, WFTL, KRKO, KLO, KOLO, KLMS. Heavy rotation: 97AIA, WRVA, WSBA. Medium rotation: KMBZ, WWWV, KEK, WSJS, WSB, WLTA, WHEN, WPRO, WIP, WGR, WBEN, WRIE, WMAZ, WFR, KRMG, WJBO, WLNH, KFOR, WHBY. Strong showing in every area, including the East — debuts at No. 30 on P/A chart.

ANNE MURRAY "Blessed Are The Believers" (Capitol) 44/14 add WEIM, WNEU, WLVA, WYMC, WTAR, KOB, KBAI, KFMB, WDAE, 97AIA, WGY, WQUA, KLTE. Heavy rotation: WSBA. Medium rotation: KRMG, WJON, WKHM, WOOD, WHBC, WHBY, WAKR, WGIR, WNDB, WDBO, WRVA, KMBZ, WWWV, KNBR, KEX, WSB, WLTA. Could use a little support on major East Coast stations, but otherwise very strong.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 42/2 add WHIO, WBOW. Heavy rotation: WTMJ, KRKK, KLO, WRVA, WFTL, WEIM, WRIE, WDEF, WOOD. Medium rotation: WELI, WTAE, WHEN, WRVR, 97AIA, KSL, KNBR, KMBZ, KBLF, KUGN, KOB, WDBO, WSLI, WIS, WATR, WJON, WSGW, WQUA, KFOR, WHBC, WAKR. Even spread, with hottest action in West and South.

KIM CARNES "Bette Davis Eyes" (EMI America) 41/27 adds include WGAR, WLW, WHIZ, KLTE, KFOR, KWOS, WACI, WHBY, WRIE, WCFR, WRVA, WFR, KFOD, KRKK, KRKK, KPPL, WDAE, WHEN. Heavy rotation: WGR, WASH, KLMS. Medium rotation: WMAZ, WORG, WBEN, WLW. About equal strength in each region.

RAY PARKER, JR. & RAYDIO "A Woman Needs Love (Just Like You Do)" (Arista) 40/4 add WDAE, WIP, WFSM, KXIC. Heavy rotation: 97AIA, WASH, KLMS, WOWO. Medium rotation: KLO, KBAI, KFOD, WFR, WORG, WABZ, WGR, WEIM, WRIE, KJOS, WHIZ, KEX, WOAI-FM, WSM-FM, WHEN, WGY, WPRO, WBEN. A bit slow in the major West areas, but otherwise very strong.

GEORGE FISCHOFF "Little Ballerina Blue" (Heritage) 33/11 add KSL, KLOK, WHAG, WIS, WFTL, WYMC, KFOR, WOOD, WAKR, KGGF, WACI. Heavy rotation: WDAE, KLMS. Medium rotation: WHBY, WJON, WJBO, KRKK, KFOD, KOB, WPTF, WSBA, WEIM, WTMJ. Fastest building instrumental since "Music Box Dancer." Good spread in all regions.

BILL MEDLEY "Don't Know Much" (Liberty) 32/6 add WHIO, KPPL, WATR, WIS, WYMC, WOOD. Heavy rotation: KRZI, KLMS. Medium rotation: KNBR, KSL, KEX, WDAE, WEIM, WRVA, KMED, KRMG, WJON, WHBC. Best support in South and Midwest.

BARBARA MANDRELL "Sometimes, Somewhere, Somehow" (MCA) 30/0. Heavy rotation: WTMJ, WSB, KLO, WQUA, WOOD, KRNT. Medium rotation: WHIO, KEX, WDAE, WLTA, WHAM, WEIM, WIS, WPTF, WRVA, WFR, KMED, WJON, KFOR, KXIC, WDFD. Still shallow in East, other regions maintaining.

JIM PHOTOGLIO "Fool In Love With You" (20th) 28/8 add KSL, WSBA, WIS, KMJJ, KBLF, WSTV, WKIQ, WHBC. Heavy rotation: WLTA. Medium rotation: KXIC, WQUA, WJON, KFOD, KEX. West and Midwest best action so far.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 28/6 add WLW, WTMJ, KRZI, KAAJ, WIS, WJBO. Heavy rotation: WHIZ, WJON, KLO, WMAZ, WBEN, WGR, WASH, WDAE, WGAR. Novelty seems to catch fire where played, especially mornings — East and South showing strongest support.

DOLLY PARTON "But You Know I Love You" (RCA) 27/20 adds include KSL, KEX, WLTA, WIP, WGR, WGIR, WCFR, WSBA, WNDB, WMAZ, KFOD, KUGN, KBAI, KRKK, WJBO, WSTV, KXIC, WHBY. Heavy rotation: WRVA. Still building, but an even spread regionally.

B.J. THOMAS "Some Love Songs Never Die" (MCA) 27/5 add WLTA, WHAG, WLVA, KBLF, WHBY. Medium rotation: KSL, KEX, WGY, WNDB, WFTL, WJON, WQUA, WKIQ. West showing up best so far.

DON WILLIAMS "Falling Again" (MCA) 23/4 add WTVN, KLOK, WSJS, KOLO. Heavy rotation: KMBZ, KRMG. Medium rotation: KSL, KEX, WIS, WTR, WRVA, KLO, WOOD, KRNT. South and Midwest holding it steady.

CAPTAIN & TENNILLE "Keepin' Our Love Warm" (Casablanca/PolyGram) 22/2 add WHIO, KMED. Heavy rotation: WDBO. Medium rotation: WLTA, WEIM, WGIR, WSBA, WNDB, WFTL, WJON, KXIC, WOOD, WHBC. East showing up best so far.

MAUREEN MCGOVERN "Halfway Home" (Malden Voyage) 21/1 add WPTF. Heavy rotation: WLTA, KGGF. Medium rotation: WLW, KSL, WLVA, WNDB, WSBA, WKHM, WKIQ. Midwest has the most support at this time.

DON McLEAN "Since I Don't Have You" (Millennium) 20/18 add WOAI-FM, WHIO, KMBZ, KUGN, KFOD, WFR, WDBO, WMAZ, WFTL, WSBA, WATR, WFSM, WHAG, WRIE, WHBY, KXIC. Good spread.

DIANA ROSS "One More Chance" (Motown) 20/3 add WLW, WKHM, WGIR. Heavy rotation: KSL. Medium rotation: WPRO, 97AIA, WDAE, WTVN, KRKK, WFR, WSBA, WEIM, WRIE, WSTV. Even spread.

ANDY GIBB "Me (Without You)" (RSO) 20/1 add KLO. Medium rotation: KRKK, WLW, WDAE, WIP, WLNH, WSLI, WFR, WMAZ, WHIZ. East and West doing the best.

Radio & Records

POP/ADULT AIRPLAY / 30

April 10, 1981

Three Weeks	Two Weeks	Last Week	This Week	
7	5	2	1	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
10	8	4	2	JUICE NEWTON/Angel Of The Morning (Capitol)
6	4	3	3	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
16	10	6	1	JAMES TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
3	1	1	5	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)
22	14	13	1	SMOKEY ROBINSON/Being With You (Tamla)
5	6	7	7	TERRI GIBBS/Somebody's Knockin' (MCA)
2	2	5	8	NEIL DIAMOND/Hello Again (Capitol)
12	11	10	9	EMMYLOU HARRIS/Mister Sandman (WB)
1	3	8	10	DON McLEAN/Crying (Millennium)
9	9	9	11	HALL & OATES/Kiss On My List (RCA)
-	21	17	12	BARRY MANILOW/Lonely Together (Arista)
30	22	18	13	STEVE WINWOOD/While You See A Chance (Island)
4	7	11	14	JOHN LENNON/Woman (Geffen)
21	17	15	15	GILBERT O'SULLIVAN/What's In A Kiss (Epic)
-	27	20	16	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
-	30	21	17	STEELY DAN/Time Out Of Mind (MCA)
8	13	14	18	CLIFF RICHARD/A Little In Love (EMI America)
-	-	27	19	CHRISTOPHER CROSS/Say You'll Be Mine (WB)
27	26	22	20	BOBBY GOLDSBORO/Alice Doesn't Love Here... (Curb/CBS)
-	-	21	21	GINO VANNELLI/Living Inside Myself (Arista)
26	25	23	22	JIMMY BUFFETT/It's My Job (MCA)
-	-	29	23	ABBA/Super Trouper (Atlantic)
-	-	28	24	CHAMPAIGN/How 'Bout Us (Columbia)
23	20	19	25	CHRIS MONTAN/Let's Pick It Up (Where We Left Off) (20th)
-	-	30	26	TASTE OF HONEY/Sukiyaki (Capitol)
-	-	27	27	JOHN LENNON/Watching The Wheels (Geffen)
-	-	26	28	CLIMAX BLUES BAND/I Love You (WB)
-	-	25	29	RUPERT HOLMES/I Don't Need You (MCA)
-	-	24	30	DOTTIE WEST/What Are We Doing In Love (Liberty)

This chart is based solely on statistics compiled weekly from our reporting stations. New Entry
Black circled numbers indicate significant upward movement from at least 60% of our reporters.

Others Getting Significant Action

DR. HOOK "That Didn't Hurt Too Bad" (Casablanca/PolyGram) 19/3 add WABZ, WATR, WHIZ. Heavy rotation: WHAG. Medium rotation: WRVR, WLTA, WNDB, KLO, WKHM.

MAC DAVIS "Hooked On Music" (Casablanca/PolyGram) 19/1 add KFOR. Heavy rotation: KMBZ, WDEF, WJBO, WJON, KRMG. Medium rotation: KEX, WNDB, WABZ, KFOD, KUGN, KXIC, KRNT.

JESSE WINCHESTER "Say What" (Bearsville/WB) 18/16 add KRKK, KLO, KMED, WORG, WYMC, WMAZ, WDEF, WSBA, WCFR, WEIM, WKIQ, KGGF, WACI, KXIC, KFOR.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 18/4 add WTVN, WORG, KDKA, WKHM. Heavy rotation: WLW, WCCO-FM, WSM-FM, WFR, WABZ, WLNH (dp). Medium rotation: WHIZ, WBOW, KWOS, WMAZ, WGAR, WEIM.

FRANKE & KNOCKOUTS "Sweetheart" (Millennium) 17/4 add WGAR, KAAY, WORG (dp), WSTV. Heavy rotation: WGR, WABZ. Medium rotation: WLW, WOAI-FM, WHEN, WGY, WFR, KFOD, WCFR, WHIZ.

LENNY LA BLANC "Somebody Send My Baby Home" (Capitol) 17/4 add KFOD, WFTL, WHBC, WJBO, WATR. Medium rotation: WRVR, KOB, WKIQ, WHBY.

ERIC CLAPTON AND HIS BAND "I Can't Stand It" (RSO) 17/1 add KHOW. Heavy rotation: WBEN, WIP, WLNH (dp). WOWO, WABZ. Medium rotation: WGAR, KPPL, WSM-FM, WNEU, WMAZ, KBAI, WBOW, WHIZ.

PHIL COLLINS "I Missed Again" (Atlantic) 16/2 add KPPL, KFOD. Heavy rotation: WSM-FM, WIP, WORG. Medium rotation: WFR, WOAI-FM, WNEU, WABZ, WKIQ.

BOBBY VINTON "Let Me Love You Goodbye" (Tapestry) 14/3 add WHIO, WLVA, WHIZ. Heavy rotation: WTMJ, WLTA. Medium rotation: KMBZ, WSB, WFTL, WJON, WKIQ.

ROSANNE CASH "Seven Year Ache" (Columbia) 14/2 add WFR, WJBO. Heavy rotation: KLO, WMAZ. Medium rotation: WLTA, WDEF, WNDB, KRMG.

STARS ON 45 "Medley" (Radio/Atlantic) 13/12 add KMBZ, WSJS, WIP, WBEN, WRIE, WNEU, WSLI, WRVA, KBAI, KRMG, KXIC, WLNH (dp).

BOBBY KING "Heart To Heart" (WB) 13/7 add KBLF, WLTA, WYMC, WKHM, KWOS, WQUA, WHIZ.

DAN HARTMAN "Heaven In Your Arms" (Blue Sky) 13/6 add WWWV, KFMB, WLTA, WMAZ, KBLF, KRMG.

REO SPEEDWAGON "Take It On The Run" (Epic) 13/2 add WGAR, WOWO. Heavy rotation: WNEU, WABZ (dp). Medium rotation: WBOW, WMAZ, WFR, KPPL, WHEN, WGR.

BOZ SCAGGS "You Can Have Me Anytime" (Columbia) 13/2 add KPPL, WKHM. Medium rotation: WBEN, WEIM, WSBA, KLTE.

RITA COOLIDGE "Words" (A&M) 13/1 add KLOK. Heavy rotation: KHOW. Medium rotation: WDEF, WFTL, KSL, 97AIA, WSB, WLTA.

JOHNNY LEE "Pickin' Up Strangers" (Full Moon/Asylum) 13/1 add KBAI. Heavy rotation: KSL, KRMG, KMBZ. Medium rotation: KRKK, WFR, WYMC.

ROD STEWART "Somebody Special" (WB) 13/1 add KOLO. Heavy rotation: KLMS, WNEU, WRIE. Medium rotation: WRVR, WIS, WEIM, WKIQ.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 12/1 add KBAI. Heavy rotation: WOWO, WJBO. Medium rotation: WGR, WGY, WHEN, WORG, KFOD, WNEU, KWOS, WHIZ.

MICHAEL JACKSON "One Day In Your Life" (Motown) 11/9 add KFMB, 97AIA, WRIE, WFSM, WNDB, WLVA, WRVA, KUGN, KLMS. Heavy rotation: WASH.

STEVIE WONDER "Lately" (Tamla) 10/4 add WPRO, WFSM, WORG, KRKK. Heavy rotation: WOAI-FM, WATR. Medium rotation: WSM-FM.

APRIL WINE "Just Between You & Me" (Capitol) 9/1 add WCBM. Heavy rotation: WOWO, WLNH (dp). Medium rotation: WBOW, WNFL, WHEN.

TOM JONES "Darlin'" (Mercury) 8/7 add WORG, WATR, WCFR, WGIR, WEIM, KGGF, WHIZ.

PAUL ANKA "Think I'm In Love Again" (RCA) 8/1 add KRMG. Medium rotation: WHAG, WPTF, WHBC.

Most Added:

- KIM CARNES** "Bette Davis Eyes" (EMI America) Added at 26% of our reporting stations.
- GINO VANNELLI** "Living Inside Myself" (Arista) Added at 22% of our reporting stations.
- JOHN LENNON** "Watching The Wheels" (Geffen) Added at 21% of our reporting stations.
- CHRISTOPHER CROSS** "Say You'll Be Mine" (WB) Added at 19% of our reporting stations.
- DOLLY PARTON** "But You Know I Love You" (RCA) Added at 19% of our reporting stations.
- DON McLEAN** "Since I Don't Have You" (Millennium) Added at 17% of our reporting stations.
- RUPERT HOLMES** "I Don't Need You" (MCA) Added at 16% of our reporting stations.
- T.G. SHEPPARD** "I Loved 'Em Every One" (WB/Curb) Added at 16% of our reporting stations.
- JESSE WINCHESTER** "Say What" (Bearsville/WB) Added at 16% of our reporting stations.

Hottest:

- SHEENA EASTON** "Morning Train (Nine To Five)" (EMI America) Reported hot at 65% of our stations.
- GROVER WASHINGTON JR.** "Just The Two Of Us" (Elektra) Reported hot at 61% of our stations.
- JAMES TAYLOR & J.D. SOUTHER** "Her Town Too" (Columbia) Reported hot at 44% of our stations.
- JUICE NEWTON** "Angel Of The Morning" (Capitol) Reported hot at 40% of our stations.
- SMOKEY ROBINSON** "Being With You" (Tamla) Reported hot at 36% of our stations.
- EMMYLOU HARRIS** "Mister Sandman" (WB) Reported hot at 26% of our stations.
- TERRI GIBBS** "Somebody's Knockin'" (MCA) Reported hot at 23% of our stations.
- STEVE WINWOOD** "While You See A Chance" (Island) Reported hot at 21% of our stations.

PIA REGIONAL ADDS & HOTS

EAST

WCBM/Baltimore Hal Martin J. Lennon (Wheels) April Mine D. West HOTTEST Taylor/Souther S. Easton S. Robinson G. Washington Jr.

MIDWEST

WAKR/Airon Bill Hart J. G. Sheppard J. Lennon (Wheels) Steely Dan G. Fischhoff HOTTEST Strelsand/Gibb G. Washington Jr. E. Harris Taylor/Souther B. Manflow

WEST

KOB/Albuquerque Paul Douglas A. Murray J. Lennon (Wheels) K. Carnes M. Jackson D. McLean (Since) Y.G. Sheppard HOTTEST Climax Blues Band Taylor/Souther E. Harris N. Diamond

SOUTH

WABZ/Aiberville Mark Robinson K. Carnes Dr. Hook HOTTEST S. Wilmood G. Washington Jr. Taylor/Souther J. Newton S. Easton

WFO/Chicago

J. Newton J. Lennon (Wheels) Capt. & Tennille B. Medley J. Lennon (Wheels) B. Yinton B. Manflow D. West C. Cross R. Holmes HOTTEST T. Gibbs G. Washington Jr. S. Easton E. Harris

WNOB/Dayton

Peggy Powell Manchester/Bryson D. McLean (Since) B. Holmes B. Medley G. Fischhoff HOTTEST Abba B. Manflow J. Newton N. Diamond D. McLean (Crying)

WTTW/Milwaukee

Sam Armato Steely Dan Rovers C. Cross Climax Blues Band M. Nelson (Mona) HOTTEST Manchester/Bryson N. Diamond S. Robinson T.G. Sheppard G. Washington Jr. J. Newton

WJOL/Jacksonville

Tom Leebick Glen & Tanya B. Yinton B.J. Thomas A. Murray M. Jackson HOTTEST S. Robinson Taylor/Souther B. Goldsboro M. McGovern T.G. Sheppard

WFLX/Tallahassee

Allen Saunders D. Hartman D. Parton (Know) B. King B.J. Thomas R. Bailey (Friends) J. Winchester E. Harris T.G. Sheppard S. Robinson M. McGovern J. Photoglo

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Sam Armato Steely Dan Rovers C. Cross Climax Blues Band M. Nelson (Mona) HOTTEST Manchester/Bryson N. Diamond S. Robinson T.G. Sheppard G. Washington Jr. J. Newton

WJOL/Jacksonville

Tom Leebick Glen & Tanya B. Yinton B.J. Thomas A. Murray M. Jackson HOTTEST S. Robinson Taylor/Souther B. Goldsboro M. McGovern T.G. Sheppard

WFLX/Tallahassee

Allen Saunders D. Hartman D. Parton (Know) B. King B.J. Thomas R. Bailey (Friends) J. Winchester E. Harris T.G. Sheppard S. Robinson M. McGovern J. Photoglo

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- SMOKEY ROBINSON**
"Being With You" (Tamla)
- RAYDIO**
"A Woman Needs Love (Just Like You Do)" (Arista)
- ATLANTIC STARR**
"When Love Calls" (A&M)
- CHAMPAIGN**
"How 'Bout Us" (Columbia)
- CHAKA KHAN**
"What Cha' Gonna Do For Me" (WB)
- KOOL & THE GANG**
"Take It To The Top" (De-Lite/PolyGram)
- SHALAMAR**
"Make That Move" (Solar/RCA)
- A TASTE OF HONEY**
"Sukiyaki" (Capitol)
- GROVER WASHINGTON, JR.**
"Just The Two Of Us" (Elektra)
- QUINCY JONES**
"Ai No Corrida" (A&M)

CLIMBERS

Following are listed in order of their airplay activity.

KLEER "Get Tough" (Atlantic) 55% (+2) reporting. Climbing at KSOL in the West. Hot at WJLB; showing medium airplay at WWWS, WKWM, WJMO and WBMX in the Midwest. The South shows hot rotation at WHRK, WVEE, WTMP, WGIV, WJJS and WDIA; medium airplay at WAOK, WEDR and KMJQ. Climbing at WILD and WDAS while hot at WXYV, WKND, WAMO and WWIN in the East.

DENIECE WILLIAMS "What Two Can Do" (ARC/Columbia) 54% reporting airplay. Hot at WXYV while climbing at WWRL, WKND and WAMO in the East. The Midwest shows heavy rotation at WVON and WJMO; medium airplay at WJLB, KAEZ, WKWM and KPRS. Hot at KDAY; climbing at KSOL and KDIA in the West. Showing medium activity at WTMP, WAOK, WVOL, WJMI, WJJS and WDIA with hot rotation at WHRK and WVEE in the South.

GAP BAND "Yearning For Your Love" (Mercury/PolyGram) 51% (+11) reporting action. Added at WGIV and WDIA, climbing at WHRK, WVEE, WJMI and WJJS in the South. The Midwest shows an add at WDAO; medium rotation at WCIN, WJLB, WKWM and WJMO, and hot airplay at WTLC. New at KYAC, climbing at KDAY, and hot at KDKO and KDIA in the West. Climbing at WXYV, WWRL and WKND while hot at WWIN in the East.

MARVIN GAYE "Praise" (Tamla) 51% (+3) reporting activity. Hot rotation at KDAY and KDIA with medium airplay at KYAC, KDKO and KSOL in the West. Hot at WXYV and WDAS; climbing at WILD in the East. Added at WDIA, climbing at WAOK, and hot at WJJS, WHRK and WVEE in the South. Showing medium airplay at WJLB, WKWM and KPRS; hot rotation at WWWS, WCIN, WTLC and WJMO in the Midwest.

TOM BROWNE "Thighs High" (GRP/Arista) 51% of our reporters are on it. Hot rotation at WXYV, WKND, WAMO and WDAS in the East. Hot at KSOL in the West. Climbing at WCIN; hot at KAEZ, WWWS, WJLB, WKWM and KPRS in the Midwest. The South shows hot rotation at WJJS, WPDQ, WHRK, WVEE, WTMP, WVOL, WANT, WEDR and KMJQ.

RUFUS "Tonight We Love" (MCA) 49% (+1) reporting. Added at KSOL and climbing at KYAC in the West. New at WDAO and WKWM while showing medium airplay at KAEZ, WCIN and WJMO in the Midwest. Hot at WAOK, climbing at WJJS, WHRK, WVEE, WTMP, WGIV and WEDR in the South. The East shows it hot at WWIN with medium rotation at WILD, WXYV, WKND and WDAS.

LINX "You're Lying" (Chrysalis) 46% (+14) reporting action. The South shows an add at WGIV and WJMI with medium activity at WLOU, WHRK, WVEE and WEDR. New at KPRS; climbing at WTLC, WCIN, WJLB and WBMX in the Midwest. Added at KSOL and KDIA while showing medium airplay at KDAY in the West. New at WKND; climbing at WILD, WXYV and WDAS in the East.

JERMAINE JACKSON "You Like Me Don't You" (Motown) 46% reporting. Showing medium airplay at WCIN, WJLB, WVON, WJMO, KPRS and KMJM in the Midwest. Hot at KYAC and climbing at KSOL in the West. Hot at WWRL and WAMO; climbing at WKND in the East. Climbing at WJJS, WPDQ, WVOL and WDIA with hot rotation at KOKY, WGIV and KMJQ in the South.

ROBERT WINTERS & FALL "Magic Man" (Buddah/Arista) 46% of our reporters are on it. Hot at WGIV, WTMP and WANT; climbing at WLOU, WJJS, WHRK, WVEE and WVOL in the South. Hot rotation at WILD, WKND, WDAS and WWIN; climbing at WXYV in the East. The Midwest shows it hot at KPRS and climbing at WKWM. Climbing at KYAC; hot at KDKO and KDIA in the West.

LAKESIDE "Your Love Is On The One" (Solar/RCA) 46% reporting action. Added at WKND and climbing at WWIN in the East. New at WJJS, climbing at WLOU, WTMP, WDIA and KMJQ, and hot at WGIV in the South. Added at KDAY while hot at KDKO in the West. The Midwest shows an add at WDAO, medium airplay at WTLC, WCIN, WKWM and WJMO, and hot at WVON and WBMX.

BILL SUMMERS & SUMMERS HEAT "Call It What You Want" (MCA) 44% (+2) reporting. Medium activity at WXYV, WKND and WILD in the East. Added at WDIA; climbing at WLOU, WHRK, WVEE, WTMP, WGIV, and WEDR in the South. Hot rotation at WCIN and WTLC; climbing at WKWM and KPRS in the Midwest. New at KSOL; climbing at KDAY and KDKO in the West.

WHISPERS "It's A Love Thing" (Solar/RCA) 44% of our reporters are on it. Hot rotation at KYAC, KSOL and KDIA in the West. Hot at WILD and WAMO in the East. Climbing at WJJS, WPDQ, WGIV and KMJQ while hot at KOKY, WVOL and WEDR in the South. The Midwest shows it hot at KAEZ, KPRS and KMJM with medium airplay at WWWS and WKWM.

ULLANDA McCULLOUGH "Bad Company" (Atlantic) 36% (+4) reporting. Added in the Midwest at WKWM and WJMO. Showing medium airplay at WLOU, WHRK, WVEE, WTMP, WVOL, WGIV, WJMI and WDIA in the South. New at WKND, medium airplay at WILD, WXYV and WWIN in the East.

T-CONNECTION "Everything Is Cool" (Capitol) 36% reporting action. Hot at WXYV; medium airplay at WKND and WDAS in the East. Climbing at WEDR; hot at WJJS, WHRK, WVEE and KMJQ in the South. Hot at KAEZ, WCIN and WVON; climbing at WJLB, WJMO and WBMX in the Midwest.

ARETHA FRANKLIN "What A Fool Believes" (Arista) 36% reporting. Hot at WAMO in the East. Medium rotation at WTMP, WVOL and KMJQ; hot at WLOU and WJJS in the South. Hot at KAEZ, WCIN, WDAO, WJLB, WKWM; climbing at KPRS in the Midwest. Hot at KSOL while climbing at KYAC.

JERRY KNIGHT "Perfect Fit" (A&M) 36% reporting. In the East it is hot at WKND and medium at WAMO. Added at WANT, climbing at WJJS, WPDQ and WJMI, and hot at WAOK in the South. Hot at WJLB, WJMO and KPRS; climbing at WWWS, WCIN and WKWM in the Midwest. Medium airplay at KDKO in the West.

CON FUNK SHUN "Lady's Wild" (Mercury/PolyGram) 33% (+11) reporting. Added at WXYV, WKND, WHRK, WVEE and WDAO. Medium at WJMI, WDIA, KMJQ, WTLC, WJMO and KDKO. Hot at WGIV.

FRANKIE SMITH "Double Dutch Bus" (WMOT) 33% (+8) reporting. New at WJMO. Hot rotation at WDAS, WLOU, WAOK, WANT, WTLC, WVON and WBMX. Medium rotation at WXYV, WWIN, WHRK and WVEE.

SADANE "One-Way Love Affair" (WB) 33% of our reporters are on it. Added at WILD. Medium rotation at WXYV, WAMO, WDAS, WHRK, WVEE, KAEZ, WKWM, WJMO, and KPRS. Hot at WTMP, WTLC and KDAY.

STEVIE WONDER "Lately" (Tamla) 31% (+11) reporting. Newly added at WWRL, KOKY and KPRS. Medium rotation at WXYV, WHRK, WVEE, WVOL, WJJS, WDIA, WCIN, KYAC and KDKO.

CHANGE "Paradise" (RFC/Atlantic) 31% (+6) reporting airplay. Added at WTMP, KOKY, WJJS, WCIN, WJLB and KDKO. In medium rotation at WXYV, WKND, WHRK, WVEE, WDIA, WTLC.

CAMEO "Feel Me" (Chocolate City/PolyGram) 31% reporting. Medium rotation at KOKY, WVOL, WEDR, KMJQ, WDAO, WKWM, KPRS and KDKO. Hot at WAMO, WLOU and WJLB and WJMO.

BAR-KAYS "Body Fever" (Mercury/PolyGram) 31% reporting airplay. Strongest in the South with an add at WVOL. Medium rotation at WHRK, WVEE, WLOU, WPDQ, WAOK, WDIA, KMJQ, KDKO and WXYV. Hot at WJMI.

NEW & ACTIVE

STARPOINT "Keep On It" (Chocolate City/PolyGram) 28% reporting action. Added at WDAS and KDKO. Hot at WAMO, WLOU, WAOK, WGIV and WJMI. Medium rotation at WKND, WJJS, WTMP and WJMO.

ISLEY BROTHERS "Hurry Up And Wait" (T-Neck) 28% reporting action. Strong add activity. New this week at WXYV, WKND, WDAS, WWIN, WHRK, WVEE, WAOK, WVOL, WTLC, WKWM and KPRS.

BERNARD WRIGHT "Just Chillin' Out" (GRP/Arista) 26% (+6) reporting action. Added at WDIA, WVEE, WHRK, WXYV. Medium rotation at WVOL, WKWM, WBMX, WKND and WWIN. Hot at WWWS.

STANLEY CLARKE & GEORGE DUKE "Sweet Baby" (Epic) 26% (+4) reporting. Added at WKND, WGIV, WJLB, WKWM and KPRS. Medium rotation at WXYV, WWRL, WHRK, WVEE and WTLC.

BLONDIE "Rapture" (Chrysalis) 26% reporting. Medium reports from KDKO, KSOL, WXYV, WHRK, WVEE and WJMI. Hot at WVOL, KMJQ, WWWS and KMJM.

OHIO PLAYERS "Try A Little Tenderness" (Boardwalk) 26% reporting. Added at WLOU. Medium reports from KDAY, KDKO, WDIA, WEDR, WVOL, WJMO, KPRS and WCIN. Hot at WDAO.

ZINGARA "Love's Calling" (Wheel) 23% reporting. Hot this week at WDAS, WWIN, KPRS, KYAC and WDIA. Medium rotation at KOKY, WTMP, WEDR and WVON.

PATRICE RUSHEN "Never Gonna Give You Up" (Elektra) 23% of our reporters are on it. Medium reports from WVOL, WLOU, WGIV, KMJQ, KAEZ, WVON and KPRS. Hot at KDKO and WWWS.

SUN "Reaction Satisfaction" (Capitol) 23% reporting action. New adds this week are WJJS and KDKO. Medium rotation at WKWM, KPRS, WLOU, WTMP, WGIV and WJMI. Hot at WDAO.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- JOE SAMPLE** Voices In The Rain (MCA)
- GROVER WASHINGTON, JR.** Winelight (Elektra)
- BILL EVANS** You Must Believe In Spring (WB)
- DAN SIEGEL** The Hot Shot (Inner City)
- WEATHER REPORT** Night Passage (ARC/Columbia)
- DEXTER GORDON** Gotham City (Columbia)
- DAVE GRUSIN** Mountain Dance (GRP/Arista)
- BOB JAMES** All Around The Town (Tappan Zee/Columbia)
- KILIMANJARO** Kilimanjaro (Philo)
- TOM BROWNE** Magic (GRP/Arista)
- GENE DUNLAP** It's Just The Way I Feel (Capitol)

NEW & ACTIVE

- DAVE SANBORN** Voyeur (WB)
- JEFF LORBER FUSION** Galaxian (Arista)

EAST: WHUR/Washington, O.C., Oscar Fields; WEA/Baltimore, MO, Michael Singleton; WYBC/New Haven, CT, Jonathan Breslau. SOUTH: WCLK/Atlanta, GA, Roquaye Ward; WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Donian Paster. WEST: KJLH/Los Angeles, CA, Lawrence Tenter; KKGO/Los Angeles, CA, Sal Levine; KADQ/Denver, CO, Charlotte Haight.

Pop/Rhythms
Hottest
April 10, 1981

EAST	SOUTH	MIDWEST	WEST
Smokey Robinson A Taste Of Honey	A Taste Of Honey Champaign Tom Browne Smokey Robinson	Atlantic Starr Smokey Robinson	Atlantic Starr Smokey Robinson

Regionalized Adds & Hots

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

EAST

WXIV
Baltimore, MD
Larry Wilson

ADDED
Con Funk Shun
Webster Lewis
Isley Brothers "Hurry"
Bernard Wright

HOTTEST
Deniece Williams
Smokey Robinson
Marvin Gaye
Grover Washington Jr.
Kool & The Gang
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WKND
Hartford, CT
Eddie Jordan

ADDED
Con Funk Shun
Unx
Isley Brothers "Hurry"
Stanley Clarke/George Duke
Lakeside "On"
Ullanda McCullough
Mighty Five

HOTTEST
Gap Band "Burn"
Tom Browne
Grover Washington Jr.
Champaign
Shelamar
Robert Winters & Fall
A Taste Of Honey
Kleer
Jerry Knight
Atlantic Starr

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
None

HOTTEST
Tom Browne
A Taste Of Honey
Kleer
Jermaine Jackson
Cameo
Smokey Robinson
Starpoint
Teena Marie
Whispers
Aretha Franklin

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Strikers
K.I.D.
Mentha
Switch
Sylvia Stripling
Michael Jackson
Jerry Knight "Turn"
Teena Gardner
Isley Brothers "Hurry"
Harvey Mason
S. Mills/T. Pendergrass
Geraldine Hunt
Final Edition
Sandra Feve
Firefly
Executive

HOTTEST
Grover Washington Jr.
Atlantic Starr
Kleer
Gap Band
Robert Winters & Fall
Quincy Jones "Al"
Rufus
Kool & The Gang
Zingars
Smokey Robinson

ADDED
Con Funk Shun
Unx
Isley Brothers "Hurry"
Stanley Clarke/George Duke
Lakeside "On"
Ullanda McCullough
Mighty Five

WWRL
New York, NY
Bob Law/Ullanda Haynes

ADDED
Stevie Wonder "Lately"
S. Mills/T. Pendergrass
Ester Williams
Lee Ritenour
Sister Sledge "Next"
Michael Jackson
Teena Gardner
Firefly
Executive

HOTTEST
Kool & The Gang
Raydio
Atlantic Starr
Jacksons "Feel"
Ray, Goodman & Brown
Chaka Khan
Smokey Robinson
Shelamar
Jermaine Jackson
Wanda/Narada Michael Walden

WILD
Boston, MA
Steve Cumberley

ADDED
Harvey Mason
Grace Jones
Dazz Band
Lee Ritenour
Sedane
Branda Russell
S. Mills/T. Pendergrass

HOTTEST
Robert Winters & Fall
A Taste Of Honey
Yarborough & Peoples
Whispers
Grover Washington Jr.
Free Expression
Grandmaster Flash
Smokey Robinson
Fantasy
Shelamar

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Isley Brothers "Hurry"
Bootsy "Song"
Blackbyrds
Bobby King
Executive
Starpoint
Harvey Mason
Randy Crawford

HOTTEST
Smokey Robinson
Grover Washington Jr.
Slave
Frankie Smith
Tom Browne
Marvin Gaye
Zingars
A Taste Of Honey
Robert Winters & Fall
Chaka Khan

MIDWEST

WWWS
Baginaw, MI
Karmit Crockett

ADDED
Lee Ritenour
Greg Phillinganes
Donna Washington

HOTTEST
Atlantic Starr
Bernard Wright
Blondie
Chaka Khan
Sister Sledge "All"
Tom Browne
Smokey Robinson
Gap Band "Burn"
Patrice Rushen
Marvin Gaye

WDAD
Dayton, OH
Turk Logan

ADDED
Gap Band
Peabo Bryson
Con Funk Shun
Jacksons "Feel"
Randy Brown
Rufus
Barbara Mason
Lakeside "On"
Chuck Classel
Mass Production

HOTTEST
Aretha Franklin
Hotwave
Ohio Players
Taddy Pendergrass
Sun
Atlantic Starr
Frederick Knight
Champaign
Raydio
Kool & The Gang

KNUJ
St. Louis, MO
CW Winston

ADDED
A Taste Of Honey
HOTTEST
Yarborough & Peoples
Blondie "Rapture"
Smokey Robinson
Champaign
Gap Band "Burn"
Kool & The Gang
Tiera "Together"
Stressand/Gibb
Blondie "Tide"
Whispers

WJLS
Detroit, MI
John Edwards

ADDED
Change
Noel Pointer "All"
Grace Jones
Randy Brown
Thelma Houston
Side Effect
Shelamar
Stanley Clarke/George Duke

HOTTEST
Jerry Knight
A Taste Of Honey
Tom Browne
Sister Sledge "All"
T.S. Monk "Bon"
Aretha Franklin
One Way
Debra Laws
Kleer
Cameo

KPRS
Kansas City, MO
Dell Rice

ADDED
Lee Ritenour
Millie Jackson
Side Effect
Shelamar
Executive
Stanley Clarke/George Duke
Stevie Wonder "Lately"
K.I.D.
Isley Brothers "Hurry"
Geraldine Hunt
Aura
Strikers
Skyy "Superlove"
Clay Hunt
Peabo Bryson
Unx

HOTTEST
Gap Band "Burn"
Yarborough & Peoples
Whispers
Tom Browne
Robert Winters & Fall
Zingars
Jerry Knight
Leon Huff
Kool & The Gang
Champaign

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Isley Brothers "Hurry"
Rufus
Funkadelic "Electric"
Stanley Clarke/George Duke
Ullanda McCullough
Michael Wycoff

HOTTEST
Atlantic Starr
Tom Browne
Manchester/Bryson
Grover Washington Jr.
Aretha Franklin
Raydio
Yarborough & Peoples
T.S. Monk "Bon"
Chaka Khan
A Taste Of Honey

WVON
Chicago, IL
Ron King

ADDED
Joyce Lawson
Esther Phillips
Deniece Williams "Silly"
Frank Hooker
Jacksons "Feel"

HOTTEST
Chaka Khan
Fantasy
Atlantic Starr
Lakeside "On"
Shelamar
Deniece Williams
Isley Brothers "Who"
T-Connection
Frankie Smith
Walter Hawkins

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
None
HOTTEST
Yarborough & Peoples
Gap Band "Burn"
Whispers
Two Tons
T-Connection
Tom Browne
Smokey Robinson
Stevie Wonder "Stand"
Grover Washington Jr.
Aretha Franklin

WCIN
Cleveland, OH
Michael Roberts

ADDED
Rick James
Betty Wright
Gene Dunlap
Randy Brown
Change
Revelation

HOTTEST
Aretha Franklin
Player
Bill Summers
Smokey Robinson
Marvin Gaye
Stevie Wonder "Lately"
T-Connection
T.S. Monk "Bon"
A Taste Of Honey
Grover Washington Jr.

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Switch "You"
Wilton Felder "Inight"
Randy Crawford
Donna Washington
K.I.D.
Blackbyrds
Isley Brothers "Hurry"
Lee Ritenour
Greg Phillinganes

HOTTEST
Gap Band
Frankie Smith
Shelamar
Bill Summers
Chaka Khan
Kool & The Gang
Sedane
Quincy Jones "Al"
Mervin Gaye
Junie

WJMO
Cleveland, OH
Bennie Moody

ADDED
Skyy "Superlove"
Frankie Smith
Ullanda McCullough
Switch
Rack/Bryson

HOTTEST
T.S. Monk "Bon"
Champaign
A Taste Of Honey
Smokey Robinson
Jerry Knight
Cameo
Atlantic Starr
Marvin Gaye
Kool & The Gang
Deniece Williams

WBMX
Chicago, IL
Jack Patterson

ADDED
Bobby King
Rick James
Betty Wright
Al Jarreau
Lee Ritenour
Blackbyrds
Sandra Feve
Executive
Michael Wycoff

HOTTEST
Atlantic Starr
Frankie Smith
Smokey Robinson
Quincy Jones "Al"
Yarborough & Peoples
Lakeside "On"
Gene Dunlap
Lakeside "Voyage"
Gap Band "Burn"
T.S. Monk "Can't"

SOUTH

WTMP
Tampa, FL
Dorba Parker

ADDED
Bobby "Blue" Bland
Raydio
Executive
Change
Junie
Michael Wycoff
Sister Sledge "Next"
Lamont Dozier

HOTTEST
Tom Browne
Champaign
A Taste Of Honey
Kleer
Robert Winters & Fall
George Benson
Shelamar
Sedane
Kool & The Gang
Atlantic Starr

WAOK
Atlanta, GA
Carl Connors

ADDED
Mighty Five
Lamont Dozier
Isley Brothers "Hurry"
Klique
Aron McClain & Destiny
Randy Crawford

HOTTEST
Jerry Knight
A Taste Of Honey
Champaign
Grover Washington Jr.
Atlantic Starr
Kool & The Gang
Funkadelic "Connections"
Frankie Smith
Starpoint
Rufus

WVOL
Nashville, TN
Fred Harvey

ADDED
Bar-Kays
Isley Brothers "Hurry"
HOTTEST
Tom Browne
Champaign
MammaTapee
Grover Washington Jr.
Whispers
Raydio
Smokey Robinson
Grandmaster Flash
Blondie
A Taste Of Honey

WEDR
Miami, FL
Leo Jackson

ADDED
Aura
HOTTEST
Jacksons "Hotel"
Norman Connors
T.S. Monk "Bon"
Whispers
Mentha
Common Sense
Silver Platinum
Tom Browne
Jones Girls "Just"
R.J.'s Latest Arrival

KMJQ
Houston, TX
Anna Leusser

ADDED
Noel Pointer "All"
Tom Scott "Gotta"
HOTTEST
Yarborough & Peoples
Grover Washington Jr.
Tom Browne
Jones Girls "Just"
Gap Band "Burn"
Jermaine Jackson
Blondie
Switch "Love"
T-Connection
Smokey Robinson

WJMI
Jackson, MS
Carl Haynes

ADDED
Unx
Aron McClain & Destiny
Jones Girls "Let's"
HOTTEST
Quincy Jones "Al"
Raydio
Starpoint
Kool & The Gang
Rose Royce
Prince
Grover Washington Jr.
Atlantic Starr
Bar-Kays
Barry & Glodean White

WLOU
Louisville, KY
Bill Price

ADDED
Ohio Players
HOTTEST
A Taste Of Honey
Frankie Smith
Shelamar
Fantasy
Grandmaster Flash
Cameo
Champaign
Kool & The Gang
Aretha Franklin
Starpoint

ADDED
Tom Scott "Gotta"
HOTTEST
Yarborough & Peoples
Grover Washington Jr.
Tom Browne
Jones Girls "Just"
Gap Band "Burn"
Jermaine Jackson
Blondie
Switch "Love"
T-Connection
Smokey Robinson

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Mystic Merlin "Birty"
Revelation
Geraldine Hunt
Unx
Rack/Bryson
McCrays
Stanley Clarke/George Duke
Quincy Jones "Dude"
Gap Band
One Way

HOTTEST
Robert Winters & Fall
Champaign
Gap Band "Burn"
Frankie Smith
Tom Browne
Smokey Robinson
Zapp
A Taste Of Honey

ADDED
Lakeside "On"
Betty Wright
Ray, Goodman & Brown
Rick James
Sun
Side Effect
Change
Jacksons "Feel"
HOTTEST
Smokey Robinson
Tom Browne
A Taste Of Honey
Grover Washington Jr.
T-Connection
Mervin Gaye
Kleer
Quincy Jones "Al"
Aretha Franklin
Spinners

ADDED
Con Funk Shun
Webster Lewis
Isley Brothers "Hurry"
Bernard Wright
HOTTEST
Deniece Williams
Smokey Robinson
Marvin Gaye
Grover Washington Jr.
Kool & The Gang
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WANT
Richmond, VA
Ben Miles

ADDED
Edwin Birdsong
Jerry Knight "Rt"
Barbara Mason
Eloise Laws
Raydio
HOTTEST
Robert Winters & Fall
Champaign
Gap Band "Burn"
Frankie Smith
Tom Browne
Smokey Robinson
Zapp
A Taste Of Honey

WJJS
Lynchburg, VA
Donnie Deane

ADDED
Lakeside "On"
Betty Wright
Ray, Goodman & Brown
Rick James
Sun
Side Effect
Change
Jacksons "Feel"
HOTTEST
Smokey Robinson
Tom Browne
A Taste Of Honey
Grover Washington Jr.
T-Connection
Mervin Gaye
Kleer
Quincy Jones "Al"
Aretha Franklin
Spinners

ADDED
Con Funk Shun
Webster Lewis
Isley Brothers "Hurry"
Bernard Wright
HOTTEST
Deniece Williams
Smokey Robinson
Marvin Gaye
Grover Washington Jr.
Kool & The Gang
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WPDQ
Jacksonville, FL
Neri Jackson

ADDED
Michael Jackson
Branda Russell
Randy Crawford
K.I.D.
HOTTEST
Gap Band "Burn"
Lakeside "On"
Superhill Gang
Kool & The Gang
Tom Browne
Con Funk Shun
Champaign
Smokey Robinson
Skyy "Here's"
Manchester/Bryson

KOKY
Little Rock, AR
Lyn Henry

ADDED
Change
Stevie Wonder "Lately"
Executive
Rick James
HOTTEST
Smokey Robinson
Blackbyrds
Yarborough & Peoples
Sister Sledge "All"
Gap Band "Burn"
A Taste Of Honey
Raydio
Jermaine Jackson

WDIA
Memphis, TN
Mark Christian

ADDED
Marvin Gaye
Gap Band
Esther Phillips
Bill Summers
Switch "You"
Bernard Wright
Thelma Houston
Michael Jackson

HOTTEST
A Taste Of Honey
Smokey Robinson
Atlantic Starr
Champaign
Zingars
Shelamar
Grover Washington Jr.
Kleer
Rose Royce

ADDED
Con Funk Shun
Webster Lewis
Isley Brothers "Hurry"
Bernard Wright

HOTTEST
Deniece Williams
Smokey Robinson
Marvin Gaye
Grover Washington Jr.
Kool & The Gang
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WEST

KYAC
Seattle, WA
Larry J

ADDED
Michael Jackson
Gap Band
Webster Lewis
Gino Vannelli
Betty Wright
Michael Wycoff
Esther Phillips
Ch-Lites

HOTTEST
Smokey Robinson
Champaign
Zingars
A Taste Of Honey
Jermaine Jackson
Kool & The Gang
Switch "Love"
Raydio
Whispers
Slave

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Jacksons
Lakeside "On"
Mervin King
S. Mills/T. Pendergrass
Rick James
Skyy "Superlove"

HOTTEST
Chaka Khan
Quincy Jones "Al"
Atlantic Starr
Marvin Gaye
Smokey Robinson
Raydio
Deniece Williams
Kool & The Gang
Grover Washington Jr.
Sedane

KDIA
Oakland, CA
Kath Adams

ADDED
Unx
HOTTEST
Yarborough & Peoples
Whispers
Slave
Robert Winters & Fall
Smokey Robinson
A Taste Of Honey
Marvin Gaye
Gap Band
Shelamar
Atlantic Starr

KBOL
San Mateo, CA
J.J. Jeffries

ADDED
Raydio
Chaka Khan
Grandmaster Flash
Rufus
Unx
Bill Summers

HOTTEST
Smokey Robinson
Tom Browne
Grover Washington Jr.
A Taste Of Honey
Quincy Jones "Al"
T.S. Monk "Bon"
Whispers
Aretha Franklin
Kool & The Gang
Atlantic Starr

KDKO
Denver, CO
Byron Pitts

ADDED
Round Trip
Dolly Parton "Nine"
Frankie & Knockouts
Change
L.A. Boppers
Starpoint
Leon Bryant
Al Jarreau
Donna Washington
Funkadelic "Electric"
Sun
Patrice Rushen
Rakes
Chuck Classel

HOTTEST
Gap Band
Blackbyrds
Robert Winters & Fall
Lakeside "On"
Raydio
Chaka Khan
Grover Washington Jr.
Codi Mundy
Atlantic Starr
T.S. Monk "Can't"

Opportunities

Openings

EAST

WCCC seeks morning and other personalities. Personality, musical knowledge, experience, references. T&R to Paul Payton, 11 Asylum, Hartford, CT 06103. (4-10)

WCBM/Baltimore looking for afternoon personality with major market experience. Benjamin Hill, WCBM, 68 Radio Plaza, Owings Mills, MD 21117. MetroMedia and EOE. (4-10)

WTFM/New York needs production genius/copywriter. Immediate opening. Retail experience, impeccable habits essential. T&R to Frank Kelly, 173-15 Horace Harding Blvd., New York, NY 11365. EOE M/F (4-10)

Nights for Northeast powerhouse personality Pop/Adult. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, send your tape and detailed background. Prestige organization. An equal opportunity employer. Send tape and resume to Radio & Records, 1930 Century Park West, Box 226, Los Angeles, CA 90067.

WSNI/Philadelphia seeks tapes and resumes for a current drive time slot, as well as possible future openings. Smooth, friendly delivery needed for our easy Pop/Adult format. Tape and resume to Jack Taddeo, PD, WSNI-FM, 2043 Locust Street, Philadelphia, PA 19103. (4-10)

Opening for adult CHR communicator. Tapes to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. Member of Command Broadcasting Group. EOE M/F (4-3)

Part-time position open. Tape and resume to Sam Lit, KICKS (101.5), 218 Ewingville, Trenton, NJ 08638. (4-3)

Rare opening at New Jersey's leading Country station. WJXL. Some experience. Female/minorities preferred. Tape and resume to George Conrad, WJXL, Box 40, Newton, NJ 07860. EOE M/F (4-3)

Need part-time news people and jocks for Boston Country station. Send tape and resume to PD, WDLW, Box 363, Boston, MA 02101. (4-3)

Rare opportunity for outstanding adult personality. Northeast powerhouse market leader will be facing retirement of morning institution. Ability to communicate in heavy information environment a must. May come on board in other day part to become accustomed to audience, build acceptance. Strict confidence. Prestige organization. Send tape and detailed description of your background to Radio & Records, 1930 Century Park West, Box 227, Los Angeles, CA 90067.

WBLI/Long Island accepting tapes for possible future jock and news positions. Contact Bill Terry, WBLI, 31 W. Main St., Patchogue, NY 11772. EOE M/F (4-3)

WRIE/Erie 5000 watt Pop/Adult needs evening person with definite production skills immediately. Call Bill Erb, (814) 798-6777. EOE M/F (4-3)

Production pro. Also evening air shift. Tape and resume to Jack Miller, PD, WOND, Box 352, Pleasantville, NJ 08232. No calls please. EOE M/F (4-3)

CQ102/Geneva, NY, bordering two top-60 markets, needs PM drive news anchor. No beginners. Tape and resume to Dave Weinfeld, GM, CQ102, Box 213, Geneva, NY 14456. EOE M/F (4-3)

WYNS/Lahighton, PA is accepting tapes for future openings for news and DJs. Send to Chuck Henry, PD, WYNS, Box 115, Lahighton, PA 18235. EOE M/F (4-3)

SOUTH

Immediate opening for news anchor. One year experience mandatory. Tapes and resumes to Melonie Ruffin, WLWI, Box 4999, Montgomery, AL 36195. EOE M/F (4-10)

WANTED: Midday DJ for modern Country station in Texas Panhandle. Sales opportunity. Tapes and resumes to KBBB, Box 1478, Borger, TX 79007. EOE M/F (4-10)

WRGI needs experienced News/Sports Director immediately. Pop/Adult format: football play-by-play necessary. Tapes and resumes to Brian Lange, 950 Marietta, Naples, FL 33942. EOE (4-10)

Several openings at East Texas leader. If you're a pro, call us. Great location and great staff. Ask for Dan at (214) 728-8077. (4-10)

KLOU/Lake Charles, LA looking for bright alive night jock with good production. Send tapes and resumes to KLOU, Box 1725, Lake Charles, LA 70602. (4-10)

Sales Manager wanted for Southeast Kentucky AM/FM. Five years experience minimum. Good bucks. Call Randel Blise, (608) 598-5102 before 1pm EST. (4-10)

Openings

News Director for aggressive news department at WFTL/Ft. Lauderdale. Contact Scott Rascher or Don Williams at (306) 485-4111. EOE (4-10)

99.1ZD/West Palm Beach Ft. Pierce seeks God's chosen continuity director. Exceptional: creative organization and leadership abilities. Bob Irving, OP, WJZD, Box 99, Ft. Pierce, FL 33450. EOE M/F (4-10)

WQEN/Gadsden, AL, 100,000 watt FM and AM sister station, needs Chief Engineer. Contact Roger Gerber at (205) 543-3246. EOE M/F (4-10)

WRVR/Memphis searching for News Director. Anchor shift required. Qualified candidates apply to Jim Robertson, PD, 2272 Central, Memphis, TN 38104. EOE M/F (4-10)

CHR KROF/Abbeville, LA now taking tapes and resumes for future air work. Send to Shalley, PD, Box 610, Abbeville, LA 70510. (4-10)

KLUF/Lufkin, TX looking for air talent with production capabilities. Send tapes and resumes to Allen Clarke, Box 1886, Lufkin, TX 75901. No calls please. EOE M/F (4-10)

Powerhouse FM stereo rock station and Pop/Adult AM station looking for strong announcer, with experience in production and music. Person selected will have afternoon shift. Small market near Nashville. Talent and desire gets good bucks, paid life and health insurance. Send tapes and resumes to Ted Work, WKOA radio, Box 951, Hopkinsville, KY 42240. (4-10)

News reporter and announcer needed by 100,000 watt FM stereo rock station and Pop/Adult AM station near Nashville. Must have experience and ability to dig for local news and write newscasts as well as air them. Good money, paid life and health insurance. Send tapes and resumes to Ted Work, Operations Manager, WKOA Radio, Box 951, Hopkinsville, KY 42240. (4-10)

BU106, WLOF/Orlando, needs conversational AM drive newsmen/Director. Tapes and resumes to Dave Wright, BU106, Box 7476, Orlando, FL 32864. No calls please. EOE M/F (4-3)

Southeastern 100,000 watt Charleston station has position open for Chief Engineer who also can handle air shift. If you are stable, hard-working and a team player that would like to make 19K, send complete resume and air sample to Radio & Records, 1930 Century Park West, Box 229, Los Angeles, CA 90067. (4-10)

Possible future openings at Birmingham's #1 Pop/Adult station, WSGN. Tapes and resumes to Jay Michaels, PD, Twin Towers East, 236 Goodwin Crest Drive, Birmingham, AL 35209. EOE M/F (4-3)

KZOM, top AOR station in Beaumont-Port Arthur, a top 100 market, seeks experienced PD. Tapes and resumes to Gene Flowers, Box 336, Port Arthur, TX 77640. EOE (4-3)

WLOP/Jessup, GA needs announcer with play-by-play experience. Chance for advancement. Call (912) 427-3711. EOE M/F (4-3)

Wanted: Morning drive talent for KFMK/Houston. Willing to take direction. No calls. T&R to Lee Logan, KFMK, 6420 Richmond, Suite 600, Houston, TX 77057. EOE M/F (4-3)

Country 10 WNOE/New Orleans needs Production Director, creative writing, supervisory, promotions, air shift. Call Joe Patrick at (504) 429-1212. (4-3)

Program Director - WNOE-FM Country #1 adults. Two years minimum experience. TM package live assist. Tapes and resumes to GM, 529 Bienville, New Orleans, LA 70130. EOE M/F (4-3)

WVMI/WQID has future opening for full-time FM announcer. Minimum three years Top 40 experience, commercial production expertise. Tape and resume to Mickey Coulter, WQID, Box 4606, Biloxi, MS 39533. (4-3)

Fairwest studio seeks applicants for news people to program one station. Tapes and resumes to Mike Hedges, 3341 Towerwood, #205, Dallas, TX 75234. EOE M/F (4-3)

G106 now accepting tapes and resumes for future openings. Send to Rita Chapman, G106, Box 2126, Durham, NC 27702. EOE M/F (4-3)

Afternoon drive, possible MD and Assistant PD. Tapes and resumes to Charlie Weaver, 97ALT, Box 5797, Mendon, MS 39301, or call (601) 693-2661. EOE M/F (4-3)

CHR, Country, and Pop/Adult personalities and programmers needed. Airchecks and resumes to Ron White, Radio Program Consultant, Box 1425, Grand Rapids, MI 49501. (4-3)

KJCK-FM/Junction City, KS morning personality needed for 100,000 watt AOR. Tape and resume to Julie Deppish, KJCK, Box 789, Junction City, KS 66441. (4-3)

KBMW/Wahpeton, ND needs announcers for Country format. Strong production a must. Tape and resume to Brian Downey, Box 1101, Wahpeton, ND 58075. EOE (4-3)

Midwest medium market AM/FM seeks PD and announcer for all nights. Country AM/Beautiful Music FM. Tape and resume to WTHI, 918 Ohio St., Terre Haute, IN 47808. EOE M/F (4-3)

Stand Out From The Crowd

Chances are you're looking for an outstanding person to fill your opening. So why not place a standout ad in R&R?

You can have an ad that will set you apart from the competing employers and get quick results. Just call PAM at (213) 553-4330.

Openings

MIDWEST

Illinois' best small market station is searching for an experienced, conversational Pop/Adult entertainer. Ability to communicate with audience, good pipes, and good production skills necessary. If good bucks and benefits, great facilities, and a great place to live sounds good to you, send your tape and resume now! Randy Rundle, PD, WZOE-AM/FM, Broadcast Center, Princeton, IL 61366. EOE M/F. (4-17)

We're a medium market, hit-oriented Country station looking for the perfect AM drive personality. Pay commensurate with ability. Rush tapes and resumes to Radio & Records, 1930 Century Park West, Box 226, Los Angeles, CA 90067.

Above average AOR announcer, decent production skills for excellent FM radio station in medium market. You will learn top skills here with a tight format and strong direction! Work with first class equipment and announcers that take pride in their work. Real good compensation package. Tape and resume to General Manager, KQDS, P.O. Box 6167, DuRoi, MN 55806. (4-17)

Help Wanted/Engineering: A real opportunity for a young first ticket ready to move up to Chief. Full-time non-directional AM/FM. Maintain new studios, SMC automation, lots of remote gear. Airwork available, but not required. 13-station Midwest family group Gayle Olson, WJMM/WRX, Box 107, St. Joseph, MI 49086 or call (616) 983-3992. EOE (4-17)

Broadcast group has several openings in Southwest Oklahoma stations. Send T&R to Ellis Meeks, KRND, 1701 Pine, Duncan, OK 73533. EOE M/F (4-10)

WRKR/Milwaukee-Racine needs drive time air talent. Send tape and resume to Steve Warren, PD, WRKR, Racine, WI 53405. EOE M/F (4-10)

KSLQ/St. Louis seeking major market journalist for top major market station for afternoon drive. Contact Stephen Foster, PD, KSLQ, 111 S. Barnston, Clayton, MO 63105. EOE M/F (4-10)

WHUT seeks personality for Country format. Contact Mike Kass, Box 151, Anderson, IN 46015, or call (317) 644-1256. EOE M/F (4-10)

Needed: Adult midday personality looking to move to a bigger market. Right bucks for the right person. Contact Jay Richards, (419) 248-2627. (4-10)

WNYN has immediate opening. T&R to Jerry McCarty, Cleveland Ave. NW, Canton, OH 44703. EOE M/F (4-10)

We are a major market Pop/Adult station looking for a major market talent for a future opening. We are not looking for announcers or disc jockeys. We are looking for a seasoned radio personality, who can work with some of the best, can entertain, and has the experience and the ratings to prove it! If you have been thinking of a change, or even if you haven't, send tape and resume to Radio & Records, Box 228, Los Angeles, CA 90067. All inquiries will be kept in complete confidence.

KOMA/Oklahoma City looking for natural adult communicator for night shift. T&R immediately to Gregg Lindahl, PD, Box 1520, Oklahoma City, OK 73101. (4-10)

News Director wanted at very aggressive top-notch small market station. Send resume to WLJE, Box 149, Valparaiso, IN 46383, or call (219) 462-8125. (4-10)

Sports Director. Play-by-play experience with emphasis on hockey. Only experienced need apply. T&R to WTSO, Box 8030, Madison, WI 53708. EOE (4-10)

Newsperson needed for medium market AOR. T&R to Rick Peterson, WWCK, 414 Hamilton Blvd., Peoria, IL 61602, or call (309) 674-2000. EOE M/F (4-10)

WXCL/Peoria has a rare opening for aggressive Program Director. Excellent benefits. Contact Randy Rice, WJBO/WFMF, Box 496, Baton Rouge, LA 70821. EOE M/F (4-3)

CHR, Country, and Pop/Adult personalities and programmers needed. Airchecks and resumes to Ron White, Radio Program Consultant, Box 1425, Grand Rapids, MI 49501. (4-3)

KJCK-FM/Junction City, KS morning personality needed for 100,000 watt AOR. Tape and resume to Julie Deppish, KJCK, Box 789, Junction City, KS 66441. (4-3)

KBMW/Wahpeton, ND needs announcers for Country format. Strong production a must. Tape and resume to Brian Downey, Box 1101, Wahpeton, ND 58075. EOE (4-3)

Midwest medium market AM/FM seeks PD and announcer for all nights. Country AM/Beautiful Music FM. Tape and resume to WTHI, 918 Ohio St., Terre Haute, IN 47808. EOE M/F (4-3)

Openings

WEST

Are you a Country format announcer? Do you know Country music? Are you good enough to work for a Billboard reporting, award-winning, totally involved Country station in central CA? If you can answer yes to all of the above, we're looking for you! Send tape, resume, and salary history to: General Manager, KCEY, Box 979, Modesto, CA 95354. EOE M/F (4-24)

Orange County broadcast workshop is seeking applicants for possible future openings as instructors and guest lecturers. Prefer current on-air broadcasters and/or background in broadcast instruction. Patience and willingness to work and help shape beginners' career a must! Respond to Michelle Moscrop, (714) 958-7171. (4-17)

KCAP/Helena looking for bright, creative person for AM drive position. T&R to Steve Blair, Box 1678, Helena, MT 59601 or (406) 442-4490. EOE M/F (4-10)

Major radio outlet Salt Lake City seeking pro air staff yesterday. T&R to Don Cox, and Eric Rhoads, 1638 N. Woodland, Provo, UT 84601. EOE (4-10)

KAGO/Klamath Falls needs afternoon jock, warm adult communicator. Tapes and resumes to Box 1150, Klamath Falls, OR 97601, or call (503) 882-2551. EOE M/F (4-10)

SUNBELT COMMUNICATIONS, KZZX, 7-12pm, mature, experienced, good pipes, top dollars. T&R to Chuck Morgan, 5086 Ellison NE, Albuquerque, NM 87109. No calls please. EOE M/F (4-10)

ZEL-KBDF/Eugene needs morning News Director for AM/FM operation. Contact PD Chris Kovack, (503) 484-4304. (4-10)

Country KUUY/Cheyenne has PM drive opening. Only aggressive, experienced communicators should apply. Good benefits, top salary. T&R to Richard Lee, Box 926, Cheyenne, WY 82001, or (307) 632-0551. EOE M/F (4-10)

KZLA AM/FM is looking for a person who has a thorough knowledge and acquaintance with Country Music and a minimum of 3 years experience. Programming and computer experience helpful. Send resume to: Tom Casey, KZLA Country Stereo, 5700 Sunset Blvd., Hollywood, CA 90028. EOE A Capital Cities Communications Station. (4-10)

Killer morning man wanted for Superstars winner in Sacramento. Tape and resume to Les Tracy, Box 511, Sacramento, CA 95803. EOE M/F (4-3)

L.A. Syndicator seeks sales person with experience at radio station or in syndication. Salary commensurate with ability. Call Carol Holt, Watermark, Inc., (213) 980-9490. (4-3)

Northern California station, beautiful area, seeks tapes and resumes for future openings. Send to Sunset West Consultants, Box 1264, Colton, CA 92324. (4-3)

Positions Sought

Looking for new opportunity with strong news station. Anchor/reporter/news and Sports Director experience. Employed. T&R by request. TIM, (216) 234-3444. (4-10)

Experienced, versatile announcer, production whiz with 1st class talent seeks creative position and warm climate. J. ELLIS GILMAN, 611 Banner Ave., Brooklyn, NY 11235. (212) 648-2242. (4-10)

Looking for news or sports gig. Small to medium market. 5 years experience. Major college play-by-play. Ready to start immediately. Call: JIM at (614) 436-6133. (4-10)

Have truck will travel. News Director, reporter/anchor with 4 years experience. Recent award-winner for reporting. Dependable, motivated. ED, (208) 323-8648. (4-10)

Mornings... Male/female team with major market experience. Call: (817) 261-3769. (4-10)

Air personality; 3 years experience; News, Country, Pop/Adult and CHR in small and medium markets. Looking for station in Texas or vicinity. COTTON: (505) 622-7080. (4-10)

Conservative talk show host in 44th market, ready to go. Call JIM KIRKWOOD: (801) 375-6939. (4-10)

Black announcer with 12 years experience. Programmed three #1 stations. Looking for programming or air shift. Call BILL MORGAN: (312) 638-3717, or (312) 561-1798. (4-10)

Operations Manager/PD available. Prefer CHR or AOR format. 9 years experience. Call TIM: (404) 394-7754. (4-10)

Give your personality format a fresh voice. 12 year pro looking for West Coast position. Production minded. Call JIM THOMAS: (305) 287-2020, after 6pm. (4-10)

Energetic anchor/reporter seeking challenge in West or Northwest. Employed at prestige Top 30 market station with top news department. Strong references. (415) 348-0203, evenings. (4-10)

Opportunities

Positions Sought

Network anchor, major market reporter, News Director, seeks position in Northern California. Call ROBERT COHEN: (212) 377-6542. (4-10)

I wish to return to CHR or progressive rock, will travel any place to get in. Prefer 6-midnight or late night. KEVIN AMES: (303) 597-9268. (4-10)

Major market talk host looking for major market talk station. Contact: ERIC TRACY, (415) 398-5800. (4-10)

Ambitious top-notch female DJ with 2 1/2 years medium market experience. Ready for the big time. Call JENNI after 5pm, (414) 771-1036. (4-10)

Looking for major/medium market radio reporter position in West or Southwest only. Experienced, aggressive, award-winning. Want to relocate. Call: ROGER, (304) 925-6890. (4-10)

Experienced female DJ looking for work in L.A. or Orange County area. Call JAN: (213) 871-0267. (4-10)

Male, 29, seeking radio/TV news position. Experienced radio ND/TV anchor. Reply to Diana Beasley, 603 Westover Ave., Apt. 15, Norfolk, VA 23507. (4-10)

San Francisco, open your golden gates! Production pro, Music Director, wants to move to Bay Area. Experience includes KHTZ, KIQQ/L.A. KEVIN: (213) 784-2484. (4-10)

Experienced male/female team. Major market music research background. Will do on-air, programming, music for research. Call NAOMI or TERRY. (314) 721-2464. (4-10)

Top 20 market professional with 10 years experience. Seeking Top 50 market air personality or PD position. CHR or P/A. BILL BROPHY: (216) 823-4624. (4-10)

Announcer/newscaster/Public Affairs Director for P/A small market seeks AOR position. Experienced, talented and educated with good references. Call JEFF TOPPING: (419) 294-2379. (4-10)

Country jock without the com. Have headphones will travel. DON, (317) 284-5547, RR 11 610 West Darrell Drive, Muncie, IN 47302. (4-10)

I've worked at the best small market P/A's. OM, MD AM and PM drive. Looking for same West of the Mississippi. BILL REED: (316) 227-7151 or (316) 225-4343. (4-10)

RICK LOFGREN, AOR MD. 10 years experience, most recently KTCL/Ft. Collins, CO, seeks new challenge. Will relocate. (303) 226-4483. (4-10)

4 years experience CHR, P/A and AOR. Excellent knowledge of AOR. Good production. One-to-one communicator. Will consider anything. Call BRIAN: (417) 781-1654. (4-10)

FRISCO BOB, former WMAD/Madison MD, seeks air position on medium or major market AOR. (608) 222-1262. (4-3)

Positions Sought

I'm caught in a Catch-22. I will trade hard work for commercial radio experience. CHR preferred, but all considered. MARK, (402) 572-8203. (4-3)

AOR jock/MD looking for challenge and company to grow with, seeks position in medium/major market. 2 years experience including Superstars, top tracks and CHR formats. Ready to relocate. For tape and resume call BILL HERSHY at (516) 536-7478. (4-3)

Consultant for CHR and Pop/Adult. (813) 536-9211. (4-3)

Creative energetic jock with experience in CHR and Country looking to give 100%+ to the right station. PD/MD experience. Call DOUG, (513) 962-2732. (4-3)

Would you like major Southern California stories filed for your newscast? Any market, any format. Call STEVE, (714) 620-7120. (4-3)

Major market Sports Director seeks a responsible position at a station where quality sports coverage is an important part of the total programming. If you're looking for someone who is hard-working and dedicated to providing your listeners with the best sports information, then call TOM at (713) 481-5800. (4-3)

Looking for new sports address! Would like sports position in any medium to major market. I can do all play-by-play. Call MARC afternoons, (218) 749-4983. (4-3)

Production director/air shift. Humor, quality, competent. Diverse talents. CHR and Pop/Adult. MARK, (512) 445-2855. (4-3)

Southwestern PD is #1. Wants to win for you, too. 11 years on-air experience. Urban, CHR, Pop/Adult, and Soul. CHUCK KELLY, (915) 581-4309. (4-3)

Dedicated newscaster/reporter/Public Affairs Director with 6 years experience in Baltimore, Washington, D.C., Richmond and Syracuse needs new radio home. ELLEN BETH LEVITT, (301) 655-9659. (4-3)

33 year old personality jock with PD and MD experience looking for West Coast position. Production a specialty. Call JIM THOMAS after 6pm. (305) 287-2020. (4-3)

7 year JUCO play-by-play looking to advance to college small/medium market. Will relocate for the right job. Call BOB at (612) 235-2915. (4-3)

Current on-air Music Director looking. Call MARK, (702) 731-3253. (4-3)

AOR pro seeking PD slot or airshift. Super production/promotion. Last gig: mornings ZETA 7/Orlando. Call THOM ROBINSON, (304) 525-8036. (4-3)

9 year veteran looking for on-air or PD position or both. Can work CHR, Pop/Adult, AOR and Country. Strong production! Call KEVIN O'NEAL, (919) 237-5171. (4-3)

Black jock looking for Urban Contemporary or CHR format. Willing to relocate. Can pull good numbers. For further information call JERRY, (212) 788-1328. (4-3)

MD. Creative. AOR, Pop/Adult. From WPRO/Providence. To major NE roller rink, programming music. Seeks PD/MD position. NE. STANLEY BOMES, (617) 252-4715. (4-3)

All-RBAL voice of De Anza High, Richmond, seeks on-air work in major or medium market. Call FRANK BUTERA, (415) 223-1534. (4-3)

Seeking PD position. Experienced in Talk, News, Pop/Adult and Big Band. Expert programmer and personable air talent. Ready to relocate. Call LEO at (302) 654-1148. (4-3)

Air personality in Midwest radio wants to move West and find a home at a CHR or Pop/Adult station. (915) 949-1103, LES. (4-3)

Peerless track record. TV/radio announcer, write, sell. Presently ad agency VP. Make an offer I can't refuse. SCOTT PERKINS, (716) 342-9490. (4-3)

Outstanding, award-winning broadcast journalist. 12 years experience looking for medium to major market operation. News/Talk desired. Call RON: (914) 564-7652, after 5pm. (4-3)

Jock, musicologist, programmer, one-to-one communicator with 8 years Top 40, CHR, and AOR. Prefer East. Currently employed. FRANK, (303) 522-9075. (4-3)

Top-rated major market air personality seeking programming or air position, 1st rate numbers and great references. No small markets. Available today. BOB, (313) 647-6362. (4-3)

LENNY D. has been with the Cincinnati Reds for two seasons. His work involved recording and handling game videotapes, daily post-game radio reports, and post-season highlight film production. He has a radio background with strong production skills. Also has done play-by-play for radio and cable TV. Looking for play-by-play and/or on-air sports/news opportunities. Immediate availability, and will relocate. Call him now... (513) 351-0317. (4-3)

Dynamic morning team is ready to help your book. Woofer and Tweeter are humorous and informative one-to-one communicators. Call (505) 722-4471. BILL LEE (4-3)

Positions Sought

Ready for the next rung. One request... to work for professionals. Production, music, sparkling copywriter. Currently Country Northern Michigan. CHR/AOR experience. Call (616) 582-2817. (4-3)

Editor at all-News station in top-five market looking for reporter's position in major market or News Director in large market. TONY, (313) 584-4959. (4-3)

Experienced news person, college degree in broadcast casting. I'm the right person for your news department. For tape and resume, contact JIM PARSONS, (513) 298-7241 (after 3pm EST). (4-3)

Six-year pro, KLAD, KAGO, KKIQ. Experienced as PD, MD, and News Director. Desire small to medium market. Call (602) 254-9148. (4-3)

Major market Production Manager for 7 years with keen music interest. Formerly with KMET. Call GUS, (213) 878-1672. (4-3)

Newswoman for hire. Four years experience; award-winning newswoman seeks reporter/anchor or News Director position. Currently hosting talk show. Ed. (206) 323-8648. (4-3)

Ten years experience. PD, Production Director. Three Cities; currently in Top 50 market seeking air work, Pop/Adult or Country preferred. (801) 731-1111, ask for ROGER. (4-3)

JACK MONROE. 8-year pro, most recently with KLIF/Dallas, seeks employment in medium or major market. Strong production. Available immediately. (817) 460-5013. (4-3)

First year in broadcasting. Will relocate. Prefer AOR format. Call for tape and resume. CRAIG MCILVEEN, (714) 521-3831. (4-3)

BOB CHRYSLER and DEBBIE BRENNAN - morning jocks/news, formerly Q107, 96X, K102, Y103. Available immediately. Call (803) 873-6148. (4-3)

Morning drive personality. Two years experience as MD and PD, seeks any opening in New York/Pennsylvania area. Call JEFF, (304) 622-5370. Opportunity you can't miss! (4-3)

Experienced Pop/Adult-CHR Program Manager available now. Major market on-air, medium market management. For full details, call PETER STEWART, (309) 683-2319. (4-3)

AOR jock/MD looking for challenge and company to grow with. BILL HERSHEY, (904) 477-7342, or (516) 536-7478. (3-27)

Dedicated hard-working jock seeks position with Southern or Central New England station. Currently afternoon drive and production in Midwest. For details, call KEITH, (414) 769-6966. (3-27)

Current on-air MD looking. Experience KIIS-FM music department, and KUTE-102. Call MARK, (702) 731-3253. (3-27)

5 years AM/PM drive Country, CHR, Beautiful, P/A. Medium or major market preferred. Call DAVE BARTLETT, evenings. (813) 822-2921. (3-27)

DJ/Sports Director with production and play-by-play experience seeking position in Midwest. DAVID TED BIESANZ, 659 Grand, Winona, MN 55987. (3-27)

It's time you got what's coming to you. Experienced air personality, copywriter, production, PD/MD. Call BARRY, (516) 432-5258. (3-27)

9 years (on-job-training, Boston) L.A. county/city broadcaster seeks news/production-air/production. (213) 277-7769, (213) 553-4972, (213) 622-3444, (service Mr. Walker's office) BILL HARGREAVES. (3-27)

Former PD at Louisiana small market station of the year. Currently programming in Mobile, AL. Would like to talk to you. Call RICHARD, (205) 438-4514. (3-27)

RICK SHANNON, former MD, evenings at KROY/Sacramento, CA searching for employment. Good experience with music programming and research systems. Call (916) 272-3337. (3-27)

Professional female AOR jock morning and afternoon drive experience in major market. Production my specialty. Willing to relocate. Call KIM, (513) 731-5334. (3-27)

Certified production wizard now available. Lord of libial legerdemain, stereo sleight-of-hand, monophonic miracles, efficacious editing; perform prestidigitaton on your automation. Call WIZ, (213) 381-2375. (3-27)

Sportscaster, 8 years P-B-P, exciting and descriptive basketball announcer. Also other sports P-B-P. Medium and majors only. (612) 255-0386 10am-2pm, plus eves., CST. GARY. (3-27)

Moving to Cincinnati, OH in the spring. 5 1/2 years experience as a jock, programmer, and news man. Looking for full-time employment. RON, (303) 223-9093. (3-27)

Creative, experienced main man/Production Director looking for a position in production and on-air. Will relocate anywhere. Call JEFF LADD, (314) 334-4809, after 11:30am. (3-27)

Positions Sought

Seasoned, humorous and creative personality jock available. PD, MD and award-winning production experience. Tape and resume available. Call JIM THOMAS, after 6pm. (305) 287-2020. (3-27)

Effective one-to-one communicator with 5 years experience seeking opportunity. Strong production and knowledge of automation. For tapes and resume call: (505) 722-4471. BILL LEE. (3-27)

Talented, versatile lady with 2 years experience seeking medium market AOR gig. Eager to relocate. Call NINA, (303) 722-3238, after 7pm MST. (3-27)

Experienced air personality PD/MD in competitive small market seeking medium market challenge. Contemporary in Midwest. (419) 678-3138. (3-27)

Need top sports reporting and expert play-by-play? Call (313) 681-3510. Major or medium market stations only. RON ENGLISH. (3-27)

Hard worker, 1 year pro, AM with +50 ratings - can do the same for you. Heading out Florida way. Leave message for KARL, (602) 384-9497. (3-27)

Major market pro with excellent ratings and references. 12 years experience. Looking for programming or drive air shift with music responsibilities. MAX HEYWOOD. (216) 456-2592. (3-27)

Looking to advance. Talented one-to-one communicator with 4 years experience and major market. Strong production, knowledge of automation. RON DISCHNER, 222 E. Nizhoni Blvd. #C2, Gallup, NM 87301, (505) 722-2425. (3-27)

Experienced radio reporter seeks medium market News Directorship or major market position. Call: (914) 297-7281. (3-27)

Very talented lady with super #1's looking for an up personality station. Formerly Seattle now Indianapolis. Call after 3pm. (317) 924-5489. (3-27)

Persistent, hard-working, honest newswoman. BA, former News Director. Learned it all on my own. Stable. MIKE NIKITAS, (415) 671-7947. (3-27)

Southern California on-air Program Director available now. Good track record. (714) 597-2772. (3-27)

Ex-WFLI (Q102) and WCSC, available immediately. Call JIM, (803) 571-7183. (3-27)

Production Director/copywriter mature and outgoing personality. I write the copy that makes the whole station sound great. JERRY "DJ" STROTHERS, (412) 795-1370. (3-27)

Rookie with Country music experience. No bad habits. I don't bite, housebroken and I'm available immediately. Unemployment breeds insanity, so call soon. WES DAVIS, (314) 822-2248. (3-27)

Experienced PD/MD looking for stable, winning radio station. East Coast preferred. 9 years experience at WNOX, Z104, KIRL. Call TODD MARTIN, (601) 332-1365 or 334-4559. (3-27)

Experienced jock needs job. Has 2 1/2 years as MD. AOR, Pop/Adult, CHR. Midwest preferred. Call ERIC, (913) 299-0540. (3-27)

All around radio man on the West Coast. Experienced sales, production, radio announcing. Call (209) 442-1015, or write J. 1109 Divisadero, #29, Fresno, CA 93721. (3-27)

Get ahead of the next ARB. All East Coast programmers call GREGORY at (913) 334-3456. Anytime before 11am CST. (3-27)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (96 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Radio & Records

SUBSCRIPTION SERVICE

ONE YEAR — \$170
Mailed First Class
Please enclose payment with order

Overseas subscribers new subscription
\$300 per year
U.S. funds please renewal

Initial here payment enclosed

TELEPHONE: (213) 553-4330

City _____
 address _____
 state _____
 zip code _____

Mr./Mrs./Ms _____
 (please print)

company _____

CHANGE OF ADDRESS AND RENEWAL:
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

Opportunities

Openings

Dedicated young sportscaster seeks first professional job; three years college experience; play-by-play. I will spice up local coverage with features. Tape and resume, call MIKE (313) 541-8865. (4-3)

You can't get Oil of Olay by squeezing a matador, but you can get my tape and resume. CHR jock, creative on-air/production. ROB, (312) 894-3987. (4-3)

Changes

RADIO

Gerard Noble appointed Account Executive at WOR Radio/New York, NY.

Cathy Thornton joins the sales staff at WRKO/Boston, MA.

Joseph S. Burton, former Account Executive at WGLI/Babylon, NY, named Sales Manager at WRIV/Riverhead, NY.

Dennis J. Falcone, formerly afternoon drive/Public Service Director at WGLI/Babylon, NY, appointed Operations Director/Morning Drive announcer at WRIV/Riverhead, NY.

Changes

Bob Glover has been promoted to News Director and morning news anchor at KOMA/Oklahoma City, OK.

Bobby Hatfield named PD at WKJJ-FM/Louisville, KY.

Bradley Piras appointed Manager and PD at KRNS/Burns, OR.

Illa Collins joins the staff at KRNS/Burns, OR as News Director.

Bailey Clemons added to the KRNS/Burns, OR airstaff.

Rob Meyer, former News Director at KBIM-AM/FM/Roswell, NM, joins KMGX-KRO/Tucson, AZ as news anchor, afternoon personality.

Rob Lang promoted to MD at KRZY/Roswell, NM.

Tom Tradup, producer of The Mike Murphy Show, named Assistant Program Manager of 81-KCMO/Kansas City, MO.

Vic Marino leaves WTLB/Utica, NY, joins WCHS/Charleston, WV as MD and afternoon drive personality.

Michael S. Watson promoted to Production Director and Asst. MD at K-99/Great Falls, MT.

Changes

Glenda Jeffords joins the staff at KDKO/Englewood, CO as Account Executive.

RECORDS

William Tockerman appointed Director, Warehousing, CBS Records Operations.

Ken Shintaku has been named Director of Data Processing of A&M Records.

Susan Senk named Associate Manager, Creative Services, East Coast, PolyGram Records.

Joan Marlow appointed Associate Manager, Creative Services, West Coast, PolyGram Records.

Barbara Bartosz has been promoted to Creative Services Assistant, PolyGram Records.

George Collier takes over as Branch Manager, New York, MCA Records.

Carl Michelakos named MCA Distributing's Atlanta Branch Manager.

John Frie joins MCA Distributing as Denver Branch Manager.

Changes

INDUSTRY

Sam Koltun appointed Director of Sales for Shelton Leigh Palmer & Company.

Daniel Flamberg has been named Director of Public Relations for Mutual Broadcasting System.

Basil Nias named Black Music Coordinator for Famous Music.

Miscellaneous

Wanted . . . Top 40 radio station record surveys from the 1980's. Will buy, trade or copy. Bill Ridings, Jr., 2248 SE 10 Court, Pompano Beach, FL 33062. (4-10)

Six Flags Magic Mountain seeking music service, all formats. Contact Jay Scott Levin, Box 5500, Valencia, CA 91355. (4-10)

WOHO/Toledo needs service from all labels. LP's and singles. Contact Jeff McCarthy, (419) 255-1470. (4-10)

KVDB/Sioux Center, IA needs Country record service from all labels. Send to Tom Aldrich, KVDB, Box 233, Sioux Center, IA 51250. (4-10)

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

EMBROIDERED PATCHES

For the first time a Patch Co. for the RADIO & RECORD Industry. Promote your station or band on embroidered patches. Top quality. Will outlast any T-Shirt or Sticker. Free Artwork.

PROMOTION OF THE MONTH

Fireball Management
P.O. Box 588
Freeport, NY 11520 (516) 223-1244



"COMIC RELIEF"

Just For Laughs

Original, topical absurdities and timeless one-liners. The professional service. FREE SAMPLE. WHILDE CREATIVE SERVICES, 20016 Elkhart Ave. Harper Woods, MI 48225. (313) 527-0617

FREE ISSUE

Of Radio Times "Bi-weekly artist bio publication" featuring Country, Top 40 and Rock bio's. Plus humor, birthdays and more! (send four 18¢ stamps to cover postage and handling)

RADIO TIMES
200 South Glenn, Suite 98
Camarillo, California 93010

KNOCKERS!*

A great set of recorded gags and bits for serious personalities who want to be funny! Catalog and sample cassette. (USE IT ON THE AIR!) send \$3.00 to:

FULLER

68 Dover Ave., LaGrange, IL 60525

SOUND EFFECTS

Complete 33 LP Sound Effects Library with over 1,200 different effects and catalog. Regular price \$340. send check with order and save \$30.00. Special price only \$310 including shipping.

ROBERT HALL
(212) 541-4284

Money Back Guarantee

115 West 57th Street • New York, NY 10019

"Phantastic Phunnies"

Highly Respected! Hilarious! Original! Proven worldwide audience builder!

"Quick-gulp," Topical Humor!! Introductory month's 500 topical one-liners and "BONUS" . . . Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

: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

KRAZY KOMMERCIALS

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE — 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:

HYPE, INK BOX 69581, L.A., CA 90069



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

Pro T' Call

If you're looking for good play-by-play sports, C&W or CHR talent, we've got the people.

For all your broadcasting needs, give us a call.

Pro T' Call CALL (504) 392-3665
3700 Rue Delphine, New Orleans, LA 70114

FREE TO EMPLOYER Inquiries Are Confidential

FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist bios & update, record facts, daily calendar/almanac, trivia, etc.

ALL AIRSHIFT READY!

Sample: Galaxy
Box 20093R, Long Beach, CA 90801, (213) 436-0602

KAPLAN AIRCHECKS

A collectors item! The first Ross and Wilson Show on WABC! Also, the return of Dan Ingram to afternoon drive. 90 Minute Scoped Cassette ONLY \$5.00

KAPLAN AIRCHECKS
208 West First Street
Bloomsburg, PA 17815

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.

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

THE BACK PAGE

BREAKERS

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

RAY PARKER JR. & RAYDIO

A Woman Needs Love (Just Like You Do) (Arista)

62% of our reporters on it. Moves: Up 91, Same 15, Down 1, Adds 31 including KXOK, KEARTH, 13K, KJR, KYYX, KIMN, WAQY, KELP, FM100, KIOA, KIOY, KZZX, WJBQ, KKRC, KQDI. See Parallels, charts at number 29.

DOTTIE WEST

What Are We Doing In Love (Liberty)

60% of our reporters on it. Moves: Up 64, Same 31, Down 0, Adds 40 including WKBW, WBEN-FM, WIFI, F105, JB105, CKGM, WDRQ, KS95-FM, WZZP, WZUU, KFI, KIMN, Q103, KOPA. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-51, 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.

☑ **CHRISTOPHER CROSS "Say You'll Be Mine" (WB) 119/32**
Moves: Up 60, Same 27, Down 0, Adds 32 including WKBW, WBEN-FM, JB106, CFTR, CHUM, Z93, WCKX, WZUU, KFI, KEZR, WBBF, KEGL, KELP, Z104, KERN.

CHAMPAIGN "How 'Bout Us" (Columbia) 116/18
Moves: Up 72, Same 25, Down 1, Adds 18 including WPGC, Z93, WZZP, Q102, 13K, WBLI, WICC, KNUS, KSTAR, KERN, KIDD, KMJK, Z102, KKRC, KKLS.

.38 SPECIAL "Hold On Loosely" (A&M) 110/14
Moves: Up 59, Same 37, Down 0, Adds 14, PRO-FM, WPGC, Z93, WLS, KIOA, WZOK, WNAM, WMEE, WNCI, KGGI, KMJK, KENO, KFYZ, KDVV, KKXX 15-11, WSPT 12-9.

JOURNEY "The Party's Over (Hopelessly In Love)" (Columbia) 110/5. Moves: Up 56, Same 41, Down 8, Adds 5, 96KX, PRO-FM, KJR, WRVQ, WKXY, JB105 21-19, WOLF 21-18, K104 12-8, KEGL 5-4, KJ100 7-6, WIKS 8-6, YES-95 4-3, WNCI 22-16, KLUC 13-11, KDVV 28-22.

☑ **JEFFERSON STARSHIP "Find Your Way Back" (RCA/Grunt) 109/39.** Moves: Up 35, Same 36, Down 0, Adds 39 including PRO-FM, KRBE, WLS, WDRQ, KBEO, B104, WOLF, WTRY, KBFM, B97, WFMF, WGRD, WVIC, KZ93, KTAC.

TASTE OF HONEY "Sukiyaki" (Capitol) 105/26
Moves: Up 65, Same 13, Down 1, Adds 26 including WABC, WKBW, WBEN-FM, KVIL, WDRQ, WGCL, KYYX, WBLI, WAQY, KHFI, WHBQ, WTVR, KRAV, WGUY, KENI.

WHISPERS "It's A Love Thing" (Solar/RCA) 90/2
Moves: Up 63, Same 21, Down 4, Adds 2, KJ100, KNBQ, WKTU 1-1, WIFI 10-10, KVIL 23-17, KRLY 13-11, KFI 20-17, WFBR 14-12, KINT 6-6, B97 11-7, KEEL 14-10, WAAY 16-12, Z104 24-19, FM99 7-5, KSLY 22-17.

☑ **STARS ON 45 "Medley" (Radio/Atlantic) 84/52**
Moves: Up 19, Same 13, Down 0, Adds 52 including WFIL, WIFI, Y100, Q105, WCKX, CKLW, KIQQ, KPLZ, WHFM, WERC, WOKI, WBCY, WNAM, KENO, 96SGF.

BARRY MANILOW "Lonely Together" (Arista) 81/6
Moves: Up 45, Same 28, Down 2, Adds 6, B104, WFBR, G100, WAXY, K96, WJBQ, WROR 26-18, KXOK 19-13, WOLF 39-31, WSGN 11-10, KIOY 30-20, KCPX 13-11, 13FEA 15-12, KBOZ 23-17, KFXD 24-19.

RICK SPRINGFIELD "Jessie's Girl" (RCA) 78/12
Moves: Up 39, Same 27, Down 0, Adds 12, KSFX, WOLF, WAKX, WNAM, KKXX, WCIR, WFOX, WANS-FM, WTRU, KDZA, KOOK, Q105 23-19, WAAY 30-23, WSPT 20-15.

☑ **DON McLEAN "Since I Don't Have You" (Millennium) 78/47**
Moves: Up 10, Same 19, Down 0, Adds 47 including WNBC, WIFI, WCAO, WROR, WHB, KFI, KEZR, KPLZ, KOPA, WBBF, WTX, WAYS, WNCI, KJRB, KTKT.

ANNE MURRAY "Blessed Are The Believers" (Capitol) 67/21
Moves: Up 18, Same 28, Down 0, Adds 21 including WROR, CFTR, Q105, WZUU, WOKY, KFI, KPLZ, WOLF, WKEE, KBFM, WCSC, KOFM, KVOL, WSPT, KRLC.

T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 63/20
Moves: Up 30, Same 12, Down 1, Adds 20 including WHB, WZUU, KEZR, WKEE, KINT, WLOL-FM, WOH, KIOY, WGUY, 13FEA, WFOX, WKXY, WTRU, KATI.

ROLLING STONES "If I Was A Dancer (Dance Pt. 2)" (Rolling Stones) 57/4. Moves: Up 29, Same 22, Down 2, Adds 4, WBEN-FM, WXKS-FM, WZOK, 96SGF, WPST 36-33, BJ106 39-35, WOKI 29-25, KJ100 27-23, WAKX 33-29, KKXX 22-20, KLUC 23-20, WGUY 27-24, WISF 32-27, WSPT 23-20, KRLC 24-21.

Radio & Records

NATIONAL AIRPLAY/30

April 10, 1981

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

6	3	2	1	STEVE WINWOOD/While You See A Chance (Island)
9	4	3	2	GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
10	5	4	3	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
2	1	1	4	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
14	12	6	5	JUICE NEWTON/Angel Of The Morning (Capitol)
16	13	7	0	J. TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
18	15	8	7	SMOKEY ROBINSON/Being With You (Tamla)
20	17	13	8	ERIC CLAPTON/I Can't Stand It (RSO)
12	11	9	9	POLICE/Don't Stand So Close To Me (A&M)
26	22	17	10	REO SPEEDWAGON/Take It On The Run (Epic)
1	2	5	11	STYX/The Best Of Times (A&M)
15	14	14	12	TERRI GIBBS/Somebody's Knockin' (MCA)
8	8	10	13	BLONDIE/Rapture (Chrysalis)
22	18	16	14	APRIL WINE/Just Between You & Me (Capitol)
23	21	18	15	STEELY DAN/Time Out Of Mind (MCA)
24	20	19	16	JOHN COUGAR/Ain't Even Done With... (Riva/PolyGram)
30	23	21	17	CLIMAX BLUES BAND/I Love You (WB)
—	27	25	18	GINO VANNELLI/Living Inside Myself (Arista)
27	24	22	19	STYX/Too Much Time On My Hands (A&M)
—	29	27	20	JOHN LENNON/Watching The Wheels (Geffen)
28	25	23	21	FRANKE & THE KNOCKOUTS/Sweetheart (Millennium)
29	26	24	22	WHO/You Better You Bet (WB)
7	7	11	23	BARBRA STREISAND/BARRY GIBB/What Kind... (Columbia)
—	28	26	24	PHIL COLLINS/I Missed Again (Atlantic)
5	9	15	25	REO SPEEDWAGON/Keep On Loving You (Epic)
4	6	12	26	NEIL DIAMOND/Hello Again (Capitol)
—	—	29	27	KIM CARNES/Bette Davis Eyes (EMI America)
—	—	30	28	JOHN O'BANION/Love You Like I Never Loved (Elektra)
—	—	→	29	RAY PARKER JR. & RAYDIO/A Woman Needs... (Arista)
—	—	→	30	DOTTIE WEST/What Are We Doing In Love (Liberty)

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

STARS ON 45 "Medley" (Radio/Atlantic)
DON McLEAN "Since I Don't Have You" (Millennium)
DOTTIE WEST "What Are We Doing In..." (Liberty)
JEFFERSON STARSHIP "Find Your..." (RCA/Grunt)
CHRISTOPHER CROSS "Say You'll Be Mine" (WB)

Complete Regionalized Listings on Page 28 and 29.

HOTTEST

STEVE WINWOOD "While You See..." (Island)
SHEENA EASTON "Morning Train..." (EMI America)
GROVER WASHINGTON JR. "Just The..." (Elektra)
J. TAYLOR & J.D. SOUTHER "Her Town..." (Columbia)
HALL & OATES "Kiss On My List" (RCA)

Parallel Listings Begin on Page 30.

SANTANA "Winning" (Columbia) 58/28

Moves: Up 16, Same 13, Down 0, Adds 28 including KRLY, KRBE, CKLW, WFLY, WAEB, WKEE, WSKZ, WVLR, WGRD, WVIC, FM103, WCGQ, KILE, KSLY, KBOZ.

Others Getting Significant Action

DOLLY PARTON "But You Know I Love You" (RCA) 48/17

Moves: Up 15, Same 16, Down 0, Adds 17, WFIL, KEARTH, KEZR, WOLF, WKRZ-FM, WKEE, KSTAR, KFMK, WJDX, WSGN, G100, WRJZ, 14WK, 95XIL, KSEL, KKXL, KBOZ.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 48/4

Moves: Up 18, Same 8, Down 8, Adds 4, JB105, KFI, KEEL, WHEB, WKBW 1-1, WBEN-FM 1-1, CFTR d-16, WDRQ 4-2, CKLW 2-1, WGCL 2-1, WTVR 4-2, 14WK 1-1, 95XIL 3-1, WXLK 2-1, KENI 10-8.

LOVERBOY "Turn Me Loose" (Columbia) 48/3

Moves: Up 23, Same 13, Down 9, Adds 3, 96KX, KEGL, KXX106, CKGM 7-5, KRBE 12-10, KBEO 14-9, WGCL 7-6, 13K 19-17, Q106 13-11, WVIC 11-9, WIKS 23-19, KJRB 5-4, FM103 8-8, WRKR 11-10, KQDI 18-14.

EMMYLOU HARRIS "Mister Sandman" (WB) 47/2

Moves: Up 32, Same 9, Down 4, Adds 2, WROR, WGBF, WKBW 9-7, WBEN-FM 10-9, KEARTH 14-9, WHYN 18-14, WRJZ 9-8, WTVR 20-17, KCPX 8-7, WACZ 10-7, WTSN 13-8, WROV 14-10, KSLY 15-11, KBOZ 10-7, KRLC 13-10.

RUPERT HOLMES "I Don't Need You" (MCA) 38/12

Moves: Up 5, Same 19, Down 0, Adds 12, WIFI, F105, WROR, KJR, WICC, 92Q, WVLR, WJBQ, WHEB, 14WK, KKXL, WTRU, WCAO 25-21, KPLZ 31-28, KELO 20-16.

LENNY LeBLANC "Somebody Send My Baby Home" (Capitol/MSS) 29/8

Moves: Up 14, Same 9, Down 0, Adds 6, 94Q, KINT, KEEL, WVLR, KERN, KFYZ, KPLZ 32-30, WHYN 22-19, WLOL-FM 40-36, KIOY d-24, KCPX 33-31, FM99 d-37, KILE 33-30, KCBN 35-29, KATI 28-25.

QUINCY JONES "Al No Corrida" (A&M) 28/10

Moves: Up 9, Same 9, Down 0, Adds 10, Y100, KBFM, WTX, WAYS, WVIC, KIDD, KTKT, WHHY, WSGA, 96SGF, KIIS-FM d-28, KIQQ 27-24, KSET-FM 25-18, B97 d-27, KHYT 25-12.

RUSH "Limelight" (Mercury/PolyGram) 27/1

Moves: Up 12, Same 14, Down 0, Adds 1, WGRD, Q107 on, CHUM 9-7, KRBE 30-20, B104 18-13, K104 20-18, KNUS 18-16, KEGL 15-10, BJ105 on, WIKS 22-20, KKXX 26-23, FM103 13-11, 95XIL 29-26, WCGQ on, KENI on.

ABBA "Super Trouper" (Atlantic) 25/6

Moves: Up 10, Same 9, Down 0, Adds 1, WLOL-FM, KIOY, WGUY, WISE, KFXD, WFIL on, KIQQ d-33, WFBR 29-26, WOLF on, WJDX 11-10, Y103 29-20, WAYS d-29, WTSN 27-25, WHEB 30-26.

MICHAEL JACKSON "One Day In Your Life" (Motown) 24/13

Moves: Up 4, Same 7, Down 0, Adds 13, WFIL, WIFI, WFBR, WICC, K104, WJDX, WAXY, WRVQ, KHYT, WACZ, WTSN, 95XIL, KYA, Q106 5-3, WCKX 5-3.

JIM PHOTOGLO "Fool In Love With You" (20th) 23/8

Moves: Up 3, Same 12, Down 0, Adds 8, KIQQ, Y103, KYSN, 14WK, FM99, WSPT, KYA, KRLC, WIFI on, KIIS-FM on, WBBQ on, WGH on, KJ100 28-25, KIOY d-25, KBOZ 30-25.