

Radio & Records

ISSUE NUMBER 379

THE INDUSTRY'S NEWSPAPER

APRIL 24, 1981

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Pollack Picked To Consult ABC FM Net

AOR Radio consultant Jeff Pollack has been named to consult the ABC FM Network. Pollack, former PD at WMMR/Philadelphia among other stations, will also maintain his consultation firm, whose clients include KLOS/Los Angeles, KZEW/Dallas, KISS/San Antonio, WCMF/Rochester, and WNOR/Norfolk.

ABC FM Network VP Tom Plant commented, "I looked around and spoke with smart people at good stations. Jeff's name came up, and he was already working for the company. I felt he was as good as anyone I was ever going to find. He was a natural."

Pollack told R&R, "The opportunity to work with the ABC FM Network to make it even more successful is one of the most exciting challenges in my 10-year radio career. With the support of experienced and creative people like Ed McLaughlin, Bob Chambers, Tom Plant, and Virginia Westphal, I know that the ambitious goals of the FM Network are within reach."

He continued, "I'm sure the ABC FM affiliates will be pleased with, and will benefit from, the new programs planned in the next year. The consultation of the ABC

GM & PD FORM CONSULTANCY

Maddox, Patterson Leave WBMX

Jim Maddox and Jack Patterson, General Manager and Program Director respectively at WBMX/Chicago, have resigned from the station and announced the formation of their own consultancy firm, Maddox-Patterson & Associates, Inc.

Maddox told R&R, "I want to do something in a very positive thrust for the future of Black radio. We don't want to limit ourselves to any particular format, but for Black and Urban-formatted stations this should make us the first full-time, organized consultancy that understands the market. Others have dabbled in it, including myself, but there has never been any one company serving the Black-formatted stations on a full-time basis."

"Hopefully our new company will also be able to bring one of my long-held dreams into reality, and that is a black satellite network. I have been toying with that idea for quite some time, but the actual day-to-day running of WBMX has prevented me from actively going after it. Now I can devote more time to getting the network going and consult stations that need our help."



Jeff Pollack

FM Network brings my company to a new level, and offers exciting possibilities for the future."

Walt Love Named R&R Black Radio Editor

Longtime programmer and air personality Walt Love has been appointed Black Radio Editor for Radio & Records. Love was most recently Operations Manager at KKTT/Los Angeles (now KGFJ) and an air personality at KMPC in the same city.

R&R Editor/Publisher Bob Wilson commented, "We're all extremely excited that someone with the major market qualifications and comprehensive radio experience of Walt Love has joined us. We're confident he will establish an invaluable forum for Black

WLRS Leases Own Cable TV Channel For "Promotional Vehicle"

In one of the more provocative ties between the traditionally opposed TV and radio media, AOR station WLRS/Louisville has taken out a long-term lease on a local cable TV channel and plans to use it as an image-builder for the radio operation. The cable facility will be called WLRS-TV, and is set to go on the air May 4.

Louisa Henson, co-manager of WLRS, explained to R&R, "There's nothing unusual about an AM-FM

operation that has a TV station, but they've always been separate entities. In this case, the whole purpose of taking this cable channel is not to maintain a separate entity, but to have it as a promotional vehicle for WLRS radio. It will be a support vehicle for our radio station."

Morning Show On TV

Perhaps the most intriguing experiment WLRS will be trying is telecasting live radio: an hour daily of the Ron Clay & Dan Burgess morning show. "We just completed remodeling our studios," Henson said. "We're having a two-way co-ax cable put in, and will have two cameras in the studios." Besides the morning show telecast, Henson sees additional uses for the camera setup: "One of the obvious assets is that when we have concerts in town and guest artists come in for interviews, we can turn on the cameras for a live interview telecast." Henson also plans to present portions of other airshifts on TV if the morning show works out.

Other programming for the cable channel will be rock-oriented, with WLRS looking to use programming from the forthcoming War-

WLRS/See Page 14



Walt Love

radio to air its concerns and look toward the future."

Love said, "The format has entered a critical period in its development, and I believe we must continue to discuss the issues in order to move to the next logical level. I feel very proud that I can bring my experience to such a fine organization as this publication."

In the course of a lengthy radio career, Love was Operations Manager at WVON/Chicago and an

LOVE/See Page 14

HEADQUARTERS MOVED TO PHOENIX

Thomas, Goldman Promoted As Southern Becomes Harte-Hanks Radio

Southern Broadcasting Co. will now be known as Harte-Hanks Radio, and the 11-radio-station chain is moving its headquarters from Winston-Salem, NC to Phoenix. In addition, two longtime general managers in the chain, Dave Thomas and Phil Goldman, have been promoted to Regional VP positions and assigned new responsibilities, while Regional VP Pete Schulte has also taken on a new management role. Explaining the name change, Bob Marbut, President of the parent company Harte-Hanks Communications, said, "Since its beginning as a regional

company operating mainly in the Southeast, Southern Broadcasting has expanded to include 11 radio stations operating coast to coast. The name Southern Broadcasting no longer reflects the national scope of our radio operations." The move to Phoenix follows the appointment of KOY/Phoenix GM Gary Edens as President of the radio chain (R&R 3-13). Edens has retained his managerial responsibilities at KOY.

Managers' Roles Expand

Thomas, GM at WEZI/Mem-HARTE-HANKS/See Page 14

Benedict Moves To WCAU-FM VP/GM Position



Vincent Benedict Jr.

Vincent Benedict Jr. has been appointed Vice President/General Manager at WCAU-FM/Philadelphia, coming from his previous post as VP/Sales with CBS Cable. A five-year veteran of CBS, Benedict joined the company as a Sales Manager with CBS Radio Spot Sales in Philadelphia, later serving as GSM at WCBS-AM/New York as well as WCAU-AM.

BENEDICT/See Page 14

We Believe
You'll Believe
In "I Believe"



"THIS TIME I BELIEVE"

The Unbelievably Great New Smash From

**THE MARSHALL
TUCKER BAND**

Produced By Tom Dowd



ON WARNER BROS. RECORDS

CHOOSING THE RIGHT RESEARCHER FOR YOUR RADIO STATION

The contention is that it's better to find a research expert who's a radio novice than a radio expert with sketchy research experience.

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WCI RECORD DIVISION SETS FIRST QUARTER RECORDS

Income for labels is up 25%, revenues up 18% in prosperous period.

Page 6

SHERWOOD/HENNES TEAM TRIES CONSULTANCY ROUTE

Ex-WMAQ/Chicago GM Burt Sherwood and ex-PD Bill Hennes are out on their own with a multi-format consultancy.

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PROMOTION EXECS EXAMINE RADIO

Six national promotion notables take their turn analyzing radio after radio programmers looked at records last week.

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KEEPING COMMUNITY PHONE LINES OPEN

KLOS/Los Angeles has maintained that AOR tradition, the community switchboard, for nine years, and the station is convinced of its benefits.

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Ratings Results For Knoxville, Lansing, and New Haven

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Pellegrino Polygram's Promotion Director

Vince Pellegrino has been appointed Director/National Promotion for Polygram Records, coming over from a similar position at CBS Records. In his new position, he reports directly to newly-appointed VP/Pop Promotion Bill Cataldo (R&R 4-17).

In announcing the appointment, VP/Promotion Don Colberg commented, "Vince commands great respect from his peers and all those who've dealt with him in radio as well. His total commitment to all forms of music combined with his strong feel for the business side of the industry will be of great benefit to all of us."



Vince Pellegrino

Pellegrino began his industry career at ABC Records in 1971, joining CBS four years ago in the sales and marketing areas. He was promoted to his most recent CBS post a year ago.

KLOS, KMET PLAY RECORD EARLY

Petty Competition Starts L.A. AOR Feud

If stirring up a controversy over advance airplay on a newly-released LP is a sign of superstardom, then Tom Petty has arrived. KLOS/Los Angeles was early on Petty's new single, "The Waiting," while competitor KMET retaliated by playing two songs from the "Hard Promises" LP in advance of release. Both ceased after requests from Petty's management and label.

KLOS PD Tommy Hedges told R&R, "We had the single Tuesday (4-14)." Hedges declined to comment on his source for the record. "Tony Dimitriades (Petty's co-manager) requested I stop playing the song and so I did. I held to my promise not to play it until I received a copy from MCA, at 10am Thursday morning. Then at 2 that afternoon, (KMET Asst. PD) Jack Snyder played not only the single but two other songs from the album. Now there's a truce. They've stopped playing the other cuts and are staying with the single, and so are we."

Snyder was somewhat guarded in his response when asked where he acquired the LP cuts. "I went in and asked for a Teddy Pendergrass album and it was Tom Petty," he said. "We played the single on Wednesday at midnight. The single we could play as of Thursday, so we weren't really jumping the gun." As for the other two tracks, he reiterated, "That was the Pendergrass album." Snyder concluded, "Backstreet and Lookout Management asked us not to do it any more, so we stopped on Thursday afternoon."

Lyman, Hogan Promoted To RKO Presidencies

RKO promoted two key executives last week to presidential positions, following the promotion of Tom Burchill to President of the RKO Radio Network (R&R 4-17). Jerry Lyman moves from Sr. VP of the FM Radio Division to President, while Bill Hogan moves from VP/GM of RKO Radio Sales to its presidency.

New RKO Radio President Bob Williamson commented, "Mr. Lyman has been involved with RKO FM Radio since its conception. His vast knowledge has made him the most notable candidate for the position." About Hogan, Williamson said, "We are delighted with Mr. Hogan's rapid success at RKO. He brings to this job energy and vitality that are unequalled."

Starting his radio career in sales, Lyman became Sales Manager for RKO Radio Representatives in Los Angeles in 1969, joining RKO's WGMS-AM-FM/Washington as GSM in 1971. He became GM of the stations in August 1972, and continues to manage them in addition to his corporate responsibilities.

Hogan started at the J. Walter Thompson ad agency, becoming a rep at Eastman and CBS Spot Sales before joining Metromedia in 1971. He served as GSM at WNEW/New York for 4½ years until his appointment as RKO Radio Sales VP/GM in June 1979.



Neal Mirsky



Sonny Fox

Mirsky Promoted At WSHE-WSRF; Fox Takes WSHE PD Post

Neal Mirsky has been promoted to the newly-created Operations Director post at WSHE & WSRF/Miami, while Sonny Fox, most recently WSHE's morning man, has assumed Mirsky's former duties as WSHE Program Director. Mirsky will retain his present airshift.

When contacted by R&R, Mirsky said, "I'm excited. More and more programmers are getting into the higher echelons of management, and I think that's a very healthy sign. There's a lot that people from programming can offer a broadcast company. It's great that Steven Dinetz (VP/GM for TK Communications, owners of the two stations) is giving me this opportunity." Mirsky had been PD at WSHE since February last year, having previously held PD posts at WDIZ/Orlando and WQXM/Tampa.

Commenting upon Fox's appointment, Mirsky continued, "Sonny will do an awful lot of good for the station. He's a very creative person with a good sense of the magic of radio. He'll bring a lot of life to the sound of WSHE." Prior to his arrival at WSHE, Fox served as Program Director/morning man at WYSP/Philadelphia.

"I'm looking forward to working with the entire WSHE staff and my old friend Lee Abrams," Fox told R&R.

Corn Comes To CBS Radio Programming Director Post

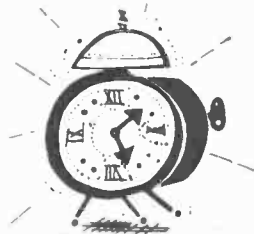
Leslie Corn has been named to the newly-created post of Director/Programming at the CBS Radio Network. Corn most recently served as Director/Program Production for the ABC Radio Network, which she joined as Director/Program and Public Services in January 1979. Prior to her arrival at ABC, Corn was a Programming Consultant with Warner Cable and a Producer/Director at Miller Brody Productions and Newbery Award Records, having begun her broadcasting career as a radio interviewer for the Australian Broadcasting Commission in 1970.



Leslie Corn

In making the announcement, CBS Radio VP/Programs Frank Miller said, "I am delighted to have someone of Leslie's extensive broadcasting background in this important new position. Her experience in network radio programming will be a strong asset to CBS Radio."

Daylight Savings Arrives



The annual extra-daylight bonus arrives this weekend, as Daylight Savings Time goes into effect Sunday (4-26) at 2am, at which time clocks should be put forward one hour.

Washington Report

Ascertainment Eliminated As FCC Hearings Issue

In one of the first cases of radio deregulation clearly affecting an FCC proceeding, a law judge awarded a new FM frequency in Cresson, PA because the sole remaining issue in the case was a question of whether Sound Good Inc. had properly conducted ascertainment interviews of community leaders.

In dismissing the ascertainment issue and granting the license, Judge Joseph Stirmer noted, "Applicants are now free to determine the issues in their communities that warrant consideration by any reasonable means."

Hearing Division Chief Chuck Kelley told R&R the ascertainment issue will be deleted from an estimated 50 pending cases, although in most of them there are other disputed issues that will still have to be resolved in hearings.

"We've eliminated a very substantial barrier in ascertainment because it seemed to be one of the problems that new applicants repeatedly stubbed their toes on," said Kelley.

Renewal and Transfer Division Chief Roy Stewart told R&R that ascertainment is no longer an issue in sales and renewals, even on applications with full ascertainment data attached submitted prior to deregulation's April 3 effective date. "It frees our resources to concentrate more on the legal and multiple ownership ramifications," Stewart explained.

Trade Association News

AP Broadcaster Awards

Radio recipients of the 1980 Associated Press Broadcaster Awards include KARZ/Phoenix for contributions to AP reporting, KVSF/Santa Fe for spot news coverage of the New Mexico prison riot, and WIBW/Topeka for a series on hotel fire safety practices.

NAB Regional Manager

George Freeman of WDGS/Louisville replaces Frank Bell as the NAB Regional Manager for Tennessee, Kentucky, West Virginia, and Pennsylvania.

Public Radio Conference

The 1981 Public Radio Conference opens April 27 in Anaheim, CA. The keynoter will be Steve Allen. Topics will include legislation, programming, promotion, satellite distribution, and the role of independent producers.

NRBA Joins "60 Minutes" Suit

The NRBA has filed a brief supporting CBS in its refusal to hand over to a federal judge outtakes of interviews that were taped but not aired for a 1978 report on Wild Bill's family restaurant chain of New Jersey.



MEETING OF RADIO PIONEERS — Sharing memories at the International Radio & Television Society's Newsmaker Luncheon in New York recently are (l-r) Howard Meighan, first President of CBS Radio and now IRTS Honorary Chairman; luncheon speaker Lowell Thomas; and CBS News correspondent Charles Collingwood.

WASHBURN JOINS OPPOSITION

9 kHz Studies Begin In Geneva

Nine American engineers joined colleagues from seven other nations in Geneva on Wednesday (4-15) to form the Panel of Experts (POE) which will spend the next eight weeks comparing 10 kHz to 9 kHz AM channel spacing before making a recommendation on a specific plan to the 27 Region 2 Western Hemisphere nations.

"It's going to be a long, involved process," FCC engineer Larry Olson told R&R before departing for Geneva. "We hope that the plans themselves will answer the question of which is best. But that's not necessarily going to be very easy."

Opposition Mounts

The POE session opened against a backdrop of growing opposition to 9 kHz in the United States. At last week's NAB Convention,

FCC Commissioner Abbott Washburn announced he has changed his mind and now opposes the shift, while Sen. Barry Goldwater (R-AZ) confidently predicted a Senate defeat for any 9 kHz treaty. "I think it's dead," said Goldwater.

Comparative Studies

The POE's findings will be a critical factor when the Western Hemisphere nations gather in Brazil this fall to work out a new

agreement on their shared use of the AM spectrum.

Each country has submitted a list of the AM assignments it wants for the next five years. The POE's job is to determine which of three spacing plans will create the least interference, while giving each country the largest possible number of requested assignments.

Even though Canada has come out against 9 kHz spacing, the POE still plans to go ahead with an analysis of the reduced spacing contingency plan previously favored by Canada to move stations a maximum of 9 kHz from their existing frequencies, the so-called 9/9 plan. Comparative studies will also be done on 10 kHz and on the U.S.-backed 9/4 plan, which would move stations no more than 4 kHz.

Getting Acquainted

This week, the POE engineers are familiarizing themselves with the data and the computers supplied by the Geneva-based International Frequency Registration Board (IFRB), the UN agency to which the 27 countries in Region 2 submitted their proposed inventories of stations.

Next week, the delegates will set up procedures for the comparative studies. Then they will spend six weeks analyzing the three spacing plans, using computers as much as possible, but resorting to human engineering judgments when necessary.

The U.S. team, making up nearly half the working delegates in Geneva, will range from four to nine engineers, some representing the FCC and several sent by the NAB and private consulting firms.

Schultz Named RTNDA Managing Director

Replacing the late Len Allen as Managing Director of the 2300 member Radio-Television News Directors Association (RTNDA) is Ernie Schultz, currently Public Affairs Director at KWTU-TV/Oklahoma City.

Schultz, 51, will be charged with implementing RTNDA policies and running the group's Washington office. He began his career in Oklahoma television as a reporter in 1954 and served as President of RTNDA in 1977-78.

In announcing the appointment, RTNDA President Jack Hogan said Schultz was the unanimous choice of a seven-member search committee. "Schultz has demon-



Ernie Schultz

strated the kind of leadership we believe is necessary to insure the growth of RTNDA during the next decade," Hogan said.

Washington Street Talk

Reagan's FCC Package

The White House has raised eyebrows by failing to send Mark Fowler's name to the Senate for confirmation as FCC Chairman, although his nomination was announced six weeks ago. The latest word is that the White House wants to send the Hill a full package of four FCC nominations at once. The target date for announcing the two final nominations, most likely Jim Quello and Henry Rivera, is May 1.

Secrecy Upheld

A U.S. Appeals Court says the Detroit News doesn't have to tell two men named in a 1976 series on organized crime where it obtained its government wiretap records. First Amendment rights almost always outweigh the rights of claimants in civil suits, the court ruled.

Performers' Royalty

A House subcommittee definitely plans May hearings on Rep. Danielson's performers' royalty bill, which now has 36 cosponsors. Latest cosigners are Reps. Stokes (OH), Frank (MA), Edgar (PA), Gingrich (GA), Roybal (CA), and Downey (NY).

Shiben Replacement?

One rumor making the circuit has incoming FCC Chairman Mark Fowler discussing the job of Broadcast Bureau Chief with Rod Porter, once an aide to then-Chairman Dick Wiley, now with the Washington law firm of Fletcher, Heald & Hildreth.

Fee Hearings

Both House and Senate subcommittees are moving quickly on bills establishing FCC fees for broadcasters. Tim Wirth's bill is up for hearings on April 30, with Bob Packwood's Senate version going to hearings the next day, May 1.

Form 324 Disclosure Unlikely

Rep. Ron Mottl (D-OH) has reintroduced H.R. 2964, seeking public disclosure of annual station financial reports. However, its prospects look grim. A letter to 434 House colleagues turned up only two cosponsors. Barry Goldwater told the NAB that he's against it, and the inside view on the House side gives it little chance of passing. Mottl believes disclosure would help community groups counter broadcaster arguments that alternative programming is economically unfeasible.

The Starship Has Taken Off
And All Systems Are Go!!

**THE BACK PAGE
BREAKERS**
JEFFERSON STARSHIP
Find Your Way Back (RCA/Grunt)
58% of our reporters on it. Moves: Up 91, Same 25, Down 1,
Adds 12, Z93, KIQQ, KIMN, KINT, KIOA, WMEE, WHOT,
KERN, KGGI, KCPX, WJBQ, KFXD, KBEO 24-19, WKRZ-FM
21-16, FM103 18-13. See Parallels, charts at number 30.

AOR BREAKERS
Breakers are those newer records that have the greatest
level of station activity on any given week.
4/17/81
JEFFERSON STARSHIP
Modern Times (RCA/Grunt)
"Find" "Seeger" "Save" "Free". 87%
of our reporters on it. Total album re-
ports: 148. A-88, M-18, H-23. Charted
this week at number 14.



JEFFERSON STARSHIP "Find Your Way Back"

The Single:

R&R - Debut 30*
BB - 42**
CB - 46*
RW - 49*



The Album:

R&R - #8
Album Network - The #1
Most Progress
Bill Hard - Debut #6
#1 Song Index

Produced By Ron Nevison
For Gadget Productions, Inc.



Manufactured and Distributed by RCA Records



RECORD DIVISION SETS EARNINGS RECORD

WCI's 1st Qtr. Net, Revenues Soar 41% To Record Levels

Warner Communications Inc. (WCI) announced that earnings and revenues increased 41 percent to record levels during the first quarter of 1981. WCI's first quarter net rose to \$49.5 million, up from 1980's \$35 million, while first quarter revenues climbed to \$602 million, up from \$427 million in the previous year.

The increases were attributed to not only the continued powerful performance of WCI's **Atari** video game products, which saw first quarter operating profits swelling to \$32.9 million from 1980's \$2.4 million, but to an all-time high in earnings for WCI's recorded music division, which posted a first quarter income increase of 25 percent to \$22.3 million, up from \$17.8 million in the year-previous quarter. First quarter revenues for the WCI record division rose 18 percent to \$201.6 million, up from 1980's \$170.5 million. WCI's film division saw a 24 percent dip in operating income.

Portable Radio =
Jogger's Jukebox



The "Hi Stepper" radio from **Mura** is designed especially for joggers who don't want to carry the extra weight of a portable tape player while running and don't want to keep hearing the same songs over and over either. Priced at \$70, the "Hi Stepper" attaches to your belt and enables you to enjoy your favorite AM or stereo FM station.

Viacom Earnings Up 36% In 1st Qtr. Of '81

Viacom International reported strong increases in earnings and revenues for the first quarter of 1981 as the first quarter net for the firm soared 36 percent to \$4.1 million, up from \$3 million the equivalent period of 1980. First quarter revenues jumped 47 percent to \$46 million, up from \$31.3 million. These figures include data from the **Sonderling Broadcasting Corporation**, which Viacom acquired on March 25, 1980.

Satellite/Cable System Brings Discs Direct To Home Tape Decks

The **Home Music Store (HMS)**, a new company headed by **William von Meister**, may revolutionize the record industry in a manner similar to **Home Box Office's** effect upon the motion picture business. According to the **New Radio** newsletter, von Meister's proposed music distribution network will allow record buyers to shop at home and deliver the album of their choice right into their cassette decks.

Although the service won't be operational until April of 1982, here's how it will work: cable subscribers will pay an extra \$9.75 per month for the required decoding gear, a monthly catalog, a mono index channel of music industry news/gossip, and a mono

NARM Elects Officers

The **National Association of Recording Merchandisers (NARM)** elected new officers at the organization's recent Miami gathering. **John Marmaduke of Hastings Books and Records** will serve as President, **Harold Okinow of Lieberman Enterprises** becomes Vice President and **Show Industries' Lou Fogelman** assumes the Treasurer position. **Calvin Simpson of Simpson's Wholesale** is the newly-elected Secretary.

In addition, **Paul David of Camelot Music**, **Noel Gimbel of Sound Video Unlimited**, **George Port of Pickwick**, and **Leonard Silver of Transcontinent Record Sales** were named to the NARM Board of Directors.

Today's Teens: Numbers Shrink, Income Swells

While the number of U.S. teenagers continues to decrease, paradoxically their purchasing power continues to grow. In 1976, there were 29.6 million persons aged 13-19 in the U.S. with a disposable income of \$26.1 billion. By 1980, the number of teens had shrunk to 27.4 million, but their disposable income had swollen to \$39.1 billion, an increase of 49.8 percent in just four years. The teen population posted a 7.3 percent decline during this time.

In a three-month survey of the teenage market conducted by the **Marketing & Media Decisions Magazine**, the following facts emerged: teens remain a dominant influence in the areas of clothing, entertainment, lifestyle products, and foods; older teens in particular are an excellent barometer for the success of new products and services; and teens are becoming a greater influence in grocery shopping as more and more teenager daughters act as "surrogate shoppers" for their working mothers.



The Under-Assistant West Coast Promotion Robot

While not meant to render your field staff obsolete, the "QT/pi" promotional robot (that's the one on the left) is nevertheless an arresting sales tool, passing out 3x5 inch cards specially imprinted with your company's message. Featuring variable speed solid state control of all motor functions, the "QT/pi" can also be customized to match your particular product (your station mascot, for example).

The unit is base priced at \$5750, but can be rented for \$2695 from **Design Plus**, located at 610 South Ave., Schenectady, NY, (518) 377-1327.

The survey also noted that there are more teenagers working nowadays and they're saving more of their money, which they then use to purchase such increasingly high-priced items as cars and stereos. Top of the line radios, designer jeans, cosmetics, and footwear are also benefitting from this increased spending.

Almost All Income Is Disposable

One of the reasons the teen market remains so lucrative is that almost all teenagers' income is disposable, because they don't have to pay for rent, food at home, or household expenses. Finally, the survey noted that there's a big difference between the 12-15 and the 16-19 age brackets, with the upper demographic cell having more in common with the 20-25 age group, leading many advertisers to call for an overhaul of the traditional "youth market" demographics.

The most popular purchases for teens are clothes, records, stereo

equipment, entertainment, and travel. Girls are most likely to spend their money on cosmetics, health products, and footwear, while boys are most likely to buy sporting goods, cameras, records, stereo equipment, and bicycles.

Furthermore, the teen population is projected to continue to decrease over the next five years from 27 million in 1981 to 25 million by 1985. Their disposable income, while unlikely to skyrocket quite as fast as over the previous five years, is expected to maintain its rapid growth nonetheless. All of which spells good news for radio, which boasts an incredible 99.9 percent of all teens tuning in weekly with 73.4 percent of this teen listening done on the FM dial.

"Dancercise" Album Working Up Airplay

One of the more unusual radio stories of the year has been the amount of airplay generated by an exercise album. Distributed by Cleveland-based **Mirus Music**, **Carol Henzel's "Dancercise"** (on **Vantage Records**) has been getting airplay, chiefly in mornings and middays, on upwards of 50 stations, including **WBMX/Chicago**, **WJW/Cleveland**, and **WFBR/Baltimore**.

The album's attraction lies in the backing tracks, which consist of versions of such contemporary chart-toppers as "Ain't No Stopping Us Now," "What A Fool Believes," "I Will Survive," "Just The Way You Are," "I Go To Rio," "Summer Nights," and "I Just Want To Stop," while Ms. Henzel (a professional dancer/athlete) intones the prerequisite "feet together, arms back" routines. An illustrated instruction booklet is also included.

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NBC Radio's Young Adult Network



Nets



Dick Clark will produce and host three holiday specials for the net. The first, "Dick Clark Presents The Beach Boys: A 20th Anniversary Tribute To The Great American Band," is a three-hour program set to air on Memorial Day. This special will consist of the

group's greatest hits and exclusive interviews with members of the **Beach Boys**. The second and third Clark specials will be broadcast on July 4th and Labor Day, respectively.



The first two days of the **National Football League** draft will be covered live on the net via 13 reports from New York City's Park-Sheraton Hotel. The 11 four-minute reports airing April 28 will be anchored by **CBS Radio** sportscaster **Ed Ingles** with **Hank Stram** offering color commentary. There will be two nine-minute reports the following day.



"Rock And Roll Never Forgets: A Classic Rock Weekend," a 14-hour special featuring unreleased live tapes from a number of rock stars, will be broadcast on May 23-25 (Memorial Day weekend) via the net. In addition to the aforementioned live concert tapes, the program will spotlight several genres of rock such as "San Francisco Rock," "Great Rock Guitarists," and "Rock And Roll Women" in hour-length segments. **DIR Broadcasting** produced the show.



"Derby Diary," hosted by the net's **Bob Berger** and coproduced by **Don Frazier** and **Scott Butnick**, will provide a 10-part preview to the 107th running of the Kentucky Derby. The segments, which will analyze the field and put this year's race into perspective, began airing April 20-24 and will continue from April 27 to May 1. The race takes place May 2.



ABC Contemporary

The following stations have announced their affiliations with the net: **WZGC-FM/Atlanta, GA, KIOE/Honolulu, KONO/San Antonio, KGGI-FM/Riverside, CA, WGBF/Evansville, IN; KADQ-FM/Rexburg, ID; WFIF/Milford, CN; KMEN/San Bernardino, CA; KNCW/Grand Coulee, WA; WRGV/Weslaco, TX; KWSL/Sioux City, IA; and WGRD-AM-FM/Grand Rapids.**

Sales

WHUM/Reading, PA has been sold by the **Berks Broadcasting Company** to **Reading Radio Inc.** for \$1.9 million, subject to **FCC** approval, according to broker **Blackburn & Company Inc.**

WIGO/Atlanta has been sold by **WIGO Inc.** to **Brunson Communications Inc.** for \$800,000, subject to **FCC** approval. **Richard Shaheen Inc.** brokered the transaction.

CJAT/Trail, BC has been sold by the **Kootenay Broadcasting Company Ltd.** to **Four Seasons Radio Ltd.** for an undisclosed amount, pending **CRTC** approval.



ABC Entertainment



ANGEL OF THE MORNING — "Charlie's Angels" star **Jaclyn Smith** (left) was interviewed by **ABC News** correspondent **Bill Diehl** for a recent segment of his "Spotlight" program, which is broadcast via **ABC Entertainment Network** affiliates at 8:45 and 10:19am.



The "Source Report," a weekly half-hour program carried by the net, recently received a **George Foster Peabody Award** for a two-part segment which aired September 7 and 14, 1980. Entitled "The Hallelujah Caucus," the show examined the emerging power of the religious right wing in America. **Jim Cameron** served as Executive Producer, **C.D. Jacob** produced and hosted, and **Brad Fisch** directed the award-winning show.

People

Dallas

Rocky Chase has been named Director of Station Relations for the **Sunbelt Network**. Chase most recently served as a Senior Sales Consultant with **TM Special Projects**, having previously worked as a data analyst/marketing rep for the **Consumer Behavior Center**.

Tacoma, WA

Margaret "Peg" Dempsey has been promoted to General Sales Manager for **KTAC**, coming from her previous post as a station account executive. She began her broadcast industry career as **KTAC's** Promotion Director.

Chicago

Edward Kearns Jr. has been promoted to Assistant General Sales Manager/Special Projects Manager at **WGN**. A 21-year veteran of the station, Kearns most recently served as Assistant General Sales Manager/Local Sales Manager.

Cincinnati

David Macejko has been upped to Vice President/General Sales Manager at **WEBN**, coming from his previous post as General Sales Manager. A nine-year veteran of the station, Macejko began as an account exec, becoming Local Sales Manager in 1977.

Syndicators

Bonneville Broadcast Consultants

The syndicator recently announced the signing of an exclusive consultation agreement with the **Hiber & Hart Ltd.** broadcast ratings research firm. Under the terms of this pact, Hiber & Hart will provide consultation and seminars to **BBC's** more than 100 client stations as well as generating market analyses for **Bonneville** music subscribers.

In turn, Bonneville will have exclusive national marketing rights to Hiber & Hart's Post-Survey Management Analysis. The latter will be available to all stations desiring the service with the exception of those in conflict with current Hiber & Hart retainer clients.

NKR Productions

Craig Sheftell has been named National Sales Coordinator for the firm. Most recently, Sheftell served as a Los Angeles-based marketing consultant, having previously been an assistant to **Sassoon Inc.** President **Vidal Sassoon**, a pro soccer player with the Washington Diplomats, and a VP at **Gandalf Productions**, a Washington, DC-based multi-media firm.

TM Special Projects

"The Class Of '81," a 16-hour special saluting this year's graduating high school and college seniors, is currently available from the firm. Cohosted by air personality **Tony St. James** and comedian/recording artist **Gallagher**, the program features contemporary hit records from the past four years as well as interviews with a number of pop music personalities, including **Kenny Rogers, Anne Murray, Olivia Newton-John, Supertramp, Michael Jackson**, and the **Commodores**.

Audio Features Inc.

"Our Generation," a weekly half-hour radio series consisting of veteran broadcasters **Gary Alexander, Edward Brown, and Diane Leslie** performing a combination of nostalgia, historical, and service features, is currently available from the New York-based company. The service features will concentrate on a variety of topics concerning present day living with the historical segments making extensive use of actualities. "Our Generation" is being offered on a barter basis.

Drake-Chenault

The syndication firm announces the publication of the "Third Ear," a regularly published programming newsletter that will be available free of charge to all stations which request the service.

Bobby Rich, Director of Specialized Programming Consultation for the company, explained the reason for the creation of this programming aid, "We are frequently asked the same questions. Therefore we decided that we would publish some of these issues as they come to our attention and provide some answers based upon our research and experience."

Winterwood Productions

"TV Tonite With Ron Hendren," a one-minute daily look at a network show prior to its airing that night, is now available from the Hollywood, CA-based distributor. The program is currently airing in 63 markets, including **KYA/San Francisco, WGSO/New Orleans, WBNS/Columbus, WRNG/Atlanta, WSOC/Charlotte, and KINK/Portland, OR.**

Reps



Dave MacAllister has been promoted to Vice President. A six-year veteran of the rep, MacAllister most recently served as Manager for **Eastman's** St. Louis office.



William Wagoner has joined the Chicago offices as an account exec. Most recently, Wagoner served in a similar capacity with **WJJD-WJEZ/Chicago**.



RKO Radio Sales

LinaJean Trospen has been named Manager of the Atlanta office. Most recently, Trospen served as an account exec with **WGST-WPCH/Atlanta**.



Katz Radio

Vicki Pierce has joined the Chicago offices as an account exec, coming from a similar position with **Buckley Radio Sales**. Prior to joining Buckley, Pierce held sales posts at **WMAY/Springfield, IL** and **WISM-AM-FM/Madison**.



BLAIR RADIO

Judith LoSardo has joined the New York office as an account exec, coming from a similar position with **HR/Stone's** New York office. She began her career with **Katz Radio** in New York.



NAB OBSERVERS LOOK UP TO MCGAVREN GUILD — Highlighting the McGavren Guild radio rep firm's activities at last week's **NAB** convention were billboards touting its "Radio Store" and a hot air balloon.

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WMMS — CLEVELAND
KZEW — DALLAS
WTUE — DAYTON
KAZY — DENVER
WRIF — DETROIT
KZEL — EUGENE
WWCK — FLINT

WLAV — GRAND RAP DS
WTPA — HARRISBURG
WCCC — HARTFORD
KLOL — HOUSTON
WFBQ — INDIANAPOLIS
WFYV — JACKSONVILLE
KYYS — KANSAS CITY
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KENO — LAS VEGAS
KLOS — LOS ANGELES
WMAD — MADISON
WZXR — MEMPHIS
WSHE — MIAMI
WLPX — MILWAUKEE
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WPLR — NEW HAVEN
KKDJ — FRESNO
WNOR — NORFOLK
KATT — OKLAHOMA CITY
KEZO — OMAHA
WDIZ — ORLANDO
WYSP — PHILADELPHIA
KDKB — PHOENIX
WDVE — PITTSBURG
KGON — PORTLAND
WMJQ — ROCHESTER
KROC — ROCHESTER
KISS — SAN ANTONIO
KGB — SAN DIEGO

KMEL — SAN FRANCISCO
WEZX — SCRANTON
KISW — SEATTLE
KSHE — ST. LOUIS
WSYR — SYRACUSE
WYNF — TAMPA
WIOT — TOLEDO
WWDC — WASHINGTON
WOUZ — ZANESVILLE

CIRK — EDMONTON
CHEZ-FM — OTTAWA
CHUM — TORONTO
CFOX — VANCOUVER
CITI-FM — WINNEPEG

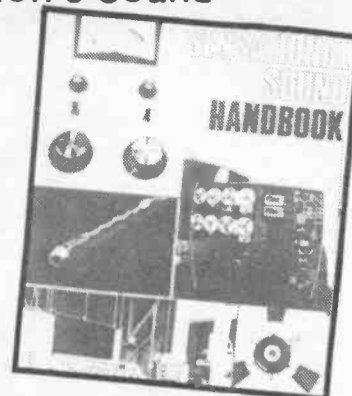


Book Provides Layman's Guide To Station's Sound

The **Sensational Sound Handbook**, written by **WFRL/Freeport, IL's Neal Nussbaum** and **John Shepler**, is a handy, 100-page reference volume encompassing virtually everything you need to know about improving or maintaining your radio station's audio facilities. While most definitely not designed for broadcast engineers, the book's numerous diagrams and easy-to-read language provide an effective and surprisingly complete overview of all facets of a station's sound and are especially useful for management types.

Topics discussed in the softcover book include the construction of news, production, and main control studios; transmitter links; AM and FM audio processing; automated setups; tape machines; and phonograph systems. Another chapter is devoted to fine-tuning your audio, and the authors recommend specific equipment (or its equivalent) throughout.

The **Sensational Sound Handbook** is available for \$25 (plus \$2.50 for postage and handling) from **Concept 81 Publishing**, Box 684, Freeport, IL 61032.



McDowell Elevated To Nat'l Promo Dir./Nashville At Capitol/EMIA/Liberty

Gerrie McDowell has been upped to National Promotion Director/Nashville for **Capitol/EMI America/Liberty Records**. McDowell most recently served as Western Regional Country Promotion Manager for the three labels, having previously been Southwestern Regional Country Promotion Manager for **United Artists Records**. She began her career with **KBOX/Dallas** in the early 60's, later working for **Ryder Sound Services**, the **Ernie Phillips** independent record promotion firm, and as a sales rep for **Polygram Records**.

Oslander Named Division VP/West Coast A&R For RCA

Barry Oslander has been named Division Vice President/A&R-West Coast for **RCA Records**. A 17-year veteran of the music industry, Oslander most recently served as creative head for **Interworld Music**, having formerly held the West Coast head of A&R post at **Polydor Records** as well as having held Professional General Manager posts with **Jobete Music** and **20th Century-Fox Publishing**. Oslander began his career as an engineer associated with **Bell Sound Studios**.



Barry Oslander

Harrold Named President At Polydor Int'l; Erdmann To President, Radecki To Exec. VP/GM At Polygram/Canada

Tim Harrold has been named President of **Polydor International**, coming from his previous post as President of **Polygram Records/Canada**. **Peter Erdmann**, most recently Sr. VP/Finance for **Polygram/Canada**, will succeed Harrold with **Dieter Radecki** moving up from his VP/Sales & Marketing post to Executive VP/GM for the label.



Peter Erdmann

Tim Harrold

Dieter Radecki

Harrold, an 11-year veteran of the Polygram organization, held the **Polygram/Canada** President's post since 1975. Erdmann is a 27-year veteran of the music industry with five years experience at the **Polygram/Canada** firm. Radecki is a 13-year veteran of Polygram.

Aliberte Upped To VP/Mktg. & Promo At Aucoin Mgt.

Ric Aliberte has been elevated to Vice President/Marketing and Promotion at **Aucoin Management Inc.** A three-year veteran of the management firm, Aliberte previously spent six years with **Elektra/Asylum Records**, rising to the Director of Northeast Regional Promotion position.

DeNigris Upped To VP/Branch Dist. Sales At CBS

John DeNigris has been elevated to Vice President of Sales/Branch Distribution for **CBS Records**. Most recently, DeNigris served as Atlanta Branch Manager for the label, having formerly held the label's Cincinnati Branch Manager and Atlanta Sales Manager positions as well as having been a CBS sales rep in Indianapolis.

Dubaj Forms Grand Prix Label; Elvis Film Readied

Ed Dubaj has announced the formation of **Grand Prix Records Ltd.** Dubaj is President of **Professional Athletes Management Services**, representing over 50 pro athletes.

Marty Lacker has been named VP/Promotion & Management for the recently-formed firm with **Herb O'Mell** serving as Vice President/Talent & Research. Lacker began his entertainment industry career as an air personality at **WTWE/Union City, TN**, later serving as PD for **WKGN/Knoxville**, prior to becoming an aide to **Elvis Presley**. After seven years with Elvis, Lacker left to form **Pepper Records**, following which he served as an Administrative VP for **Chips Moman's American Recording Studios** and as head of the **Mempro** independent promotion firm.

O'Mell is a 20-year veteran of the music industry, having formerly served as a producer, music publisher, and personal manager for **Ronnie Milsap**.

In a related development, Dubaj announced his firm will undertake the making of a motion picture based upon the **Bantam** book, "Elvis: Portrait Of A Friend," written by **Marty and Patsy Lacker** and **Leslie Smith**. **Chips Moman** has been signed to do the music for the film with **Peter Barton** serving as the film's producer. Shooting on the \$2.5 million-budgeted movie is scheduled to begin in September, 1981.

Ilberman Named VP/GM At April-Blackwood

Mel Ilberman has been appointed Vice President/General Manager for the **April-Blackwood** music publishing firm. Ilberman, a 28-year veteran of **RCA Records**, most recently served as VP/Business Affairs for the label. In his new post, Ilberman will be based in New York.



Mel Ilberman

Sassi Named VP/Industrial Relations At RCA

Daniel Sassi has been appointed Division Vice President/Industrial Relations at **RCA Records**. A 12-year veteran of the **RCA Corp.**, Sassi most recently served as Director of Personnel and Labor Relations for **NBC** in Chicago.

Hamby Upped To Dir./Talent Acquisition At Epic

Larry Hamby has been elevated to Director of Talent Acquisition/West Coast at **Epic Records**. Most recently, Hamby served as Associate Director of A&R for the label's West Coast office. A three-year veteran of the **Columbia/Epic** labels, Hamby previously served as National Promotion Manager for **Jerry Weintraub's Management III** firm.

Arnell, Loeb Launch Fire Sign Label

Billy Arnell and **Steve Loeb** have announced the formation of **Fire Sign Records**. **Bobby Ragona**, most recently with **Millennium Records**, will serve as Vice President/General Manager of the newly-formed label with **Bill Able** named as **Fire Sign's** Director of National Promotion. Able's previous experience includes promotion posts with **A&M, Elektra**, and **Buddah Records**. **Fire Sign Records**, an outgrowth of the **Fire Sign Ltd.** production firm, will be located in New York City.

Ayer Named Publicity Director For Pacific Arts Video Records

Jane Ayer has been appointed Director of Publicity for **Pacific Arts Video Records**. Ayer most recently served as Media Coordinator at **Kragen & Company**, having previously been Director of National Publicity for **Rocket Records** as well as having formerly held the West Coast Director of Publicity post with **Atlantic Records**.

Nash Elevated To VP/Creative Services At Solar

Margaret Nash has been promoted to Vice President/Creative Services for **Solar Records**, coming from her previous post as head of the label's publishing division, which consists of the **Spectrum VII** and **Hip Trip** music publishing companies. A 15-year veteran of the music industry, Nash's previous experience includes heading her own publishing company (**Maggie Cat Music**), serving as a professional manager with the **United Artists Music Publishing Group**, and co-founding (with **Johnny Nash**) the **Joda/Jad** record label.



Margaret Nash

Pro:Motions

Delehant Named Director/A&R For Mirage

Jim Delehant has been named to the newly-created post of Director of A&R at **Mirage Records**. A 13-year veteran of **Atlantic Records**, Delehant most recently served as Vice President/Director of A&R for the label, having begun his music industry career as a journalist.

In his new post, Delehant will be involved in the acquisition of new talent as well as overseeing **Mirage's** music publishing arms, **Green Star** and **Green Mirage Music**.



Jim Delehant

EMIA/Liberty Forms Black Music Dept.; Moody To Head Promo

Russell "Rusty" Moody has been upped to National Director of R&B Promotion and **Ted Currier** has been named National Director of Black Music A&R at **EMI America/Liberty Records** as the label announced the creation of a Black Music Department. A seven-year veteran of the music industry, Moody most recently served as National Director of R&B Field Promotion for **Capitol Records**. Currier joins **EMIA/Liberty** from **WBLS/New York**, where he served as Special Music Consultant for the past two years, prior to which he was associated with **WKTU/New York** for a year and a half.

Four new Regional Promotion Managers were also announced: **Ronnie Jones**, formerly with **WMOT Records**, will handle the Northeast; **Allen Johnson**, previously with **Arista Records**, will cover the Southeast; **David Rogers**, most recently with **Capitol's** Sales Department, will be responsible for the Midwest; and **Ken Bolden**, likewise an alumnus of **Capitol's** Sales Department, will take on the Southwest promotion duties.

All Named Administrative Assistant For Solar

Karolyn All has been appointed to the newly-created post of Administrative Assistant to **Solar Records** President **Dick Griffey** and Executive Director of **Solar's** Management Division. Most recently, All served as Assistant to the President of the **Commodores Entertainment Corporation**, having previously cofounded the **Golden Pyramid Group Inc.**, an independent management consultation firm, which provided administrative and creative services for clients such as **Diana Ross, Muhammad Ali, Frank Sinatra, Bill Cosby**, and **Ron Delsner Entertainment**.



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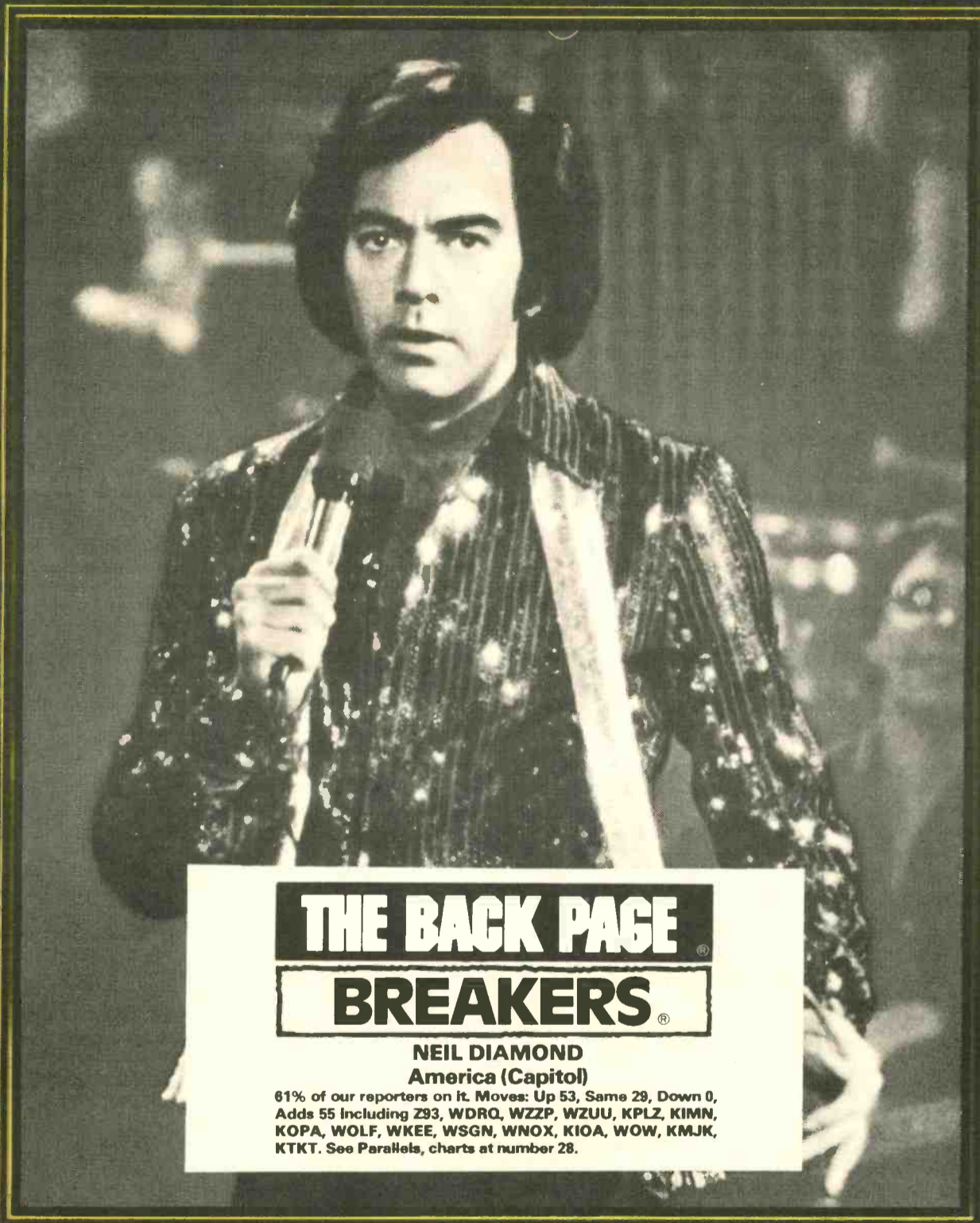
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"AMERICA"⁴⁹⁹⁴

THE NATIONWIDE SMASH BY

NEIL DIAMOND



THE BACK PAGE

BREAKERS

**NEIL DIAMOND
America (Capitol)**

61% of our reporters on it. Moves: Up 53, Same 29, Down 0,
Adds 55 Including Z93, WDRQ, WZZP, WZUU, KPLZ, KIMN,
KOPA, WOLF, WKEE, WSGN, WNOX, KIOA, WOW, KMJK,
KTKT. See *Parallels*, charts at number 28.

FROM THE TRIPLE-PLUS PLATINUM WORLDWIDE BESTSELLER

THE JAZZ SINGER

(SWAV-12120)

Produced by Bob Gaudio



R&R Puts Radio On TV

COUNTRY TOP 20

Hosted By
Dennis Weaver



A 90-minute monthly countdown of the hits that received the most Country Radio airplay.*

... and we'll be involving Country Radio stations and air personalities in each show.



This Month Starring:

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|-----------------|-------------------|
| Conway Twitty | Janie Fricke |
| Alabama | Sylvia |
| Ronnie Milsap | Sami Jo Cole |
| T.G. Sheppard | Ronnie McDowell |
| Oak Ridge Boys | Hank Williams Jr. |
| Johnny Lee | |
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Watch For It Every Month
In Your City

Produced by Bob Banner Associates in association
with R&R Entertainment.

* Compiled from Radio & Records' Country Radio Reporters.

COUNTRY TOP 20

On In Over 150 Markets

Ratings & Research

"Arbitron has generated a more manageable version of Qualidata for advertising decisionmakers."

Arbitron Qualidata "Executive Summary" Previewed

The dearth of high-quality, up-to-date qualitative and socioeconomic data on radio has been one major reason why radio sales have not reached their potential. With the introduction of Qualidata, Arbitron is attempting to rectify this situation. Qualidata reports, which are currently available in the top three markets, include a mountain of data, but recently Arbitron has generated a more manageable version for advertising decisionmakers. Called the Executive Summary, this Qualidata overview is still weighty but gives a sales person a broad idea of how well their station might stack up when being considered for a buy. Let's look at the Executive Summary and see its utility for selling stations of various formats. Later in the column we'll look at some of the research problems you may want to keep in mind as you evaluate the Executive Summary.

Report Methodology

Qualidata is based on the diary data (number of usable diaries from two surveys) base used originally to project audience estimates. For example, in the case of New York City, the first Executive Summary is based on the A/M'79 and J/A'79 sweeps. The total metro in-tab for the two surveys was a combined 7825. This became the universe for the Qualidata study. Eventually, 5092 of the respondents who returned usable '79 diaries from the two relevant surveys were also able to render usable information for Qualidata.

How is the information on product usage and socioeconomic data compiled? Several months after the people have participated in the regular radio diary survey, they are called again by Arbitron. A centralized calling center administers three questionnaires per home — one to gather household data, one to glean information from adults in the home, and one to gather data from teens, if any. The same sample weighting and ethnic controls are implemented for Qualidata as for a standard Arbitron radio market report.

Executive Summary Contents

What sales insights can be obtained from the Qualidata Executive Summary? Data on 15 product usage categories top the list. It examines soft drink consumption, grocery expenditure, record/tape purchases, and movie attendance, for instance. There is also information on six socioeconomic categories,

including education and income levels. All of the material is broken out for two geographies — metro and ADI — and all of the Summary numbers are based on total week listening, Monday-Sunday 6am-midnight.

It's interesting to look at the indices for two major project usage categories — (1) fast food and (2) wine or champagne. We'll examine the performance of four stations in a major market — a News station, a CHR entry, an AOR and a Beautiful Music station. Note how some stations perform better in the fast food category than in the wine or champagne bracket.

A hint on how to read the numbers: the figure under the Total heading is the station's relative performance overall in the category, compared to a market average index of 100. The figures to the right are under the tertile headings. No, tertiles are not sea-going shelled animals you make soup from, they are means of dividing product consumption groups into thirds, by amount. In the fast food usage area, the top third consists of those who eat at a fast food outlet six or more times per month. The middle third is composed of persons who eat fast food three to five times monthly, while the lower third includes those who ate less than three times monthly at a fast food store.

(stations and market masked for this column only)

Qualidata Executive Summary Metro

Market AQH Index, 1980 (100 = average) Fast Food Usage, Total Persons 12+

| Call Letters | Total | Top Third | Middle Third | Lower Third |
|--------------|-------|-----------|--------------|-------------|
| WAAA (N) | 085 | 063 | 079 | 104 |
| WBBB (R) | 112 | 158 | 126 | 071 |
| WCCC (A) | 136 | 195 | 126 | 104 |
| WDDD (BM) | 089 | 063 | 068 | 121 |

What we can see from the above is that the persons that tune to the AOR station are 36% above the market average in terms of fast food consumption and thus might make the best audience for an ad message from such an advertiser. The difference is more dramatic when you examine the heaviest users of fast food outlets. WCCC is 95% above the market average in that vital category.

Looking at a different product category you can see how stations with non-rock oriented formats fare better.

Week In Review

Arbitron Adds Two Summer Books

According to Arbitron VP/Marketing Dick Logan, Arbitron has added summer books, effective this year, to the metros of Washington, D.C. and Cleveland. The majority of broadcast subscribers in these markets did not approve of the move, but according to Logan, "it was an Arbitron business decision to add an optional survey to these markets." Logan told R&R that "we wanted to see if there was enough marketplace support for these surveys and it appears there was." In the past, Arbitron has required a majority of its subscribers to vote approval of adding an extra sweep to a market, but Logan states that the majority vote does not apply in "optional" surveys such as the summer report.

Qualidata Executive Summary

Metro

Market AQH Index, 1980 (average = 100) Wine or Champagne Consumption, Men 18+

| Call Letters | Total | Top Third | Middle Third | Lower Third |
|--------------|-------|-----------|--------------|-------------|
| WAAA | 111 | 108 | 122 | 093 |
| WBBB | 096 | 076 | 106 | 121 |
| WCCC | 095 | 100 | 078 | 107 |
| WDDD | 100 | 120 | 094 | 079 |

Interesting results here, especially when you glance at WDDD. The Beautiful Music station appears at first blush to have just an average profile among male wine/champagne consumers, but when you look at the top third — the heaviest purchasers — WDDD shines.

Caveat Emptor

Like any product, the Qualidata Executive Summary, the overview for broadcasters and advertisers, has its flaws. One of the major concerns expressed by leading researchers is that the data base may be atypical. Since the sample base is those who returned usable diaries in a previous Arbitron sweep, and is further whittled down to those in-tab diarykeepers who gave usable interviews for Qualidata, you end up with a small portion of the original sample. In New York, for instance, Arbitron received approximately a 52% return rate in the two relevant surveys. This means that of those who got and were supposed to fill out diaries only just over half returned the diaries in a usable fashion.

Of this 52% Arbitron got back almost two-thirds completed and usable interviews for Qualidata. Not bad, but that really means that just 34% of the original diarykeeping public is represented in the Qualidata sample base. If you compare the data in-tab to the original number of people called to be diarykeepers in the first place, that 34% figure shrinks.

Keeping in mind that Qualidata has its shortcomings, it's a sure bet that stations will still sell with it. In a future column I'll show how your station can take the information from the Executive Summary and show it in easily understood graphic form.

Q&A

At a recent seminar in Salt Lake City, I was asked, "Under Quarterly Measurement, how long do members of a diarykeeping household keep and fill in their diaries?"

QM makes no difference on the length of the survey for diarykeepers. Arbitron still wants respondents to fill out the diaries for one week only, then mail them back to Beltsville for processing.

**Jhan
Hiber**



Arbitron Shares October/November '80

Knoxville

WIVK-FM Takes Lead, WOKI Up Three

WIVK-FM (C) vaulted to first, 19.7-20.4, as WEZK (BM) slipped three, 19.9-16.7. WOKI (R) entered double-digits 8.3-11.5, while WRJZ (R) moved 10.5-8.2. WNOX (R) gained 7.1-8.4 and WIMZ (A) moved up 6.1-7.0. WIVK (C) dropped 9.9-8.8.

Other Knoxville stations earning a one share or better were WEAG (PA) 1.0-1.2, WGAP (C) 2.9-1.7, WHEL (PA) 1.9-1.4, WKXV (RL) .9-1.7, WYSH (C) .3-1.2, and WYSH-FM (C) 1.2-1.4.

Lansing

WFMK Adds Two To Boost Lead, WJIM-FM Up Three

WFMK (PA) gained 13.5-15.6, to widen its 12+ lead. Former pacesetter WILS-FM (A) dropped five, 14.4-9.1. WJIM-FM (BM) added three, 7.3-10.4. WITL-FM (C) was up 10.2-11.1, while WVIC-FM (R) enjoyed a stable book, 11.6-11.8.

Other Lansing-area stations with a one-share or better include WILS (PA) 3.3-2.1, WITL (C) 2.8-3.6, WJIM (PA) 3.3-4.3, and WVIC (R) 1.2-2.2.

Outside stations scoring at least a one share in Lansing were WGRD-FM (R) 1.1-1.4, WJR (PA) 5.9-6.8, WLAV (PA) 2.2-3.3, and WOOD-FM (BM) 3.4-3.1.

New Haven

WELI Hits 20, WAVZ Doubles

Perennial market leader WELI (PA) improved 18.5-20.0. WKCI (R) had a stable book, 11.0-10.7, while WPLR (A) added to its 12+ share, 7.8-9.3. Biggest gain was posted by WAVZ (PA), 4.4-8.2. The remaining metro station with a one share or more was WNBC (R/D) with a stable 2.0-1.8 showing.

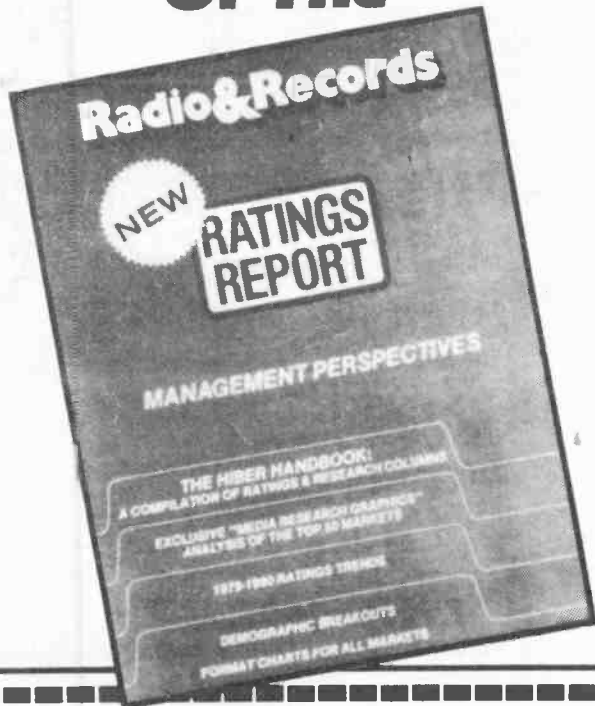
Outside stations from the Hartford and New York metros penetrate extensively into New Haven. Stations with more than a one share include WDRC-FM (R) 2.4-2.3, WHCN (A) 2.5-3.2, WIOF (A) 2.0-1.6, WKSS (BM) 3.1-2.3, WRCH (BM) 1.5-1.8, WTIC (PA) 1.7-2.3, WWYZ (A) 4.4-4.5, WCBS (N) 3.9-4.1, WEZN (BM) 6.1-5.5, WHN (C) 1.0-1.3, WNBC (R) 6.8-5.2 and WOR (T/PA) .8-2.3.

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

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Here's How To Order More Copies Of The



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 Los Angeles, CA 90067

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Harte-Hanks

Continued from Page 1

phs since 1973, will now oversee KQYT/Phoenix as well in his new vice-presidential position. Goldman, GM of WRVQ-FM/Richmond since 1972, will also supervise KMJK/Portland. Schulte, GM of WRBQ/Tampa since 1973 and a Regional VP for the last three years, will also become GM of sister station WLCY/Tampa while continuing to oversee WSGN/Birmingham. Edens commented, "Dave, Phil, and Pete are recognized leaders in radio, and we are pleased to offer them additional challenges. Harte-Hanks is fortunate to have these seasoned managers on our team."

Benedict

Continued from Page 1

Benedict began his broadcast sales career in 1967 as an account exec with KYW/Philadelphia. He then held an account exec post with WIND/Chicago, served as GSM at KSDO/San Diego, and was Manager of the Philadelphia offices of McGavren Guild and RKO Radio Spot Sales prior to his joining CBS.



HOT TICKETS SCORE HOT CASH — KJR/Seattle recently gave away thousands of dollars to listeners in the KJR Hot Ticket. Pictured is a happy winner with her winnings of \$1000.



DR. DON IMUS? — Not really. Just WNBC/New York morning man Don Imus telling a police officer "not to smoke" while taking his blood pressure. It was all part of a recent cooperative effort between the station and "New York's Finest" to help identify hypertension among police officers.

WLRS Leases Own Cable TV

Continued from Page 1

ner Amex music channel when it debuts in August. Rock videos will be used in the meantime, and eventually WLRS hopes to have the cable facility, which reaches about 40,000 homes (30% of the market), running 24 hours. Henson concluded, "We're just trying to stay one step ahead

of the competition. As it gets more heated, you have to become innovative."

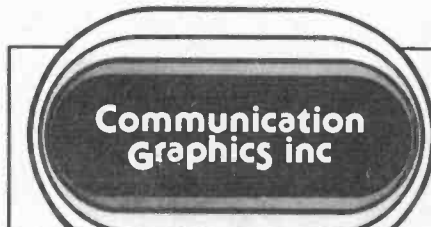
Walt Love

Continued from Page 1

air personality with such stations as WNBC/New York, KYOK/Houston, KHJ/Los Angeles, CKLW/Detroit, WXLO/New York, and KILT/Houston.



OKLAHOMA CORVETTE EXPO '80 — KOFM/Oklahoma City gave away a fully restored 1969 Corvette Stingray along with \$1400 cash and a year's supply of Coca-Cola. Pictured in front of the "Vintage Vette" is former KOFM PD Mike Miller and two Playboy Bunnies.

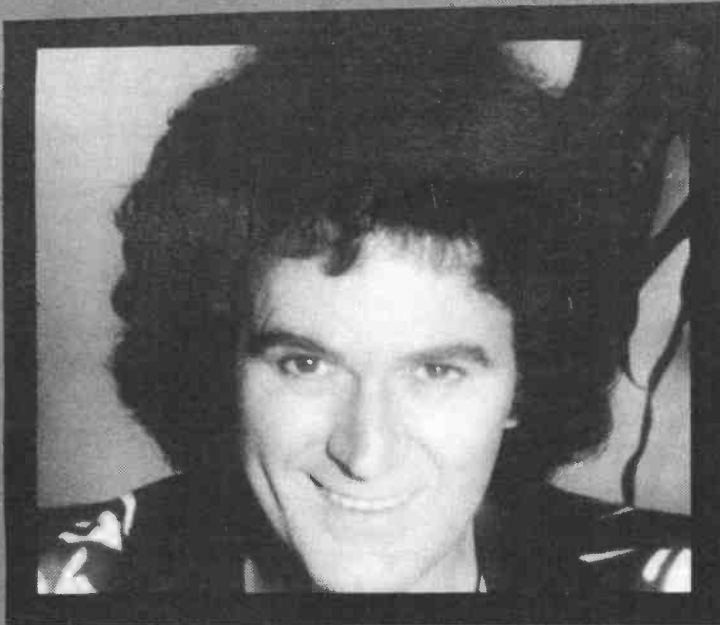


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WRKO on
WIP on
WFBR on
WOLF deb 40
WAEB on
WKRZ-FM 28-25
WHYN deb 26
KSTAR deb 28
KFMK on
KINT deb 29
KHFI on
WTIX add
KEEL deb 34
KLAZ on
KXX106 on

WERC 18-17
WSCN 16-15
G100 add 30
WAAY 12-10
BJ105 deb 36
FM100 22-18
WHBQ 14-13
92Q 21-18
WOKI deb 32
WRJZ 29-26
WNOX 22-20
WKIX 18-14
WBCY on
WGH add 18
WORK 27-25
WVIC on
WLOL-FM 35-31
KRAV 21-17
KEYN-FM add
WNCI add 29
WOHO 24-23
KKXX add
KIOY 10-7
KJRB add
KCPX 12-9
KENO deb 28
WJBO 40-35

WGUY on
WACZ 29-25
13FEA deb 26
14WK deb 27
WHHY 18-16
Z102 20-16
95SGF 28-26
WFOX 26-22
WCGO 27-25
WISE deb 35
WANS-FM 27-25
FM99 22-17
WKXY on
KSEL add
KOIZ-FM 27-18
KPUR 24-19
KFYR on
KELO 23-22
WRKR 28-27
WEAQ 19-14
WTRU on
KCBN 32-25
KATI deb 35
KBOZ 17-15
KRLC 28-25

"I Loved 'Em Every One"

T.G. SHEPPARD

Produced By Buddy Killen For Tree Productions



Distributed by Warner Bros. Records

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CKGM
KRBE
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KINT
KHFI

KLAZ
KXX106
WERC
G100
WBBO
92Q
WRJZ
WVLK
WVIC
WISM
WNAM
WDJX
KERN
KYNO-FM
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"Say What"

JESSE WINCHESTER

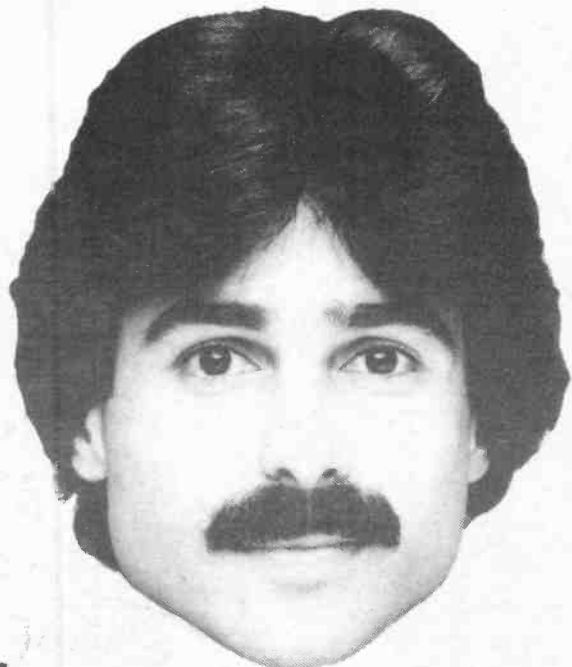
Produced By Willie Mitchell

On Bearsville Records



Manufactured and Distributed by Warner Bros. Records

FACE IT! ...IT'S A HIT!



Jim Photoglo
"Fool In Love
With You"

NEW THIS WEEK
 WFIL Q105 KVIL WZJU
 WAQY WHYN WKEE KBFM
 WTX WERC KX104 WQRK
 WNAM KIDD KQZ-FM KKLS
 KSLY KDZA KFXD

NEW & ACTIVE
 JIM PHOTOGL0 "Fool In Love With You" (2000) 51/18
 Moves: Up 13, Same 20, Down 0. Adds 18 including WFIL, Q105, WZJU, WAQY, WKEE, WTX,
 WERC, KX104, WNAM, KIDD, KQZ-FM, KKLS, KSLY, KDZA, KFXD.

**From The
Second
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FOOL • IN • LOVE • WITH • YOU



Manufactured and Distributed by RCA Records



STREET TALK

Why does the rumor keep surfacing that RCA Records is for sale?

KYTE/Portland PD Chris Collier was spotted in Houston recently. Could he be the PD that KILT/Houston has been looking for as it switches from CHR to Country? Chris, as you might remember, was in Houston when KIKK made its very successful transition to Country. As of yet, nothing has been announced, but the grapevine is active with Chris's name in Houston.

Wanda Ramos, formerly with Burkhart/Abrams/Michaels/Douglas & Associates, has been named Music Director at WWRL/New York. Former WWRL MD Linda Haynes has joined Arista's New York promotion team.

Word on this coast is that KIIS-FM/Los Angeles program consultant L. David Moorhead is about to take on some added responsibility at the station. Does this mean KIIS-FM will shift away from its Urban Contemporary sound?

Apparently a lot of rumors, all of them unfounded, have been floating around New Orleans regarding a format change for WRNO. Contrary to reports published elsewhere, WRNO remains an AOR station. What has changed, however, is the station's call letters. WRNO has officially become WRNO-FM, with the old WRNO designation going into escrow for the super-shortwave station (R&R 2-27) set to debut this fall.



Casey Gets His Star

Congratulations to Casey Kasem on the announcement that the Hollywood Chamber Of Commerce will honor him with his own "star" on the famous Hollywood Walk Of Fame. The ceremony will take place next Monday (4-27) on Hollywood Boulevard right next to the landmark Mann's Chinese Theater.

The invitations to the presentation and gala buffet luncheon to follow were accompanied by the cast bronze "star" replica pictured. Quite a tribute for one of America's best-known and most widely-heard radio personalities. Here's hoping Casey will continue to "count 'em down from coast to coast" for many more years.

Don't Mess With The Mob

It was all very innocent, actually. KENO-FM/Las Vegas wanted to change call letters, and petitioned the FCC for the new identity of KMOB.

Well, someone from the Las Vegas Sun newspaper called the station, stating the paper had received several complaints regarding the pending call letter switch. One thing led to another, and a petition drive began against the station. All the local papers got involved, and finally station management huddled and decided to withdraw the KMOB request.

PD Jesse Summers told Street Talk, "Our whole intention was to suggest a 'group of people,' which is how the dictionary defines a 'mob.' It was all tongue-in-cheek. I had already told my jocks that any reference to organized crime would be quite unacceptable."

What it all boils down to is the Las Vegas listeners apparently don't mind the gambling reference (KENO), but when it comes to big-time crime (KMOB), that's a no-no. It's a pity, when you consider the possibilities for a station called KMOB. It could do a contest called "An Offer You Can't Refuse" . . . the station mascot could be the "Lone Shark" (shark with a mask) . . . you get the picture.

Hats off to the person or persons at Elektra/Asylum responsible for getting Planet's Plimsouls a front page article in the Wall Street Journal (4-21). We've all seen a few favorable articles on artists hit "the trades," but the Wall Street Journal? Now, *that's* placement!

Rich Sargent has been named Director of National Promotion & Marketing for Maiden Voyage Records and Day Five Management. Day Five handles Maureen McGovern, Danny Deardorff, and Seals & Crofts.

The all-night show can be a lonely place. Smokie Garrett, the midnight-6am jock at KARM/Fresno, was kind enough to share the following composition with us, and we think it says it all:

*On that first tough step to broadcast fame,
Sits the midnight man, what was his name?
Night after night you'll find him there,
As he proudly claims his broadcast chair
Working on a dream as his radio goal,
For that elusive shift, a daytime show.
Trying to entertain those insomniacs,
Or all-night workers with their broken backs.
But does he complain? No, never a sound,
As time and temp and records go 'round.
So program directors, give him a listen,
For your next day star at night does glisten.
And those of you who are on the streets,
Give him a call, so he won't fall asleep.*



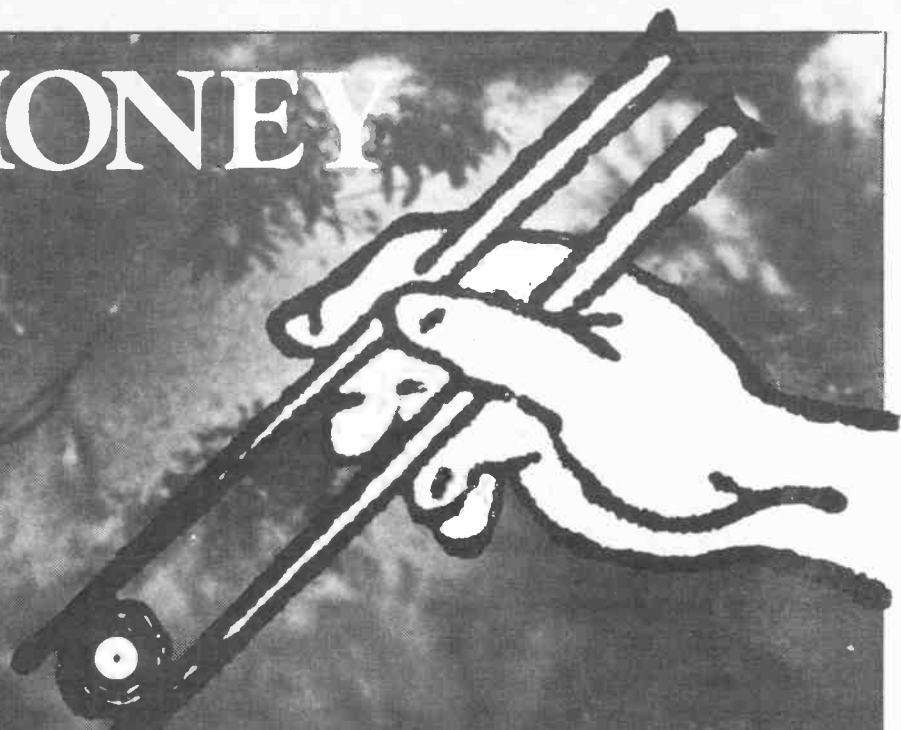
THE ELECTRIC WEENIE, RADIO'S NUMBER 1
GAG SHEET, GETS LETTERS . . .

RICH SIMPSON/WGFS . . . "Combining Weenie material with my morning characters is like magic!! The response has been terrific!"

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



#1 In New & Active

NEW & ACTIVE

TASTE OF HONEY "Sukiyaki" (Capitol) 124/8
Moves: Up 90, Same 16, Down 10, Adds 8, Q105, WZZP, KJR, KQ94, Y103,
K96, WLAM, KYVA, WKTU 1-1, WKBW 1-1, WPGC 3-2, KRLY 20-16, WOKY
12-10, KIQQ 1-1, 13K 11-7.





The National Association of Broadcasters had some kind of huge convention in Las Vegas last week ... and of the 20,000 or so radio and TV folk assembled, I'll bet I spoke with at least a couple of thousand friends, some old, some new.

I suppose the difference between the NAB and the NBA is that the players are shorter.

As I was shuffling near the exhibition building at the crowded Convention Center, I stopped to admire the software exhibit that encased the exciting new computer that sends canary caca through the telephone wires electronically.

I looked up and there also gawking at the alpha particles, making all of our clustered cerebella emit benign gamma rays as never before, were some old chums.

Scotty Brink and Sam Sherwood were standing next to me wearing their KHOW tuxedos, and next to them was Louis Buron Jr. of KDWB in the Twin Cities. They too had witnessed one of the Las Vegas cocktail waitresses who definitely should have cut her toenails before the big NAB dance ... as she was doing a wild step, she slashed her pantyhose to shreds.

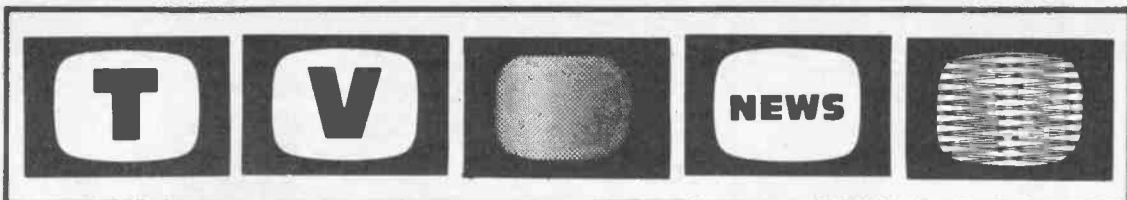
Some of the other interesting phenomena in the exhibition hall electronics dept. included the fascinating man in a make-shift coffee truck beeping a little horn which sounded not unlike Harpo Marx. Sam and Scotty were trying to sign the guy up as a mobile unit reporter for them. But no dice (not only did he have no dice ... he had no shirt).

President Ronald Reagan was inducted into the Radio Hall of Fame Tuesday (as you know he was a fine sportscaster before moving on to acting in Hollywood), and Bob Hope performed at the closing NAB luncheon Wednesday.

There were scads of interesting brochures and printed material, including the listing of the photos and bios of the 1981 graduates of Southern Illinois University's Radio-TV Dept. (good PR idea). The temperatures were in the hot 90's during the Gary Owens stay ... so I immediately picked up a pamphlet explaining ways to cool off. I checked off the ones telling us to curl a popsicle around our chest hairs (although a few of the girls had trouble with that one). Also to make you feel chillier, tattoo a picture of Admiral Byrd on your sternum (also, how about a pic of Admiral Sternum on your bird?).

* * * * *

I am now hosting "Soundtrack Of The Sixties" for Tom Rounds & Co. ... and they had a neat cutout figure of me in color, life-size (7 feet 9 inches), and most the folks dropping by the place had photos taken between me and the cutout. Rick Sklar of ABC pasted a dollar on my outstretched hand!



'Dallas' Leaves Competition In Dust

"Dallas" demolished everything else on the tube during the week ending April 19, scoring an average rating almost six points higher than its nearest competitor, "M*A*S*H." With that achievement by CBS's top performer, and the network's amassing the first four shows, six of the top eight and 11 of the top 15, CBS understandably won the week, with a 17.3 average rating. ABC earned a 15.8, while NBC trailed at 13.9, with only two shows in the top 20. The standings:

| | | | | | |
|----|----|-----------------------------------|----|----|------------------------------|
| 1 | 1 | Dallas (CBS) | 8 | 11 | The Two Of Us (CBS) |
| 10 | 2 | M*A*S*H (CBS) | 16 | 12 | Magnum P.I. (CBS) |
| 7 | 3 | Dukes Of Hazzard (CBS) | — | 13 | Facts Of Life (CBS) |
| 6 | 4 | 60 Minutes (CBS) | — | 14 | Lou Grant (CBS) |
| — | 5 | Three's Company (ABC) | — | 15 | Alice (CBS) |
| 3 | 6 | Private Benjamin (CBS) | 9 | 16 | Love Boat (ABC) |
| 12 | 7 | Diff'rnt Strokes (NBC) | — | 17 | Greatest American Hero (ABC) |
| — | 8 | House Calls (CBS) | — | 18 | Hart To Hart (ABC) |
| — | 9 | Ten Commandments (ABC Sun. Movie) | — | 19 | The Jeffersons (CBS) |
| — | 10 | Too Close For Comfort (ABC) | — | 20 | Bob Hope Special (NBC) |



STARSHIP FINDS WAY BACK TO TV ON "FRIDAYS" — The Jefferson Starship performed on ABC's "Fridays" recently. Pictured at the studios are (l-r rear) Michael Richards of the "Fridays" cast, group's Pete Sears, Aynsley Dunbar, and Paul Kantner, cast's Larry David (background), Bruce Mahler, and Darrow Ingus; (l-r front) "Fridays" stars John Roarke, Brandis Kemp, and Melanie Chartoff.

5

YEARS AGO TODAY

Radio & Records

- ★ **RUSS THYRET NAMED VP/PROMOTION AT WARNER BROS.** — Moves from VP/Sales; other WB changes: Stan Cornyn promoted to Exec. VP, Dave Urso, Don McGregor named National Promotion Directors.
- ★ **BOB EDSON APPOINTED VP/EASTERN OPERATIONS AT RSO**
- ★ **MARDI NEHRBASS NAMED GM/WEST COAST FOR BIG TREE RECORDS** — Was most recently National Music Coordinator at RKO, with WRKO MD Christy Wright replacing her there.
- ★ **NUMBER ONE FIVE YEARS AGO:** "Welcome Back" — John Sebastian (WB/Reprise)
- ★ **NUMBER ONE COUNTRY:** "Together Again" — Emmylou Harris (WB/Reprise)
- ★ **NUMBER ONE LP:** "Presence" — Led Zeppelin (Swan Song)

VIDEOSCOPE:

VCR SALES UP 70% IN '81: Videocassette recorder sales to retailers soared 69.8 percent over last year's first quarter levels during the first three months of 1981, according to statistics compiled by the Marketing Services Department of the Electronic Industries Association's Consumer Electronics Group. In comparison, sales of color TV's increased 16.9 percent while black-and-white TV sales rose 16.5 percent over last year's first quarter levels ... **MCA ABANDONS "NO-RENT" HOME VIDEO POSITION:** At a recent National Association of Record Merchandisers (NARM) meeting, MCA Distributing Corp. announced it would delete the "no-rental" clause from its contracts and would refrain from asking for a percentage of the rental income as well. The move is viewed as a means to provide retailers with higher profit margins and lower inventory costs on MCA's home video products, which face increasingly stiff competition from a rapidly expanding number of home video configurations. Magnetic Video, another leading supplier of home video programming, is currently researching its own "non-rental" policy. However, it will probably ask for a cut of the rental action, if it lifts the ban ... **VIDAMERICA ADDS 5 TITLES:** VidAmerica will expand its home video catalog with the addition of five titles next month. The programs to be offered are: "The Golden Age Of Comedy" (a collection of silent movie clips), "The Lincoln Conspiracy" (a docudrama on the Lincoln assassination), "Worth The Wait!" (last year's World Series and All-Star Game highlights), "Summer Heat" (described as "a beautifully photographed, sensuous adult film"), and "The French Woman" (an R-rated erotic suspense thriller from the director of "Emmanuelle" and "The Story Of O").

IF YOU NEED \$5,000...20,000 EVEN UP TO 500,000 TO START A NEW BUSINESS OR TO EXPAND AN EXISTING FIRM—THEN READ WHY YOU TOO WILL CALL THIS INCREDIBLE MONEY RAISING MANUAL

“THE SMALL BUSINESS BORROWER’S BIBLE”

**Practically prepares the loan application for you line-by-line...the “proper” way.
All properly prepared applications are processed faster...no red tape!
Guaranteed Loans...Direct Loans...and Immediate Loans are available now!**

Most men and women seriously interested in starting their own business are eligible to apply — including those who already own a business and need capital fast for expansion...or to stay afloat...even if they’ve been flatly refused by banks and turned down elsewhere! Yet, too, many never qualify, simply because they do not know how to “properly” prepare the loan application...

In order to help those people applying for these guaranteed and direct loans fill out their loan applications the “right way,” ICC Business Research, through its diligent compilation and research efforts, has successfully assembled and published a comprehensive, easy-to-follow seminar manual: The Money Raiser’s Guaranteed and Direct Loans Manual, that will quickly show you practically everything you’ll need to know to prepare a loan application to get federally Guaranteed and Direct Loans.

Here are just some of the many important benefits the Money Raiser’s Guaranteed and Direct Loans Manual provides you with:

- a completely filled in sample set of actual SBA loan application forms, all properly filled in for you to easily follow— aids you in quickly preparing your own loan application the right way. Each line on the sample application forms is explained and illustrated in easy-to-understand language.
- fast application preparation procedures for getting loans for both new start up business ventures and established firms.
- advises you on how to properly answer key questions necessary for loan approval and in order to help avoid having your application turned down—gives you advice on what you should not do under any circumstances.
- what simple steps you take to guarantee eligibility—no matter if you do not presently qualify.
- where you can file your application for fastest processing.

At this point the most important question you want answered is: Just where is all this loan money coming from? Incredible as it may sound—these Guaranteed Loans, Direct Loans...and Immediate Loans are indeed available right now — from the best, and yet, the most overlooked and frequently the most ignored and sometimes outright ridiculed...“made-fun-of” source of ready money...fast capital, in America — THE UNITED STATES GOVERNMENT.

Of course, there are those who upon hearing the words “UNITED STATES GOVERNMENT” will instantly freeze up and frown and say:

“...only minorities can get small business loan money from the government!”

Yet, on the other hand (and most puzzling) others will rant on and on and on that:

“...don’t even try, it’s just impossible — all those Business Loans Programs are strictly for the Chryslers, the Lockheeds, the big corporations...not for the little guy or small companies.” etc.



Still there are those who declare:

“...I need money right now...and small business government loans take too darn long. It’s impossible to qualify. No one ever gets one of those loans.”

Or you may hear these comments:

“...My accountant’s junior assistant says he thinks it might be a waste of my time!” “Heck, there’s too much worrisome paperwork and red tape to wade through!”

Frankly — such rantings and ravings are just a lot of “bull” without any real basis — and only serve to clearly show that lack of knowledge...misinformation...and and not quite fully understanding the UNITED STATES GOVERNMENT’S Small Business Administration’s (SBA) Programs have unfortunately caused a lot of people to ignore what is without a doubt — not only the most important and generous source of financing for new business start ups and existing business expansions in this country — but of the entire world!

Now that you’ve heard the “bull” about the United States Government’s SBA Loan Program — take a few more moments and read the following facts:

- Only 9.6% of approved loans were actually made to minorities last year
- What SBA recognizes as a “small business” actually applies to 97% of all the companies in the nation
- Red tape comes about only when the loan application is sent back due to applicant not providing the requested information...or providing the wrong information
- The SBA is required by Congress to provide a minimum dollar amount in business loans each fiscal year in order to lawfully comply with strict quotas. (Almost 5 billion this year)

Yet, despite the millions who miss out — there are still literally thousands of ambitious men and women nationwide who are properly applying — being approved — and obtaining sufficient funds to either start a new business, a franchise, or buy out or expand an existing one. Mostly, they are all just typical Americans with no fancy titles, who used essentially the same effective know-how to fill out their applications that you’ll find in the Money Raiser’s Guaranteed and Direct Loans Manual.

So don’t you dare be shy about applying for and accepting these guaranteed and direct government loans. Curiously enough, the government is actually very much

GUARANTEE #1
Simply — look over this most effective money raising loan preparation assistance manual for 15 days — and, then, if you are not convinced that it can actually help you obtain the Business Loan you need right away — just return it for a full and prompt refund.

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THE EASY NO-NONSENSE WAY TO RAISE CAPITAL FAST!



WEIRD AL IS INTO BUSING — KRNA/Iowa City recently imported Weird Al Yankovic into the city for personal appearances. Pictured is a bus full of listeners and Weird Al weirding out.



KFIM KICKS FOR CASH — KFIM/EI Paso had over 500 cheerleaders participating in a Kick-A-Thon for muscular dystrophy. Needless to say, KFIM got quite a bit of "tube" coverage and has plans to make this an annual event.

Hit Us With Your Best Shot

R&R wants you . . . to send us your station's pictures. Any format, any size market, whether you're a reporter or not, we're here to give your station's promotions, contests, activities, and staff changes the kind of widespread exposure only the industry's most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to
Ken Barnes, Radio & Records,
1930 Century Park West, Los Angeles, CA 90067.

BRAD MESSER



Raw POWER Rises (Like Hot Air)

Remember the first time you were alone and unsupervised in the first car you got to take out by yourself? Being in control of the mighty machine was a deliciously wonderful feeling, a kind of jumble of independence/freedom/power that may have been followed almost immediately by the temptation to misuse the opportunity by, say, seeing if the sucker would do a hundred. (I do not know whether you gave in to the evil temptation to abuse your first driving privilege, but I do know my first car would only do about ninety. It did it once. Then the engine made a very loud noise and never ran again. Instant punishment.)

That feeling of personal power in the first car is somewhat similar to the sense of power some people feel rush through their bodies when they get their first promotion to Boss.

When the glorious moment arrives and The Promotion is duly announced to one and all, the newly-appointed Program Director or News Director or Whatnot Director may feel that *now* some things will be done *right* around here for a change . . . a useful and positive attitude. But *how* to make things happen for the better and *how* to direct people may be foreign to the novice. One way to mishandle it? Lock yourself in the (great new) office and type a whole bunch of memos. I've seen some really dorky ones from newly-promoted PD's and ND's and they share a common misunderstanding. They assume that with a title comes some mysterious Power, so that writing some words means the written demands must automatically happen. Some of the worst new-boss memos close with such drivel as **THERE WILL BE NO EXCEPTIONS** and the ever-popular **FAILURE TO COMPLY WARRANTS IMMEDIATE DISMISSAL!**

Then, of course, the subordinates merely do what underlings everywhere do. Snicker, laugh, make fun, write similar fake memos, joke among themselves and — when in the presence of the New Leader — fake complete cooperation and loyalty.

It gradually dawns on the new supervisor that the power of the title only means he gets blamed when things go wrong, and that there's no way he can fire everyone all the time. Influence and example begin to replace absolute demands, as he begins to grasp the concept that you gotta treat people right or they'll get you one way or another.

Leadership has its advantages, for sure. People in positions of responsibility deserve some careful help from those who have put them there, to make sure the newly-appointed are able to take the reins smoothly, without jerking like jerks.

There will be no exceptions!

CALENDAR

"Sultana" Sinking Worse Than "Titanic"

MONDAY, APRIL 27: Everyone knows about the sinking of the unsinkable "Titanic," but few people know there was a more deadly sinking on the Mississippi River on this date in 1865. Yankee Civil War soldiers who had just been released from Southern prisoner-of-war camps were jammed aboard the riverboat "Sultana" headed northward toward home, when the steamer exploded and sank near Memphis, TN, killing at least 1547 and perhaps over 2000 men.

United States Steel began building the whole town of Gary, IN seventy-five years ago today, beside a new steel plant. Jack "Quincy" Klugman is 59. Paul (Ace) Frehley of Kiss is 31.

Who's Afraid Of Swine Flu?

TUESDAY, APRIL 28: They laughed when President Gerald Ford tried to get Americans to take Swine Flu shots, but medical experts who advised Ford had good reason to respect the flu. It has been determined that the second-most-deadly epidemic on Earth (bubonic plague was #1) was Swine Flu, which broke out in April of 1918 in the United States, then spread around the world. About 1½ million Americans were among the 21-million dead victims worldwide, sixty-three years ago.

Ann-Margret is 40. As a girl her last name was Olsson.

Vietnam Evacuation Ordered

WEDNESDAY, APRIL 29: Tomorrow is listed as the day the Vietnam war ended, but today's the anniversary of the 1975 Presidential order for the final and complete evacuation of U.S. citizens.

The zipper was patented on this date in 1913. The Hookless #1 wasn't the first zipper, but it was the first one that people could depend on, and the manufacturer made a ton of money when Uncle Sam bought millions of zippers for military uniforms.

Poet Rod McKuen is 48. One-time holder of the fastest-mile world record, Jim Ryun, is 34.

Was Casey Jones's Locomotive Jinxed?

THURSDAY, APRIL 30: About 4am 81 years ago this morning, Casey Jones became a dead hero, staying with his locomotive instead of jumping to save himself. Jones died with his hand on the throttle and brake, it's claimed, but his passengers were all saved by his bravery in slowing the train before the wreck. At the Casey Jones Museum at the wreck site in Vaughan, MS, the curator tells visitors the repaired locomotive was placed back in service, but wrecked again several times, and one engineer had two rollover wrecks in it before the jinxed engine was sold as scrap metal about thirty years after Casey Jones's death.

Jill Clayburgh is 37. Cloris Leachman is 51.

Batman Turns 42 On May Day

FRIDAY, MAY 1: Comic characters come and go, and only three have survived in print in unbroken lines since they first appeared: Superman, Wonder Woman, and Batman. DC Comics exec Nelson Bridwell says you'll have a hard time finding an original issue of Detective Comics #27 — in which Batman first appeared 42 years ago today — because early comics disappeared in the scrap paper drives of World War II.

The original Smokey The Bear was retired by the U.S. Forest Service six years ago today, (He died soon afterward but like Trigger and Lassie he keeps getting replaced).

Judy Collins is 42. Rita Coolidge is 37. Jockey Steve Cauthen is 21.



THIS WEEK
JACK NICHOLSON
JESSICA LANGE

NEXT WEEK
FLEETWOOD MAC

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DON McLEAN

"SINCE I DON'T HAVE YOU"

YB 11804

TWO DOUBLE BREAKERS IN A ROW!

**THE BACK PAGE
BREAKERS**

DON McLEAN

Since I Don't Have You (Millennium)

58% of our reporters on it. Moves: Up 72, Same 37, Down 0, Adds 22 including F105, KRBE, WDRQ, WZZP, KIMN, WHFM, KSTAR, KINT, 92Q, WSKZ, WSEZ, WNAP, WOHO, KKXX, K96, KENO. See Parallels, charts at number 29.

**POP/ADULT
BREAKERS**

DON McLEAN

Since I Don't Have You (Millennium)

66% of our reporters on it. Add WGR, WELI, WHAS, KPPL, WGAR, KOGO, WEIM, WJBO, WIS, WNDB, KAAV, WYMC, WTAR, KMED, KLO, WAKR, KWOS, WSGW, WJON. Heavy rotation: WSBA, WDEF, KLMS. Medium rotation at WBEN, WIP, WBT, KEX, KSL, WLNH. Debuts at 26 on P/A chart.



BXL 1-7756

FROM THE HIT ALBUM "CHAIN LIGHTNING"



FRANKE & THE KNOCKOUTS

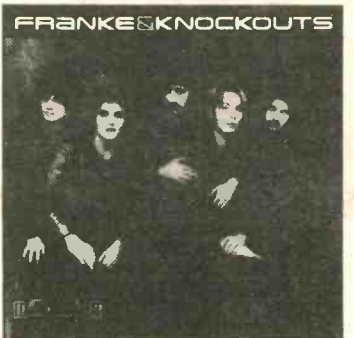
"SWEETHEART"

YB 11801

R&R NATIONAL AIRPLAY/30 - #19 **15**

AOR NATIONAL AIRPLAY/40 - #25

28 25 **FRANKE & KNOCKOUTS**



BXL 1-7755

FROM THE SMASH ALBUM "FRANKE & THE KNOCKOUTS"



TOMMY JAMES

"YOU'RE SO EASY TO LOVE"

YB 11802

KFRC ADD

WSGN ADD

WFLB DEB 35

KFYR ADD

KIQQ ADD

WAAY ON

FM99 ON

KYYA ADD

94Q ADD

WCSC ON

KILE ON

FROM THE SOON TO BE RELEASED ALBUM "EASY TO LOVE"

AND INTRODUCING OUR **HOT** NEW RELEASE FROM BRUCE COCKBURN...
"THE COLDEST NIGHT OF THE YEAR" FROM BRUCE'S NEW ALBUM "RESUME"

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RECORDS**

Manufactured and Distributed by RCA Records

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Media Marketing

Finding A Researcher

A few weeks ago I had the pleasure of participating in a *Major Market Radio* fly-in seminar held in Los Angeles. I was asked by the MMR folks to share my thoughts on the current state-of-the-art of programming research and where it's headed in the 1980's.

I was quite impressed with the levels of interest expressed by participants in conducting programming research (in fact, many of them had been doing research for years). I take that as an encouraging sign for radio in the 80's. However, several GM's in attendance expressed concern about how actually to get into research, and in particular where to find a good radio researcher.

Don't Look Under A Rock

Obviously, finding a good researcher is just as difficult as finding a good jock, PD, or secretary. Maybe tougher, in the sense that you may not be that sure of what you're looking for. The first thing to remember is that you want a *research professional* — someone who has had training (and, it's hoped, experience) in how to do research. Doing research correctly is not all that easy, and you can be virtually certain that an amateur will botch it up somewhere along the line.

Research Background vs. Radio Background

Many radio people seem to feel that a researcher must first be a radio person in order to be effective. This is a dangerous misconception. While ideally you would like to hire a person who is both a research professional *and* a radio professional, if forced to choose one or the other, go for the research professional every time. Lutz's First Law of Radio Research is:

It is easier to teach a research professional what he or she needs to know about radio than it is to teach a radio professional what he or she needs to know about research.

This law also applies to a wide variety of firms and industries; research is a generic activity which can be applied in any setting. A good researcher can investigate the markets for toothpaste, automobiles, radio stations, banks, art museums, motor oil, beer, laundry detergent, and even trade papers. I know, because I've done studies on all of these markets and more.

Obviously, a well-trained researcher with prior radio research experience will usually be able to do a better job of radio research, at least initially, than will a similar researcher with no radio experience. But the ex-

perienced non-radio researcher will very quickly assimilate knowledge about radio and become just as effective as the researcher with radio experience.

Research is a long-run activity — you shouldn't jump in and out of it on a whim. When you take a long-run perspective and realize that you will be doing research for the next several years, it makes more sense to hire a good researcher with no prior radio background. In the space of a few months, he or she will be up to speed, and you'll have a good solid researcher on board for the ensuing years.

Researcher Sources

The best sources of young research talent can be found in colleges or universities. Departments which typically offer research courses to their students include the following:

- Marketing
- Communications
- Broadcasting
- Sociology
- Psychology

I would be very hard-pressed to recommend that you hire anyone as a researcher who has not had *at least one college-level research course*

“Many radio people seem to feel that a researcher must first be a radio person in order to be effective. This is a dangerous misconception.”

and preferably more. It is simply too difficult to pick up many of the more complicated aspects of research on your own.

Experience is always a good teacher, but in this case formal training is of questionable value. It is too easy to learn, through experience, how to do research the *wrong* way.

If you don't have the budget to bring a full-time researcher on staff, you may still be in the position to solicit outside counsel in the design of your station's research system. Once again, don't be artificially constrained by trying to find a *radio* research firm necessarily. There aren't very many of those around, and they will not, in my opinion, be any more effective in serving your research needs in the long run. A good market research firm does just what its name implies — *good market re-*

search — on any market it investigates, and radio is no exception. Check with your local Chamber of Commerce or Better Business Bureau for listings of market research firms in your area. The *American Marketing Association* out of Chicago publishes a list of market research firms for the entire U.S. This list may be particularly helpful in medium and large-size markets.

In a similar vein, the professors in local colleges who teach the research courses I mentioned above might be likely candidates to retain as consultants. They could provide the professional research expertise necessary to properly design your research program; then other less expensive personnel could carry out the interviewing and clerical tasks. Additionally, these faculty members will be an excellent source of contacts should you wish to hire some of their students, either before graduation on a part-time basis or after graduation as a full-time researcher. If this sort of arrangement can be worked out, you may have the opportunity to form a long-lasting association with the faculty member, thus assuring the quality of your research efforts, for years to come.

Ethnic Considerations

Ethnic stations sometimes face a somewhat more difficult task in finding a qualified researcher, as there are a lot fewer of them around. And, if you insist on an ethnic with prior *radio* research background (not just research in general), your problems are further compounded. It is generally advisable to have ethnics in the interviewing role, in order to enhance interviewer-respondent rapport. I think that it also makes sense to try to find an ethnic for the research director position, but once again, if you have to choose between a well-trained non-ethnic researcher and an ethnic with no research training, you'd be making a mistake to hire the amateur. Obviously, the non-ethnic researcher would have to be the type of individual who is sensitive to the ethnic subculture in question and is open to input from the ethnics on the station staff. But the bottom line is this: you have got to have a qualified researcher in charge.

Research that is worth doing in the first place demands that it be done correctly. The best way to ensure this is to employ trained research professionals, regardless of their degree of prior radio experience. What they lack initially, they'll pick up quickly. But research in the hands of an amateur can be dangerously misleading. Don't do it!



Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 533-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

EASY LISTENING RADIO

Fred Seiden

Introducing Easy Listening

Why "Easy Listening Radio," instead of the previous "Beautiful Music" heading? Any type or style of music can be "Beautiful" to someone, depending on personal tastes . . . but not everything played on the radio can be considered "easy" listening. Also, we decided to broaden the coverage of the traditional Beautiful Music formats to include easy listening programming from syndicators and programmers featuring nostalgia, big bands, the old-fashioned "middle-of-the-road" (1950's vintage), **Frank Sinatra** specials, and . . . the list keeps growing all the time. All of these formats are easy listening, and deserve their own place in the sun.

Easy Does It

To start off, let me give you some of my background and experience in Easy Listening radio, as part of this first column. After working a variety of formats from CHR to Classical, Easy Listening or "middle-of-the-road" programming has occupied a big part of my career. During the 60's I was introduced to what is now called the "Beautiful Music" format while employed in my hometown of Albany, NY at **WROW**. Then I spent three years surrounded by harps and cable car bells at one of the true giants of the format . . . **KABL** ("Cable Music") in San Francisco. After a few years with **KGO** and **KNBR** during their Easy Listening days in the Bay Area, I returned East to begin a long association with **Bonneville** . . . first with **WRFM/New York**, then with **Marlin Taylor** at the syndication division. It was during the two years spent travelling to Bonneville's many Beautiful Music clients for on-site consultation that I began to appreciate all the factors absolutely necessary for success.

In 1974, I was transferred to Bonneville's property in Los Angeles, **KBIG** . . . and for the next seven years I worked on the creative aspects of all promotional campaigns (as part of KBIG's in-house agency), along with the station's programming. At the end of 1980, I resigned from my position as KBIG's Vice President/Programming to become a "consultant." My first client was KBIG, where I continued to work with the station's media promotions. At the invitation of **Joe Dorton**, I've been working with some of the **Gannett Radio Group** (two Beautiful Music stations and two **Schulke 2** subscribers). Between regular trips to San Francisco for consultation with Bonneville's **KOIT**, and all the other things going on, I'm learning the importance of the word "RELAX."

With all that talk of consultancy, you could be thinking that my perspective and areas of comment will be totally self-serving. Please be assured that will not happen. My interest for the column is the entire spectrum of Easy Listening radio . . . all the formats,

programmers, and stations will be treated equally and fairly, as you would expect from **R&R**. Of course you'll see some mention of stations and people that are directly involved in my work, but only in proportion to their place in the overall picture.

What We Will Talk About

It seems to me that the subject matter for future columns is almost endless . . . here are some of the ideas that we'll be covering in the months ahead:

- Operations Director's Priorities
- Announcer Style & Effectiveness
- Newscasts & Public Affairs Programming
- Commercial Copy Acceptance
- Goodwill Between Station & Agency
- Promotional Ideas For The Media
- Technical Considerations & Equipment
- Image & Logo Lines
- Dealing With Arbitron
- Custom-Recorded Music
- Jingles
- Syndicators & Their Product

What we'll need most of all is something you don't want when recording, but is very necessary when writing a column . . . *feedback*. Just what areas are most interesting to you for future topics? If you have news about any of the people or stations in Easy Listening, send that information to us. Also, photographs are always welcome . . . preferably black and white glossies in sizes 5 x 7 or 8 x 10. I hope to hear from you soon. Remember, you now have a forum that has been neglected and perhaps misunderstood by other media publications. We have come "out of the elevator" so to speak, and to the foreground in **Radio & Records**.

"Beautiful Music sure has come a long way from the early days of Melachrino, Mantovani and the Three Suns!!!"

The Beautiful People Step Out

Jim Schulke, Tom Churchill, Darrell Peters and **Marlin Taylor** discovered gold in those beautiful hills with their "own" sound of music. Now, with many success stories in the traditional Beautiful Music formats, these men of song have spread their wings.

Schulke Radio Productions' latest service, **Schulke 2**, is not what you might expect from a man (some say a "legend") so closely tied to Beautiful Music. His newest syndication concept was introduced at the end of last year; it's just about all vocal . . . bordering on a soft Pop/Adult sound.

Churchill Productions' Tom Churchill recently brought his **Radio One** to the marketplace, with a Pop/Adult mix of songs quite unlike his successful blending of quiet music originally for **KQYT** (Formerly **KRFM**) in Phoenix.

Darrell Peters made his name with the beautiful numbers at **WLOO/Chicago**, where he started the **FM100 Plan** for broadcasters across the country

• Easy Listening Radio: What will it cover?

• About the author: our new ELR Editor's radio background.

• Topics for discussion: a list of areas to cover in the future, and an invitation for your participation.

• Beautiful Music's expansion and future prospects.

who wanted to put the FM100 sound on their Beautiful Music radio stations. Today, Darrell has Beautiful Country and Beautiful Contemporary as well.

And **Bonneville Broadcast Consultants'** President **Marlin Taylor** has moved from the matched flow programming that made **WRFM** and **KBIG** big winners to the broader spectrum that includes Pop/Adult, music playlists for a number of different formats, and holiday music specials. Beautiful Music sure has come a long way from the early days of **Melachrino, Mantovani** and the **Three Suns!!!**

Is Beautiful Music's Future Bright?

When all is said and done, the success of Easy Listening depends on the music played . . . and that is becoming an increasingly critical problem for all programmers across the country. As you know, many stations and syndicators are using a good deal of custom-recorded material to supplement what is available on commercial recordings. The fact of the matter is this . . . most

major record companies do not want to take chances adding to their already limited easy listening catalogues. Then you have the sad reality that many leading instrumentalists who were the backbone of Beautiful Music — **Mantovani, Percy Faith, Andre Kostelanetz** and **Bert Kaempfert** — have died. And how about those alive and well folks who haven't recorded in quite some time . . . **Andy Williams, Vikki Carr, Tony Bennett, Steve Lawrence** and **Eydie Gorme**? It all points to an even greater need for *new* sources of product, and adventurous record labels or production companies to step in and fill the void that exists right now. As formerly background-sounding radio stations move to a brighter and more "foreground" approach, *more* variety of titles and updated arrangements will be necessary to keep the programming fresh and competitive.

Next column, I'll look at a listing of the *commercial recordings* that are most "asked for" by radio listeners across the country, compiled by a national mail order service dealing exclusively with albums heard on Easy Listening Radio.

Fred Seiden is an established programmer and promotion expert with an extensive background in the Easy Listening Radio field. To contact Fred, call **R&R** at (213) 553-4330 or write to **Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.**



Joel
Denver

NEW LEVEL OF COOPERATION SEEN

Records Takes A Look At Radio

Last week radio got the chance to air its feelings and ideas about the record industry. This week, it's only fair that the record side gets the same opportunity.

Several record industry leaders see the problem of shrinking dollars affecting radio. In fact, it was pointed out, this common problem has bonded both ends of the business closer together.

In the spirit of cooperation, six well-known and respected record company executives, four of them with radio backgrounds, offer their views and ideas about radio and share some insights for the future.

Richard Palmese, Sr. VP, Promotion, Arista

Richard observes, "Radio is demographics, and variety programming is a thing of the past. In other words, pimple cream is out and designer jeans are in."

He attributes this to the aging population bulge and called the 18-34 adult the "treasured demographic."

"I would hope one day that mass appeal radio will find its way back to acceptance," he added.

"Radio is going more towards psychographics." Psychographics describes the differences in people within the same demographic; i.e., the listening habits of the blue-collar 18-34 male vs. the white-collar variety.

While indicating an understanding of radio's need to target for an older audience, Richard added, "The only thing that troubles me is that these stations are totally afraid of any rock 'n' roll or black music. These stations should do more dayparting. If you are picking the right records for your audience and have an understanding of what 'the uncommitted audience' wants to hear, you can increase your ratings."

Richard explained that Arista survived the economic problems well "because our roster has always been small and we have been able to devote the time to develop newer acts."

Returning to the topic of radio, he suggested, "I would like to see more stations that request albums for giveaway offer some kind of trade spots for those albums when used in general call-in-and-win type contests."

"I have never looked at this business as a battle," Richard concluded. "Both industries are united because radio exposes records and we supply them with hit programming for free. Fred Silverman must spend millions on TV shows. Radio and records must continue to work together to insure a good future."

Steve Meyer, National Promotion Director, Capitol

Steve has no radio experience but does, however, have an extensive record background at all levels, and is one of the most active national promotion people, holding a weekly dialogue with many stations.

Mindful of tightening demographics, Steve remarked, "Records that require work are still tough, but the hits will end up getting played. With so much audience fragmentation, you really have to get a majority of stations in a market on a record to realize sales and hit potential."



Steve Meyer



Research by radio still baffles some record people, but Steve declared, "I'm most happy that many people in radio have taken the time to help my promotion team understand research. It has always been the philosophy of Bruce Wendell and myself to see that we have a complete understanding of radio's needs."

Steve suggested, "I think radio needs to play a greater variety of music than is now being offered. People I know that aren't in the business listen to and buy product from Springsteen and Seger, through Ronnie Laws and Earl Klugh, up through Willie Nelson and Ronnie Milsap. In the end, radio has got to let the public decide what it wants to hear."

Steve observed, "PD's and MD's are more professional than ever. The only problem I can really point out is when an MD serves only as a buffer to the PD. This makes the job of communication very difficult in a few isolated cases."

Contemplating the future, Steve said, "Look for radio to see better product as labels stop making five-year multi-million dollar deals. The last thing I want to have to do is cut back my staff. Without manpower to promote hit product, develop new acts and serve radio's needs, nothing will get played."

Dave Parks, VP/Pop Promotion, 20th Century-Fox

Looking at the maturing of radio, Dave describes it as "a Catch-22 situation. Advertisers want 25-44, which forces radio to limit itself to highly identifiable songs. This in turn limits the exposure of new acts. If they can't be heard, they can't be bought. This sets up a viciously nonproductive cycle."

Citing RIAA figures, Dave said, "Total record product for 1980 was up 4.5% over 1979, but new music sales dropped 3% for the same period. This shows me that more people are buying established acts but are passing over the emerging new talent."

Dave, who has an extensive radio background, charged, "Too many programmers have hidden behind research too long. Several I speak with quote facts and figures but haven't the vaguest idea of what really makes their market tick."

On the positive side, Dave mentioned, "The PD over the last 10 years or so has really matured. A record man can no longer just walk in and say, 'Hey, it's a Breaker or 30 with a bullet' and expect airplay. Both sides have learned and earned a great deal of respect for the other."

"One area radio needs to learn is retail," said Dave, "but part of the problem is our fault. Radio educated us to its research and now we must show radio our retail structure so that when we say 'that store is on hold,' the PD or MD will understand why there is no product. I urge everyone to learn this end of the business."

Sam Kaiser, National Singles Director, Atlantic

Starting off positively, Sam stated, "The bond between our two industries has never been stronger. I have noticed a new level of cooperation developing in areas where once there was none."

While several record people predicted a tightening of formats and more reliance on research, Sam forecast "a return to the use of guts on the horizon. There are no constant rules. You have to react to your market, because in the end they decide what is possible for your station to play. Numbers can be used to reinforce your moves, but you have to make a move and then check the results."

"I think there was a time when radio looked at records as a mercenary monster, and records looked at radio as a group of people with the gimmes, but the parallel adjustments of the two industries to the economy seems to have all but killed those stigmas."

Turning to the subject of improved product for radio, Sam declared, "The quality of product has greatly improved at Atlantic Records. While I can't speak for A&R, from what is being released, I can see they are getting more selective all the time. The volume of new artists being signed is down and more time is being devoted to developing the acts currently on the roster."

Charlie Lake, National Promotion Director, Warner Bros.

"Having come over to records from radio just a few years ago, I have already seen radio grow up in its presentation and the way business is done. Everyone wants 25+," said Charlie. "The old giants of the industry have fallen and new stations have come along and taken their place. There have been lots of changes in a short time."

Other than just being a good business person, Charlie sees today's PD "as being more accomplished at letting the promotion person know what information is needed to help make a valid programming decision about a record. Radio has taken the mystery out of research, and those programmers that rely heavily on a combination of guts and research seem to be the best at finding out all of the information needed to stay ahead."

Charlie predicts a bright future for radio. "When I travel around the country and spend time with programmers, they are really excited about programming to the 18-34 and 25+ audiences. It really is the same audience, just a bit older now with more discriminating tastes. This tends to make the once-almighty 12+ share a lot less important now."

On the subject of record companies working with radio, Charlie said, "This area has not been seriously affected at Warner Brothers. We will do any promotion that makes sense for the label, the artist, and the station. All you have to do is ask."

That sounds simple enough, but Charlie qualified it by saying, "The quality of promotions has improved. Simple call-in-and-win promotions are okay, but we would rather do something with more meaning wherever possible, especially when it concerns a newer act that a station takes an interest in."

George Chaltas, Director of National Promotion, CBS West Coast

George, like Steve Meyer, has no radio experience, but has spent 10 years in record promotion. Working with CBS, George is fortunate to have one of the widest overviews available because of the full line of product that the company handles for so many formats.

"The one thing I think radio understands, but doesn't take into consideration, is that records take longer to sell and need more airplay for a longer period of time," said George. He also pointed out the



Sam Kaiser

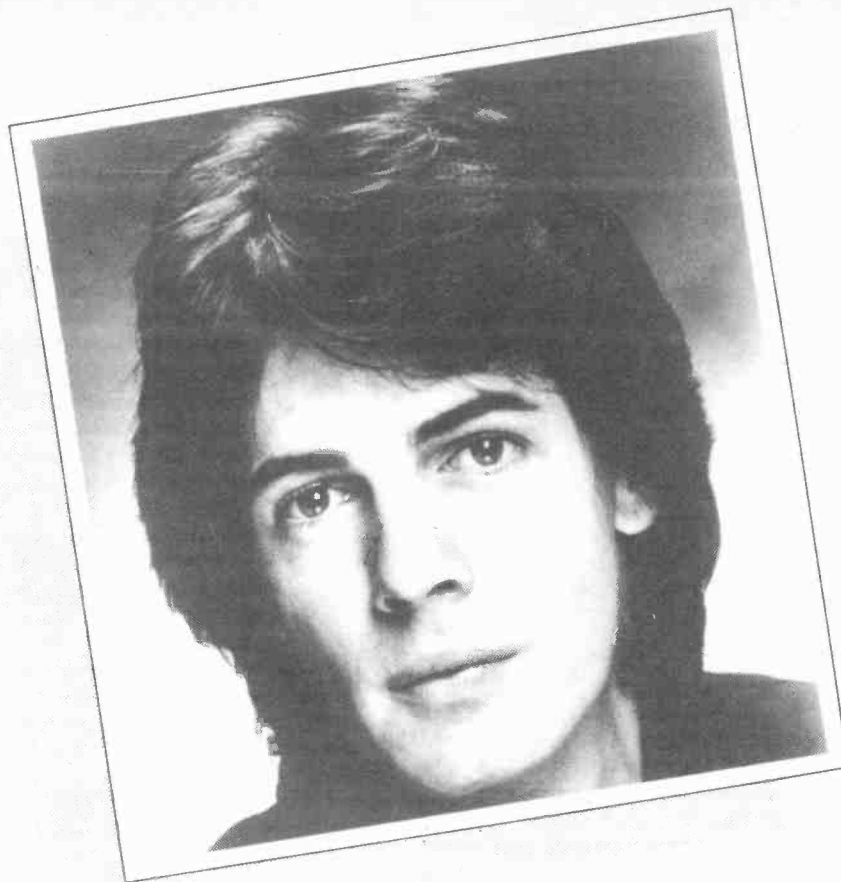


Charlie Lake



Dave Parks

*Dr. Noah Drake Is Pleased
To Announce The Arrival Of
"JESSIE'S GIRL"*



RICK SPRINGFIELD

AKA Dr. Noah Drake On ABC's General Hospital

"JESSIE'S GIRL"

From The LP "Working Class Dog"

PB 12201

RICK SPRINGFIELD
WORKING CLASS DOG



The Temperature's Rising At These Stations:

WKBW add
KINT add 31
B97 add
KIDD add
WIGY add
13FEA add
KDVV add
KYVA add
WBEN-FM 35-32
WIFI deb 27
WPGC 21-19
KRBE 25-21
Z93 22-18
94Q 27-23
Q105 16-15
CKLW deb 30
WGCL 30-29

JB105 28-25
KIQQ 26
WOLF 33-20
WHFM 28-24
WTRY 30-25
WFLY 27-26
WICC 29-25
WPST 27-24
WKRZ-FM 19-17
WAQY 15-12
WKEE 38-33
KEGL 29
KHFI 26-24
WTIX deb 38
KLAZ 25-21
WJDX 15-12
KXX106 28-21

WAAY 20-17
Y103 30-22
BJ105 deb 38
WBBQ 28-23
WSKZ deb 26
WBCY 25-23
WCSC 30-26
WQRK deb 30
WRVQ 21
KJ100 26-23
WGRD 23-13
WVIC 40-38
KWEN 28-25
Z104 29-28
WNAM deb 28
WNAP 29-25
WSCN 23

KKXX 27-19
KERN 28-25
KNBQ 28-25
KTAC 31-29
KYSN 30-24
KCPX 32-29
FM103 22-19
KENO 27-21
KTKT 30-28
WJBQ 35-29
WGUY deb 29
WACZ 20-16
WHHY 29-25
Z102 28-25
WFOX 28-24
WCGQ deb 27
WDJX 29-21

WANS-FM deb 30
KILE 35-31
KPUR 28-27
WSPT 11-8
WTRU 27-24
KWLO 25-15
KATI 20-17
KOOK deb 30
KRLC deb 23
WXKS-FM on
Q107 on
KIIS-FM on
KSFY on
Q103 on
V100 on
KBFM on
WISE 25

G100 on
FM100 on
KX104 on
92Q on
WVLK on
WIKS on
WOW on
WFBG on
WCIR on
KENI on
KCBN on
KDZA on
KQDI on
KQ94 on

PROGNOSIS: A Smash!

DOCTORS AGREE: You Can Depend On RCA To Deliver!



Records Takes A Look At Radio

Continued from Page 24

lack of disposable income for records because of housing, food and transportation, "which we never had to worry about when we were growing up.

"Combine the lack of extra 'fun money' with the fractionalization of the marketplace, and you are bound to see slower record sales. Radio should keep in mind that a lack of sales doesn't mean it isn't a hit."

While radio has to make money, George suggested, "It should feel some sense of responsibility to culturally educate the public with its programming. The lack of caring in this area has helped to spawn tight lists and a lack of ear picks. Everything is researched. Radio might want to look and see what listeners play on their stereos at home. They might find some interesting music being played."

Agreeing that radio and records are working better towards mutual goals, George added, "The greatest asset I can provide a radio station is a sensitive promotion person who can understand a station's needs. Radio must then be willing to open up and fill us in on the specifics of those station needs."

Radio And Records Working Together

Early comments coming in from last week's article, "Radio Takes A Look At Records," have been quite favorable. One comment was that the article wasn't long enough. I hope after you have read this column you'll feel the same way. It is virtually impossible to bring out every valid point of view.

If it's your feeling that more needed to be said, then it's up to you to continue the dialogue. Pick up the



George Chaltas

phone and call someone at a record company or radio station whom you feel will listen to your ideas. I hope my columns will cause exchanges of ideas. That's one of the main reasons I feel I'm here.

Motion

KMJK/Portland promotes Rosemary Reynolds, who was morning anchor, to News and Public Affairs Director. Replacing her in the morning slot is Charlie Martin... Tom Gilligan leaves 99IZD/Palm Beach, joining KJ100/Louisville doing 6-10pm.

Brad Fuhr has been named PD at WSPT-WXYQ/Stevens Point, replacing Pat Martin... WRKR/Milwaukee-Racine has a new MD, Jeff Benach, coming in from WVFV/Dundee, IL... Phil Irons becomes the new MD at KFMZ/Columbia... WCKX/Tampa MD Bob Logan asks that music calls be made to him after 3pm EST.

KRNA/Iowa City promotes two of its news people: Elizabeth Clancy becomes News Director and morning news anchor Gary Brown is upped to Assistant News Director.



Z93 SECOND HONEYMOON — Z93(KQIZ)/Amarillo recently gave away a second honeymoon, which included a weekend in Galveston, use of a 1981 Lincoln, airfare, and spending cash. Pictured (l-r) are the winners and station PD Steve Stucker, who stowed away in a suitcase to get to the beach.

Bits

WRJZ/Knoxville is readying plans now for "The Summer Of 62," which is tied in with its frequency. Plans include concerts with local and regional talent. Kickoff is June 6th with "WRJZ 60's Day" at a local theme park.

Q106/York teamed up with Channel 8 TV in Lancaster, PA helping to raise \$86,500 for St. Jude's Children's Hospital. Jocks from the station got on the tube and made the announcement that Q106 had raised \$23,000 on its own.

Speaking of charities, KFXD/Boise recently held a March Of Dimes Walkathon. Leif Garrett was the honorary chairman, and 3800 walkers participated, raising \$134,000 and making the Boise walkathon for the seventh year in a row the highest-grossing per capita in the country.

KB101/Portland is turning back the hands of time to 1966 and is letting listeners purchase gas at two different stations for 32.9¢ for regular and 36.9¢ for high-test.

KMJK/Portland recently put some "Magic In Your Jeans" during a weekend promotion with a local pants outlet. Listeners not only won jeans, but found some "magic" in the pockets in the form of concert tickets, gift certificates and cash.

KROY/Sacramento celebrated its 44th birthday (4-5) with a week-long on-the-air celebration, ending up with a huge party with listeners invited. Prizes were handed out and lots of beer flowed.

WRVQ/Richmond recently staged a benefit concert starring A&M recording artists .38 Special serving as a "thank you" to those who participated in the station's WalkAmerica 30km race to raise money for the March of Dimes.



ANNE'S NEW BABY — WKXC/Chattanooga MD Anne McCartney recently gave birth to her first child, Katy. She is going to grow up to be a rock 'n' roller just like mama, with her first silk jacket provided by E/P/A promotion man Jim Stewart.



WLOL PRIVATE PARTY — WLOL-FM/St. Paul recently held another of its private party affairs, inviting 20 listeners to hang out with Atlantic's Spinners. Pictured in the front row are (l-r) station listener, midday jock Brian Acker, Operations Manager Bob Berglund, morning man Phil Huston, and Atlantic's Gary Wisner; (back row, l-r) John Edwards of the Spinners, two listeners, late-night personality Jay Philpot, two more listeners, Henry Fambrough of the Spinners, more listeners, and weekender Marc Anderson.



CHUM SOCKS IT TO 'EM — 11,000 people reportedly crammed a hall for CHUM/Toronto's "World's Largest Sock Hop," which was part of a custom car show. Pictured (l-r) are station personalities Mike Hollan, Steve Bolton, and John Majhor.



B-97'S BUZZING — In a recent promotion WEZB-FM/New Orleans gave away a Dodge Ram Van to a lucky listener. Pictured (l-r): B-97's Tony Reen and Terry Young, the winner, B-97's Cajun Ken Cooper, and the winner's family.

When a "Little" means a lot. GARY U.S. BONDS

"This Little Girl"

THE BACK PAGE BREAKERS

GARY U.S. BONDS

This Little Girl (EMI America)

70% of our reporters on it. Moves: Up 43, Same 52, Down 0, Adds 61 including WNBC, WCAO, WXKS-FM, CHUM, Z93, Y100, CKLW, KSFY, 13K, KJR, KYYX, WOLF, KSTAR, B97, WGRD, KKXX, KNBQ. See Parallels, charts at number 27.

AOR BREAKERS

GARY U.S. BONDS
DEDICATION



GARY U.S. BONDS

Dedication (EMI America)

"Girl" "Jole" Title "Pretender." 54% of our reporters on it. Total album reports: 88. A-54, M-5, H-0. Debuted this week at number 33.



Already a Breaker... one great example of "Dedication"

Produced & Arranged by
Miami Steve &
Bruce Springsteen

CLIFF RICHARD

"Give A Little Bit More"



the follow-up to his last hit.

from "I'm No Hero" ...

Produced & Arranged by
Alan Tarney

WFIL add
WCAO add
CHUM add
KRLY add
KRBE add
WGCL add
KINT add
WERC add
WSGN add
WAAY add
WISM add
Z104 add
KNBQ add
KTAC add 30
KCPX add

KZZP add 29
FM99 add
KKLS add
KENI add
KCBN add
KATI add
JB105 on
CFTR on
KIIS-FM on
KYYX deb 29
KPLZ on
KOPA deb 28
WOLF on
WAEB 26-23
KHFI on

KBFM 30-19
KEEL on
WJDX deb 29
Y103 33-25
BJ105 39-34
WNOX on
WCSC deb 30
WGH on
WLOL-FM 37-32
WDJX on
KIOY on
KYSN on
KLUC deb 25

WLAM 34-32
WFBG deb 24
WHY on
WCGQ on
WFLB 31-21
WXLK on
KVOL on
KKXL 24-22
WSPT 27-23
KBOZ on
KOOK on



On EMI America Records

PARALLEL ONE PLAYLIST

EAST

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

Boston

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

Baltimore

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

Toronto

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

New York

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

Houston

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

WJZZ Buffalo PD: Neil McGinley MD: Jon Summers

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

94.1 FM St. Louis MD: Tony Stone
1 TERRI GIBBS/Sombody's Knockin'
2 GROVER WASHINGTON/Just The Two Of Us

WVON Chicago PD: John Gehron MD: Tim Kelly
1 SHEENA EASTON/Morning Train
2 SHEENA EASTON/Morning Train

WKY Milwaukee PD: Jim Brown MD: Gary Mason
1 HALL & OATES/Rise On My List
2 GROVER WASHINGTON/Just The Two Of Us

K106.5 FM San Jose PD & MD: Bob Harlow
1 JAMES TAYLOR/Just The Two Of Us
2 STEVE WINWOOD/While You See Me Cry

KFI Los Angeles The #1 hit station. PD: John Rook MD: Roger Collins
1 SHERRY DICKENS/While You See Me Cry
2 TASTE OF HOME/Silk

K13 San Diego PD: Jeff Lucifer MD: Rick Gillette
1 GROVER WASHINGTON/Just The Two Of Us
2 YARBOUGH/PEOPLES/Don't Stop The Music

104.1 FM KBEQ Kansas City PD: Randy Lane MD: Mike Schmidt
1 CLIMAX BLUES BAND/Love You
2 APRIL WINE/Just Between You & Me

WVON Cleveland PD: Jack Casey MD: Bob McKay
1 GROVER WASHINGTON/Just The Two Of Us
2 STEVE WINWOOD/While You See Me Cry

WIBW71 Kansas City MD: Rick Brown
1 SHEENA EASTON/Morning Train
2 JUICE NEWTON/Angel Of The Morning

KRLA 101 Los Angeles PD: Jack Roth MD: Rick Stancato
1 GROVER WASHINGTON/Just The Two Of Us
2 SHERRY DICKENS/While You See Me Cry

610 KTRC San Francisco PD: Gerry Cagle MD: Sandy Louie
1 HALL & OATES/Rise On My List
2 BLOOMIE/Rapture

KPLZ 101.5 Seattle PD & MD: Jeff King
1 SHEENA EASTON/Morning Train
2 JUICE NEWTON/Angel Of The Morning

WVON Cleveland PD & MD: Bob Travis
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

KMBC St. Louis PD & MD: Lee Douglas
1 HALL & OATES/Rise On My List
2 JAMES TAYLOR/Just The Two Of Us

WVON Chicago PD: John Gehron MD: Tim Kelly
1 WHO/You Better You Best
2 STEVE WINWOOD/While You See Me Cry

WVON Phoenix PD & MD: Steve Rivers
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

KRQQ Los Angeles PD: Paula Matthews MD: Robert Moorhead
1 TASTE OF HOME/Silk
2 SHERRY DICKENS/While You See Me Cry

KRQQ Los Angeles PD: Mike Wagner MD: Danny Lemos
1 GROVER WASHINGTON/Just The Two Of Us
2 SHERRY DICKENS/While You See Me Cry

WVON Cleveland PD & MD: Bob Travis
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

WVON St. Louis PD & MD: Lee Douglas
1 HALL & OATES/Rise On My List
2 JAMES TAYLOR/Just The Two Of Us

WVON Chicago PD: John Gehron MD: Tim Kelly
1 WHO/You Better You Best
2 STEVE WINWOOD/While You See Me Cry

WVON Phoenix PD & MD: Steve Rivers
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

KRQQ Los Angeles PD: Paula Matthews MD: Robert Moorhead
1 TASTE OF HOME/Silk
2 SHERRY DICKENS/While You See Me Cry

KRQQ Los Angeles PD: Mike Wagner MD: Danny Lemos
1 GROVER WASHINGTON/Just The Two Of Us
2 SHERRY DICKENS/While You See Me Cry

WVON Cleveland PD & MD: Bob Travis
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

WVON St. Louis PD & MD: Lee Douglas
1 HALL & OATES/Rise On My List
2 JAMES TAYLOR/Just The Two Of Us

WVON Chicago PD: John Gehron MD: Tim Kelly
1 WHO/You Better You Best
2 STEVE WINWOOD/While You See Me Cry

WVON Phoenix PD & MD: Steve Rivers
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

KRQQ Los Angeles PD: Paula Matthews MD: Robert Moorhead
1 TASTE OF HOME/Silk
2 SHERRY DICKENS/While You See Me Cry

KRQQ Los Angeles PD: Mike Wagner MD: Danny Lemos
1 GROVER WASHINGTON/Just The Two Of Us
2 SHERRY DICKENS/While You See Me Cry

WVON Cleveland PD & MD: Bob Travis
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

WVON St. Louis PD & MD: Lee Douglas
1 HALL & OATES/Rise On My List
2 JAMES TAYLOR/Just The Two Of Us

WVON Chicago PD: John Gehron MD: Tim Kelly
1 WHO/You Better You Best
2 STEVE WINWOOD/While You See Me Cry

WVON Phoenix PD & MD: Steve Rivers
1 GROVER WASHINGTON/Just The Two Of Us
2 SHEENA EASTON/Morning Train

KRQQ Los Angeles PD: Paula Matthews MD: Robert Moorhead
1 TASTE OF HOME/Silk
2 SHERRY DICKENS/While You See Me Cry

KRQQ Los Angeles PD: Mike Wagner MD: Danny Lemos
1 GROVER WASHINGTON/Just The Two Of Us
2 SHERRY DICKENS/While You See Me Cry

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

EAST
Most Added® Hottest
 Tom Petty REO Speedwagon
 Gary U.S. Bonds Sheena Easton
 Get Wet John Lennon
 Neil Diamond Smokey Robinson
 Lee Ritenour Grover Washington Jr.

ADDS & HOTS

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

SOUTH
Most Added® Hottest
 Tom Petty Smokey Robinson
 Neil Diamond REO Speedwagon
 Gary U.S. Bonds Kim Carnes

EAST

PARALLEL TWO

14Q/Worcester, MA
 Gary Nolan
 JOHN O'BANION
 ANNE MURRAY
 SHEENA EASTON 1-1
 GROVER WASHINGTON 4-3
 REO SPEEDWAGON 14-10
 ERIC CLAPTON 16-11
 GINO VANNELLI 20-16
WBBF/Rochester, NY
 Dave Mason
 CHAMPAIGN
 NEIL DIAMOND
 FRANKIE/KNOCKOUTS
 ABBA
 EMMYLOU HARRIS
 Hottest:
 SHEENA EASTON 1-1
 JAMES TAYLOR 5-4
 REO SPEEDWAGON 8-5
 SMOKEY ROBINSON 11-8
 GINO VANNELLI 16-9
WCC/Bridgeport, CT
 Bob Mitchell
 QUINCY JONES
 TOM PETTY
 JESSE WINCHESTER
 LEE RITENOUR
 BILLY & THE BEATE
 CLARKE/DUKE
 Hottest:
 SHEENA EASTON 2-1
 REO SPEEDWAGON 9-7
 KIM CARNES 14-10
 STARS ON 45 15-11
 JOHN LENNON 19-13
WKBO/Harrisburg, PA
 Betty Kaye
 RAYDIO
 JOHN O'BANION
 Hottest:
 SHEENA EASTON 1-1
 JUICE NEWTON 4-2
 JOHN LENNON 13-8
 JOHN COUGAR 15-12
 REO SPEEDWAGON 19-13
WKEE/Huntington, WV
 Gary Miller
 GARY U.S. BONDS
 NEIL DIAMOND
 JESSE WINCHESTER
 BILLY & THE BEATE
 LEE RITENOUR
 JIM PHOTOGLO
 Hottest:
 GROVER WASHINGTON 2-1
 JUICE NEWTON 4-2
 SMOKEY ROBINSON 9-4
 JOHN LENNON 21-11
 GINO VANNELLI 19-13
WOLF/Syracuse, NY
 Bob Mitchell
 GARY U.S. BONDS
 NEIL DIAMOND
 GET WET
 Hottest:
 RAYDIO 3-1
 SMOKEY ROBINSON 5-2
 CHAMPAIGN 7-4
 TASTE OF HONEY 10-6
 JOURNEY 13-8
WPST/Trenton, NJ
 Tom Taylor
 NEIL DIAMOND
 DAVE EDMUNDS
 ALAN PARSONS
 TOM PETTY
 STEVE WINWOOD
 Hottest:
 STEVE WINWOOD 1-1
 JOHN LENNON 18-13
 STYX 21-16
 KIM CARNES 26-19
 SANTANA 31-27
WTRY/IAlbany, NY
 Bill Cahill
 TOM PETTY
 Hottest:
 REO SPEEDWAGON 1-1
 SMOKEY ROBINSON 6-4
 CHRIS CROSS 14-11
 JOHN LENNON 18-14
 FRANKIE/KNOCKOUTS 21-17
WAEB/Allentown, PA
 Jeff Frank
 Hottest:
 SHEENA EASTON 1-1
 REO SPEEDWAGON 6-4
 KIM CARNES 16-10
 FRANKIE/KNOCKOUTS 14-12
 CLIFF RICHARD 26-23
WHYN/Springfield, MA
 Andy Carey
 PHIL COLLINS
 JIM PHOTOGLO
 DAN HARTMAN
 HELEN REDDY
 Hottest:
 JAMES TAYLOR 3-1
 TERRI GIBBS 5-4
 SMOKEY ROBINSON 8-5
 STEELY DAN 10-7
 STEVE WINWOOD 11-9
KC101/New Haven, CT
 Danny Lyons
 NEIL DIAMOND
 DOLLY PARTON
 Hottest:
 SHEENA EASTON 1-1
 STARS ON 45 11-9
 JOHN LENNON 19-14
 KIM CARNES 20-15
 TASTE OF HONEY 23-16
WFBR/Baltimore, MD
 Andy Szulinski
 SANTANA
 CLARKE/DUKE
 LEE RITENOUR
 HALL & OATES
 Hottest:
 SHEENA EASTON 3-1
 REO SPEEDWAGON 15-8
 GINO VANNELLI 16-9
 DON MCLEAN 29-23
 NEIL DIAMOND 30-25

WBLI/Long Island, NY
 Bill Terry
 GARY U.S. BONDS
 QUINCY JONES
 Hottest:
 HALL & OATES 1-1
 GROVER WASHINGTON 4-2
 JUICE NEWTON 5-3
 SMOKEY ROBINSON 9-4
 JAMES TAYLOR 6-5
WTIC-FM/Hartford, CT
 Rick Donahue
 STYX
 CLIMAX BLUES BAND
 Hottest:
 GROVER WASHINGTON 2-1
 SMOKEY ROBINSON 5-4
 REO SPEEDWAGON 9-8
 WHO 11-10
 STARS ON 45 14-12
Q108/York, PA
 Steve Gallagher
 STARS ON 45
 TOM PETTY
 Hottest:
 GROVER WASHINGTON 3-1
 JUICE NEWTON 6-4
 SMOKEY ROBINSON 7-5
 REO SPEEDWAGON 8-6
 GINO VANNELLI 21-15
WHFM/Rochester, NY
 Marc Cronin
 CHAMPAIGN
 TOM PETTY
 DON MCLEAN
 Hottest:
 STEVE WINWOOD 3-1
 REO SPEEDWAGON 4-2
 JOHN LENNON 13-5
 GINO VANNELLI 21-14
 CHAMPAIGN A-25
WFLY/Albany, NY
 Buzz Phillips
 TOM PETTY
 RAYDIO
 JESSE WINCHESTER
 Hottest:
 GROVER WASHINGTON 1-1
 GINO VANNELLI 13-9
 JOHN LENNON 14-10
 KIM CARNES 22-18
 STARS ON 45 30-21
K104/Erie, PA
 Bill Shannon
 HALL & OATES
 PHOEBE SNOW
 LIFE
 TOM PETTY
 Hottest:
 SMOKEY ROBINSON 5-1
 OUTLAWS 12-5
 DOTTIE WEST 22-17
 LOVERBOY 30-23
 MICHAEL JACKSON 38-29
V100/Charleston, WV
 Jay Jarvis
 CHAMPAIGN
 GARY U.S. BONDS (dp)
 STARS ON 45 (dp)
 TOM PETTY (dp)
 Hottest:
 GROVER WASHINGTON 3-1
 CLIMAX BLUES BAND 12-7
 REO SPEEDWAGON 16-11
 STYX 22-17
 KIM CARNES 27-19
WAQY/Springfield, MA
 Mike Adams
 PURE PRAIRIE LEAG
 TOM PETTY
 JIM PHOTOGLO
 BILLY & THE BEATE
 Hottest:
 REO SPEEDWAGON 1-1
 JAMES TAYLOR 3-2
 FRANKIE/KNOCKOUTS 5-4
 GINO VANNELLI 11-7
 KIM CARNES 12-11
WKFR-FM/Wilkes-Barre, PA
 Jim Rising
 BILLY & THE BEATE
 GARY U.S. BONDS
 TOM PETTY
 Hottest:
 JUICE NEWTON 4-1
 REO SPEEDWAGON 5-3
 CLIMAX BLUES BAND 12-5
 GINO VANNELLI 16-12
 JEFF. STARSHIP 21-16
PARALLEL THREE
13FEA/Manchester, NH
 Keith LeMire
 GARY U.S. BONDS
 NEIL DIAMOND
 RICK SPRINGFIELD
 ABBA
 Hottest:
 GROVER WASHINGTON 4-1
 SMOKEY ROBINSON 5-2
 JUICE NEWTON 10-4
 JOHN LENNON D-19
 DON MCLEAN D-25
WCIR/Beckley, WV
 Ron Hill
 GET WET
 QUINCY JONES
 PURE PRAIRIE LEAG
 LEE RITENOUR
 Hottest:
 FRANKIE/KNOCKOUTS 8-1
 REO SPEEDWAGON 14-5
 GINO VANNELLI 18-10
 STYX 23-14
 WHO 22-15
WFBG/Atoons, PA
 Tony Booth
 GARY U.S. BONDS
 HALL & OATES
 NITEFLYTE
 PHOEBE SNOW
 LEE RITENOUR
 MARILEE
 Hottest:
 SHEENA EASTON 1-1
 JOHN LENNON 13-9
 STARS ON 45 18-13
 DOTTIE WEST 20-16
 NEIL DIAMOND D-20

SOUTH

PARALLEL TWO

92Q/Nashville, TN
 Damon/Oavis
 DON MCLEAN
 GARY U.S. BONDS (dp)
 Hottest:
 JUICE NEWTON 1-1
 REO SPEEDWAGON 10-8
 KIM CARNES 22-15
 STARS ON 45 29-23
 NEIL DIAMOND 30-24
BJ106/Orlando, FL
 Tom West
 CHRIS CROSS
 TOM PETTY
 PURE PRAIRIE LEAG
 PAUL ANKA
 Hottest:
 SHEENA EASTON 2-1
 GROVER WASHINGTON 6-2
 KIM CARNES 11-8
 JUICE NEWTON 12-9
 GINO VANNELLI 25-17
KEEL/Shreveport, LA
 Marty Johnson
 NEIL DIAMOND
 ALAN PARSONS
 GET WET
 EMMYLOU HARRIS
 CHRIS CROSS
 GARY U.S. BONDS
 Hottest:
 SMOKEY ROBINSON 1-1
 GROVER WASHINGTON 5-4
 RAYDIO 12-9
 GINO VANNELLI 16-10
 JAMES TAYLOR 32-14
KTSA/San Antonio, TX
 J.J. Rodriguez
 KIM CARNES
 STARS ON 45
 Hottest:
 HALL & OATES 4-1
 GROVER WASHINGTON 9-5
 REO SPEEDWAGON 20-11
 STEVE WINWOOD 21-16
 JUICE NEWTON 25-19
KXX106/Birmingham, AL
 Chris Train
 TOM PETTY
 STEVE WINWOOD
 AC/DC
 DAVE EDMUNDS
 PURE PRAIRIE LEAG
 Hottest:
 GROVER WASHINGTON 1-1
 WHO 10-4
 PHIL COLLINS 13-7
 CHAMPAIGN 17-9
 RICK SPRINGFIELD 28-21
WAKY/Louisville, KY
 Marsha Witten
 CHAMPAIGN
 STARS ON 45
 Hottest:
 SHEENA EASTON 2-1
 GROVER WASHINGTON 3-2
 JAMES TAYLOR 4-3
 SMOKEY ROBINSON 5-4
 FRANKIE/KNOCKOUTS 9-7
WAXY/Ft. Lauderdale, FL
 Rick Shaw
 SHALAMAR
 GARY U.S. BONDS
 QUINCY JONES
 Hottest:
 GROVER WASHINGTON 1-1
 CHAMPAIGN 8-4
 JOHN LENNON 10-7
 JAMES TAYLOR 14-9
 REO SPEEDWAGON 21-16
WAYS/Charlotte, NC
 Lon Simon
 Hottest:
 GROVER WASHINGTON 1-1
 JUICE NEWTON 3-2
 JAMES TAYLOR 5-3
 JOHN COUGAR 10-8
 NEIL DIAMOND 20-15
WBBQ/Augusta, GA
 Bruce Stevens
 NEIL DIAMOND
 TOM PETTY
 ALAN PARSONS
 CLARKE/DUKE
 Hottest:
 SHEENA EASTON 1-1
 REO SPEEDWAGON 5-4
 STYX 12-7
 SMOKEY ROBINSON 13-8
 WHO 20-18
WFMI/Baton Rouge, LA
 Randy Rice
 TOM PETTY
 NEIL DIAMOND
 Hottest:
 SMOKEY ROBINSON 2-1
 JAMES TAYLOR 10-4
 CLIMAX BLUES BAND 15-7
 GINO VANNELLI 18-14
 KIM CARNES 21-17
FM100/Memphis, TN
 Tom Prestigiacomo
 STARS ON 45
 Hottest:
 JUICE NEWTON 2-1
 SMOKEY ROBINSON 12-8
 KIM CARNES 14-9
 GINO VANNELLI 21-14
 REO SPEEDWAGON 19-17
WNOX/Knoxville, TN
 Scott Majors
 NEIL DIAMOND
 38 SPECIAL
 Hottest:
 SHEENA EASTON 2-1
 GROVER WASHINGTON 3-2
 REO SPEEDWAGON 12-9
 STYX 19-14
 KIM CARNES 23-16
WGH/Norfolk, VA
 Bob Canada
 T.G. SHEPPARD
 PHIL COLLINS
 HALL & OATES
 JUICE NEWTON
 NITEFLYTE (dp)
 STARS ON 45 (dp)
 BILLY & THE BEATE (dp)
 Hottest:
 GROVER WASHINGTON 1-1
 HALL & OATES 4-2
 TASTE OF HONEY 7-5
 SMOKEY ROBINSON 21-10
 KIM CARNES 16-13
WBHQ/Memphis, TN
 Mike Scailzi
 NEIL DIAMOND
 Hottest:
 SMOKEY ROBINSON 2-1
 CHAMPAIGN 5-3
 KIM CARNES 18-12
 GINO VANNELLI 19-16
 STARS ON 45 23-18
WJDX/Jackson, MS
 Bob Rall
 CHRIS CROSS
 JOHN LENNON
 ISLEY BROS
 HALL & OATES
 38 SPECIAL (dp)
 Hottest:
 SMOKEY ROBINSON 3-1
 JAMES TAYLOR 5-2
 WHO 13-7
 GINO VANNELLI 14-11
 FRANKIE/KNOCKOUTS 18-13
WKIX/Raleigh, NC
 Ron McKay
 DOTTIE WEST
 Hottest:
 SHEENA EASTON 1-1
 SMOKEY ROBINSON 4-2
 GINO VANNELLI 13-11
 TASTE OF HONEY D-16
 CHAMPAIGN D-20
WRJZ/Knoxville, TN
 Fred Storey
 JESSE WINCHESTER
 QUINCY JONES
 Hottest:
 SHEENA EASTON 2-1
 SMOKEY ROBINSON 5-2
 REO SPEEDWAGON 12-7
 GINO VANNELLI 15-10
 RAYDIO 19-14
WSSN/Birmingham, AL
 Walt Brown
 NEIL DIAMOND
 CLIFF RICHARD
 TOMMY JAMES
 Hottest:
 GROVER WASHINGTON 1-1
 JAMES TAYLOR 3-2
 REO SPEEDWAGON 9-5
 SMOKEY ROBINSON D-10
 STARS ON 45 24-13
WTIX/New Orleans, LA
 Gary Franklin
 TOM PETTY
 ALAN PARSONS
 LENNY LE BLANC
 T.G. SHEPPARD
 JIM PHOTOGLO
 Hottest:
 HALL & OATES 2-1
 JUICE NEWTON 4-2
 SMOKEY ROBINSON 7-3
 GROVER WASHINGTON 8-6
 KIM CARNES 21-15
Y103/Jacksonville, FL
 Scott Sherwood
 HALL & OATES
 TOM PETTY
 ISLEY BROS
 TASTE OF HONEY
 CHRIS CROSS
 LIFE
 Hottest:
 CHAMPAIGN 2-1
 CLIMAX BLUES BAND 4-2
 38 SPECIAL 5-3
 FRANKIE/KNOCKOUTS 8-5
 STARS ON 45 21-16
WVRV/Richmond, VA
 Thomas/Kelly
 Hottest:
 JUICE NEWTON 5-1
 GROVER WASHINGTON 4-2
 APRIL WINE 8-4
 STYX 11-5
 38 SPECIAL 15-10
KELP/El Paso, TX
 Raymond Mesa
 KIM CARNES
 WHO
 GET WET
 QUINCY JONES
 Hottest:
 GROVER WASHINGTON 6-1
 POLICE 9-4
 SMOKEY ROBINSON 10-7
 TASTE OF HONEY 16-10
 REO SPEEDWAGON 28-11
FM100/Memphis, TN
 Tom Prestigiacomo
 STARS ON 45
 Hottest:
 JUICE NEWTON 2-1
 SMOKEY ROBINSON 12-8
 KIM CARNES 14-9
 GINO VANNELLI 21-14
 REO SPEEDWAGON 19-17
WNOX/Knoxville, TN
 Scott Majors
 NEIL DIAMOND
 38 SPECIAL
 Hottest:
 SHEENA EASTON 2-1
 GROVER WASHINGTON 3-2
 REO SPEEDWAGON 12-9
 STYX 19-14
 KIM CARNES 23-16
WQZK/Chattanooga, TN
 David Carroll
 NEIL DIAMOND
 DON MCLEAN
 TOM PETTY
 CLIFF RICHARD
 Hottest:
 SMOKEY ROBINSON 2-1
 STARS ON 45 26-21
CK101/Cocoa Beach, FL
 Steve Ocean
 CLIMAX BLUES BAND
 TOM PETTY
 MICHAEL JACKSON
 SHEENA EASTON
 LEE RITENOUR
 Hottest:
 GROVER WASHINGTON 2-1
 JAMES TAYLOR 6-2
 RAYDIO 10-7
 38 SPECIAL 16-12
 STARS ON 45 26-21
WSEZ/Winston-Salem, NC
 Bob Mahoney
 DON MCLEAN
 ANNE MURRAY
 DOTTIE WEST
 CHRIS CROSS
 Hottest:
 SHEENA EASTON 2-1
 SMOKEY ROBINSON 5-4
 TASTE OF HONEY 14-11
 GINO VANNELLI 22-13
 ERIC CLAPTON 18-15
KLAZ/Little Rock, AR
 Shawn Stephens
 DOTTIE WEST
 GARY U.S. BONDS
 AC/DC
 SANTANA
 HALL & OATES
 GET WET
 SISTER SLEDGE
 MICHAEL JACKSON
 Hottest:
 GROVER WASHINGTON 1-1
 CLIMAX BLUES BAND 5-2
 REO SPEEDWAGON 9-5
 KIM CARNES 12-8
 GINO VANNELLI 13-9
KNUS/Dallas, TX
 Lorie Pittman
 REO SPEEDWAGON
 QUINCY JONES
 Hottest:
 STEVE WINWOOD 3-1
 SMOKEY ROBINSON 6-4
 SHEENA EASTON 7-5
 JUICE NEWTON 12-9
 TERRI GIBBS 13-10
KSET-FM/El Paso, TX
 Jeff Blake
 CLARKE/DUKE
 LEE RITENOUR
 GARY U.S. BONDS
 ATLANTIC STARR
 JESSE WINCHESTER
 MICHAEL DAIMEN
 Hottest:
 SMOKEY ROBINSON 1-1
 TASTE OF HONEY 4-2
 STYX 14-9
 REO SPEEDWAGON 20-14
 CHANGE 24-20
B97/New Orleans, LA
 Vallee/Lousteau
 STARS ON 45
 GARY U.S. BONDS
 RICK SPRINGFIELD
 RAYDIO
 LEON REDBONE
 Hottest:
 SHEENA EASTON 1-1
 STYX 13-9
 KIM CARNES 17-11
 QUINCY JONES 20-13
 JOHN LENNON 24-19
WOKI/Knoxville, TN
 Gary Adkins
 GARY U.S. BONDS
 NEIL DIAMOND
 TOM PETTY
 ROSANNE CASH
 ABBA
 LOVERBOY (RA)
 Hottest:
 SHEENA EASTON 1-1
 CHAMPAIGN 8-7
 STYX 9-8
 SMOKEY ROBINSON 12-9
 REO SPEEDWAGON 18-13
WCSC/Charleston, SC
 Chris Bailey
 GARY U.S. BONDS
 TOM PETTY
 HALL & OATES
 PURE PRAIRIE LEAG
 STEPHANIE MILLS
 SPINNERS (dp)
 Hottest:
 SMOKEY ROBINSON 3-1
 JOHN LENNON 12-8
 GINO VANNELLI 15-11
 KIM CARNES 18-14
 CLIMAX BLUES BAND 27-17
DVW/Lexington, KY
 Dave Murray
 38 SPECIAL
 PURE PRAIRIE LEAG
 GET WET
 TOM PETTY
 JESSE WINCHESTER
 Hottest:
 SHEENA EASTON 2-1
 STYX D-5
 KIM CARNES 20-15
 RAYDIO 21-17
 STARS ON 45 D-23
KEGL/Fort Worth, TX
 Haze Stevens
 TOM PETTY
 BILLY & THE BEATE
 AC/DC
 POINT BLANK
 Hottest:
 REO SPEEDWAGON 1-1
 REO SPEEDWAGON 9-2
 GROVER WASHINGTON 6-4
 WHO 11-5
 LOVERBOY 23-13

WQZK/Chattanooga, TN

WAAV/Huntsville, AL
 Jim Kendrick
 HALL & OATES
 QUINCY JONES
 LEE RITENOUR
 CLIFF RICHARD
 Hottest:
 SMOKEY ROBINSON 2-1
 FRANKIE/KNOCKOUTS 8-5
 RAYDIO 10-7
 38 SPECIAL 16-12
 STARS ON 45 26-21
WBCY/Charlotte, NC
 Bob Kaghhan
 TOM PETTY
 HALL & OATES
 Hottest:
 REO SPEEDWAGON 1-1
 GINO VANNELLI 14-5
 WHO 12-8
 SHEENA EASTON 16-10
 KIM CARNES 20-14
KSTAR/Houston, TX
 (formerly KSRR)
 Rick Lambert
 NEIL DIAMOND
 DON MCLEAN
 GARY U.S. BONDS
 Hottest:
 HALL & OATES 1-1
 GROVER WASHINGTON 8-3
 SMOKEY ROBINSON 13-7
 DOTTIE WEST 14-11
 JOHN LENNON 26-17
PARALLEL THREE
KILE/Galveston, TX
 Scott Taylor
 DON MCLEAN
 ANNE MURRAY
 DOTTIE WEST
 CHRIS CROSS
 Hottest:
 GROVER WASHINGTON 1-1
 STEVE WINWOOD 6-5
 YARBROUGH/PEOPLES 9-6
 CLIMAX BLUES BAND 16-12
 ERIC CLAPTON 18-15
KSEL/Lubbock, TX
 Stan Castles
 TOM PETTY
 GARY U.S. BONDS
 T.G. SHEPPARD
 NEIL DIAMOND
 Hottest:
 REO SPEEDWAGON 1-1
 ERIC CLAPTON 4-2
 SMOKEY ROBINSON 6-4
 STYX 8-5
 RAYDIO 12-8
WCCQ/Columbus, GA
 Joe McClure
 TOM PETTY
 AC/DC
 ROSANNE CASH
 LIFE
 Hottest:
 GROVER WASHINGTON 2-1
 ERIC CLAPTON 5-4
 STEELY DAN 9-7
 STYX 14-9
 REO SPEEDWAGON 16-11
WFLB/Fayetteville, NC
 Larry Cannon
 PHOEBE SNOW
 STEPHANIE MILLS
 PURE PRAIRIE LEAG
 GET WET
 GENERAL JOHNSON &
 Hottest:
 JAMES TAYLOR 2-1
 CHAMPAIGN 5-3
 CLIMAX BLUES BAND 7-4
 KIM CARNES 10-5
 STEELY DAN 12-7
WHHY/Montgomery, AL
 Rich Thomas
 GARY U.S. BONDS
 LEE RITENOUR
 HALL & OATES
 BILLY & THE BEATE
 Hottest:
 GROVER WASHINGTON 2-1
 SMOKEY ROBINSON 9-5
 REO SPEEDWAGON 10-5
 JOHN LENNON 19-11
 KIM CARNES 28-20
WISE/Asheville, NC
 John Stevens
 NEIL DIAMOND
 DOLLY PARTON
 BILLY & THE BEATE
 PHOEBE SNOW
 TOM PETTY
 Hottest:
 JOHN COUGAR 1-1
 HALL & OATES 2-2
 GROVER WASHINGTON 3-3
 REO SPEEDWAGON 4-4
 JUICE NEWTON 5-5
WFOX/Gainesville, GA
 Henk Oole
 NEIL DIAMOND
 MARSHALL TUCKER
 LEE RITENOUR
 Hottest:
 SHEENA EASTON 1-1
 SMOKEY ROBINSON 5-3
 GINO VANNELLI 10-6
 WHO 9-8
 KIM CARNES 17-13
WRDV/Roanoke, VA
 Barry Michaels
 NEIL DIAMOND
 GARY U.S. BONDS
 STARS ON 45
 Hottest:
 SHEENA EASTON 1-1
 JAMES TAYLOR 10-7
 GROVER WASHINGTON 11-9
 FRANKIE/KNOCKOUTS 14-10
WVLE/Lexington, KY
 Dave Murray
 38 SPECIAL
 PURE PRAIRIE LEAG
 GET WET
 TOM PETTY
 JESSE WINCHESTER
 Hottest:
 SHEENA EASTON 2-1
 STYX D-5
 KIM CARNES 20-15
 RAYDIO 21-17
 STARS ON 45 D-23
KEGL/Fort Worth, TX
 Haze Stevens
 TOM PETTY
 BILLY & THE BEATE
 AC/DC
 POINT BLANK
 Hottest:
 REO SPEEDWAGON 1-1
 REO SPEEDWAGON 9-2
 GROVER WASHINGTON 6-4
 WHO 11-5
 LOVERBOY 23-13

FM99/Tallahassee, FL

Jack Norris
 HALL & OATES
 ISLEY BROS
 SISTER SLEDGE
 NEIL DIAMOND
 CLIFF RICHARD
 GROVER WASHINGTON
 Hottest:
 SMOKEY ROBINSON 1-1
 TASTE OF HONEY 14-11
 STYX 21-15
 KIM CARNES 26-18
 MICHAEL JACKSON 28-19
WKXY/Sarasota, FL
 Tony Williams
 TOM PETTY
 HALL & OATES
 ALAN PARSONS
 BILLY & THE BEATE
 GARY U.S. BONDS
 GET WET
 Hottest:
 STEVE WINWOOD 1-1
 GROVER WASHINGTON 3-2
 WHO 10-8
 JOHN LENNON 13-10
 DOTTIE WEST 26-15
KPUR/Amarillo, TX
 Wilson/Glass
 NEIL DIAMOND
 POINT BLANK
 JESSE WINCHESTER
 TOM PETTY
 Hottest:
 FRANKIE/KNOCKOUTS 6-1
 REO SPEEDWAGON 7-2
 GINO VANNELLI 10-3
 RAYDIO 11-5
 STYX 12-8
WANS-FM/Anderson, SC
 T.C. Sheppard
 NEIL DIAMOND
 Hottest:
 REO SPEEDWAGON 1-1
 ERIC CLAPTON 4-2
 SMOKEY ROBINSON 6-4
 STYX 8-5
 RAYDIO 12-8
WSSA/Savannah, GA
 Ray Williams
 GARY U.S. BONDS
 ISLEY BROS
 HALL & OATES
 MICHAEL JACKSON
 Hottest:
 SMOKEY ROBINSON 1-1
 FRANKIE SMITH 4-3
 STARS ON 45 10-5
 KIM CARNES 23-19
 QUINCY JONES 25-21
95SGF/Savannah, GA
 Dave Carlisle
 NEIL DIAMOND
 GET WET
 ISLEY BROS
 CLARKE/DUKE
 Hottest:
 GROVER WASHINGTON 2-1
 SMOKEY ROBINSON 10-5
 CLIMAX BLUES BAND 12-8
 STEELY DAN 13-9
 REO SPEEDWAGON 15-10
Z102/Savannah, GA
 Ray Williams
 NEIL DIAMOND
 HALL & OATES
 AC/DC
 QUINCY JONES
 Hottest:
 STEVE WINWOOD 2-1
 STYX 7-6
 STARS ON 45 13-7
 KIM CARNES 18-12
 REO SPEEDWAGON 21-18
KQIZ-FM/Amarillo, TX
 Tim Butler
 TOM PETTY
 GARY U.S. BONDS
 ROSANNE CASH
 JIM PHOTOGLO
 DON MCLEAN
 Hottest:
 TERRI GIBBS 4-1
 REO SPEEDWAGON 11-4
 CLIMAX BLUES BAND 9-6
 APRIL WINE 14-11
 JOHN LENNON 15-12
KVDL/Fayetteville, LA
 Kim Canard
 TOM PETTY
 NEIL DIAMOND
 CHAKA KHAN
 Hottest:
 SMOKEY ROBINSON 1-1
 GROVER WASHINGTON 4-2
 WHO 11-7
 CLIMAX BLUES BAND 24-17
 JEFF. STARSHIP 26-22
WKLK/Roanoke, VA
 Russ Brown
 GET WET
 PURE PRAIRIE LEAG
 BILLY & THE BEATE
 STEVE WINWOOD
 Hottest:
 38 SPECIAL 2-1
 YARBROUGH/PEOPLES 8-2
 SMOKEY ROBINSON 14-10
 STEVIE WONDER 19-13
 GARY U.S. BONDS D-20

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

PRO-FM/Providence
 KVIL/Dallas
 B104/Baltimore
 WAKX/Duluth
 KSTT/Davenport
 KOFM/Oklahoma City
 14WK/Wheeling

MIDWEST
Most Added® Hottest
 Neil Diamond Grover Washington Jr.
 Stars On 45 REO Speedwagon
 Tom Petty Steve Winwood
 John Lennon

ADDS & HOTS

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

WEST
Most Added® Hottest
 Tom Petty REO Speedwagon
 Gary U.S. Bonds Smokey Robinson
 Neil Diamond Kim Carnes

MIDWEST

PARALLEL TWO

\$2X/Columbus, OH
Teri Nutter
 KIM CARNES
 GARY U.S. BONDS
 Hottest:
 GROVER WASHINGTON 2-1
 SHEENA EASTON 3-2
 GINO VANNELLI 14-9
 JOHN LENNON 19-14
 CLIMAX BLUES BAND 21-16

KIOA/Des Moines, IA
A.W. Pantoja
 LEE RITENOUR
 STARS ON 45
 JEFF, STARSHIP
 NEIL DIAMOND
 Hottest:
 GROVER WASHINGTON 8-1
 SMOKEY ROBINSON 13-5
 REO SPEEDWAGON 14-7
 APRIL WINE 11-8
 KIM CARNES 24-16

KRAV/Tulsa, OK
Gary Reynolds
 NEIL DIAMOND
 RAYDIO
 Hottest:
 CLIMAX BLUES BAND 7-1
 DOTTIE WEST 8-4
 KIM CARNES 18-10
 T.G. SHEPPARD 21-17
 FRIZZELL & WEST D-21

KZ93/Peoria, IL
Keith Edwards
 CHAMPAIGN
 RAYDIO
 GARY U.S. BONDS
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 10-5
 SMOKEY ROBINSON 15-6
 JOHN LENNON 18-8
 CLIMAX BLUES BAND 19-10

WGRD/Grand Rapids, MI
Ray Baker
 38 SPECIAL
 REO SPEEDWAGON
 HALL & OATES
 GARY U.S. BONDS
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 5-2
 JUICE NEWTON 4-3
 RICK SPRINGFIELD 23-13
 KIM CARNES 25-15

WHOT/Youngstown, OH
Dick Thompson
 JEFF, STARSHIP (dp)
 38 SPECIAL (dp)
 Hottest:
 SHEENA EASTON 2-1
 SMOKEY ROBINSON 6-3
 JOHN LENNON 16-7
 STYX 20-13
 KIM CARNES 23-16

WMEE/Fort Wayne, IN
John Curry
 STARS ON 45
 JEFF, STARSHIP
 TOM PETTY
 DOTTIE WEST
 Hottest:
 JAMES TAYLOR 5-1
 REO SPEEDWAGON 7-4
 JOHN LENNON 21-5
 CLIMAX BLUES BAND 16-12
 PHIL COLLINS 29-13

WNAP/Indianapolis, IN
Dennis Bailey
 NEIL DIAMOND
 DON MCLEAN
 Hottest:
 POLICE 4-1
 STEVE WINWOOD 3-2
 ERIC CLAPTON 5-3
 STEELY DAN 7-4
 REO SPEEDWAGON 10-7

WNCI/Columbus, OH
Steve Edwards
 NEIL DIAMOND
 T.G. SHEPPARD
 HALL & OATES
 STARS ON 45
 Hottest:
 STEVE WINWOOD 2-1
 SMOKEY ROBINSON 11-6
 GINO VANNELLI 17-12
 JOHN LENNON 21-14
 RAYDIO 23-18

WOHO/Toledo, OH
Jeff McCarthy
 DON MCLEAN
 Hottest:
 STEVE WINWOOD 1-1
 JAMES TAYLOR 5-4
 JOHN LENNON 7-6
 ANNE MURRAY 16-14
 CHRIS CROSS 19-16

WOW/Omaha, NE
J.C. Corcoran
 NEIL DIAMOND
 CHAMPAIGN
 GARY U.S. BONDS (dp)
 TOM PETTY (dp)
 STARS ON 45 (dp)
 Hottest:
 STEVE WINWOOD 1-1
 GROVER WASHINGTON 4-3
 POLICE 5-4
 JAMES TAYLOR 6-5
 APRIL WINE 14-10

WVIC/East Lansing, MI
Jim St. John
 ISLEY BROS
 GET WET
 RAINBOW
 JERMAINE JACKSON
 ABBA
 PAUL ANKA
 CHAMPAIGN
 Hottest:
 STEVE WINWOOD 1-1
 JAMES TAYLOR 5-2
 GROVER WASHINGTON 12-9
 JOHN COUGAR 15-11
 STEELY DAN 14-12

WISM/Madison, WI
Samantha Jones
 REO SPEEDWAGON
 GARY U.S. BONDS
 PURE PRAIRIE LEAG
 JESSE WINCHESTER
 CLIFF RICHARD
 BILLY & THE BEATE
 Hottest:
 SMOKEY ROBINSON 2-1
 JAMES TAYLOR 7-2
 CLIMAX BLUES BAND 9-3
 FRANKIE/KNOCKOUTS 11-6
 POLICE 12-9

KEYN-FM/Wichita, KN
Terrie Springs
 JOHN O'BANION
 STARS ON 45
 T.G. SHEPPARD
 38 SPECIAL
 Hottest:
 STEVE WINWOOD 2-1
 ERIC CLAPTON 13-11
 JOHN COUGAR 18-15
 REO SPEEDWAGON 21-18
 GINO VANNELLI 28-22

KWEN/Tulsa, OK
Ronda Curtis
 TOM PETTY
 HALL & OATES
 DAVE EDMUNDS (dp)
 RUSH (dp)
 JEFF, STARSHIP (dp)
 Hottest:
 REO SPEEDWAGON 2-1
 38 SPECIAL 3-2
 GROVER WASHINGTON 8-4
 GINO VANNELLI 15-12
 SANTANA 24-20

WYFM/Youngstown, OH
Jeff Tobin
 STYX
 Hottest:
 HALL & OATES 1-1
 APRIL WINE 8-3
 STEVE WINWOOD 7-5
 JUICE NEWTON 17-8
 STYX A-18

WTWR/Detroit, MI
Kurt Kelly
 38 SPECIAL
 GET WET
 CHAMPAIGN
 RUPERT HOLMES
 Hottest:
 SHEENA EASTON 1-1
 SMOKEY ROBINSON 12-8
 GINO VANNELLI 14-9
 STYX 18-11
 PHIL COLLINS 23-16

WNAM/Appleton-Oshkosh, WI
Jay Tyler
 CHAMPAIGN
 NEIL DIAMOND
 TOM PETTY
 JIM PHOTOGLO
 Hottest:
 REO SPEEDWAGON 2-1
 GROVER WASHINGTON 3-2
 STYX 13-9
 STEELY DAN 17-11
 CLIMAX BLUES BAND 20-14

WGBF/Evansville, IN
Kevin Carpenter
 CHRIS CROSS
 CHAMPAIGN
 STARS ON 45
 38 SPECIAL
 Hottest:
 GROVER WASHINGTON 2-1
 GINO VANNELLI 13-10
 JOHN LENNON 19-11
 KIM CARNES 28-15
 APRIL WINE 22-18

WRBR/South Bend, IN
Joe Lightner
 DOTTIE WEST
 RAYDIO
 CHAMPAIGN
 CHRIS CROSS
 Hottest:
 SHEENA EASTON 1-1
 HALL & OATES 4-2
 STEVE WINWOOD 12-6
 TERRI GIBBS 14-8
 GROVER WASHINGTON 17-11

WZOK/Rockford, IL
Ed Lambert
 SMOKEY ROBINSON
 TOM PETTY
 Hottest:
 GROVER WASHINGTON 6-1
 STYX 11-5
 SHEENA EASTON 12-7
 JOHN LENNON 13-10
 CLIMAX BLUES BAND 20-15

Z104/Madison, WI
Little/Hudson
 TOM PETTY
 CLIFF RICHARD
 HALL & OATES
 LEE RITENOUR
 Hottest:
 JUICE NEWTON 2-1
 SHEENA EASTON 7-2
 STARS ON 45 15-8
 JOHN LENNON 25-15
 AC/DC 23-17

WIKS/Indianapolis, IN
Mike Tinnes
 DOTTIE WEST
 TOM PETTY
 GARY U.S. BONDS
 STARS ON 45
 Hottest:
 GROVER WASHINGTON 1-1
 SHEENA EASTON 6-3
 SMOKEY ROBINSON 13-8
 REO SPEEDWAGON 17-12
 LOVERBOY 14-14

US3/South Bend, IN
J.K. Dearing
 STEELY DAN
 CLIMAX BLUES BAND
 Hottest:
 HALL & OATES 1-1
 SMOKEY ROBINSON 10-5
 JOHN LENNON 14-6
 KIM CARNES D-8
 JOHN COUGAR 26-18

WDJX/Dayton, OH
Mark Elliott
 STARS ON 45
 NEIL DIAMOND
 RAINBOW
 HELEN REDDY
 STEPHANIE MILLS
 GET WET
 Hottest:
 SHEENA EASTON 2-1
 REO SPEEDWAGON 3-2
 JOHN LENNON 14-6
 KIM CARNES 27-19
 RICK SPRINGFIELD 29-21

WL0L-FM/St. Paul, MN
Phil Houston
 ALAN PARSONS
 ANNE MURRAY
 CLARKE/DUKE
 STARS ON 45
 Hottest:
 STEVE WINWOOD 1-1
 GINO VANNELLI 15-12
 JOHN LENNON 17-13
 JOHN O'BANION 34-25
 NEIL DIAMOND 39-27

WLOL-FM/St. Paul, MN
Phil Houston
 ALAN PARSONS
 ANNE MURRAY
 CLARKE/DUKE
 STARS ON 45
 Hottest:
 STEVE WINWOOD 1-1
 GINO VANNELLI 15-12
 JOHN LENNON 17-13
 JOHN O'BANION 34-25
 NEIL DIAMOND 39-27

WLOL-FM/St. Paul, MN
Phil Houston
 ALAN PARSONS
 ANNE MURRAY
 CLARKE/DUKE
 STARS ON 45
 Hottest:
 STEVE WINWOOD 1-1
 GINO VANNELLI 15-12
 JOHN LENNON 17-13
 JOHN O'BANION 34-25
 NEIL DIAMOND 39-27

KKXL/Grand Forks, ND
Jeff Parker
 STARS ON 45
 NEIL DIAMOND
 Hottest:
 STEVE WINWOOD 1-1
 GROVER WASHINGTON 5-4
 ERIC CLAPTON 6-5
 CLIMAX BLUES BAND 9-7
 JUICE NEWTON 13-8

WEAQ/Eau Claire, WI
Rick Roberts
 STARS ON 45
 Hottest:
 JUICE NEWTON 3-1
 BARBRA STREISAND 8-4
 GROVER WASHINGTON 11-8
 TERRI GIBBS 13-9
 T.G. SHEPPARD 19-14

WRKR/Racine, WI
Steve Warren
 GET WET
 JOHN LENNON 5-1
 STYX 7-3
 JUICE NEWTON 11-6
 CLIMAX BLUES BAND 13-8
 GROVER WASHINGTON 17-10

WSPT/Stevens Point, WI
Brad Fuhr
 CHRIS CROSS
 SANTANA
 TOM PETTY
 CHAMPAIGN
 Hottest:
 REO SPEEDWAGON 1-1
 WHO 9-5
 RICK SPRINGFIELD 11-8
 KIM CARNES 20-14
 STARS ON 45 22-15

WTRU/Muskegon, MI
Mike Stevens
 NEIL DIAMOND
 GARY U.S. BONDS
 ALAN PARSONS
 TOM PETTY
 Hottest:
 GROVER WASHINGTON 1-1
 SMOKEY ROBINSON 5-3
 JAMES TAYLOR 6-4
 JOHN LENNON 13-7
 GINO VANNELLI 24-18

KDVV/Topeka, KS
Rocky Roberts
 GARY U.S. BONDS
 RICK SPRINGFIELD
 NEIL DIAMOND
 SANTANA
 Hottest:
 CLIMAX BLUES BAND 2-1
 STYX 7-4
 LOVERBOY 8-5
 KIM CARNES 18-13
 38 SPECIAL 27-23

KELO/Sioux Falls, SD
Paul Wescott
 JOHN LENNON
 Hottest:
 STEVE WINWOOD 2-1
 GROVER WASHINGTON 3-2
 JAMES TAYLOR 7-4
 CLIMAX BLUES BAND 8-5
 JUICE NEWTON 10-8

KWLO/Waterloo, IA
Drew Bentley
 ABBA
 NEIL DIAMOND
 TOM PETTY
 DILLMAN BAND
 Hottest:
 REO SPEEDWAGON 1-1
 38 SPECIAL 6-2
 FRANKIE/KNOCKOUTS 13-6
 KIM CARNES 20-12
 RICK SPRINGFIELD 25-15

PARALLEL THREE

KFYR/Bismarck, ND
Don Brannan
 GARY U.S. BONDS
 CHRIS CROSS
 TOMMY JAMES
 MARSHALL TUCKER
 Hottest:
 JUICE NEWTON 1-1
 APRIL WINE 3-2
 STEVE WINWOOD 8-5
 PHIL COLLINS 11-8
 ERIC CLAPTON 15-10

KKLS/Rapid City, SD
Mick Kjar
 CLARKE/DUKE
 TOM PETTY
 38 SPECIAL
 CLIFF RICHARD
 JIM PHOTOGLO
 Hottest:
 GROVER WASHINGTON 1-1
 REO SPEEDWAGON 9-6
 KIM CARNES 20-17
 JEFF, STARSHIP 27-20
 CHAMPAIGN 29-22

KKRC/Sioux Falls, SD
Don Nordine
 NEIL DIAMOND
 DON MCLEAN
 PURE PRAIRIE LEAG
 LEE RITENOUR
 Hottest:
 REO SPEEDWAGON 5-1
 SHEENA EASTON 3-2
 JUICE NEWTON 7-5
 ERIC CLAPTON 10-9
 FRANKIE/KNOCKOUTS 14-11

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron
 JEFF, STARSHIP
 CLIFF RICHARD
 PHIL COLLINS
 BILLY & THE BEATE
 PHOEBE SNOW
 HALL & OATES
 Hottest:
 GROVER WASHINGTON 1-1
 GINO VANNELLI 9-6
 T.G. SHEPPARD 12-9
 REO SPEEDWAGON 15-12
 STARS ON 45 21-13

KENO/Las Vegas, NV
Bill Alexander
 DON MCLEAN
 QUINCY JONES
 TOM PETTY
 Hottest:
 REO SPEEDWAGON 3-1
 JOHN LENNON 12-7
 KIM CARNES 18-10
 CLIMAX BLUES BAND 17-1
 PHIL COLLINS 30-23

KERN/Bakersfield, CA
Beau Reyes
 GET WET
 PURE PRAIRIE LEAG
 TOM PETTY
 JEFF, STARSHIP
 Hottest:
 SHEENA EASTON 2-1
 SMOKEY ROBINSON 5-3
 JOHN LENNON 21-13
 TASTE OF HONEY 24-19
 STARS ON 45 22-15

KGW/Portland, OR
Janis Wojniak
 ERIC CLAPTON
 SHEENA EASTON 6-3
 WHISPERS 10-5
 TASTE OF HONEY 17-9
 KANO 16-10

KZXX/Albuquerque, NM
Chuck Morgan
 OUTLAWS
 WHISPERS
 CHAMPAIGN
 STARS ON 45
 KIM CARNES
 Hottest:
 GROVER WASHINGTON 1-1
 JAMES TAYLOR 6-3
 ERIC CLAPTON 7-4
 SMOKEY ROBINSON 8-5
 STEELY DAN 11-6

FM102/Sacramento, CA
Manders/Preston
 JOHN LENNON
 FRANKIE/KNOCKOUTS
 Hottest:
 GROVER WASHINGTON 3-1
 HALL & OATES 5-3
 STEVE WINWOOD 7-4
 TASTE OF HONEY 18-10
 JUICE NEWTON 16-11

KSPZ/Colorado Springs, CO
Mike Daniels
 STARS ON 45
 ROVERS
 JOE DOLCE
 STYX
 Hottest:
 REO SPEEDWAGON 1-1
 JAMES TAYLOR 2-2
 ERIC CLAPTON 3-3
 FRANKIE/KNOCKOUTS 4-4
 SMOKEY ROBINSON 5-5

KYSN/Colorado Springs, CO
Mark Murray
 GARY U.S. BONDS
 TOM PETTY
 SANTANA
 Hottest:
 GROVER WASHINGTON 2-1
 JAMES TAYLOR 4-3
 38 SPECIAL 6-5
 REO SPEEDWAGON 9-6
 STYX 12-9

KZZP/Phoenix, AZ
Dave Anthony
 DOTTIE WEST
 NEIL DIAMOND
 CLIFF RICHARD
 Hottest:
 GROVER WASHINGTON 1-1
 KIM CARNES 13-6
 WHO 12-8
 GINO VANNELLI 14-10
 CHAMPAIGN 19-15

KTAC/Tacoma, WA
Tom Jeffries
 CLIFF RICHARD
 MICHAEL JACKSON
 JESSE WINCHESTER
 Hottest:
 JUICE NEWTON 3-1
 SMOKEY ROBINSON 4-2
 JAMES TAYLOR 6-4
 REO SPEEDWAGON 8-6
 GINO VANNELLI 16-12

KTKC/Tucson, AZ
Ed Alexander
 NEIL DIAMOND
 TOM PETTY
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 12-7
 KIM CARNES 16-8
 CHAMPAIGN 19-12
 DOTTIE WEST 24-18

Y84/Fresno, CA
Ray Appleton
 REO SPEEDWAGON
 LEON REDBONE
 Hottest:
 HALL & OATES 1-1
 CLIMAX BLUES BAND 11-6
 GINO VANNELLI 14-10
 WHO 17-13
 JOHN COUGAR 19-15

KLUC/Las Vegas, NV
Randy Lunquist
 TOM PETTY
 NEIL DIAMOND
 GARY U.S. BONDS
 Hottest:
 REO SPEEDWAGON 4-1
 WHO 12-5
 JOHN LENNON 10-6
 STYX 9-7
 JOHN O'BANION 17-13

KMJK/Portland, OR
John Shomby
 NEIL DIAMOND
 STARS ON 45
 TOM PETTY
 Hottest:
 HALL & OATES 1-1
 LOVERBOY 12-8
 JUICE NEWTON 15-10
 SMOKEY ROBINSON 17-14
 KIM CARNES D-24

KIOY/Fresno, CA
Tom Saville
 NEIL DIAMOND
 CHRIS CROSS
 HELEN REDDY
 DENISE WILLIAMS
 GREG KIHN
 ALAN PARSONS
 PHIL COLLINS
 QUINCY JONES
 Hottest:
 SHEENA EASTON 1-1
 WHO 9-5
 JOHN LENNON 13-9
 KIM CARNES 17-13
 ROVERS 25-19

KYNO-FM/Fresno, CA
Walker/Monson
 STYX
 WHO
 GROVER WASHINGTON
 Hottest:
 GAP BAND 1-1
 SHEENA EASTON 6-3
 WHISPERS 10-5
 TASTE OF HONEY 17-9
 KANO 16-10

KNBQ/Tacoma, WA
Bryan Roberts
 LEE RITENOUR
 SHOT IN THE DARK
 CLIFF RICHARD
 GARY U.S. BONDS
 TOM PETTY
 Hottest:
 GROVER WASHINGTON 5-1
 SMOKEY ROBINSON 10-4
 REO SPEEDWAGON 13-7
 STEELY DAN 18-11
 KIM CARNES 27-21

K96/Provo, UT
Jim Sumpter
 DON MCLEAN
 TASTE OF HONEY
 CHAMPAIGN
 38 SPECIAL
 Hottest:
 GROVER WASHINGTON 3-1
 REO SPEEDWAGON 12-7
 CLIMAX BLUES BAND 16-9
 JOHN O'BANION 13-11
 KIM CARNES 23-18

FM103/Salt Lake City, UT
Lorraine Winnegar
 TOM PETTY
 PURE PRAIRIE LEAG
 Hottest:
 STEELY DAN 2-1
 REO SPEEDWAGON 4-2
 STYX 7-3
 JAMES TAYLOR 6-4
 RUSH 9-5

KBOZ/Bozeman, MT
Greg Williams
 JESSE WINCHESTER
 ROSANNE CASH
 Hottest:
 JUICE NEWTON 2-1
 CLIMAX BLUES BAND 8-6
 SMOKEY ROBINSON 12-8
 KIM CARNES 21-17
 JOHN O'BANION 23-18

KCBN/Reno, NV
Larry Irons
 CHRIS CROSS
 PHOEBE SNOW
 CLIFF RICHARD
 GARY U.S. BONDS
 Hottest:
 SMOKEY ROBINSON 3-1
 STYX 11-4
 JAMES TAYLOR 10-5
 REO SPEEDWAGON 13-6
 TASTE OF HONEY 15-9

KHYT/Tucson, AZ
Rich Brother Robbin
 ROSE ROYCE
 BAR-KAYS
 CLARKE/DUKE
 Hottest:
 GAP BAND 1-1
 ROBERT WINTERS 16-8
 REO SPEEDWAGON 19-10
 GAP BAND 26-15
 STYX 22-16

KIDD/Monterey, CA
Ron Rodrigues
 TOM PETTY
 JIM PHOTOGLO
 RICK SPRINGFIELD
 Hottest:
 TASTE OF HONEY 3-1
 SMOKEY ROBINSON 5-3
 WHO 13-9
 STYX 18-12
 JUICE NEWTON 21-15

KGGI/Riverside, CA
Bob West
 GAP BAND
 STARS ON 45
 WHO
 JEFF, STARSHIP
 TOM PETTY
 VIC ASHER
 Hottest:
 GROVER WASHINGTON 5-1
 NEIL DIAMOND 4-3
 TASTE OF HONEY 9-5
 HALL & OATES 8-6
 SHEENA EASTON 14-10

KKXX/Bakersfield, CA
Squires/De Roo
 TOM PETTY
 T.G. SHEPPARD
 LEON REDBONE
 GARY U.S. BONDS
 DON MCLEAN
 JOHN O'BANION
 HALL & OATES
 Hottest:
 STYX 2-1
 WHO 6-2
 TERRI GIBBS 12-7
 RICK SPRINGFIELD 27-19
 NEIL DIAMOND D-25

KNRC/Lawiston, ID
Steven Alan Mackelvie
 BILLY & THE BEATE
 TOM PETTY
 ADAM & THE ANTS
 CHRIS CROSS
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 14-10
 DOTTIE WEST 19-13
 KIM CARNES 24-16
 AC/DC D-18

KSLY/San Luis Obispo, CA
Don Potter
 JESSE WINCHESTER
 QUINCY JONES
 JIM PHOTOGLO
 Hottest:
 GROVER WASHINGTON 2-1
 REO SPEEDWAGON 10-7
 STYX 11-9
 CLIMAX BLUES BAND 15-11
 JOHN LENNON 19-12

KENI/Anchorage, AK
Merrigield/Robbins
 TOM PETTY
 GARY U.S. BONDS
 QUINCY JONES
 BILLY & THE BEATE
 CLIFF RICHARD
 DOTTIE WEST
 SISTER SLEDGE
 Hottest:
 GROVER WASHINGTON 2-1
 SMOKEY ROBINSON 14-5
 STYX 24-16
 JOHN LENNON 27-18
 KIM CARNES 33-25

KYYA/Billings, MT
Jack Bell
 DON MCLEAN
 RICK SPRINGFIELD
 TASTE OF HONEY (RA)
 TOM PETTY
 TOMO
 Hottest:
 SHEENA EASTON 1-1
 REO SPEEDWAGON 12-5
 STEELY DAN 11-7
 KIM CARNES 17-10
 STARS ON 45 27-20

KATI/Casper, WY
Donna Foxx
 TOM PETTY
 HALL & OATES
 MARSHALL TUCKER
 CLIFF RICHARD
 Hottest:
 REO SPEEDWAGON 2-1
 STYX 4-3
 JAMES TAYLOR 9-5
 KIM CARNES 12-6
 STARS ON 45 27-20

KDZA/Pueblo, CO
Rip Avina
 TOM PETTY
 JIM PHOTOGLO
 JESSE WINCHESTER
 LEE RITENOUR
 CLARKE/DUKE
 ANNE MURRAY
 Hottest:
 SHEENA EASTON 2-1
 CLIMAX BLUES BAND 14-8
 JOHN LENNON 26-14
 GINO VANNELLI 23-15

KFXD/Boise, ID
Rod Couch
 TOM PETTY
 ALAN PARSONS
 CHAMPAIGN
 JEFF, STARSHIP (dp)
 JIM PHOTOGLO (dp)
 Hottest:
 GROVER WASHINGTON 3-1
 JAMES TAYLOR 5-3
 REO SPEEDWAGON 15-7
 GINO VANNELLI 18-12
 JOHN LENNON 25-15

KOOK/Billings, MT
Dennis Nichols
 HALL & OATES
 TOM PETTY
 STEVE WINWOOD
 GET WET
 LEE RITENOUR
 Hottest:
 SHEENA EASTON 2-1
 JUICE NEWTON 5-3
 JAMES TAYLOR 9-7
 REO SPEEDWAGON 15-10
 JOHN LENNON 23-18

KQDI/Great Falls, MT
Pat Richards
 HALL & OATES
 JESSE WINCHESTER
 GARY U.S. BONDS
 TOM PETTY
 Hottest:
 STEVE WINWOOD 5-1
 SHEENA EASTON 6-4
 SMOKEY ROBINSON 7-5
 FRANKIE/KNOCKOUTS 8-6
 KIM CARNES 27-17

PARALLELS

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

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

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

Note: (*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS.

224 REPORTERS
225 LAST WEEK

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

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 100/25 | 65% | National Summary |
| E | 33% | | Up 51 |
| M | 21% | | Same 24 |
| S | 56% | | Down 0 |
| W | 19% | | Adds 25 |

(Gary U.S. Bonds continued)

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 100/25 | 65% | National Summary |
| E | 33% | | Up 51 |
| M | 21% | | Same 24 |
| S | 56% | | Down 0 |
| W | 19% | | Adds 25 |

EXAMPLE

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

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

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

National Summary
Up 51 — Number of stations moving it UP on their charts.
Same 24 — Number of stations holding it STATIONARY on their charts (on to on, add to on, 31-31, etc.)
Down 0 — Number of stations moving it DOWN on their charts.
Adds 25 — Again, number of stations ADDING it this week.

KIM CARNES
Bette Davis Eyes (Liberty)
LP: Mistaken Identity

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 205/4 | 92% | National Summary |
| E | 88% | | UP 188 |
| S | 96% | | SAME 12 |
| M | 85% | | DOWN 1 |
| W | 96% | | ADDS 4 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

GARY U.S. BONDS
This Little... (EMI America)
LP: Dedication

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 156/61 | 70% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

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

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 100/25 | 65% | National Summary |
| E | 33% | | Up 51 |
| M | 21% | | Same 24 |
| S | 56% | | Down 0 |
| W | 19% | | Adds 25 |

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Bette Davis Eyes (Liberty)
LP: Mistaken Identity

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 205/4 | 92% | National Summary |
| E | 88% | | UP 188 |
| S | 96% | | SAME 12 |
| M | 85% | | DOWN 1 |
| W | 96% | | ADDS 4 |

CHAMPAIGN
How 'Bout Us (Columbia)
LP: How 'Bout Us

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 149/19 | 67% | National Summary |
| E | 58% | | UP 96 |
| S | 82% | | SAME 19 |
| M | 58% | | DOWN 15 |
| W | 63% | | ADDS 19 |

CLIMAX BLUES BAND
I Love You (WB)
LP: Flying The Flag

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/8 | 83% | National Summary |
| E | 74% | | UP 135 |
| S | 85% | | SAME 25 |
| M | 81% | | DOWN 19 |
| W | 88% | | ADDS 7 |

CHRISTOPHER CROSS
Say You'll Be Mine (WB)
LP: Christopher Cross

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 176/23 | 79% | National Summary |
| E | 80% | | UP 118 |
| S | 85% | | SAME 33 |
| M | 80% | | DOWN 2 |
| W | 82% | | ADDS 23 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
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| S | 82% | | SAME 22 |
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| W | 75% | | ADDS 4 |

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LP: Jazz Singer

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|----------------|--------|-----|------------------|
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| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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LP: Another Ticket

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

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LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
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| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

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America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

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

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 186/2 | 74% | National Summary |
| E | 74% | | UP 85 |
| M | 72% | | SAME 30 |
| H | 75% | | DOWN 49 |
| W | 76% | | ADDS 2 |

PHIL COLLINS
I Missed Again (Atlantic)
LP: Face Value

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 182/4 | 81% | National Summary |
| E | 82% | | UP 155 |
| S | 82% | | SAME 22 |
| M | 48% | | DOWN 1 |
| W | 75% | | ADDS 4 |

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 137/55 | 61% | National Summary |
| E | 68% | | UP 53 |
| S | 62% | | SAME 29 |
| M | 48% | | DOWN 0 |
| W | 67% | | ADDS 55 |

15

SHEENA EASTON
Morning Train (EMI America)
LP: Sheena Easton

198/0 88%

Regional Reach: E 88, S 83, M 89, W 92

National Summary: UP 62, SAME 56, DOWN 78, ADDS 0

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

16

FRANKE & KNOCKOUTS
Sweetheart (Millennium)
LP: Franke & The Knockouts

177/4 79%

Regional Reach: E 80, S 85, M 71, W 78

National Summary: UP 147, SAME 21, DOWN 5, ADDS 4

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

17

JOHN LENNON
Watching The Wheels (Geffen)
LP: Double Fantasy

212/5 95%

Regional Reach: E 96, S 93, M 92, W 94

National Summary: UP 181, SAME 22, DOWN 4, ADDS 5

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

18

ANNE MURRAY
Blessed Are The... (Capitol)
LP: Where Do You Go When...

81/8 36%

Regional Reach: E 44, S 42, M 51, W 24

National Summary: UP 9, SAME 34, DOWN 0, ADDS 8

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

19

JOHN O'BANION
Love You Like I... (Elektra)
LP: Love You Like I...

178/7 79%

Regional Reach: E 82, S 80, M 75, W 80

National Summary: UP 143, SAME 26, DOWN 7, ADDS 7

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

20

JEFFERSON STARSHIP
Find Your Way... (RCA/Grunt)
LP: Modern Times

129/12 58%

Regional Reach: E 52, S 62, M 64, W 54

National Summary: UP 91, SAME 25, DOWN 1, ADDS 12

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

21

FRANKE & KNOCKOUTS
Sweetheart (Millennium)
LP: Franke & The Knockouts

177/4 79%

Regional Reach: E 80, S 85, M 71, W 78

National Summary: UP 147, SAME 21, DOWN 5, ADDS 4

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

22

JOHN LENNON
Watching The Wheels (Geffen)
LP: Double Fantasy

212/5 95%

Regional Reach: E 96, S 93, M 92, W 94

National Summary: UP 181, SAME 22, DOWN 4, ADDS 5

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

23

ANNE MURRAY
Blessed Are The... (Capitol)
LP: Where Do You Go When...

81/8 36%

Regional Reach: E 44, S 42, M 51, W 24

National Summary: UP 9, SAME 34, DOWN 0, ADDS 8

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

24

JOHN O'BANION
Love You Like I... (Elektra)
LP: Love You Like I...

178/7 79%

Regional Reach: E 82, S 80, M 75, W 80

National Summary: UP 143, SAME 26, DOWN 7, ADDS 7

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

25

FRANKE & KNOCKOUTS
Sweetheart (Millennium)
LP: Franke & The Knockouts

177/4 79%

Regional Reach: E 80, S 85, M 71, W 78

National Summary: UP 147, SAME 21, DOWN 5, ADDS 4

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

26

JEFFERSON STARSHIP
Find Your Way... (RCA/Grunt)
LP: Modern Times

129/12 58%

Regional Reach: E 52, S 62, M 64, W 54

National Summary: UP 91, SAME 25, DOWN 1, ADDS 12

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

27

JOHN LENNON
Watching The Wheels (Geffen)
LP: Double Fantasy

212/5 95%

Regional Reach: E 96, S 93, M 92, W 94

National Summary: UP 181, SAME 22, DOWN 4, ADDS 5

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

28

ANNE MURRAY
Blessed Are The... (Capitol)
LP: Where Do You Go When...

81/8 36%

Regional Reach: E 44, S 42, M 51, W 24

National Summary: UP 9, SAME 34, DOWN 0, ADDS 8

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

29

JOHN O'BANION
Love You Like I... (Elektra)
LP: Love You Like I...

178/7 79%

Regional Reach: E 82, S 80, M 75, W 80

National Summary: UP 143, SAME 26, DOWN 7, ADDS 7

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

30

FRANKE & KNOCKOUTS
Sweetheart (Millennium)
LP: Franke & The Knockouts

177/4 79%

Regional Reach: E 80, S 85, M 71, W 78

National Summary: UP 147, SAME 21, DOWN 5, ADDS 4

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

31

JEFFERSON STARSHIP
Find Your Way... (RCA/Grunt)
LP: Modern Times

129/12 58%

Regional Reach: E 52, S 62, M 64, W 54

National Summary: UP 91, SAME 25, DOWN 1, ADDS 12

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

32

JOHN LENNON
Watching The Wheels (Geffen)
LP: Double Fantasy

212/5 95%

Regional Reach: E 96, S 93, M 92, W 94

National Summary: UP 181, SAME 22, DOWN 4, ADDS 5

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

33

ANNE MURRAY
Blessed Are The... (Capitol)
LP: Where Do You Go When...

81/8 36%

Regional Reach: E 44, S 42, M 51, W 24

National Summary: UP 9, SAME 34, DOWN 0, ADDS 8

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

34

JOHN O'BANION
Love You Like I... (Elektra)
LP: Love You Like I...

178/7 79%

Regional Reach: E 82, S 80, M 75, W 80

National Summary: UP 143, SAME 26, DOWN 7, ADDS 7

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

35

FRANKE & KNOCKOUTS
Sweetheart (Millennium)
LP: Franke & The Knockouts

177/4 79%

Regional Reach: E 80, S 85, M 71, W 78

National Summary: UP 147, SAME 21, DOWN 5, ADDS 4

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

36

JEFFERSON STARSHIP
Find Your Way... (RCA/Grunt)
LP: Modern Times

129/12 58%

Regional Reach: E 52, S 62, M 64, W 54

National Summary: UP 91, SAME 25, DOWN 1, ADDS 12

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

37

JOHN LENNON
Watching The Wheels (Geffen)
LP: Double Fantasy

212/5 95%

Regional Reach: E 96, S 93, M 92, W 94

National Summary: UP 181, SAME 22, DOWN 4, ADDS 5

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

38

ANNE MURRAY
Blessed Are The... (Capitol)
LP: Where Do You Go When...

81/8 36%

Regional Reach: E 44, S 42, M 51, W 24

National Summary: UP 9, SAME 34, DOWN 0, ADDS 8

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

39

JOHN O'BANION
Love You Like I... (Elektra)
LP: Love You Like I...

178/7 79%

Regional Reach: E 82, S 80, M 75, W 80

National Summary: UP 143, SAME 26, DOWN 7, ADDS 7

P1

P2

P3

EAST

MIDWEST

WEST

SOUTH

(Parallels continued on Page 34)

(Neil Diamond continued)

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Neil Diamond's 'LP: Something In The Night'.

Table for DOLLY PARTON 'But You Know I Love... (RCA)' LP: 9 To 5 And Odd Jobs. Includes regional reach (59/4) and national summary (28%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Dolly Parton's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Dolly Parton's album.

Table for TOM PETTY & THE HEARTBREAKERS 'The Waiting (Backstreet/MCA)' LP: Hard Promises. Includes regional reach (88/85) and national summary (38%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Tom Petty & The Heartbreakers' album.

Table for JIM PHOTOGLO 'Fool In Love With You (20th)' LP: Fool In Love With You. Includes regional reach (51/18) and national summary (23%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Jim Photoglo's album.

Table for PURE PRAIRIE LEAGUE 'Still Right... (Casablanca/PG)' LP: Something In The Night. Includes regional reach (63/15) and national summary (28%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Pure Prairie League's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Pure Prairie League's album.

Table for REO SPEEDWAGON 'Take It On The Run (Epic)' LP: Hi Infidelity. Includes regional reach (191/3) and national summary (85%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Reo Speedwagon's album.

Table for JIM PHOTOGLO 'Fool In Love With You (20th)' LP: Fool In Love With You. Includes regional reach (51/18) and national summary (23%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Jim Photoglo's album.

Table for CLIFF RICHARD 'Give A Little... (EMI America)' LP: I'm No Hero. Includes regional reach (55/21) and national summary (26%).

Table for SMOKEY ROBINSON 'Being With You (Tamla)' LP: Being With You. Includes regional reach (207/2) and national summary (92%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Smokey Robinson's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Smokey Robinson's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Smokey Robinson's album.

Table for SANTANA 'Winning (Columbia)' LP: Zebop!. Includes regional reach (89/11) and national summary (40%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Santana's album.

Table for T.G. SHEPPARD 'I Loved 'Em... (WB/Curb)' LP: I Love 'Em All. Includes regional reach (82/10) and national summary (37%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for T.G. Sheppard's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for T.G. Sheppard's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for T.G. Sheppard's album.

Table for RICK SPRINGFIELD 'Jessie's Girl (RCA)' LP: Working Class Dog. Includes regional reach (99/8) and national summary (44%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Rick Springfield's album.

Table for STARS ON 45 'Medley (Radio/Atlantic)' LP: Medley. Includes regional reach (156/33) and national summary (70%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Stars On 45's album.

(Stars On 45 continued)

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Stars On 45's album.

Table for STEELY DAN 'Time Out Of Mind (MCA)' LP: Gaucho. Includes regional reach (158/1) and national summary (71%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Steely Dan's album.

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Steely Dan's album.

Table for STYX 'Too Much Time On... (A&M)' LP: Paradise Theater. Includes regional reach (179/8) and national summary (80%).

Table with 3 columns (P1, P2, P3) listing radio stations and their regional reach percentages for Styx's album.

(Styx continued) P2 SOUTH WNCI 15-11... WEST KXXX 2-1... MIDWEST WTRW 10-11...

(Taylor & Southern continued) P2 SOUTH WNCI 5-3... WEST KXXX 8-5... MIDWEST WTRW 9-7...

(Gino Vannelli continued) P2 SOUTH WRJZ 15-10... WEST WGRB 10-11... MIDWEST WTRW 14-9...

(Dottie West continued) P2 SOUTH WRJZ 15-10... WEST WGRB 10-11... MIDWEST WTRW 14-9...

(Who continued) P2 SOUTH WRJZ 15-10... WEST WGRB 10-11... MIDWEST WTRW 14-9...

TASTE OF HONEY Sukiyaki (Capitol) LP: Twice As Sweet Regional Reach 124/8 55% National Summary UP 70...

.38 SPECIAL Hold On Loosely (A&M) LP: Wild-Eyed Southern Boys Regional Reach 121/10 54% National Summary UP 70...

GROVER WASHINGTON JR. Just The Two Of Us (Elektra) LP: Winelight Regional Reach 201/2 90% National Summary UP 70...

WHO You Better You Bet (WB) LP: Face Dances Regional Reach 160/3 71% National Summary UP 133...

JESSE WINCHESTER Say What (Bearsville/WB) LP: Talk Memphis Regional Reach 52/18 23% National Summary UP 13...

P1 EAST WABC 5-2... P2 WEST WABC 5-2... P3 WEST WABC 5-2...

P1 EAST WABC 5-2... P2 WEST WABC 5-2... P3 WEST WABC 5-2...

P1 EAST WABC 5-2... P2 WEST WABC 5-2... P3 WEST WABC 5-2...

P1 EAST WABC 5-2... P2 WEST WABC 5-2... P3 WEST WABC 5-2...

P1 EAST WABC 5-2... P2 WEST WABC 5-2... P3 WEST WABC 5-2...

JAMES TAYLOR & J.D. SOUTHER Her Town Too (Columbia) LP: Dad Loves His Work Regional Reach 210/1 94% National Summary UP 137...

GINO VANNELLI Living Inside Myself (Arista) LP: Nightwalker Regional Reach 201/2 90% National Summary UP 179...

P1 EAST WABC 22-29... P2 WEST WABC 22-29... P3 WEST WABC 22-29...

P1 EAST WABC 22-29... P2 WEST WABC 22-29... P3 WEST WABC 22-29...

P1 EAST WABC 22-29... P2 WEST WABC 22-29... P3 WEST WABC 22-29...

P1 EAST WABC 22-29... P2 WEST WABC 22-29... P3 WEST WABC 22-29...

P1 EAST WABC 22-29... P2 WEST WABC 22-29... P3 WEST WABC 22-29...

Others Getting Significant Action (Continued from Back Page)

MICHAEL JACKSON "One Day In Your Life" (Motown) 30/5 Moves: Up 13, Same 12, Down 0, Adds 5, KRLY, KLAZ, CK101, KTAC, WSGA, WFIL on, WFI on, Y100 16-12, Q105 3-3, WCCX 1-1, K104 38-29, WAXY 29-26, WTSN 26-23, FM99 28-19, KFVR on, KYA on. ISLEY BROTHERS "Hurry Up & Wait" (T-Neck) 25/7 Moves: Up 6, Same 13, Down 0, Adds 7, WXKS-FM, WJDX, Y103, WVIC, WSGA, 95SGF, FM99, WKU on, Y100 30-27, KFRC 38-34, WHYN 27-22, BJ105 on, KZZX on, KVOL on. SHOT IN THE DARK "Playing With Lightning" (RSO) 23/2 Moves: Up 6, Same 15, Down 0, Adds 2, 96KX, KNBQ, K104 31-28, KLAZ on, WAAY 30-27, WOKI on, WISM on, WCIR 24-19, 96XIL 39-33, 95SGF on, KKLS d-26, KENI on, KBOZ on, KOOK on, KRLC d-30. ROSANNE CASH "Seven Year Ache" (Columbia) 21/5 Moves: Up 13, Same 3, Down 0, Adds 5, KYXX, WOKI, WCGQ, KQIZ-FM, KBOZ, 94Q 25-20, KXOK 30-26, KSTAR on, WERC 27-23, 92Q 26-22, WRJZ d-29, WACZ 25-19, WHEB 30-27, WSGA 27-24, WFOZ 25-21. JERMAINE JACKSON "You Like Me Don't You" (Motown) 19/3 Moves: Up 10, Same 6, Down 0, Adds 3, WIF, KFMC, WVIC, KRLY 14-6, KRLA 22-20, KINT on, KBFM 14-8, KEEL on, Y103 12-10, KVOL 5-4. JACKSONS "Can You Feel It" (Epic) 16/0 Moves: Up 11, Same 5, Down 0, Adds 0, WXKS-FM 7-3, JB105 20-16, KRLY on, WGCL d-30, KRLA d-25, KIIS-FM d-28, KIQQ on, KSET-FM 12-7, KELP 18-13, KINT 32-26, KHYY 21-17, WFBG on. RUSH "Limelight" (Mercury/PolyGram) 15/1 Moves: Up 9, Same 4, Down 1, Adds 1, KHFI, Q107 on, CHUM 7-6, KRBE 16-12, KBEQ 25-18, KSFX on, K104 18-15, KEGL 4-3, WOKI on, WRVQ on, FM103 9-5, 95XIL 23-17. STEPHANIE MILLS "Two Hearts" (20th) 14/4 Moves: Up 4, Same 6, Down 0, Adds 4, WCKX, WCSC, WDJX, WFLB, WXKS-FM on, KRLY on, Q105 28-24, KRLA on, KIIS-FM d-30, KYNO-FM d-30, KIDD on, KGGI on, FM99 on, KVOL d-28. GREG KINN BAND "Shella" (Beserkley) 14/1 Moves: Up 4, Same 9, Down 0, Adds 1, KIOY, 96KX d-32, KEZR 29-26, WHFM on, KWEN on, KXXX d-29, KIDD on, KNBQ on, KYSN on, FM103 on, WFBG on, KCBN 40-38, KOOK on, KRCL on. SHALAMAR "Make That Move" (Solar/RCA) 13/1 Moves: Up 8, Same 4, Down 0, Adds 1, WAXY, WKU 4-4, KRLY on, Y100 d-30, KEARTH 28-14, KRLA 14-12, KIIS-FM 16-13, KNUS 27-25, KHYY 30-28, KHYY 30-27. DAN HARTMAN "Heaven In Your Arms" (Blue Sky) 13/1 Moves: Up 6, Same 6, Down 0, Adds 1, WHYN, WOLF on, WHFM 35-33, WAQY 25-22, KINT 27-25, BJ105 on, WLOL-FM 33-30, KNBQ on, WXLK on. STEVE WINWOOD "Arc of a Diver" (Island) 12/7 Moves: Up 1, Same 4, Down 0, Adds 7, CTR, KOPA, WPSF, KXX106, WSKZ, WXLK, KOOK, KRBE on, KBEQ 27-23, WBCY on, KWEN on (dp), WFOZ on. TOMMY JAMES "You're So Easy To Love" (Mifflinkum) 11/4 Moves: Up 1, Same 6, Down 0, Adds 4, 94C, KIQQ, WSGN, KFVR, KFRC on, WAAY on, WCSC on, WFLB d-35, FM99 on, KILE on, KYA on. LEON REDBONE "Seduced" (Emerald City) 11/3 Moves: Up 2, Same 6, Down 0, Adds 3, B97, KXXX, Y94, WHB on (dp), WOLF on, WTIX 28-26, WSGN on, WSEZ 20-16, KIOA on, KPUR on. JOE DOLCE "Shaddap You Face" (MCA) 10/2 Moves: Up 1, Same 7, Down 0, Adds 2, CKLW, KSPZ, WXKS-FM 23-19, 13K on, 14Q on, BJ105 on, WHEB on, FM99 on, KELO on, KSLY on. PAUL ANKA "I've Been Waiting For You All Of My Life" (RCA) 10/2 Moves: Up 3, Same 5, Down 0, Adds 2, BJ105, WVIC, WFIL on, WFI on, WZZP on, KFI on, KIQQ on, WTIX d-40, KCPX 38-36, WFLB d-31.

THE PICTURE PAGES

Gold & Platinum Diamond



Neil Diamond was awarded gold and platinum records for the "Jazz Singer" soundtrack in a presentation at Capitol's Hollywood Tower offices. Pictured (l-r) are Capitol VP's Rupert Perry and Bruce Wendell, Diamond, EMI Music Chairman Bhaskar Menon, Capitol/EMIA/Liberty President Don Zimmermann, and Capitol VP Dennis White.

Lowery Roasted In Atlanta



Atlanta publishing giant Bill Lowery was honored/skewered at a roast held by the local NARAS chapter recently. Roasters included artists Ray Stevens and Tommy Roe, radio/record notables like Kent Burkhart and Jim Davenport, and even Georgia Lt. Governor Zell Miller. Most of the Lowery prime ribs touched on his imposing figure (the "Orson Welles of the industry"), and satirical versions of famous Lowery-published songs were also performed. Pictured at left are Ray Stevens (left) and Lowery; at right, Lt. Governor Miller (left) and Kent Burkhart.

Mercury Wins Gold Gap



Mercury/Polygram's Gap Band earned a gold LP award for the "Gap Band III" LP, and were honored by the label. Pictured (l-r, front) are group's Robert Wilson, producer Lonnie Simmons, band's Ronnie Wilson, Polygram Exec. VP/GM Bob Sherwood, and group's Charlie Wilson; (l-r, middle row) Polygram VP Bill Haywood, PDI's Judy Bockner, Polygram's Tommy Young, Randy Roberts, and Joe Grossman, and label VP Mick Brown; (l-r, top) Polygram's John Brown, PDI's Shelley Rudin, label Sr. VP Lou Simon, booking agent Norby Walters, Polygram VP Jules Abramson, PDI President John Frisoli, label VP's Don Colberg and Jim Collins, and PDI's Bob Speisman and Jeff Brody.

Stiff Backs Stranglers In U.S.



Making an American comeback, the Stranglers were back in New York's Privates club and were greeted backstage with strong backing from their new label Stiff America. Maintaining stiff upper backs to the camera are (l-r) Stiff America's Steve Bonano, unidentified backless head, label's Bruce Kirkland, Stranglers managers Ed Kleinman and Susan Erlichman, group's Jean Jacques Burnel, label's Nancy Harrison, group's Dave Greenfield, Hugh Cornwell, and Jet Black, plus anonymous Stiff-jacketed back.

Chrysalis Establishes Linx



Chrysalis artists Linx flew to Los Angeles to mix tracks for their forthcoming LP. Pictured at the studio are (l-r) group's David Grant and Sketch, producer Ollie Brown, and label's Rachelle Fields.

Adam Together With Drew



Adam & his Uncle? No, the photo above depicts Adam Ant (of Epic's Adam & the Ants) meeting backstage at L.A.'s Roxy with radio consultant Paul Drew (left).

RIAA Meets NMA



RIAA President Stanley Gortikow met with the Board of Directors of the Nashville Music Association recently. Pictured (l-r) are board member Jim Rushing, NMA Exec. Director Dale Franklin Cornelius, NMA Chairman Jimmy Bowen, Gortikow, and board members Bonnie Garner and Joe Sullivan.

Blythe Columbia Gathering



Columbia's Arthur Blythe played Los Angeles for the first time in six years, and he and his band were greeted backstage by Columbia personnel. Pictured (l-r) are label's Peter Philbin, Wayne Edwards, and Doug Wilkins, band's Bob Stewart, Bobby Battles, and Calvin Bell, and Blythe, with Columbia's Orlando Imala up front.

THE PICTURE PAGES

Whispers Re-Sign With Solar



The Whispers have been re-signed to a long-term contract with Solar Records, their home since the mid-70's. Pictured at the pacting are (l-r, standing) lawyer Steven Steinberg, group's Leaveil Degreee, Solar President Dick Griffey, group's Marcus Hutson and Nicholas Caldwell, accountant John Ritter, group's assistant Carmen Davis, and lawyer Vergil Roberts; (l-r, seated) Whispers' Wallace and Walter Scott.

Styx Caked With Glory



A&M's Styx were presented with a special cake after their Pittsburgh show recently to celebrate the success of their "Paradise Theater" LP. Pictured (l-r) are A&M's Carl Hohmann, RCA & A&M's Jim Kelly, group's Dennis DeYoung and Tommy Shaw, A&M's Chuck Gullo, group's John Panozzo, James Young, and Chuck Panozzo, and A&M's Gary Lippe.

Rowland Into Elektra



Dave Rowland & Sugar have signed with Elektra/Asylum, and will have an album in May, following a just-released single. Pictured (l-r) after the signing are Kragen & Co.'s Michael Brokaw, E/A Exec. VP Vic Faraci, E/A Chairman Joe Smith, Rowland, label VP/Nashville Jimmy Bowen, and Kragen & Co.'s Jacque Wegnon.

Lounging With Lizards



Editions EG/Jem recording artists the Lounge Lizards played New York's Hurrah to celebrate the release of their first album. Pictured backstage afterward are (l-r) JEM President Marty Scott, group's Evan Lurie, Steve Piccolo, Anton Fier, Arto Lindsay, and John Lurie, JEM's Andy Miele, and EG GM Ed Strait.

Voudouris Voyages To Boardwalk



Roger Voudouris has been signed to the Boardwalk Entertainment Company, with a first album for the label set for June. Pictured celebrating are the artist himself (left) and Boardwalk President Neil Bogart.

Carter & Chanel Showcase



Sweet City/MCA's Carter & Chanel starred in a showcase at the Sheraton Centre in New York. Pictured post-performance are (l-r) MCA's Sammy Vargas, Al Carter, Patrice Chanel, and independent promotion rep Juggy Gayles.

Winchester Fires Up L.A.



Bearsville's Jesse Winchester appeared at McCabe's in Los Angeles recently, and was welcomed by Bearsville and Warner Brothers executives. Pictured backstage (l-r) are Warners' Robin Rothman, Winchester, Bearsville VP/GM Howard Rosen, and Bearsville's Paul Pieretti.

Regency Aims For Mayall Demographics



Regency Records has signed veteran artist John Mayall, with an album scheduled for June. Pictured (l-r) at the signing are Regency's Claudia Miles, Mayall, and Regency President Lloyd Segal.



Jeff Gelb

AOR

Behind The Lines At The KLOS Community Switchboard

For those of us who have been in broadcasting since AOR's inception as progressive (or freeform) radio, we probably have memories of working at a station that had a community switchboard. Somehow, over the years, this unique method of reaching listeners fell by the wayside, and has only recently been revived at some AOR's, like WCMF/Rochester (see last week's column).

KLOS/Los Angeles's community switchboard has been in continuous operation since 1972, logging an average of 540 phone calls a day. This week I spoke with KLOS PD Tommy Hedges and switchboard director Sam Russell about the operation of the switchboard, and its many uses for AOR radio in the Eighties.

The Volunteers

42 volunteers operate the switchboard from 9am-midnight daily, while jocks pick up the seven lines overnight, so that listeners always hear a live voice at the other end of the line. The volunteers are mainly broadcast majors or others interested in radio. The volunteers, who must be at least 21, go through nine hours of training with a boardworker before they do their first shift. This weeds out "the wackos," as Russell put it; "the religious fanatics or those who've done far too much acid."

"We have occasional troubles with volunteers who leave without notice," she continued. "But that's no problem, because I just go in the studio and ask the jock to read a promo asking for new volunteers. Most of them are of a high caliber; some have been here since I got here in 1972."

One reason the volunteers stay with the KLOS switchboard for so long is that they're not overworked; most do a single three-hour shift weekly. In return, they receive occasional concert tickets or albums, and are often pressed into paid service at the station, screening talk show callers, working in the tape library, or as secretarial substitutes.

The volunteers are discouraged from giving advice over the phones. Russell stated, "We're a referral service. If someone calls with a problem, we'll give out a phone number for the organization that can help." There are exceptions: "Sometimes you get someone who just needs to take the time to talk to someone, some lonely kid who just got chewed out by his teacher and has to be reassured that the whole world isn't out to get him."

Switchboard Functions

The most common switchboard calls have to do with concert information. In fact, the switchboard takes so many calls about concerts that it has recorded concert information available on a separate line. There's also recorded information for skiing during the season. One service not of-



"Every station talks to its listeners. How many will listen to them?"

—KLOS Switchboard Director Sam Russell

ferred by the switchboard is ride information, once a staple of such operations. Russell explained, "We used to do it, but we stopped because ABC's legal department told us we could be held legally responsible if we set up someone with a ride who was in an accident during that ride."

The switchboard is available for a myriad of station-related purposes. Switchboard workers often take contest calls and answer questions related to the commercials run on the station. The callers themselves are asked questions which are used as informal research information by the station. "When we run a music special," Russell explained, "we ask people to call the switchboard with their opinions. We find most people just won't write letters anymore, so the phones are a better way of gauging response to a show."

"We often get information from them that's useful on the air as well," she continued, "like weather conditions. Or, two years ago during the gas crunch, we asked listeners to call and tell us what gas stations were open and how long they had to wait in line for gas."

What's the best reason to do a community switchboard? Russell answered, "Every station talks to its listeners. How many will listen to them? The jock doesn't have the time to talk to the people, but we do. Whenever people want to know something they call their favorite radio station. We have people who are here to answer those questions."

A Unique Service

KLOS PD Tommy Hedges is no stranger to switchboards, having worked with them at both WBCN and WCOZ in Boston. He amplified on Russell's comments: "It's a feature from the early days of progressive radio that remains totally valid for today. We're operating as a unique service to the listeners, and simultaneously it makes us more of an entity to them, a more concrete personality in their minds. We're more of a friend to them."

"We call it 'the one and only KLOS community switchboard,'" he said. "It emphasizes the fact that no other radio station in Los Angeles is taking the time and energy to do it. I think our listeners perceive and appreciate this."



CLAPTON WELL-WISHERS — Eric Clapton's last concert appearance before cancelling his tour due to illness was in Madison, so WMAD wanted to help its listeners express their best wishes to Clapton for a speedy recovery. The station created a 4' x 8½' get-well card and took it around town collecting signatures from about a thousand fans. Then the station had a local artist craft a giant envelope for the card, which was forwarded to Clapton's hospital room, where his manager called the station to express the artist's pleasure at receiving the card. Pictured (l-r) are MD Ron Phillips, jock Bob Michaels, PD Sean Scott, and Asst. PD Debbie Dalton.

El Rayo-X

**DAVID
LINDLEY**



Jeff Gelb

EVOLUTION

Tony Evans has been upped from Asst. PD to PD for KUPD/Phoenix . . . Freddie Snakeskin has been upped to Asst. PD at KROQ/Pasadena . . . Former WRHY/York MD Jack Quigley has joined WEZX/Scranton for afternoon drive . . . WIZD/W. Palm Beach has named Michael Keating MD. New to overnights at WIZD is Steve Stansek . . . Jim Pemberton has rejoined WLS-FM/Lansing as MD from WABX/Detroit . . . WHKC/Evansville has appointed Josh McKay as MD . . . Debbie Clark has been named official music assistant for WZXR/Memphis . . . WEBN/Cincinnati is the latest affiliate signing for consultant John Sebastian, which brings his client list up to five (WEBN, WCOZ/Boston, WMJQ/Rochester, WQMF/Louisville, and WIZD/W. Palm Beach) . . . New to mornings at WYDD/Pittsburgh is Bob Spence from V100/Charleston. New to evenings at the station is Mike McQueen, while overnights will now be handled by Dave Shedlock . . . Marcia Simon has exited mornings at WPLR/New Haven . . . Jackie Willig has been upped from weekends to overnights at WYNF/Tampa . . . Jerry Evans has moved to afternoon drive and Rod Stockton to evenings at KIFM/San Diego . . . Exiting WCAS/Cambridge are news staffers Terri Taylor and Cathy Moylan.

COMING NEXT WEEK: Jeff Pollack has been busy lately. On the heels of the announcement in this week's R&R that he has been named the consultant for the ABC FM Network, he is set to reveal the details of a new AOR-based format he will be offering client stations soon. Pa he-

UPDATE

KMEL/San Francisco broadcasted the fourth annual Bay Area Music awards; morning man Alex Bennett hosted . . . Tanks for listening: WQXM/Tampa gave away 7500 gallons of gasoline in 98 minutes at two gas stations in a recent promotion that caused a 5-mile line of cars . . . WIOT/Toledo is giving away \$100 a day for twenty days in a write-in to register, call-in to win promotion . . . Happy 11th AOR anniversary to KWFM/Tucson, which is looking for artists' phone call greetings for airing . . . KOZZ/Reno raised \$3900 for the American Cancer Society during a radio auction of rock and roll memorabilia . . . KLAQ/El Paso sponsored a "Q-Wave" party of rock video from Epic acts like Adam & The Ants, Gary Myrick and the Clash. Listeners were invited to compete in a dance contest for albums and T-shirts . . . Y95/Rockford and WWCT/Peoria are two of the latest AOR's to become involved in Homegrown-type album projects (remember to send the finished product to record company A&R reps) . . . KATT-FM/Oklahoma City, in conjunction with Columbia Pictures and "American Pop," gave away a juke box filled with the records heard in the film's soundtrack . . . WMMR/Philadelphia jocks Michael Picozzi and Anita

COLOR

TEA FOR WHO? YES!: WYSP/Philadelphia has set in motion an elaborate contest that asks listeners to write the answers to Who and Yes trivia questions, aired over Easter weekend, and submit by postcard at least ten correct responses from thirty questions. Ten of the cards received will win their senders autographed copies of the Who's first WB release, "Face Dances," while an eleventh will win an expense-paid trip for two to London for tea with the Who in their offices. Then it's on to Chris Squire's country castle for dinner and a party before flying back home.

DRESSED TO KILL: Fashion is fun; just ask the three AOR's doing promotions surrounding the theme of clothing. WQXM/Tampa is giving away 100 Nazareth "Dressed To Kill" tuxedo jackets to call-in registrants, while WQFM/Milwaukee, in conjunction with the same album, is asking listeners to dress up for a fashion contest that will net twenty winners autographed copies of the Nazareth album. Meanwhile, KZAP/Sacramento and KLIV/San Jose tied in with RCA and the Rick Springfield album's cover theme to sponsor a "best-dressed dog" contest. Top prize was 500 pounds of dog food, while all entrants' dogs received free flea collars.

WHO'S GOTCHA NOW: KQDS/Duluth employees are looking for the station's new bumper stickers on listeners' cars, for instant awards of albums, tickets, and radios. Listeners are asked "Who's Gotcha Now" by a station employee and if they respond, "KQDS," they'll also win cash prizes of up to \$100.

TAX SHELTER NIGHT: KPRI-FM/San Diego helped listeners forget tax troubles with a recent listener party wherein the first 106 in the door got \$30 gift certificates for next year's income tax preparation, courtesy of H&R Block.

NATURE OF THE BEAST: KGB-FM/San Diego, in conjunction with Capitol's latest April Wine album, asked listeners to submit creative "beastly" photos of themselves, with 24 being picked for a prize-winning photo caravan bus trip through San Diego's Wild Animal Park.

COCONUT TELEGRAPH: KZOZ/San Luis Obispo, with the help of MCA and the latest Jimmy Buffett album, asked listeners to write "coconut telegraphs" to the station telling why they want to win the station's contest, which will send two winners to dinner in a chauffeur-driven Rolls Royce, then to the sold-out Buffett concert appearance locally.

JUMP INTO SPRING: WTUE/Dayton celebrated the coming of Spring by asking listeners to send in their guesses in advance of the high temperature for the first day of Spring. The winner received his guess in albums.



UP TO CHEAP TRICKS AGAIN! — KGON/Portland's MD Gloria Johnson (right) looks on as Rick Nielsen (left) of Epic's Cheap Trick does his latest impersonation of Rick Nielsen.

Gevinson will try to set a world's record for "floating" in conjunction with a benefit for a local drug rehabilitation center. The two will sit in a floatation chamber (a la "Altered States") during a block party with live music, with partiers being urged to make donations . . . WBLM/Lewiston-Portland has distributed thousands of its new bumper stickers locally . . . KZEW/Dallas printed up 75,000 copies of a station-produced "Rock and Roll Journal" to pass out free at last weekend's Zoo World, and another 25,000 to hand out at local stereo shops . . . Eric Bloom of Blue Oyster Cult has joined the airstaff of WLIR/Long Island for a weekly two-hour program till the band resumes touring in June. He'll co-host with the station's Ben Manilla . . . Snakes alive: KDKB/Phoenix held a snake race that attracted 40 snakes and over 400 curious, cautious onlookers . . . WBAB/Long Island has packed with local clothing stores to set aside display areas for "WBAB Rock Shops," handling the station's various merchandising materials . . . WZZO/Allentown jocks have grouped to form the Killer Z's, whose first song, "Valleyloid," is a satiric rendition of Black Sabbath's "Paranoid" with local lyric references . . . WNEW-FM/New York staged a "Dance Craze" skate party benefit for the T.J. Martell Foundation's leukemia research. Partiers will see the film and then participate in a dance contest.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WGVL/Gainesville presented Axe for \$2.00 . . . CHUM-FM/Toronto presented Eve Moon for \$2.99.

BROADCASTS: Carl Wilson on WNEW-FM/New York . . . Good Rats on WDHA/North Jersey.

GUEST DJ'S: Pat Travers on KLOL/Houston . . . Joan Jett, Donnie Iris, Pearl Harbour, Adam & The Ants on WBCN/Boston.

CONVERSATIONS: Chuck Mangione on Love 94/Miami . . . U2 on WLAV/Grand Rapids . . . Mink DeVille, Utopia on Q107/Toronto . . . Firesign Theatre on KAZY/Denver . . . Rainbow, Krokus on KQRS/Minneapolis . . . Dregs on WCCC/Hartford . . . Good Rats, XTC on WDHA/North Jersey . . . Pat Travers, Krokus on KATT/Oklahoma City . . . Joe Ely on KWFM/Tucson . . . Pat Travers, Krokus, Rainbow on KXXY/Oklahoma City . . . Humble Pie, Outlaws, John Cale, Donnie Iris on WQFM/Milwaukee . . . Lonnie Brooks, Pat Metheny on WDEK/Dekalb . . . Hawks, April Wine on KEZO/Omaha . . . April Wine, Rick Springfield on KNAC/Long Beach . . . Loverboy on CITI-FM/Winnipeg . . . Eve Moon, Utopia on CHUM-FM/Toronto . . . Spirit on GIR-FM/Manchester . . . John Martyn, Brains, Willie Dixon on CHEZ-FM/Ottawa . . . Rosanne Cash, All Thomson, Wayne Johnson, Lenny LaBlanc on WKZL/Greensboro-Winston Salem . . . April Wine, Badfinger on KMOD/Tulsa . . . Southside Johnny, Plasmatics, on WMMS/Cleveland . . . Point Blank, 38 Special on WSYR/Syracuse . . . Charlie Musselwhite on KZOZ/San Luis Obispo . . . Bonnie Raitt on KTYD/Santa Barbara . . . Dave Edmunds, Ted Nugent, Fools, Stranglers on WBCN/Boston.



PRETENDERS



Extended Play

Specially Priced

**KEY CUTS:
THE SINGLE
"MESSAGE OF LOVE"
"TALK OF THE TOWN"**



On Sire Records

Manufactured And Distributed By Warner Bros. Records

PRETENDERS

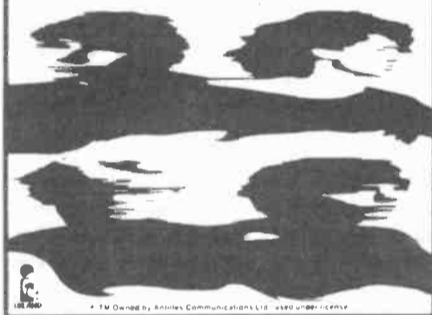
"Extended Play"

**R&R BREAKER
R&R ALBUM AIRPLAY 30-22
FMQB ALBUM REPORT 37-24
ALBUM NETWORK 31-19**

BILLBOARD 72-.48**
RECORD WORLD 44*-26*
CASHBOX 77*-52***

Produced By: **CHRIS THOMAS**

U2·BOY



**KEY CUTS:
THE SINGLE
"I WILL FOLLOW"
"OUT OF CONTROL"**



On Island Records

Manufactured And Distributed By Warner Bros. Records.

U-2 "Boy"

**R&R ALBUM AIRPLAY #35 FMBQ ALBUM REPORT #35
ALBUM NETWORK #35**

**New Believers In The Last 2 Weeks:
KMET, KWST, WFYV, Y102, WRKK, KEZY-AM, KXFM,
KILO, KMGH, KZOZ, KIDQ, KY99, WZZQ, KQWB, WIBZ**

U-2 ON TOUR

| | | | |
|------|-------------------------------|------|--------------------------------|
| 5/02 | Univ. Of Florida, Gainesville | 5/08 | Old Man Rivers, New Orleans |
| 5/03 | The End Zone, Tampa | 5/09 | Poets, Memphis |
| 4/04 | The Agora, Miami | 5/11 | Flippers, Los Angeles |
| 5/06 | The Agora, Atlanta | 5/15 | California Hall, San Francisco |
| 5/07 | The Rams Head, Birmingham | 5/28 | Metro, Boston |

Produced By: **STEVE LILLYWHITE**

**ROBIN LANE
& THE CHARTBUSTERS**



Imitation Life

**KEY CUTS:
"SOLID ROCK"
"SEND ME AN ANGEL"
"RATHER BE BLIND"**



On Warner Bros. Records

ROBIN LANE & THE CHARTBUSTERS

"Imitation Life"

**ALREADY ON:
WMMS, WNEW, WMMR, WYSP, WRNW, WLIR, WBAB, WDHA, WXRT,
WKLS, WCMF, WBCN, WCOZ, WEEI, WSYR, WAAF, WAAL, WQMF,
KTXQ, KZEW, KATT, WRNO, KSMB, KROQ, KNAC, KEZY-AM, KWFM,
KMGH, KOME, WCAS, WBLM, WBRU, WYNZ, WGIR, WECM, WPLR,
WPYX, WQBK, WPDH, WBWB, WXUS, WDEK, KFMH, KBLE, KQDS,
WHFS, WTKX, WRAS, WQUT, WKWF, WGVL, WLYX, WHKC, WHSL,
KTYD, KZOZ, KTCL, KILO, KTIM, KLRB, KKDJ, KZEL . . .**

Catch **ROBIN & THE CHARTBUSTERS** On Tour On The East Coast And West Coast In The Next Few Weeks.

Produced And Engineered By:
GARY LYONS FOR FAB PRODUCTIONS

Radio & Records AOR NATIONAL AIRPLAY/40 Chart Summary

April 24, 1981

166 REPORTERS

Album cuts are listed in order of airplay preference.

| 4/3 | 4/10 | 4/17 | 4/24 | Artist | Album | 4/3 | 4/10 | 4/17 | 4/24 |
|-----|------|------|------|---------------------------|--------------------------------------|--------|--------|--------|---------|
| 2 | 1 | 1 | 1 | WHO | Face Dances (WB) | 110/84 | 102/70 | 88/52 | 71/31 |
| 1 | 2 | 2 | 2 | ERIC CLAPTON | Another Ticket (RSO) | 89/76 | 95/79 | 87/71 | 78/55 |
| 9 | 7 | 5 | 3 | PHIL COLLINS | Face Value (Atlantic) | 100/72 | 95/51 | 89/58 | 87/53 |
| 4 | 4 | 3 | 4 | STYX | Paradise Theater (A&M) | 91/59 | 90/52 | 79/53 | 78/20 |
| 6 | 6 | 4 | 5 | RUSH | Moving Pictures (Mercury/PolyGram) | 85/54 | 90/71 | 96/79 | 97/75 |
| 3 | 3 | 7 | 6 | STEVE WINWOOD | Arc Of A Diver (Island) | 84/59 | 77/47 | 84/3 | 67/0 |
| 5 | 5 | 6 | 7 | REO SPEEDWAGON | Hi Infidelity (Epic) | 139/58 | 136/53 | 123/25 | 38/3 |
| - | 18 | 14 | 8 | JEFFERSON STARSHIP | Modern Times (RCA/Grunt) | 102/58 | 112/70 | 109/87 | 108/68 |
| 8 | 8 | 9 | 9 | .38 SPECIAL | Wild-Eyed Southern Boys (A&M) | 68/58 | 84/48 | 51/43 | 49/27 |
| 23 | 16 | 10 | 10 | SANTANA | Zebop! (Columbia) | 77/54 | 72/49 | 89/47 | 81/44 |
| - | 17 | 11 | 11 | KAMPUCHEA | Various Artists (Atlantic) | 80/51 | 98/59 | 105/87 | 119/82 |
| 7 | 9 | 8 | 12 | APRIL WINE | Nature Of The Beast (Capitol) | 132/49 | 130/51 | 130/5 | 23/0 |
| - | 27 | 15 | 13 | AC/DC | Dirty Deeds Done Dirt... (Atlantic) | 122/84 | 127/82 | 128/82 | 134/101 |
| 30 | 24 | 17 | 14 | GREG KIHN BAND | Rockin'roll (Beserkley) | 122/84 | 127/82 | 128/82 | 134/101 |
| 14 | 12 | 12 | 15 | ROBIN TROWER | B.L.T. (Chrysalis) | 102/43 | 105/40 | 110/40 | 111/40 |
| 19 | 19 | 19 | 16 | PAT TRAVERS | Radio Active (Polydor/PolyGram) | 74/49 | 67/43 | 62/44 | 61/45 |
| 26 | 23 | 21 | 17 | JUDAS PRIEST | Point Of Entry (Columbia) | 44/4 | 46/4 | 42/4 | 2/10 |
| 11 | 11 | 13 | 18 | LOVERBOY | Loverboy (Columbia) | 82/41 | 81/45 | 82/41 | 82/41 |
| 15 | 14 | 20 | 19 | RAINBOW | Difficult To Cure (Polydor/PolyGram) | 70/45 | 83/55 | 95/80 | 110/74 |
| 22 | 21 | 22 | 20 | KROKUS | Hardware (Ariola) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | 32 | 24 | 21 | OZZY OSBOURNE | Blizzard Of Oz (Jet) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | - | 30 | 22 | PRETENDERS | Extended Play (Sire) | 70/45 | 83/55 | 95/80 | 110/74 |
| 17 | 20 | 23 | 23 | JAMES TAYLOR | Dad Loves His Work (Columbia) | 70/45 | 83/55 | 95/80 | 110/74 |
| 10 | 10 | 18 | 24 | JOURNEY | Captured (Columbia) | 70/45 | 83/55 | 95/80 | 110/74 |
| 29 | 26 | 28 | 25 | FRANKE & KNOCKOUTS | Franke & Knockouts (Millennium) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | 34 | 29 | 26 | POINT BLANK | American Excess (MCA) | 70/45 | 83/55 | 95/80 | 110/74 |
| 12 | 13 | 16 | 27 | GARLAND JEFFREYS | Escape Artist (Epic) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | - | 28 | 28 | BILLY SQUIER | Don't Say No (Capitol) | 70/45 | 83/55 | 95/80 | 110/74 |
| 27 | 30 | 27 | 29 | RICK SPRINGFIELD | Working Class Dog (RCA) | 70/45 | 83/55 | 95/80 | 110/74 |
| 16 | 22 | 25 | 30 | ROLLING STONES | Sucking In The... (Rolling Stones) | 70/45 | 83/55 | 95/80 | 110/74 |
| 13 | 15 | 25 | 31 | SHERBS | The Skill (Atco) | 70/45 | 83/55 | 95/80 | 110/74 |
| 39 | 36 | 32 | 32 | HAWKS | Hawks (Columbia) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | - | 33 | 33 | GARY U.S. BONDS | Dedication (EMI America) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | - | 39 | 34 | WILLIE NILE | Golden Down (Arista) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | 40 | 36 | 35 | U2 | Boy (Island) | 70/45 | 83/55 | 95/80 | 110/74 |
| - | - | 38 | 36 | GRATEFUL DEAD | Reckoning (Arista) | 70/45 | 83/55 | 95/80 | 110/74 |
| 24 | 28 | 33 | 37 | JOHN LENNON & YOKO ONO | Double Fantasy (Geffen) | 70/45 | 83/55 | 95/80 | 110/74 |
| 21 | 31 | 31 | 38 | STEELY DAN | Gauche (MCA) | 70/45 | 83/55 | 95/80 | 110/74 |
| 18 | 29 | 35 | 39 | MANFRED MANN'S EARTH BAND | Chance (WB) | 70/45 | 83/55 | 95/80 | 110/74 |
| 28 | 33 | 37 | 40 | POLICE | Zenyatta Mondatta (A&M) | 70/45 | 83/55 | 95/80 | 110/74 |

WHO held onto their number one airplay position for the week, ahead of all other acts in hots and total reports. CLAPTON held rock steady as COLLINS hit top three, showing continued conversions to hots. WINWOOD resurged a bit as STARSHIP shot into the top ten. .38, SANTANA and KAMPUCHEA all maintained. AC/DC and KIHN gained in hots. TRAVERS and PRIEST showed airplay gains. RAINBOW and KROKUS moved up. OZZY and PRETENDERS jumped, gaining in all rotations. TAYLOR maintained. FRANKE resurged in all upper rotations. BLANK grew in mediums and hots. SQUIER debuted with significant adds (and should jump substantially next week as early adds convert to upper airplay rotations.) HAWKS held their own. BONDS debuted with strong adds and some early conversions. NILE climbed as U2 inched up and DEAD rose. The albums listed in Significant Action came closed to charting in the order listed.

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.

MOST ADDED

| Artist | 4/24 | 4/17 | 4/10 | 4/3 | 3/27 |
|------------------------|---------|--------|-------|-----|------|
| 1 BILLY SQUIER | 119/113 | 9/9 | 0/0 | 0/0 | 0/0 |
| 2 GARY U.S. BONDS | 89/84 | 12/12 | 0/0 | 0/0 | 0/0 |
| 3 HUMBLE PIE | 45/44 | 0/0 | 0/0 | 0/0 | 0/0 |
| 4 SOUTHSIDE JOHNNY... | 24/24 | 0/0 | 0/0 | 0/0 | 0/0 |
| 5 ROGER TAYLOR | 23/23 | 0/0 | 0/0 | 0/0 | 0/0 |
| 6 PRETENDERS | 88/20 | 70/27 | 57/54 | 0/0 | 0/0 |
| 7 WILLIE NILE | 60/19 | 51/25 | 33/33 | 0/0 | 0/0 |
| 8 KIM CARNES & HATE... | 24/19 | 0/0 | 0/0 | 0/0 | 0/0 |
| 9 POINT BLANK | 84/11 | 77/22 | 84/81 | 6/5 | 0/0 |
| 10 DREGS | 39/10 | 29/10 | 25/22 | 0/0 | 0/0 |
| 11 JEFFERSON STARSHIP | 139/9 | 140/99 | 47/34 | 0/0 | 0/0 |
| 12 GRATEFUL DEAD | 53/8 | 50/17 | 38/38 | 0/0 | 0/0 |
| 12 S. CLARKE & G. DUKE | 12/8 | 2/2 | 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 | 4/24 | 4/17 | 4/10 | 4/3 | 3/27 |
|----------------------|--------|--------|--------|--------|--------|
| 1 GREG KIHN BAND | 110/84 | 102/70 | 88/52 | 71/31 | 75/0 |
| 2 KROKUS | 89/76 | 95/79 | 87/71 | 78/55 | 78/38 |
| 3 PAT TRAVERS | 100/72 | 95/51 | 89/58 | 87/53 | 85/51 |
| 4 RAINBOW | 85/54 | 90/71 | 96/79 | 97/75 | 105/77 |
| 5 JUDAS PRIEST | 91/59 | 90/52 | 79/53 | 78/20 | 51/2 |
| 6 POINT BLANK | 84/59 | 77/47 | 84/3 | 67/0 | 0/0 |
| 6 SANTANA | 139/58 | 136/53 | 123/25 | 38/3 | 0/0 |
| 6 ROBIN TROWER | 102/58 | 112/70 | 109/87 | 108/68 | 108/68 |
| 6 OZZY OSBOURNE | 84/58 | 84/52 | 77/21 | 29/0 | 4/1 |
| 7 HAWKS | 68/58 | 84/48 | 51/43 | 49/27 | 40/20 |
| 8 FRANKE & KNOCKOUTS | 77/54 | 72/49 | 89/47 | 81/44 | 52/27 |
| 9 GARLAND JEFFREYS | 80/51 | 98/59 | 105/87 | 119/82 | 121/81 |
| 10 KAMPUCHEA | 132/49 | 130/51 | 130/5 | 23/0 | 0/0 |
| 10 RICK SPRINGFIELD | 74/49 | 67/43 | 62/44 | 61/45 | 52/41 |
| 11 SHERBS | 70/45 | 83/55 | 95/80 | 110/74 | 121/80 |

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

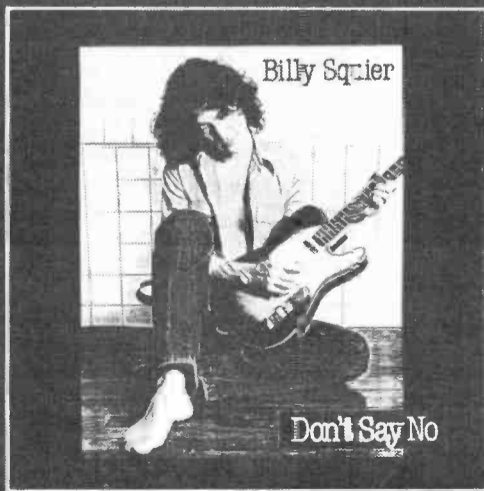
| Artist | 4/24 | 4/17 | 4/10 | 4/3 | 3/27 |
|----------------------|---------|---------|---------|---------|---------|
| 1 WHO | 161/155 | 166/160 | 159/152 | 158/141 | 154/115 |
| 2 ERIC CLAPTON | 164/138 | 159/142 | 155/139 | 157/147 | 156/138 |
| 3 STYX | 138/130 | 145/132 | 145/130 | 142/128 | 148/135 |
| 4 RUSH | 140/115 | 141/118 | 139/110 | 138/105 | 140/107 |
| 5 REO SPEEDWAGON | 131/113 | 137/126 | 140/123 | 138/124 | 141/127 |
| 6 STEVE WINWOOD | 138/111 | 144/120 | 151/135 | 151/141 | 158/147 |
| 7 PHIL COLLINS | 152/108 | 155/105 | 144/87 | 140/78 | 138/62 |
| 8 .38 SPECIAL | 127/95 | 122/88 | 131/95 | 137/95 | 135/95 |
| 9 JEFFERSON STARSHIP | 139/91 | 140/23 | 47/3 | 0/0 | 0/0 |
| 10 APRIL WINE | 122/84 | 127/82 | 128/82 | 134/101 | 144/108 |
| 11 KAMPUCHEA | 132/78 | 130/65 | 130/10 | 23/0 | 0/0 |
| 12 SANTANA | 139/75 | 136/51 | 123/18 | 36/2 | 0/0 |
| 13 AC/DC | 100/51 | 92/49 | 94/4 | 11/2 | 8/5 |
| 14 LOVERBOY | 85/53 | 98/53 | 108/65 | 110/58 | 112/75 |
| 15 ROBIN TROWER | 102/43 | 112/42 | 109/42 | 108/32 | 108/27 |

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

Radio Says "Yes" To
Don't Say No
The Powerhouse,
State-Of-The-Art
Rock Album From
**BILLY
SQUIER**

AOR BREAKERS

BILLY SQUIER
Don't Say No (Capitol)
"Dark" "Stroke" "Love" "Lonely"
72% of our reporters on it. Total album
reports: 119. A-113, M-5, H-1. Debuted
this week at number 28.



Produced by Mack & Billy

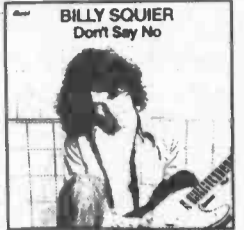
Capitol
RECORDS

FEATURING "THE STROKE"₅₀₀₅—NOW A RUSH-RELEASE SINGLE

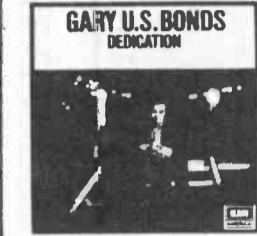
AOR BREAKERS

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

BILLY SQUIER
Don't Say No (Capitol)
"Dark" "Stroke" "Lover" "Lonely"
72% of our reporters on it. Total album reports: 118. A-113, M-5, H-1. Debuted this week at number 28.



GARY U.S. BONDS
Dedication (EMI America)
"Girl" "Jole" "Pretender" 64% of our reporters on it. Total album reports: 89. A-84, M-5, H-0. Debuted this week at number 33.



PRETENDERS
Extended Play (Sire)
"Message" "Talk" "Slide" "Porcelain"
53% of our reporters on it. Total album reports: 88. A-20, M-44, H-24. Charted this week at number 22.



Significant Action

- HUMBLE PIE** Go For The Throat (Atco)
"Shook" "Soldier" Total 45. A-44, M-0, H-1
- DREGS** Unsung Heroes (Arista)
"Control" "Day" Total 39. A-10, M-11, H-8, J-10
- GINO VANNELLI** Night Walker (Arista)
"Seek" "Living" Total 35. A-5, M-13, H-17
- TED NUGENT** Intensities In 10 Cities (Epic)
"Put Up" "Liplock" Total 31. A-0, M-24, H-7
- PHOEBE SNOW** Rock Away (Mirage)
"Mercy" "Games" Total 31. A-0, M-26, H-5
- BRUCE SPRINGSTEEN** The River (Columbia)
"Fade" Title Total 29. A-0, M-15, H-14
- JIMMY BUFFETT** Coconut Telegraph (MCA)
Title "Weather" Total 28. A-0, M-14, H-14
- SHOT IN THE DARK** Shot In The Dark (RSO)
"Lightning" "Moon" Total 28. A-3, M-20, H-5
- DOC HOLLIDAY** Doc Holliday (A&M)
"Magic" "Rocker" Total 26. A-1, M-20, H-5
- CLASH** Sandinista (Epic)
"Police" "Murder" Total 25. A-0, M-12, H-13

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

- DREGS** Unsung Heroes (Arista)
"Cruise" "Day" "Park" "Kat"
- DAVID SANBORN** Voyeur (WB)
"Wake" "Goodbye" "Run" "Need"
- GROVER WASHINGTON JR.** Winelight (Elektra)
"Flow" "Two" Title
- JEFF LORBER FUSION** Galaxian (Arista)
"Mountain" "Lady" "Night" Title
- DAVE GRUSIN** Mountain Dance (GRP/Arista)
"Friends" "Rag" Title
- S. CLARKE/G. DUKE** Clarke/Duke Projects (Epic)
"Wild Dog"
- WAYNE JOHNSON** Arrowhead (Inner City)
Title
- DAN SIEGEL** The Hot Shot (Inner City)
Title "West" "Once" "Talk"
- JOE SAMPLE** Voices In The Rain (MCA)
"Grass" "Burnin'" "Hurricane"
- B.B. KING** There Must Be A Better World... (MCA)
"Party" "Victim"

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 WQAK FM Albany
518-462-5555

Hot: ELLEN MCKENNA
Hot: LIA BREWER

Added:
BILLY SQUIER (Capitol)
NEEDY WATERS (Sire)
RUMOUR (Sire)
TANGIERINE DREAM (Elektra)
PRINCE (Paisley Park)
GARY U.S. BONDS (EMI America)
HUMBLE PIE (Atco)
ROGER TAYLOR (Elektra)
SS JOHNNY & JUKES (Mercury/PolyGram)

Medium:
JAMES TAYLOR (Columbia)
AC/DC (Atlantic)
ERIC CLAPTON (RSO)
PAT BENATAR (Chrysalis)
"Pretender"
JULIE GOLD (Arista)
RON CARTER (Mercury/PolyGram)
HOLLY STANTON (Mercury/PolyGram)
ROCK (Mercury/PolyGram)
ROSSINI (Mercury/PolyGram)
NORMAN (Mercury/PolyGram)
PATTI LABELLE (Mercury/PolyGram)

Hot:
JAMES TAYLOR (Columbia)
AC/DC (Atlantic)
ERIC CLAPTON (RSO)
PAT BENATAR (Chrysalis)
"Pretender"
JULIE GOLD (Arista)
RON CARTER (Mercury/PolyGram)
HOLLY STANTON (Mercury/PolyGram)
ROCK (Mercury/PolyGram)
ROSSINI (Mercury/PolyGram)
NORMAN (Mercury/PolyGram)
PATTI LABELLE (Mercury/PolyGram)

WAAI Binghamton
607-772-8850

Hot: ROBERTA HADER

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

Medium:
JAMES TAYLOR (Columbia)
ERIC CLAPTON (RSO)
PAT BENATAR (Chrysalis)
"Pretender"
JULIE GOLD (Arista)
RON CARTER (Mercury/PolyGram)
HOLLY STANTON (Mercury/PolyGram)
ROCK (Mercury/PolyGram)
ROSSINI (Mercury/PolyGram)
NORMAN (Mercury/PolyGram)
PATTI LABELLE (Mercury/PolyGram)

SOFTROCK WEEHFM Boston
617-262-5900

Hot: CLARK DAVID
Hot: RUSS DAVIS

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

MEDIA Rocks Harrisburg
717-238-1402

Hot: GREG KINN BAND (Mercury/PolyGram)
Hot: PAT TRAVERS (PolyGram)

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WBLM 100 Lewiston-Portland
207-783-2065

Hot: JOSE DIAZ
Hot: WINE BUSHEY

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

104 FM WBCN Albany
518-785-9800

Hot: TED NUGENT (Epic)
Hot: "Flying Saucer"
Hot: STEVE WINWOOD (Island)
Hot: JAMES TAYLOR (Columbia)
Hot: JOURNEY (Arista)
Hot: BRUCE SPRINGSTEEN (Columbia)

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

104 FM WBCN Boston
617-266-1111

Hot: TONY BERARDINI
Hot: JIMMY NACK

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

i-95fm Bridgeport
203-579-9995

Hot: BOB ROY
Hot: BRUCE GOLDSEN

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WCCC Hartford
203-549-3456

Hot: COUNTRY PAUL PAYTON
Hot: GARY U.S. BONDS (EMI America)
Hot: SS JOHNNY & JUKES
Hot: BILLY SQUIER (Capitol)
Hot: RON CARTER (Mercury/PolyGram)
Hot: KIM CARNES & HATE (EMI America)

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WBAB 102.3 Long Island
516-587-1023

Hot: BOB BOYLAN
Hot: MARG COPPOLA

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WZZO Allentown
215-894-0511

Hot: LYN COREY
Hot: CINDY HOLT

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WJZZ Boston
617-267-8090

Hot: ANDY BEAUBIEN
Hot: ROB LIPSCHUTZ

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WECM Claremont
603-542-7735

Hot: BOB RIVERS
Hot: SONO FONTAINE

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WHCN 102.9 Hartford
203-247-1060

Hot: WALTER F. HAYDEN
Hot: BOB BITTENS

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

WJZZ Long Island
516-727-1570

Hot: BARRY GRANT
Hot: ASST. PAT WOLFE

Added:
BILLY SQUIER (Capitol)
GARY U.S. BONDS (EMI America)
"Jole" "Pretender"
GIND VANNELLI (Arista)
"Seek" "Living"
DREGS (Arista)
KAMUOCHA (Arista)
JEFFERSON STARSHIP (MCA)
BRUCE SPRINGSTEEN (Columbia)
J. LEONARD & T. OMO (Geffen)
GREG KINN BAND (Mercury/PolyGram)
POLICE (A&M)

Gino Vannelli Rocks The Charts!



Album rock radio, along with every other musical format, has been swept away by the passionate rock of Gino Vannelli. *Nightwalker* is generating *instant* phones and *huge* sales action everywhere it's being played on AOR!

New AOR believer this week: KAZY, Denver!

Sensational album chart action:

Billboard: 35**

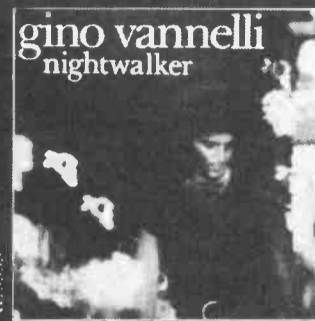
Record World: 39*

Cash Box: 28*

Album Network: 40*

Nightwalker. The brilliant Arista debut of Gino Vannelli.

ARISTA



WILLIE NILE. GOING ALL THE WAY WITH GOLDEN DOWN.

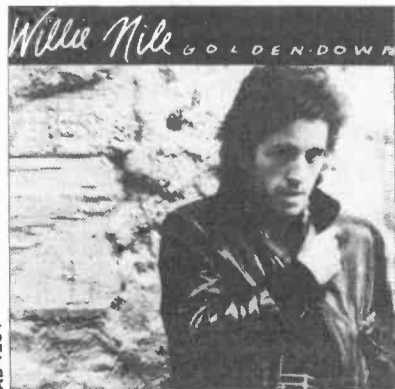


The momentum on radio keeps accelerating for the second LP by the most acclaimed new artist of 1980. New this week on KLOS, WAAF, WQXM, Q107, WIMZ, WDIZ, WWCK, WRKK, WXEZ, WQUT, WTPA, KKKX, KSMB... for a total of more than 100 stations across the country.

Bill Hard: 41* (Debut)
Radio & Records: 34*
Album Network: 38*

Golden Down.
The energy and vision of Willie Nile.

ARISTA



KROKUS HITTING HARD WITH HARDWARE

HITTING HARD ON RADIO:

Radio & Records: 20*

Hard/FMBQ: 23*

Album Network: 25*

HITTING HARD ON THE ROAD!

"In spite of a torrential downpour and a tornado on the evening of Krokus' first headlining show in America, they sold out every seat in the house in Kansas City. Krokus is a force to be reckoned with in the heavy-rock arena."
— Joe McCabe, KYYS

| | | |
|-----------------|-----------------|-------------------------------|
| April | 2/Atlanta† | 15/Albuquerque† |
| 21/Davenport* | 3/Biloxi** | 16/Phoenix† |
| 22/Springfield* | 4/Little Rock** | 17/Los Angeles† |
| 23/Champaign** | 5/Shreveport† | 19/Oakland† |
| 24/Madison* | 6/New Orleans† | 20/Portland† |
| 25/Milwaukee* | 7/Houston† | 21/Seattle† |
| 26/Toledo* | 8/San Antonio† | 22/Spokane† |
| 27/Columbus** | 9/Dallas† | |
| 28/Flint* | 10/Lubbock† | *with Rainbow and Pat Travers |
| 29/Johnstown†† | 11/Austin† | **headlining |
| | 12/Midland† | ††with Cheap Trick |
| May | 13/El Paso† | †with Nazareth |
| 1/Jacksonville† | 14/Tucson† | |

Exploding out of the LP, the single: "Winning Man"
OS 819

Hardware.

The breakthrough rock album by Krokus.



ariola

MIDWEST

KFMH Muscatine 319-263-2512
PD: STEVE BRIGGS
MD: LISA CALONA
Added KIM CARNES & HATE

FM100 Oklahoma City 405-631-8881
PD: JEFF FREUND
MD: CLARK RYAN
Added BILLY SQUIER (Capitol)

Oklahoma City 405-528-5543
PD: ANDY LOCKRIDGE
Added BILLY SQUIER (Capitol)

Omaha 402-592-5300
PD: BOB LINDEN
MD: JOE BLOOD
Added BILLY SQUIER (Capitol)

Peoria 309-674-2000
PD: RICK PETERSON
MD: WENDY RICE
Added BILLY SQUIER (Capitol)

Rockford 815-877-3075
PD: LES COOK
MD: DICK BASSON
Added BILLY SQUIER (Capitol)

Oklahoma City 405-528-5543
PD: ANDY LOCKRIDGE
Added BILLY SQUIER (Capitol)

Saginaw 517-892-9528 517-894-2996
PD: DAVE BREWER
MD: JOE DESANTIS
Added WILLE NILE (Arista)

Sloux Falls 605-339-1520
PD: BILL RICHARDS
MD: GREG OLSON
Added BILLY SQUIER (Capitol)

St. Louis 314-644-1380
PD: BOB HATRICK
Added BILLY SQUIER (Capitol)

St. Louis 314-644-1380
PD: BOB HATRICK
Added BILLY SQUIER (Capitol)

St. Louis 314-842-1111
PD: RICK BALLIS
MD: JOHN LLETT
Added GARY U.S. BONDS (EMI America)

Terre Haute 812-238-2557
PD: R. J. CORRECH
MD: CHECK GAILL
Added RICK SPRINGFIELD (RCA)

St. Louis 314-644-1380
PD: BOB HATRICK
Added BILLY SQUIER (Capitol)

Toledo 419-248-3377
PD: LEE RANDALL
MD: BUCK NEWELL/AM
Added POINT BLANK (MCA)

Toledo 419-255-1470
PD: ANNE CARLINI
MD: JIMMY BROWN
Added POINT BLANK (MCA)

T-95 Wichita 316-722-8123
PD: BOB LAWRENCE
Added BILLY SQUIER (Capitol)

Winnipeg 204-775-0371
PD: GARY CHRISTIAN
MD: TERRY DIMITE
Added JEFFERSON STARSHIP (RCA)

MIDWEST

Albuquerque 505-265-8811
PD: JOHN FLORENCE
MD: CRAIG MARTIN
Added PRETENDERS (Sire)

Albuquerque 505-765-5400
PD: PETER BENSON
Added FRED THUNDERBOLTS (Chrysalis)

Albuquerque 505-765-5400
PD: PETER BENSON
Added FRED THUNDERBOLTS (Chrysalis)

Anchorage 907-277-2655
PD: LARRY HANE
MD: KARLA MICHAELS
Added BILLY SQUIER (Capitol)

Bakersfield 805-832-1410
PD: DICK SHEPARD
MD: KATY MANOR
Added BILLY SQUIER (Capitol)

Bakersfield 805-832-1410
PD: DICK SHEPARD
MD: KATY MANOR
Added BILLY SQUIER (Capitol)

Boulder 303-444-5600
PD: DENNIS CONSTANTINE
MD: BRUCE MCLELLAN
Added BILLY & BEATERS (Arista)

Boulder 303-444-5600
PD: DENNIS CONSTANTINE
MD: BRUCE MCLELLAN
Added BILLY & BEATERS (Arista)

Boulder 303-444-5600
PD: DENNIS CONSTANTINE
MD: BRUCE MCLELLAN
Added BILLY & BEATERS (Arista)

Chico 916-343-8461
PD: RON WOODWARD
Added BILLY SQUIER (Capitol)

Chico 916-343-8461
PD: RON WOODWARD
Added BILLY SQUIER (Capitol)

Colorado Springs 303-634-4896
PD: RICH HANK
MD: ART PHILLIPS
Added BILLY SQUIER (Capitol)

Colorado Springs 303-634-4896
PD: RICH HANK
MD: ART PHILLIPS
Added BILLY SQUIER (Capitol)

Denver 303-759-5600
PD: DAVE VAN DRIE
MD: GREG GILLISPIE
Added GINO VANNELL (Arista)

Denver 303-759-5600
PD: DAVE VAN DRIE
MD: GREG GILLISPIE
Added GINO VANNELL (Arista)

Eugene 503-484-4304
PD: PEYTON MATS
Added BILLY SQUIER (Capitol)

Eugene 503-484-4304
PD: PEYTON MATS
Added BILLY SQUIER (Capitol)

Denver 303-936-2313
PD: FRANK COOT
MD: PHIL STRIDER/ROBINSON
Added POINT BLANK (MCA)

Denver 303-936-2313
PD: FRANK COOT
MD: PHIL STRIDER/ROBINSON
Added POINT BLANK (MCA)

Fresno 209-226-5991
PD: DEAN OPPERMAN
MD: JEFF RIEDEL
Added ROGER TAYLOR (Elektra)

Fresno 209-226-5991
PD: DEAN OPPERMAN
MD: JEFF RIEDEL
Added ROGER TAYLOR (Elektra)

MOST ADDED
BILLY SQUIER Don't Say No (Capitol) 27/26
GARY U.S. BONDS Dedication (EMI America) 20/17

MEDIUM
GREG KIHN BAND Rockin'roll (Baserkley) 30/21
KROKUS Hardware (Arista) 21/19

THE HOTTEST
WHO Face Dances (WB) 40/37
STEVE WINWOOD Arc Of A Diver (Island) 35/32

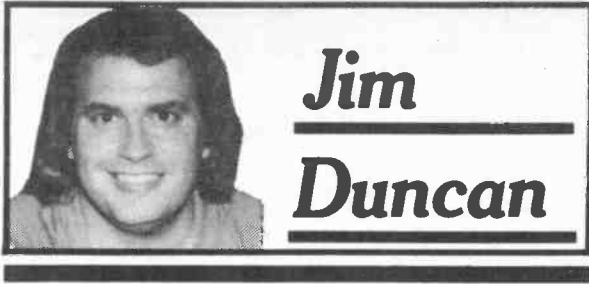
MIDWEST

MIDWEST

MIDWEST

MIDWEST

MIDWEST



**Jim
Duncan**



SHERWOOD/HENNES FORM RADIO CONSULTANCY

WMAQ's Burt & Bill Prove You Can Take The Country To The City

The number of radio programmers and managers who have left radio to form their own consultancy firms makes the event somewhat less newsworthy nowadays. However, when WMAQ's one-two punch of GM Burt Sherwood and PD Bill Hennes leave the highly-successful station to form their own consultancy firm (R&R 4-3), it's big news for both the station and the industry as a whole.

Burt and Bill first teamed up more than 14 years ago and have taken their travelling management show to more than a half dozen stations of varied formats during that period, including CKLW/Detroit, WIBG/Philadelphia, and WNDE/Indianapolis. Four years ago they finally pulled in the reins at NBC Radio's Chicago outlets, Country WMAQ and AOR (now P/A) WKQX. Both stations were originally under their guidance, although for the past few years Burt and Bill have concentrated their entire effort into making WMAQ the powerhouse Country outlet it is today. The years they've worked in tandem have proved fruitful both professionally and personally (they claim never to have even had an



"One of the biggest pluses we have in our new organization is our broad background in successful formats . . . Our strong point is our ability to communicate and work with people."

— Bill Hennes, PD WMAQ

argument!), making this newest move into radio consultancy the natural byproduct of such a strong relationship.

R&R caught up with the duo recently, and they consented to expound upon some of the innovations they've made at WMAQ as well as the services they feel Sherwood-Hennes & Associates will provide to the industry in the future.

R&R: What prompted the decision to leave WMAQ and go into business for yourself?

BS: Bill and I have long yearned to be in our own business. We thought that at this point in our lives, it's now or never. We got tired of moving around, and decided to open up in the Chicago area, which we both like very much.

BH: It's also a great location for servicing our clients no matter whether they're on the East Coast, down South, out West or in Canada. Besides, there were no consultants based out of the Chicago area. NBC has been very good to us. We've learned a lot, and they've allowed us to grow. They've also allowed us to do what it is we're doing now, and for that reason I think there will be some mixed emotions when we leave.

Varied Background An Asset

R&R: How do you feel your combined backgrounds and longtime association with each other will help with this new venture?

BS: I've come up through the programming ranks. In my day they made us go into sales before we could get into the area of managing. I'll tell you it was the biggest eye-opener I ever had. I really enjoyed sales . . . I got some great training from some terrific sales-oriented people.

BH: And Burt's developed some real slick sales systems.

BS: I basically have a programming mind, and Bill is the finest programmer I've ever run across. I will give a broadstroke brush to something and Bill will give me the most detailed answer to what I'm looking for to come up with something that satisfies me. He knows what I am trying to say and will bring it down into a focal point whereby we can all live with it. There's not a bit of jealousy between us. One of us does one thing well and the other does another thing well.

BH: One of the biggest pluses we have in our new organization is our broad background in successful formats. Someone with a Talk format, for example, has a whole ton of different problems than someone with a Country station. Because of our backgrounds in all of these basic areas, we're able to deal with these problems on a programming level and on a managerial level. Because of the way Burt and I work in tandem, we'll have a feeling of communication with our clients. Our strong point is our ability to communicate and work with people.

R&R: I take it, then, that your company will not limit itself to strictly Country-formatted stations. How do you plan to structure the organization?

BS: We're going into Country (which is predominant right now), CHR, Adult Contemporary, AOR, Urban Black, News/Talk, Beautiful Music, and what we call Adult Popular, which is music that spans the past 50 years. Bill also will be unveiling shortly a new Top-40 format that he's developed. Bill and I both are going to oversee the entire structure. Our idea is to keep this from being a factory by limiting our clients to 20-25 stations and being able to give those clients that personal service. We feel that the clients are buying us and our thinking.

BH: Some of the side things we'll be doing are getting into syndication, Country first, and very quickly into CHR, Adult Contemporary and Adult Popular. We've also tied down a research group to work with us on the music and all the rest of it, and we'll be very heavily into the satellite aspects of our syndication programming, as well as live and recorded concerts. In addition to the format part of it and all these other offshoots, we'll be involved with the management side of the implementation of all these formats.

Philosophies And Innovations

R&R: Are there any philosophies and innovations that you've employed at WMAQ (and elsewhere) that you feel will be beneficial to your new clients?

BS: We've done very well here at WMAQ. This radio station was, at best, in a break-even position when we came in, and we turned it into a consistent profit maker the first year we were here.

BH: WMAQ is, first of all, a very strong personality radio station, which is going to continue to be the trend on successful radio stations through the 80's. The station's success, in addition to playing the proper music balance and putting together a strong news department, good promotions, and fun contests, resulted when it became a family product.

BS: I was the all-night man on WMCA when rock and roll began. I know what it is to talk to those people out there.

BH: The controls that go into making a successful radio station are not restraints on the air talent . . . it's the control of the feature placement and the music to make sure that every piece of music on the radio station is as perfect as possible.

BS: The easiest thing to do is to come into a station and blow off the whole staff. We didn't believe in that and we haven't. What we did was retread everybody who wanted to be retreaded to our fashion, and we kept the bulk of those people on. We believe in working with what a radio station has and making it into something that the local management and people in that town can live with.

R&R: What, specifically, have you done with WMAQ to turn the station around?

BS: When I first came here the news department was in massive confusion because for the first time they were being controlled by the local operating team rather than reporting to a network person in New York. We reset the news department so they were dovetailing with what we were doing with the product by searching out news stories and features that fit the mood we were setting. Prior to that it was going in 83 different directions . . . whoever was on the air did their thing. Our news department has won more awards in the last four years than they did in the previous 15.

BH: A lot of stations have a sports guy who comes on and reads the scores. We found that this is not the way the audience wants or needs this presented to them.



"Our idea is to keep this from being a factory by limiting our clients to 20-25 stations and being able to give those clients that personal service."

— Burt Sherwood, GM WMAQ

They need it in a one-on-one presentation by a person who has some life, some color in his comments, and who's not afraid to speak his mind. There's a lot of solid substance on this radio station including the NBC Radio Network. We have a very colorful weatherman who's also on TV. We built a team in the morning where no one individual was any stronger than anyone else . . . there are no superstars.

BS: I think we invented the jock/newsman rap right here. While the news is on, our jocks don't leave the studio. If they have a comment on something the newsman says, they'll comment.

BH: When we're talking about personalities, we're not talking about the rambler who just gets on and rambles at will. We're talking about people who are saying things that relate to the community which the radio station serves. In addition, we've encompassed a number of local features onto the station such as Irene Hughes, who is heard three times a day giving psychic impressions, which is one of the most popular features we have. In the midday we put together a feature on the Terry Stevens show called the "Afternoon Affair," which is kind of a dating game of the air.

R&R: For those interested in further information, where can you be reached?

BS & BH (in unison): Sherwood-Hennes & Associates, 3125 Maple Leaf Drive, Glenview, IL 60025, (312) 439-1230. Operators are standing by! — Carolyn Parks



BREAKERS

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

WILLIE NELSON
Mona Lisa (Columbia)

On 70% of reporting stations. National Summary: Up 25, Same 25, Down 0, Debuts 12, Adds 21. R&R Chart: Debut 40.

EARL THOMAS CONLEY
Fire And Smoke (Sunbird)

On 68% of reporting stations. National Summary: Up 28, Same 27, Down 0, Debuts 13, Adds 12. R&R Chart: 48-41.

CHARLY McCLAIN
Surround Me With Love (Epic)

On 63% of reporting stations. National Summary: Up 30, Same 17, Down 0, Debuts 13, Adds 14. R&R Chart: Debut 45.

Most Added:

TOMPAL & GLASER BROTHERS
Lovin' Her Was Easier... (Elektra)

SYLVIA
The Matador (RCA)

Hottest:

OAK RIDGE BOYS
Elvira (MCA)
T.G. SHEPPARD
I Loved 'Em Every One (WB/Curb)
RONNIE MILSAP
Am I Losing You (RCA)
ROSANNE CASH
Seven Year Ache (Columbia)
EMMYLOU HARRIS
Mister Sandman (WB)
ALABAMA
Old Flame (RCA)

MOST ACTIVE

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

BILLY SWAN "Do I Have To Draw A Picture" (Epic) 70/11
National Summary: Up 17, Same 27, Down 0, Debuts 15, Adds 11, WNRS, WAXX, WGEE, WITL-FM, WTSO, WXCL, KMAK, WWCS-FM, WEEP, WVMI, KWKH, KWMT 48-40, WKXA d-28, WYDE 44-33, WSIX-FM 35-28. R&R Chart: Debut 48.

ELVIS PRESLEY "Lovin' Arms" (RCA) 69/21
National Summary: Up 14, Same 17, Down 1, Debuts 16, Adds 21 including KENR, WQAM, WMAQ, WCUZ, WFMS-FM, KKAL, KBYM, KLAC, WCAW, WNYR, WHOO 27-19, KRMD-AM-FM 46-36, WSUN d-27, KWMT 49-38, KCKC 25-16. R&R Chart: Debut 49.

JOHNNY RODRIGUEZ "I Want You Tonight" (Epic) 66/11
National Summary: Up 22, Same 18, Down 0, Debuts 15, Adds 11, KKAL, KYTE, WVMI, WTQR-FM, WSLR, WMAQ, WSAI, WMNI, WGEE, WHBF, WKCO-FM, KUZZ 33-28, WKXA d-27, WIRK-FM 33-22, KWMT 43-35. R&R Chart: Debut 50.

MOE BANDY "My Woman Loves The Devil Out Of Me" (Columbia) 63/16
National Summary: Up 16, Same 18, Down 0, Debuts 13, Adds 16 including WSAI, WKMF, WFMS-FM, KKAL, KVOC, KWJJ, WSEN, WCOS-FM, WQIK-FM, WIRK-FM, KCKC 16-8, WGNA-FM 43-35, WIXL-FM 44-30, KIKK-FM 34-25, KKYX 49-39.

RANDY PARTON "Hold Me Like You Never Had Me" (RCA) 59/8
National Summary: Up 31, Same 12, Down 1, Debuts 7, Adds 8, WMZQ-FM, WBHP, WHOO, WSLR, KBMR, WAXX, KNIX-FM, KRZY, KLVI 26-18, KKYX 27-23, WKMF 40-32, KVOO 16-12, KMAK d-29.

STATLER BROTHERS "In The Garden" (Mercury/PolyGram) 58/8
National Summary: Up 40, Same 9, Down 0, Debuts 3, Adds 6, KLAC, KWJJ, KSON-AM-FM, WPOR, WITL-FM, WMUS-AM-FM, KYTE 23-19, KFTN 31-24, KOKE-FM 36-26, KLVI 46-33, WMC-AM 23-12, WSIX-FM 29-20, WHBF 43-32.

RAY PRICE "Getting Over You Again" (Dimension) 52/6
National Summary: Up 6, Same 18, Down 0, Debuts 8, Adds 6, KOKE-FM, WSUN, WMAQ, WMNI, KYTE, KTOM, KENR 19-14, KIKK-FM 39-32, WSIX-FM 18-12, WIRK-FM 39-31, KWMT 41-32, KCKC 11-9.

SYLVIA "The Matador" (RCA) 49/24
National Summary: Up 2, Same 16, Down 0, Debuts 7, Adds 24 including KVEG, KFTN, KSOP, WNYR, WYII, KRRV, WQIK-FM, WSM, WQYK-FM, WMNI, KSO, WFMS-FM, WWCS-FM d-28, WIXL-FM 30-14, KFGO 39-34.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 45/1
National Summary: Up 28, Same 8, Down 7, Debuts 1, Adds 1, WBAX, WVAM 37-30, WWCS-FM 27-16, KENR 12-8, KIKK-FM 14-9, WMC-AM 14-6, KBMR 3-2, WHBF 19-10, KTRB 15-8, KNIX-FM 6-4.

JOHNNY LEE "Rode Hard And Put Up Wet" (Full Moon/Epic) 44/16
National Summary: Up 6, Same 14, Down 0, Debuts 8, Adds 16 including WSAI, WAXX, KRZY, KMAK, KYTE, WSEN, WNYR, WYDE, WQIK-FM, WQAM, KUZZ 48-36, KVET 50-42, KENR 40-32.

PATTI PAGE "No Aces" (Plantation) 44/4
National Summary: Up 24, Same 9, Down 1, Debuts 6, Adds 4, KVOC, KBMR, WCXI, WGEE, KSOP 29-24, KMPS-AM-FM d-27, WVAM 43-39, KENR 17-12, KIKK-FM 40-33, WQYK-FM 29-24, WMNI 40-34, KICD-FM 22-16.

Others Getting Significant Action

TOMPAL & GLASER BROTHERS "Lovin' Her Was Easier..." (Elektra) 38/37
National Summary: Up 1, Same 0, Down 0, Debuts 0, Adds 37 including KNIX-FM, KRAK, KMPS-AM-FM, WOKQ, WWVA, WYDE, KIKK-FM, WSM, WQYK-FM, KSO, KFGO, KFEQ.

TANYA TUCKER "Love Knows We Tried" (MCA) 38/20
National Summary: Up 1, Same 9, Down 0, Debuts 8, Adds 20 including KOKE-FM, WVMI, KHEY, WQIK-FM, WSM, WIRK-FM, KSO, WBCS-FM, KBYM, KVEG, KNIX-FM, WGNA-FM, WBGW-FM.

STEPHANIE WINSLOW "Hideaway Healing" (WB/Curb) 38/1
National Summary: Up 23, Same 7, Down 2, Debuts 5, Adds 1, KRZY, KTOM 23-17, WVAM 34-29, WBGW-FM d-22, WWCS-FM 13-6, WGTO 36-33, KNOE 32-25, WMUS-AM-FM d-32, KICD-FM 26-21, KVOO 12-5.

B.J. THOMAS "Some Love Songs Never Die" (MCA) 37/12
National Summary: Up 7, Same 15, Down 0, Debuts 3, Adds 12, WMZQ-FM, KOKE-FM, WSOC-FM, WESC-AM-FM, WOKK, KNOE, WTQR-FM, WSLR, WHK, WMNI, WTSO, KUUY, WSIX-FM 12-7, WKLM 22-18.

BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 35/11
National Summary: Up 6, Same 14, Down 0, Debuts 4, Adds 11, KVET, KLRA, KWKH, WCXI, WDAF, WHBF, WKKN, KWJJ, KEEN, WSEN, WWVA, WSIX-FM 20-13.

TOM JONES "Darlin'" (Mercury/PolyGram) 35/10
National Summary: Up 4, Same 16, Down 0, Debuts 5, Adds 10, WMAQ, WBCS-FM, KRDR, KWJJ, WKXA, WPOR, WYDE, WCOS-FM, KLRA, WSM, WHK 27-20, WMC-AM d-23.

RANDY BARLOW "Love Dies Hard" (Paid) 34/14
National Summary: Up 0, Same 14, Down 0, Debuts 6, Adds 14, KOKE-FM, KVET, WYDE, WGTO, KWKH, WQYK-FM, WSAI, WAXX, WTSO, WDDD-FM, KRDR, WVAM, WIXL-FM, WYII.

BOBBY BARE "Learning To Live Again" (Columbia) 33/11
National Summary: Up 2, Same 14, Down 0, Debuts 6, Adds 11, WNRS, WHK, WAXX, KICD-FM, KRDR, KYTE, KEEN, KOKE-FM, WYDE, WSM, WIRK-FM, WIXL-FM 41-24.

Radio & Records NATIONAL AIRPLAY/50

April 24, 1981

| THREE WEEKS | TWO WEEKS | LAST WEEK | |
|-------------|-----------|-----------|--|
| 6 | 5 | 2 | 1 DON WILLIAMS/Falling Again (MCA) |
| 18 | 10 | 4 | 2 T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb) |
| 15 | 8 | 7 | 3 CHARLEY PRIDE/Roll On Mississippi (RCA) |
| 13 | 9 | 6 | 4 EMMYLOU HARRIS/Mister Sandman (WB) |
| 8 | 6 | 5 | 5 MAC DAVIS/Hooked On Music (Casablanca/PolyGram) |
| 5 | 3 | 1 | 6 MICKEY GILLEY/A Headache Tomorrow... (Epic) |
| 16 | 12 | 9 | 7 ROSANNE CASH/Seven Year Ache (Columbia) |
| 23 | 17 | 11 | 8 RONNIE MILSAP/Am I Losing You (RCA) |
| 1 | 1 | 3 | 9 ALABAMA/Old Flame (RCA) |
| 24 | 18 | 15 | 10 MOE & JOE/Hey Joe, Hey Moe (Columbia) |
| 17 | 15 | 12 | 11 CONWAY TWITTY/Rest Your Love On Me (MCA) |
| 33 | 24 | 16 | 12 JANIE FRICKE/Pride (Columbia) |
| 42 | 36 | 21 | 13 OAK RIDGE BOYS/Elvira (MCA) |
| 10 | 7 | 10 | 14 MERLE HAGGARD/Leonard (MCA) |
| 30 | 25 | 17 | 15 JUICE NEWTON/Angel Of The Morning (Capitol) |
| 29 | 26 | 18 | 16 LEON EVERETTE/If I Keep Going Crazy (RCA) |
| 43 | 30 | 23 | 17 RAZZY BAILEY/Friends (RCA) |
| 3 | 2 | 14 | 18 DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB) |
| 2 | 4 | 8 | 19 JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum) |
| 14 | 13 | 13 | 20 WAYLON & JESSI/Storms Never Last (RCA) |
| 40 | 32 | 29 | 21 TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic) |
| 44 | 37 | 27 | 22 JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB) |
| 39 | 29 | 25 | 23 REBA McENTIRE/I Don't Think Love Ought... (Mercury/PolyGram) |
| 38 | 28 | 26 | 24 BOBBY GOLDSBORO/Alice Doesn't Love Here Anymore (Curb/CBS) |
| 41 | 35 | 30 | 25 MEL McDANIEL/Louisiana Saturday Night (Capitol) |
| 25 | 23 | 19 | 26 LORETTA LYNN/Somebody Led Me Away (MCA) |
| 45 | 38 | 32 | 27 MEL TILLIS/A Million Old Goodbyes (Elektra) |
| 37 | 31 | 28 | 28 GENE WATSON/Between This Time And The Next Time (MCA) |
| 46 | 43 | 35 | 29 DOTTIE WEST/What Are We Doin' In Love (Liberty) |
| 48 | 39 | 34 | 30 DOLLY PARTON/But You Know I Love You (RCA) |
| — | 42 | 36 | 31 JOHNNY CASH/The Baron (Columbia) |
| 50 | 44 | 33 | 32 SAMMI SMITH/Cheatin's A 2-Way Street (Sound Factory) |
| — | 41 | 39 | 33 GAIL DAVIES/It's A Lovely, Lovely World (WB) |
| 49 | 40 | 37 | 34 ANNE MURRAY/Blessed Are The Believers (Capitol) |
| 9 | 14 | 20 | 35 CRYSTAL GAYLE/Take It Easy (Columbia) |
| — | 48 | 41 | 36 LACY J. DALTON/Whisper (Columbia) |
| — | 47 | 45 | 37 REX ALLEN JR./Just A Country Boy (WB) |
| — | — | 40 | 38 STEVE WARINER/By Now (RCA) |
| — | — | 44 | 39 KENDALLS/Heart Of The Matter (Ovation) |
| — | — | 44 | 40 WILLIE NELSON/Mona Lisa (Columbia) |
| — | — | 48 | 41 EARL THOMAS CONLEY/Fire And Smoke (Sunbird) |
| — | 49 | 46 | 42 J. PAYCHECK & M. HAGGARD/I Can't Hold Myself In Line (Epic) |
| 4 | 11 | 24 | 43 HANK WILLIAMS JR./Texas Woman (Elektra/Curb) |
| 7 | 16 | 22 | 44 CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA) |
| — | — | 49 | 45 CHARLY McCLAIN/Surround Me With Love (Epic) |
| 11 | 19 | 38 | 46 ED BRUCE/evil Angel (MCA) |
| — | — | 47 | 47 SYLVIA/Drifter (RCA) |
| — | — | 48 | 48 BILLY SWAN/Do I Have To Draw A Picture (Epic) |
| — | — | 49 | 49 ELVIS PRESLEY/Lovin' Arms (RCA) |
| — | — | 50 | 50 JOHNNY RODRIGUEZ/I Want You Tonight (Epic) |

New Entry
→

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

GARY MORRIS "Fire In Your Eyes" (WB) 29/3
National Summary: Up 9, Same 14, Down 1, Debuts 2, Adds 3, KLAC, WVMI, WNRS, KUZZ 22-19, WWVA 26-22, KWKH 35-31, WITL-FM 38-34, WXCL 34-30, KVOO 25-20.

ROGER BOWLING "A Little Bit Of Heaven" (Mercury/PolyGram) 27/5
National Summary: Up 5, Same 14, Down 0, Debuts 3, Adds 5, KOKE-FM, WSOC-FM, WIRK-FM, KSO, KTOM, KHEY 44-42, WIXL-FM 35-28. On: WSM, WQYK-FM, WSAI, KMPS-AM-FM.

LEONA WILLIAMS "I'm Almost Ready" (Elektra) 26/2
National Summary: Up 8, Same 12, Down 0, Debuts 4, Adds 2, WOKK, KTOM, KOKE-FM 44-36, KVOO 45-38, WSEN 38-33. On: WSM, WSAI, KFGO, KRAK.

JOHNNY RUSSELL "Here's To The Horses" (Mercury/PolyGram) 25/7
National Summary: Up 5, Same 10, Down 0, Debuts 3, Adds 7, WVMI, KHEY, KLRA, WWOD, WIRK-FM, WAXX, KUZZ, WXCL 46-41, KVOO 43-37, WIXL-FM 28-17.

TOM T. HALL "The All New Me" (RCA) 24/21
National Summary: Up 1, Same 1, Down 0, Debuts 1, Adds 21 including KMAK, KNIX-FM, KTOM, WWVA, KVET, KLRA, KRMD-AM-FM, KSO, KFEQ, WSIX-FM 44-31.

WAYNE KEMP "Your Wife Is Cheatin' On Us Again" (Mercury/PolyGram) 24/5
National Summary: Up 9, Same 7, Down 1, Debuts 2, Adds 5, WNRS, KSSS, KFTN, KMPS-AM-FM, WWVA, KVOO 47-40, KENR 22-15, KIKK-FM 20-14, KRMD-AM-FM 36-30.

FREDDIE HART "You're Crazy Man" (Sunbird) 23/7
National Summary: Up 4, Same 10, Down 0, Debuts 2, Adds 7, WSLR, WNRS, WSAI, WKMF, KMPS-AM-FM, WESC-AM-FM, WIRK-FM, KFTN 37-28.

RICH LANDERS "Friday Night Feeling" (Ovation) 23/3
National Summary: Up 6, Same 12, Down 0, Debut 2, Adds 3, WQIK-FM, KEEN, WSEN, KKYX 42-36, KVOO 48-41, KRAK 49-44. On: WQYK-FM, WCXI, KMPS-AM-FM.

DON KING "I Still Miss Someone" (Epic) 22/20
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 20 including WMC-AM, WSIX-FM, WSM, WIRK-FM, WHK, KSO, KRAK, KMPS-AM-FM, WBGW-FM, WYII.

CRISTY LANE "Love To Love You" (Liberty) 22/17
National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 17 including WSLR, WNRS, WDDD-FM, KUZZ, KUUY, KSOP, WNYR, WWVA, KHEY, KRMD-AM-FM.

RAZZY BAILEY "Anywhere There's A Jukebox" (RCA) 21/2
National Summary: Up 12, Same 7, Down 0, Debuts 0, Adds 2, WSEN, KRZY, WWCS-FM 18-10, WIXL-FM 14-4, KLVI 44-36, KKYX 23-14, WXCL 24-16, KVOO 44-39, KNEW 30-16.

GARY STEWART "Let's Forget That We're Married" (RCA) 20/2
National Summary: Up 7, Same 9, Down 0, Debuts 2, Adds 2, WHBF, KYTE, KUZZ 44-39, KTOM 36-30, WWCS-FM 20-11, KRRV 27-22, KLVI 45-37.

JUDY BAILEY "Slow Country Dancing" (Columbia) 19/12
National Summary: Up 0, Same 3, Down 0, Debuts 4, Adds 12, WVAM, WWCS-FM, WMZQ-FM, WYII, KRRV, KLVI, WSIX-FM, WMNI, WCXI, WDDD-FM, KVOO, KCKC.

DAVE ROWLAND & SUGAR "Fool By Your Side" (Elektra) 18/16
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 16 including KMAK, KNIX-FM, WIXY, WWCS-FM, WGTO, WMC-AM, KKYX, WAXX, KFGO.

SONNY CURTIS "Good Ol' Girls" (Elektra) 17/7
National Summary: Up 1, Same 8, Down 0, Debuts 1, Adds 7, WEEP, KNOE, KWKH, KSO, WDAF, KVOO, KSOP, WIXL-FM 43-25.

EDGEL GROVES "Footprints In The Sand" (Silver Star) 17/6
National Summary: Up 6, Same 5, Down 0, Debuts 0, Adds 6, KVET, KHEY, WMC-AM, WFMS-AM, WKKN, WMZQ-FM, WMAQ 1-1, WMUS-AM-FM 9-7, WEEP 14-9, WWVA 20-9.

HOYT AXTON "Flo's Yellow Rose" (Elektra) 16/11
National Summary: Up 0, Same 5, Down 0, Debuts 0, Adds 11, KKAL, KVOC, KRDR, KNIX-FM, KFTN, WOKQ, WKYG, KRRV, KNOE, WKLM, KVOO.

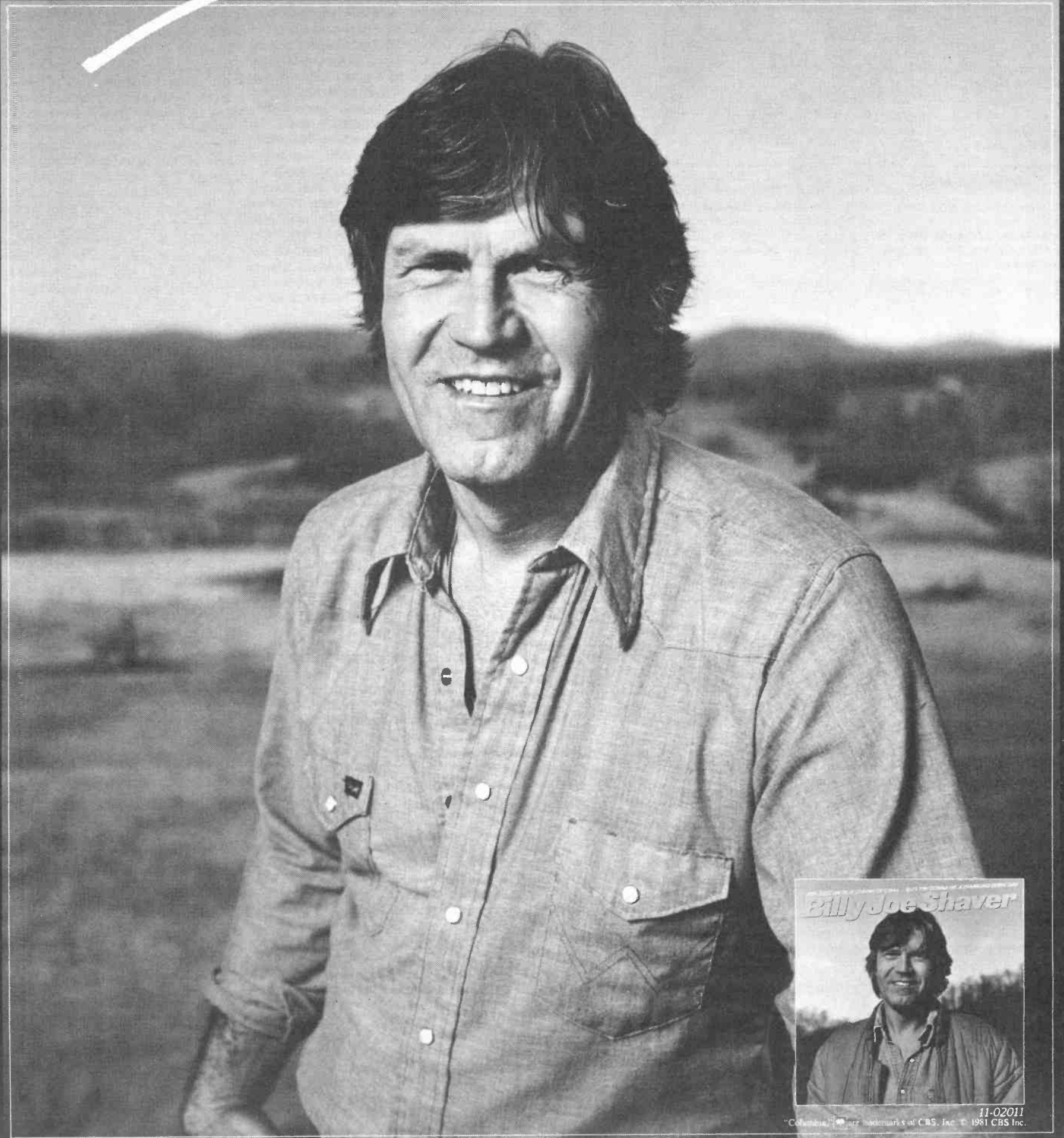
*It's Starting
Already...*

Every time this man releases an album, the race is on to see who can cover his tunes first.

Well, slow down Waylon, Johnny, Bobby, Kris, John and the rest... because it's Billy Joe's turn to have some hits of his own.

"Saturday Night"/"Blue Texas Waltz" (11-02011) is an old-fashioned two-great-sided single by **Billy Joe Shaver**. From the album "I'm Just An Old Chunk of Coal (But I'm Gonna Be A Diamond Someday)". (FC 37078) Produced by Eddie Kilroy

On  **Columbia Records and Tapes.**



B I L L Y • J O E • S H A V E R

Country Pictures



IF I ONLY HAD SOME HOT CHOCOLATE! — April Fool's Day didn't bypass KHSI/Chico, CA. The station took to the airwaves with the shattering news of a major marshmallow crop shortage and aired helpful hints from area farmers on how to deal with the poor harvest. Meanwhile, Station Manager Dino Corbin gazes dejectedly at the miniature crop this marshmallow bush produced.



A DOLLY IN EVERY MARKET — KDRK/Spokane recently held the by now mandatory Dolly Parton lookalike contest during the Auto Boat Speed Show. Winner Karen Miller is pictured with (l-r) station staffers Ken Dale and Callahan, as well as surprise judge Randy Parton, the inimitable Carson Schreiber of RCA, and KDRK PD Dennis Bookey.



JANIE DIGS KCBQ COWBOYS — Janie Fricke found two cowboys to her liking during a recent visit to the Big Oak Ranch in San Diego. The cowboys, KCBQ PD Bob McKay (left) and station's Ed Chandler (right), seem pretty happy with their find too.



WBAP GREETS CASH — WBAP/Ft. Worth PD Hal Jay and wife Ann (far right) greet a recent station visitor, Rosanne Cash.



Biff Collie Inside Nashville

MEDIA-MAGIC: Tom T. Hall joins WAVE-TV news anchorman David Whitman to cohost the 1981 Pegasus Parade, highlighting Derby week in Louisville . . . "Johnny Cash And The Country Girls" CBS-TV special is on this Wednesday (4-29) with 30 or more singing pretties as guests . . .

Dave Martin (KEBC/Oklahoma City) and Perry St. John (KSO/Des Moines) will cohost the 14th IFCO show Fan Fair week (June 10) with Loretta Lynn, Conway Twitty, Razy Bailey, Big Al Downing, Reba McEntire, Boxcar Willie, the Capitals, and Terry McMullan . . . Terry Bradshaw said it again: "If NBC picks up "The Stockers" TV pilot for a weekly series after that April 24 showing, I'll just have to forget about football." Terry and Mel Tillis costar in that one . . . Jerry Reed guests with Lynda "Wonder Woman" Carter's variety TV special May 11 . . . 57 years ago this week WLS/Chicago, home of the National Barn Dance, began broadcasting. (That's where George D. Hay came from to WSM to start the Grand Ole Opry later) . . . The T. Tommy Cutrer-hosted "Nashville Scene" is going on the air early mornings across the TV syndication world, with super guests (5-6am) . . . WSIX Radio's Gerry House and Music Row producer/publisher Jerry Crutchfield's togetherness harvested Crutchfield-House Media's "Image Maker" jingle commercial package for Country radio stations. Contact Gerry or Jerry at August Productions, P.O. Box 16, Hermitage, TN 37076 or call (615) 259-2200 . . . Oldster (veteran) radioists will remember the Country radio impact and influence of Eddy Zack in the Northeastern U.S. Eddy's back on the air at WYMD (Radio 19), Updike Ave., Wickford, RI 07857 (a Providence suburb). I know he'd love to hear from record people and old radio friends . . . Ted (ex-WJJD PMer) Clark is kicking off the new WTCO/Chicago this week (4-22). Watch it open up Chicago Country radio.

FAMILY AFFAIR: Randy Parton says he can't help being Dolly & Stella's brother and shouldn't be judged by them, but on his own productivity. If you'd like to become a "member" of the Parton family, promoter Bob Russell is looking for (what else?) a Dolly Parton impersonator to star in his "Salute To Dolly" travelling musical show. The show, to be booked in small towns around the South and Midwest, should earn some local lovely in the neighborhood of \$20,000 a year, substantially less than the real Dolly pulls in annually . . . Portsmouth, Ohio welcomed home local boy Earl Thomas Conley for an April 13 concert in the high school auditorium. Over 1000 people turned out to cheer their native son . . . Our sympathy goes out to Lester and Wesley Rose (of the famous publishing family), whose mother, Mrs. Della Lask, 82, died in Chicago . . . Mel's daughter Pam Tillis sings good! . . . Rosanne Cash says there are no valid comparisons between her music and her dad's, "except," she says, "the influence created by my growing up listening to him." Rosanne and her husband Rodney Crowell will move to Music City as soon as they sell their house in Southern California . . . I hear Allen Frizzell's next to work on the Frizzell "family tradition." David, Lefty's brother, is helping Shelley West do the same second generation number . . . Sedienna Hubbard's dad Jerry Reed hosted a 21st birthday party for that pretty young lady at a local hostelry . . . No, Lacy J. Dalton is not David Allen Coe's sister! . . . The Gatlin Bros.'s upcoming clothesline will be a joint undertaking, I understand. All this diversification can at times be confusing to fans, as another Larry Gatlin found out recently. Seems this Gatlin is a gardener who

ran an ad in a Nashville newspaper under the "Fencing and Lawn Care" section. Gardener Gatlin got a lot of response, some of it from disappointed fans who thought singer Gatlin had branched out into still another sideline . . . The death of Guy Willis (he had emphysema) ended another era in Country Music. Skeeter, the third brother, died in 1976. The Willis Bros. (first known as the Oklahoma Wranglers) were one of the smoothest performing stage groups I've ever seen. They first played with Hank Williams on record, and worked for many years with Eddy Arnold, first on record, then on stage . . . Vic, the youngest member of the group, survives, still performing, now with his Vic Willis Trio.

AIRLINES: Roy Clark, thrown from his horse last week, hopes to be ready for his next Vegas engagement May 14-27 . . . Charlie Daniels's backstage visitors at Atlanta's Ford Theater included his friend Jimmy Carter . . . Tammy Wynette's film version of the autobiography "Stand By Your Man" rescheduled for CBS-TV on May 13 . . . Crystal Gayle & Kenny Rogers's first tour together begins April 30 . . . "Austin City Limits" taping of "An Evening With Willie Nelson" (4-24) is a 90-minute special airing in August on Public Television . . . Ms. Gayle's "Crystal Line" was debuted in a cover story for Fashion Showcase, a national apparel magazine, as well as in the Dallas Fashion Retailer . . . The Gatlin Bros. ABC-TV special is set for May 25 . . . Look for Johnny Paycheck in a cover story in Performance magazine, Moe Bandy in Us magazine in mid-May and the Gatlins in Stereo Review soon . . . Look for "Classic Country," featuring stars of the Grand Ole Opry, on your local educational TV channel. It's film of the Opry stars of the 50's and 60's, filmed here by Al Ganaway . . . If the title of Billy Swan's new single, "Do I Have To Draw A Picture," sounds vaguely familiar, it was inspired from a line in the John Ford film "The Searchers" when John Wayne drawled "Do I have to draw you a picture." During the same film he also remarked, "That'll be the day," and we all know whom that motivated!



WOULD YOU BUY A CHICKEN FROM THIS MAN? — "Storyteller" Tom T. Hall will be talking "chicken" soon, having just signed an agreement with Tyson Foods to act as spokesperson (along with his wife Miss Dixie) for the firm's chicken products. Shown crowing over the deal are (l-r) Top Billing President Tandy C. Rice, Tom T. and Miss Dixie, and Tyson Foods Director of Marketing Randal Tyson.



“DON'T GET ABOVE YOUR RAISING”

(19-02034)

F
or

his debut on Epic Records, Ricky Skaggs has given his lively, progressive treatment to a classic Flatt and Scruggs song. Ricky's abundant talents are the product of two schools of music, as he has toured with such legendary bluegrass acts as Ralph Stanley, The Country Gentlemen, J.D. Crowe and New South, and The Whites. In recent years he has been a major force in progressive music as he has worked with Emmylou Harris, Rodney Crowell, Willie Nelson, Linda Ronstadt, Dolly Parton, and Rosanne Cash. He is one of the most in demand session musicians in Nashville today.

Recently

Ricky was able to fulfill one of his goals in music by signing with a major label and launching his career as a solo artist. This new single is the first product of that signing, and a very appropriate means of introducing Ricky Skaggs, perhaps a new artist, but an old friend to many of you.



RICKY SKAGGS

“Don't Get Above Your Raising,”

the new single from the forthcoming album

Waitin' For The Sun To Shine

(FE 37193)

On **Epic** Records

Produced by Ricky Skaggs

Representation: Variety Artists • 4120 Excelsior Boulevard • Minneapolis, Minnesota 55416 • 612-925-3440

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P/A

POP/ADULT®

BREAKERS®

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

RUPERT HOLMES

I Don't Need You (MCA)

67% of our reporters on it. Add 3WS, KNBR, WNAB, WGIR, WLVA, WBOW, KAKZ. Heavy rotation: 97AIA, WTMJ, WCCO-AM, WOOD. Medium rotation: WELI, KEX, WHIO, KMBZ, KOB, WFTL, WATR, WDFD, KLTE, WAKR. Jumps 28-25 on P/A chart.

DON McLEAN

Since I Don't Have You (Millennium)

66% of our reporters on it. Add WGR, WELI, WHAS, KPPL, WGAR, KOGO, WEIM, WJBO, WIS, WNDB, KAAV, WYMC, WTAR, KMED, KLO, WAKR, KWOS, WSGW, WJON. Heavy rotation: WSBA, WDEF, KLMS. Medium rotation at WBEN, WIP, WBT, KEX, KSL, WLNH. Debuts at 26 on P/A chart.

KIM CARNES

Bette Davis Eyes (EMI America)

57% of our reporters on it. Add WTAE, WBT, KHOW, WNAB, WHAG, WAKR, WOWO, WKHM, WSGW. Heavy rotation: WGR, WHAS, KNBR, WLW, WABZ, WRIE, KLTE, WOWO. Medium rotation: WBZ, WRVR, WFYR, WGAR, WORG, KBAI, WDIF, WSTV, WHIZ, WNEU, WCFR. Jumps 30-28 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.

JESSE WINCHESTER "Say What" (Bearsville/WB) 54/25 add WELI, WRVR, 97AIA, WDAI, KEX, WLW, WHID, KMBZ, WTMJ, WHAG, WFSM, WGIR, WJBO, WIS, WSLI, WLVA, WTAR, KFQD, KRKO, KOLO, WOOD, KLMS, KLTE, WSGW, WSTV. Heavy rotation: WTMJ and WDEF. Medium rotation: WBT, WOAI-FM, WSJS, WSBA.

DOLLY PARTON "But You Know I Love You" (RCA) 54/20 add WELI, WRVR, WLW, WTMJ, WHAG, WATR, WABZ, WJBO, WIS, WYMC, KOB, WFIR, KMED, WAKR, WOOD, WDIF, KLTE, WQUA, WHIZ. Heavy rotation: 97AIA, WTMJ, WSBA, WDEF. Medium rotation: WGR, WBEN, WSJS, WHBY, WFIR, WNDB, KEX, WCCO-AM, WEIM.

RAY PARKER JR. & RAYDIO "A Woman Needs Love (Just Like You Do)" (Arista) 52/7 add WTVN, WCCO-AM, WLNH, WCFR, KAAV, WAKR, WKIQ. Heavy rotation: KEX, WRIE, WEIM, WORG. Medium rotation: WBEN, WIP, WPRD, WBT, WSM-FM, KPPL, WGAR, WMAZ, WCHV, WJBO, WFSM, WJON, KWOS, WHIZ.

JIM PHOTOGLO "Fool In Love With You" (20th) 46/13 add WOAI-FM, WDEF, WMAZ, WORG, WFIR, KRZI, KOB, KOLO, WACI, KWOS, KMRJ, WIBW, WHIZ. Heavy rotation: WLTA, KLMS, WQUA. Medium rotation: WSJS, WCFR, WSBA, WNDB, WTAR, KLO, WHBC, WJON, WHOK, WCCO-AM, KMED, KEX, KSL.

STARS ON 45 "Medley" (Radio/Atlantic) 44/16 add 97AIA, KPPL, KEX, WLW, WGAR, WEIM, WIS, WNDB, KRZI, KFQD, KUGN, KMED, KLO, WHBC, KMRJ, WSGW. Heavy rotation: WGR, WBEN, WNEU, WKHM, KBAI. Medium rotation: WBZ, WIP, WBT, WSJS, WLNH, WORG, WFIR, WMAZ, WKIQ, WJON, WSLI.

MAUREEN McGOVERN "Halfway Home" (Maiden Voyage) 36/6 add WELI, KEX, WHAG, WIS, KOLO, WSGW. Heavy rotation: WFTL, WLVA, KGGF. Medium rotation: WLTA, KSL, WLW, WCCO-AM, WNDB, WSBA, WATR, WEIM, WNAB, WKIQ, WHBC, WHOK.

GEORGE FISCHOFF "Little Ballerina Blue" (Heritage) 35/3 add WKIQ, KLTE, WSGW. Heavy rotation: WTMJ, KOB, KLMS, WOOD. Medium rotation: WELI, WSBA, KSL, WCCO-AM, WEIM, WSBA, WFTL, KMED, KRKK, WHBY, WHBC.

BILL MEDLEY "Don't Know Much" (Liberty) 34/4 add KAAV, WKHM, WOOD, WDFD. Heavy rotation: KMED. Medium rotation: WRVR, KEX, KSL, WCCO-AM, WEIM, WHAG, WIS, WFTL, KOB, KLO, KRKK, WHBC, KMRJ, WIBW.

B.J. THOMAS "Some Love Songs Never Die" (MCA) 30/2 add KLO, WSTV. Heavy rotation: WLTA, WSBA, WFTL. Medium rotation: KEX, KSL, KLOK, WCCO-AM, WNAB, WSBA, WNDB, KMRJ, WQUA, WJON.

NEIL DIAMOND "America" (Capitol) 27/22 add WBZ, WBEN, WPRO, WBT, WSM-FM, WOAI-FM, WFYR, KMBZ, WCFR, WATR, WCHV, WFTL, WMAZ, WORG, WFIR, KUGN, KLO, WAKR, WHBY, WKHM, KWOS, KLTE.

PHIL COLLINS "I Missed Again" (Atlantic) 26/2 add KDKA, KRKK. Heavy rotation: WIP, WSM-FM, WOAI-FM, WABZ, WCHV, WMAZ, WORG. Medium rotation: KPPL, WLW, WGAR, WHAG, WLNH, WNEU, WSLI, KWOS.

Others Getting Significant Action

JOHN O'BANION "Love You Like I Never Loved Before" (Elektra) 19/2 add WIP, WSTV. Medium rotation: WGR, WBT, WSM-FM, WOAI-FM, WSJS, WLW, WNEU, WABZ, WCHV, WSLI, WHIZ.

PAUL ANKA "I've Been Waiting For You All My Life" (RCA) 18/5 add WCHV, WLVA, WMAZ, KLO, WHOK. Heavy rotation: WHAG. Medium rotation: WLTA, WCCO-AM, WGIR, KGGF, WOOD.

DILLMAN BAND "Lovin' The Night Away" (RCA) 17/10 add WABZ, WCHV, WMAZ, WYMC, WORG, KRKK, WKIQ, WACI, KMRJ, WHIZ. Medium rotation: WSJS, WKIQ, KGGF.

BOBBY VINTON "Let Me Love You Goodbye" (Tapestry) 17/3 adds WIS, KUGN, KGGF. Heavy rotation: WLTA, WTMJ. Medium rotation: WSBA, WQUA, WJON.

CLIFF RICHARD "Give A Little Bit More" (EMI America) 16/4 add WHAG, WCHV, WSLI, KRKK. Heavy rotation: WCCO-AM, WOOD. Medium rotation: WRVR, WFIR.

PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 15/14 add KEX, KMBZ, WCCO-AM, WEIM, WHAG, WNEU, WABZ, WNDB, KGGF, WKHM, WHOK, WDIF, WJON, WGIR.

REO SPEEDWAGON "Take It On The Run" (Epic) 15/0. Heavy rotation: WLNH, WABZ, WMAZ, WDFD, WOWO. Medium rotation: WBZ, WGR, WGAR, WNEU, WFIR, WBOW, WNFL.

Radio & Records

POP/ADULT AIRPLAY / 30

April 24, 1981

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

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

New Entry →

JOHN COUGAR "Ain't Even Done With The Night" (Rival/PolyGram) 23/2 add WHBC, WOWO. Heavy rotation: WLW, WGAR, WLNH, WMAZ, WFIR, WOWO. Medium rotation: WBZ, WBT, WSM-FM, KOGO, WEIM, WCHV, WDRG, WKHM, KGGF.

CAPTAIN & TENNILE "Keepin' Our Love Warm" (Casablanca/PolyGram) 23/1 add KGGF. Medium rotation: KOGO, WLTA, WCCO-AM, WGIR, WSBA, WNDB, KLO, WJON, WHBC, WIBW.

FRANKE & THE KNOCKOUTS "Sweetheart" (Millennium) 22/2 add WKIQ, KMRJ. Heavy rotation: WBZ, WGR, WOAI-FM, WLW, WLNH, WABZ, WCHV, WFIR, WOWO. Medium rotation: WORG, KFQD, WHIZ, WBOW.

LENNY LeBLANC "Somebody Send My Baby Home" (Capitol/MSS) 22/1 add 97AIA. Heavy rotation: KOB. Medium rotation: WRVR, WSM-FM, WNAB, WGIR, KFQD, WHBY, WKIQ, WACI.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 22/1 add WHAM. Heavy rotation: KSL, WLVA, KOLO, WOOD, WQUA. Medium rotation: WTAE, 3WS, WHIO, WNAB, WATR, KOB, KUGN, WDFD, WHOK, WDIF, KMRJ.

MICHAEL JACKSON "One Day In Your Life" (Motown) 21/7 add WIP, WRVR, WLNH, KMED, WHBY, KWOS, WHIZ. Heavy rotation: 97AIA, KLMS. Medium rotation: WBT, WSM-FM, WNDB, WFTL, WOOD.

ERIC CLAPTON "I Can't Stand It" (RSO) 21/0. Heavy rotation: WIP, WLW, WLNH, WNEU, WCHV, KBAI, WHIZ, WBOW, WOWO. Medium rotation: WBEN, WGR, KDKA, WBT, KPPL, WGAR, WEIM, WMAZ, KRKK.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 20/1 add KGGF. Heavy rotation: WBEN, WGAR, WTMJ, WJON, WHIZ. Medium rotation: WIP, WJBO, WIS, WMAZ, KRZI, WDIF, WSGW.

Most Added:

- JESSE WINCHESTER "Say What" (Bearsville/WB) Added at 26% of our reporting stations.
- NEIL DIAMOND "Hello Again" (Capitol) Added at 23% of our reporting stations.
- DOLLY PARTON "But You Know I Love You" (RCA) Added at 21% of our reporting stations.
- STARS ON 45 "Medley" (Radio/Atlantic) Added at 18% of our reporting stations.
- ANNE MURRAY "Blessed Are The Believers" (Capitol) Added at 14% of our reporting stations.
- PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) Added at 14% of our reporting stations.

Hottest:

- JAMES TAYLOR & J.D. SOUTHER "Her Town Too" (Columbia) Reported hot at 53% of our stations.
- SHEENA EASTON "Morning Train (Nine To Five)" (EMI America) Reported hot at 49% of our stations.
- JUICE NEWTON "Angel Of The Morning" (Capitol) Reported hot at 45% of our stations.
- SMOKEY ROBINSON "Being With You" (Tamla) Reported hot at 44% of our stations.
- GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) Reported hot at 39% of our stations.
- STEVE WINWOOD "While You See A Chance" (Island) Reported hot at 19% of our stations.
- BARRY MANILOW "Lonely Together" (Arista) Reported hot at 18% of our stations.

P/A REGIONAL ADDS & HOTS

EAST

WBZ/Boston Wendy Furige

N. Diamond
(America)
Taste Of Honey
Champaign
G. Vannelli
HOTTEST
G. Washington Jr.
Hall & Oates
J. Newton
S. Winwood
S. Easton

WNAB/Bridgeport Jay McCormick

R. Holmes
A. Murray
K. Carnes
HOTTEST
Champaign
G. Vannelli
T.G. Sheppard
Taylor/Souther

WBEN/Buffalo Roger Christian

C. Cross
N. Diamond
(America)
Champaign
Q. Jones

WGR/Buffalo Jerry Reo

Champaign
Taste Of Honey
D. McLean
(Since)
P. Collins
HOTTEST
S. Winwood
K. Carnes
Franke & Knockouts
Stars On 45
D. West

WRIE/Erie Ted Abbott

Life
D. Williams
HOTTEST
S. Easton
S. Robinson
G. Washington Jr.
G. Vannelli
R. Parker Jr.
& Raydio

WEIM/Fitchburg Chuck Morgan

D. McLean
(Since)
H. Reddy
Stars On 45
Pure Prairie League
HOTTEST
J. Newton
Steeley Dan
Taylor/Souther
G. Vannelli
R. Parker Jr.
& Raydio

WHAG/Hagerstown B.J. Baumgardner

Climax Blues Band
K. Carnes
Pure Prairie League
D. Parton
J. Winchester
Stark & McBrien
D. McClinton
R. Springfield
M. McGovern
C. Richard
T. Jones
HOTTEST
B. Manilow
P. Anka
Abba
E. Harris
R. Holmes

WSFM/Harrisburg Bob Palva

J. Winchester
HOTTEST
J. Newton
Taylor/Souther
S. Robinson
S. Winwood
Steeley Dan

WLNH/Lancaster Bob Nelson

H. Reddy
R. Parker Jr.
& Raydio
Champaign
M. Jackson
HOTTEST
S. Winwood
Taylor/Souther
Climax Blues Band
J. Lennon
Abba

WQIR/Manchester Karen Andersen

R. Holmes
J. Winchester
Pure Prairie League
D. Hartman
HOTTEST
S. Easton
Hall & Oates
S. Robinson
Taylor/Souther
G. Washington Jr.

WELI/New Haven Walt Pinto

D. Parton
D. McLean
(Since)
J. Winchester
M. McGovern
HOTTEST
T. Gibbs
G. Washington Jr.
Taylor/Souther
B. Manilow
S. Robinson
J. Lennon
(Wheels)

WIP/Philadelphia Bob Russo

M. Jackson
J. O'Banion
G. Vannelli
HOTTEST
Climax Blues Band
D. McLean
(Since)
Stars On 45

KDKA/Pittsburgh Randy Flick

P. Collins
Taste Of Honey
HOTTEST
S. Easton
Hall & Oates
G. Washington Jr.
T. Gibbs
S. Winwood

WTAE/Pittsburgh Don Berns

K. Carnes
G. Vannelli
Taste Of Honey
Champaign
HOTTEST
Reo Speedwagon
(Keep)
S. Robinson
J. Newton
Climax Blues Band
Taylor/Souther

3-W-S/Pittsburgh Herb Crowe

C. Cross
Climax Blues Band
R. Holmes
HOTTEST
S. Easton
J. Newton
S. Robinson
Taylor/Souther
S. Winwood

WGAN/Portland Janet Booth

S. Robinson
C. Cross
HOTTEST
Taylor/Souther
T. Gibbs
G. Washington Jr.
E. Harris
J. Newton

WPRO/Providence Gary Berkowitz

N. Diamond
(America)
Champaign
HOTTEST
Steeley Dan
B. Manilow
Taste Of Honey
R. Holmes
C. Cross

WHAM/Rochester Dave Laird

G. Vannelli
S. Winwood
Manchester & Bryson
HOTTEST
J. Newton
B. Manilow
S. Easton
Taylor/Souther
S. Robinson
G. Vannelli
Steeley Dan
C. Cross

WATR/Waterbury Rick O'Connor

Frizzell & West
N. Diamond
(America)
D. Parton
D. Hartman
C. Wilson
HOTTEST
E. Harris
T. Gibbs
S. Winwood
S. Robinson
B. Manilow

WNEU/Wheeling Amos/Fox

Santana
T. Jones
Pure Prairie League
HOTTEST
Climax Blues Band
S. Easton
Taylor/Souther
Hall & Oates
Stars On 45

WSBA/York Jim Horn

D. Yost
HOTTEST
G. Washington Jr.
S. Easton
J. Newton
D. West
D. Parton

MIDWEST

WAKR/Akron Bill Hart

Champaign
D. Parton
K. Carnes
N. Diamond
(America)
D. McLean
(Since)
R. Parker Jr.
& Raydio
HOTTEST
J. Newton
S. Easton
G. Washington Jr.
Taylor/Souther
S. Robinson
B. Manilow

WHBY/Appleton Jeff Clark

M. Jackson
N. Diamond
(America)
H. Reddy
S. Easton
Climax Blues Band
HOTTEST
Taylor/Souther
S. Robinson
B. Manilow
G. Vannelli

WKIQ/Bowling Green John Swan

G. Fischhoff
Franke & Knockouts
Dillman Band
H. Reddy
R. Parker & Raydio
Stark & McBrien
HOTTEST
S. Easton
Taylor/Souther
Hall & Oates
E. Harris
J. Lennon
(Wheels)

WHBC/Canton Mike Dorn

R. Cash
J. Cougar
L. Gilkyson
Stars On 45
HOTTEST
J. Newton
Taylor/Souther
Abba
A. Murray
J. Winchester

WFYR/Chicago John Wetherbee

D. West
N. Diamond
(America)
HOTTEST
S. Winwood
G. Washington Jr.
S. Robinson
J. Lennon
(Wheels)
K. Carnes

WLVW/Cincinnati Greg Picciano

Stars On 45
D. Parton
T.G. Sheppard
J. Winchester
HOTTEST
Hall & Oates
S. Easton
G. Vannelli
R. Parker Jr.
& Raydio
P. Collins

WCFR/Springfield Jeff Taylor

N. Diamond
(America)
O. Hartman
R. Parker Jr.
& Raydio
HOTTEST
Taylor/Souther
S. Robinson
G. Vannelli
Steeley Dan
C. Cross

WEST

KOB/Albuquerque Paul Douglas

G. Vannelli
D. Parton
Steeley Dan
J. Photoglo
HOTTEST
S. Easton
S. Robinson
Taylor/Souther
J. Newton
Abba

KFQD/Anchorage Mark Lewis

H. Reddy
J. Winchester
A. Murray
S. Clarke
& G. Duke
D. Hartman
T. Jones
A. Parsons
Project
L. Redbone
Stars On 45
HOTTEST
S. Robinson
S. Winwood
G. Washington Jr.
B. Manilow
Abba

KHOW/Denver Leigh Starnes

K. Carnes
HOTTEST
J. Lennon
(Wheels)
D. McLean
(Crying)
T. Gibbs
G. Washington Jr.
B. Streisand
& B. Gibb

WGAR/Cleveland Chuck Collier

Stars On 45
Champaign
D. McLean
(Since)
J. Jackson
HOTTEST
S. Easton
Hall & Oates
G. Washington Jr.
S. Winwood
Rovers

KGGF/Coffeerville McCord

H. Reddy
J. Buffett
(Stars)
T. James
D. McLean
(Cheatin') (LP)
Pure Prairie League
Capt. & Tennille
Rovers
B. Vinton
HOTTEST
C. Richard
C. Simon
Stars On 45
G. Vannelli
J. Winchester

KWOS/Jefferson City Steve Morse

D. McLean
(Since)
Sister Sledge
J. Photoglo
T. James
M. Jackson
N. Diamond
(America)
HOTTEST
G. Washington Jr.
S. Winwood
J. Newton
S. Robinson
Steeley Dan

WHIO/Dayton Peggy Powell

J. Winchester
R. Coolidge
T. Jones
HOTTEST
T. Gibbs
S. Easton
Taylor/Souther
B. Manilow

WFDF/Flint Paul Landino

C. Cross
B. Medley
A. Murray

WACI/Freeport Larry Lance

Dillman Band
J. Photoglo
A. Murray
HOTTEST
S. Easton
J. Newton
Taylor/Souther
S. Robinson
B. Manilow

WOWO/FL Wayne Sam DeVincent

J. Cougar
C. Cross
K. Carnes

WOOD/Grand Rapids Bill Struyk

D. Parton
J. Winchester
T. Cashman
B. Medley
G. Burns
A. Murray
R. Whittaker
HOTTEST
B. Manilow
E. Harris

KUGN/Eugene Brian James

N. Diamond
(America)
Stars On 45
T. Jones
T. James
A. Parsons
Project
B. Vinton
HOTTEST
S. Easton
S. Robinson
Champaign
Taylor/Souther
Steeley Dan

KRKO/Portland Bruce Buttarfield

J. Winchester
HOTTEST
G. Washington Jr.
J. Newton
S. Winwood
S. Robinson
Taylor/Souther

WNFL/Green Bay Bob Hooper

A. Murray
D. West
HOTTEST
J. Lennon
(Wheels)
REO Speedwagon
(Keep)
April Wine
S. Easton
R. Meisner

WKHM/Jackson Jerry Barnhart

Climax Blues Band
D. West
B. Medley
K. Carnes
Pure Prairie League
N. Larson
N. Diamond
(America)
HOTTEST
C. Richard
C. Simon
Stars On 45
G. Vannelli
J. Winchester

KWOS/Jefferson City Steve Morse

D. McLean
(Since)
Sister Sledge
J. Photoglo
T. James
M. Jackson
N. Diamond
(America)
HOTTEST
G. Washington Jr.
S. Winwood
J. Newton
S. Robinson
Steeley Dan

KMBZ/Kansas City Steve Bell

N. Diamond
(America)
J. Winchester
T. James
T. Cashman
H. Reddy
Pure Prairie League
HOTTEST
J. Newton
G. Washington Jr.
Taylor/Souther
D. West

WHOK/Lancaster Greg Eyerman

Pure Prairie League
P. Anka
G. Vannelli
T. Cashman
C. Cross
HOTTEST
S. Easton
Taylor/Souther
B. Mandrell
S. Easton
L. Gatlin
R. Crawford
J. Photoglo

KLMS/Lincoln Gary Collins

J. Winchester
D. Parton
L. Wood
HOTTEST
G. Washington Jr.
S. Easton
J. Newton
Taylor/Souther

WSGW/Saginaw Rick Baicher

K. Carnes
J. Winchester
G. Fischhoff
Stars On 45
M. McGovern
D. McLean
(Since)
HOTTEST
S. Easton
J. Newton
G. Washington Jr.
E. Harris
S. Robinson

WDIF/Marion Damon Sheridan

D. Parton
New Riders Of
Purple Sage
Pure Prairie League
Climax Blues Band
HOTTEST
S. Winwood
Taylor/Souther
G. Washington Jr.
C. Cross
S. Easton

WTMJ/Milwaukee Sam Armato

J. Winchester
D. Parton
HOTTEST
S. Robinson
G. Washington Jr.
S. Easton
J. Newton
G. Fischhoff

WCCO-AM/Minneapolis Denny Long

R. Parker & Raydio
G. Vannelli
Pure Prairie League
N. Larson
H. Reddy
T. McElroy
T. Cashman
J. Buffett
(Stars)

KLTE/Oklahoma City John Williams

N. Diamond
(America)
D. Parton
J. Winchester
G. Fischhoff
G. Washington Jr.
HOTTEST
Taylor/Souther
G. Washington Jr.
K. Carnes
Hall & Oates
D. West

KMRJ/Pittsburg Lonnie Swonger

Stars On 45
Dillman Band
Franke & Knockouts
B. King
H. Reddy
J. Photoglo
HOTTEST
S. Easton
G. Washington Jr.
Taylor/Souther
S. Robinson

WQUA/Quad Cities Jack McKay

D. McLean
(Since)
D. Parton
G. Vannelli
HOTTEST
B. Mandrell
S. Easton
L. Gatlin
R. Crawford
J. Photoglo

WSLW/Salt Lake City George Lemich

B. Scaggs
HOTTEST
S. Robinson
Taylor/Souther
E. Harris
G. Washington Jr.
J. Lee

KOQO/San Diego Sandi Banister

Champaign
D. McLean
(Since)
B. Manilow
HOTTEST
J. Newton
G. Washington Jr.
T. Gibbs
S. Easton
Taylor/Souther

KOLO/Reno Dave Finley

D. West
B. Scaggs
J. Photoglo
M. McGovern
J. Winchester
S. Winwood
HOTTEST
G. Washington Jr.
B. Streisand
& B. Gibb
Taylor/Souther
S. Easton
J. Newton

KRRK/Rock Springs Rod Tucker

P. Collins
C. Richard
(Give)
Champaign
Q. Jones
N. Larson
Dillman Band
L. Ritenour
HOTTEST
S. Robinson
J. Newton
Steeley Dan
B. Manilow
T.G. Sheppard

SOUTH

WABZ/Albemarle Mark Robinson

D. Parton
Pure Prairie League
S. Clarke & G. Duke
Dillman Band
S. Hart
HOTTEST
Taylor/Souther
S. Robinson
J. Lennon
(Wheels)
K. Carnes
G. Vannelli

WLTJ/Atlanta Allen Saunders

B. Manilow
Taste Of Honey
Champaign
HOTTEST
J. Photoglo
H. Chapin
B. Vinton
D. Valery
(Roses)
G. O'Sullivan

WSB/Atlanta George Fisher

None
HOTTEST
E. Harris
N. Diamond
(Hello)
J. Newton
Taylor/Souther

WJBO/Baton Rouge Laurie Hardison

D. Parton
D. McLean
(Since)
J. Winchester
J. Photoglo
HOTTEST
G. Washington Jr.
Climax Blues Band
S. Winwood
T.G. Sheppard
C. Cross

WBT/Charlotte Andy Bickel

N. Diamond
(America)
L. Ritenour
J. Buffett
(Stars)
K. Carnes
HOTTEST
D. West
D. McLean
(Since)
Stars On 45

WCHV/Charlotteville Dave Crist

N. Diamond
(America)
C. Richard
(Give)
Abba
A. Murray
P. Anka
Dillman Band
HOTTEST
Taylor/Souther
S. Easton
S. Robinson
T. Gibbs

WDEF/Chattanooga Stanley Hall

J. Photoglo
D. Williams
J. Buffett
(Stars)
D. West
HOTTEST
D. McLean
(Since)
D. Parton
Taylor/Souther
Steeley Dan
S. Easton

WLVA/Lynchburg Tom Leebrock

P. Anka
J. Winchester
R. Holmes
HOTTEST
S. Robinson
J. Newton
Taylor/Souther
M. McGovern
S. Forbert

WMAZ/Macon Steve Murphy

N. Diamond
(America)
A. Murray
Life
J. Photoglo
Niteflyte
Dillman Band
P. Anka
HOTTEST
K. Carnes
S. Easton
S. Robinson
Rovers
D. West

WYMC/Mayfield Mike Brophy

D. McLean
(Since)
D. Parton
R. Bailey
Dillman Band
HOTTEST
S. Easton
G. Washington Jr.
T.G. Sheppard
J. Newton
J. Lennon
(Wheels)

WIS/Columbia Bob Davis

D. Parton
B. Vinton
D. McLean
(Since)
M. McGovern
Stars On 45
J. Winchester
HOTTEST
G. Washington Jr.
Taylor/Souther
S. Robinson
Steeley Dan
G. Vannelli

WNDB/Daytona Beach Mark D'Angio

H. Reddy
Pure Prairie League
D. McLean
(Since)
Steeley Dan
Stars On 45
Taste Of Honey
HOTTEST
B. Streisand
& B. Gibb
S. Easton
B. Manilow
J. Newton
Taylor/Souther

WFTL/FL Lauderdale Scott Fischer

N. Diamond
(America)
J. Buffett
(Stars)
H. Reddy
HOTTEST
B. Streisand
& B. Gibb
M. McGovern
B. Goldsboro
B.J. Thomas
G. O'Sullivan

WSLI/Jackson Walt Grayson

J. Winchester
C. Richard
(Give)
HOTTEST
J. Newton
Taylor/Souther
S. Robinson
Steeley Dan
Stars On 45

KAAY/Little Rock Steve Kelly

B. Medley
O. McLean
(Since)
R. Parker Jr.
& Raydio
C. Cross
A. Murray
HOTTEST
S. Easton
Hall & Oates
S. Robinson

WHR/Orangeburg Stu Wright

J. Photoglo
Pure Prairie League
H. Reddy
T. James
Dillman Band
N. Diamond
(America)
S. Clarke
& G. Duke
HOTTEST
S. Robinson
Champaign
S. Easton
T.G. Sheppard
Stars On 45

WFIR/Roanoke Bill Bratton

Get Wet
N. Diamond
(America)
J. Photoglo
C. Richard
(Give)
T. James
HOTTEST
Blondie
G. Washington Jr.
Rovers
REO Speedwagon
(Take)
Stars On 45

WQAF-FM/San Antonio Kevin Fennessey

D. West
N. Diamond
(America)
J. Photoglo
J. Winchester
HOTTEST
G. Vannelli
J. Newton
S. Wonder
S. Robinson
Taylor/Souther

KRZI/Waco Clay Steele

Stars On 45
J. Photoglo
S. Murray
J. Lennon
(Wheels)
HOTTEST
J. Newton
Taylor/Souther
S. Robinson
B. Manilow
T.G. Sheppard

WSJB/Winston-Salem George Brown

J. Lennon
(Wheels)
J. Photoglo
D. Parton
HOTTEST
T.G. Sheppard
Hall & Oates
S. Easton
S. Winwood
Taylor/Souther
Steeley Dan

WRVR/Memphis Steve Butler

D. Parton
A. Murray
M. Jackson
J. Winchester
S. Clarke
& G. Duke
J. Lennon
(Wheels)
HOTTEST
Hall & Oates
J. Newton
G. Washington Jr.
Taylor/Souther
S. Easton

97AIA/Miami Yolande Parspar

J. Buffett
(Stars)
L. LeBlanc
J. Winchester
Stars On 45
HOTTEST
T.G. Sheppard
S. Easton
J. Lennon
(Wheels)
G. Washington Jr.
T. Gibbs

WSM-FM/Nashville Donna Brake

N. Diamond
(America)
L. Redbone
P. Snow
HOTTEST
Taylor/Souther
P. Collins
G. Washington Jr.
J. Lennon
(Wheels)
S. Robinson

WTAR/Norfolk Tom Looney

D. McLean
(Since)
J. Winchester
C. Cross
Climax Blues Band
HOTTEST
S. Robinson
G. Washington Jr.
J. Newton
S. Easton
Taylor/Souther

WORG/Orangeburg Stu Wright

J. Photoglo
Pure Prairie League
H. Reddy
T. James
Dillman Band
N. Diamond
(America)
S. Clarke
& G. Duke
HOTTEST
S. Robinson
Champaign
S. Easton
T.G. Sheppard
Stars On 45

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

RAYDIO

"A Woman Needs Love (Just Like You Do)" (Arista)

CHAKA KHAN

"What Cha' Gonna Do For Me" (WB)

SMOKEY ROBINSON

"Being With You" (Tamla)

GAP BAND

"Yeaming For Your Love" (Mercury/PolyGram)

SHALAMAR

"Make That Move" (Solar/RCA)

ATLANTIC STARR

"When Love Calls" (A&M)

CHAMPAIGN

"How 'Bout Us" (Columbia)

A TASTE OF HONEY

"Sukiyaki" (Capitol)

QUINCY JONES

"Ai No Corrida" (A&M)

LAKESIDE

"Your Love Is On The One" (Solar/RCA)

CLIMBERS

Following are listed in order of their airplay activity.

☑ **STEPHANIE MILLS** "Two Hearts" (20th) 56% (+17) reporting. Added at WKND, WOIC, WJLB, WVON, KPRS, WAOK and KDIA. Medium airplay at WAMO, WXYV, WDAS, WEDR, WJJS, WDIA, WGIV, WHRK, WVEE, WTLC, WJMO, WKWM, KDKO and KYAC. Hot at WWRL

BILL SUMMERS & SUMMERS HEAT "Call It What You Want" (MCA) 56% (+3) reporting. Added at KOKY. Medium rotation at WEDR, WTMP, WDIA, WOWI, WJMI, WHRK, WVEE, WILD, WAMO, WXYV, WJMO, WDAO, WCIN, WKWM, KPRS and KSOL. Hot at WKND, WLOU, WOIC, WTLC and KDAY.

RUFUS "Tonight We Love" (MCA) 54% reporting. Medium at WEDR, WLOU, WJJS, KOKY, WOWI, WAOK, WJMO, WDAO, KAEZ, WKWM, KPRS, KDAY, KSOL, WKND, WAMO and WDAS. Hot at WXYV, WHRK, WVEE, WCIN, KYAC.

☑ **JERMAINE JACKSON** "You Like Me Don't You" (Motown) 51% (+12) reporting. Hot at WAMO, WWRL, WEDR, WANT, WATV, WJJS, KOKY, WGIV, WJLB, KMJM, KYAC. Medium at KSOL, WJMO, WCIN, KAEZ, KPRS, WDIA, WOWI, WKND, WVOL

GROVER WASHINGTON, JR. "Just The Two Of Us" (Elektra) 51% reporting. Hot at WKND, WILD, WXYV, WDAS, WTMP, WVOL, WJJS, WOWI, WAOK, WHRK, WVEE, WJMO, WJLB, KAEZ, KPRS, KMJM, KSOL. Medium at WDIA, WKWM, KDKO.

DENIECE WILLIAMS "What Two Can Do" (ARC/Columbia) 51% reporting. Medium at WKND, WAMO, WDAS, WJJS, WOWI, WJMI, WAOK, WDAO, WCIN, WKWM, KPRS. Hot at KDAY, WJMO, WJLB, KAEZ, WVON, KOKY, WHRK, WVEE, WXYV.

FRANKIE SMITH "Double Dutch Bus" (WMOT) 49% (+5) reporting. Added at WDIA and KDAY. Hot at WAMO, WDAS, WTMP, WANT, WLOU, WKXI, WAOK, WTLC, WVON. Medium at KSOL, WJMO, WHRK, WVEE, WJMI, WATV, WEDR, WXYV.

☑ **CON FUNK SHUN** "Lady's Wild" (Mercury/PolyGram) 46% (+10) reporting. Adds at KYAC, WJLB, KAEZ, WKWM, KOKY. Medium at WKND, WEDR, WTMP, WLOU, WOIC, WOWI, WJMI, WTLC, WDAO, KDAY. Hot at KDKO, WGIV, WDIA.

SKYY "Superlove" (Salsoul) 46% reporting. Added at WDIA, WPDQ. Medium at WJMO, WTLC, KSOL, WATV, WJJS, WOIC, WGIV, WAOK, WVEE, WHRK, WILD, WAMO, WXYV. Hot at WKXI, WJMI, KDAY.

STARPOINT "Keep On It" (Chocolate City/PolyGram) 44% reporting. Medium at WXYV, WTMP, WATV, WJJS, WDIA, WOWI, WGIV, WHRK, WVEE, WJMO, WDAO, WCIN, KPRS, KSOL. Hot at WAMO, WJMI, WAOK.

CHANGE "Paradise" (RFC/Atlantic) 44% reporting. Added at KYAC, KSOL. Medium at WILD, WDIA, WAOK, WVEE, WTLC, WDAO, WJLB, WOIC, WJMI, WHRK, WCIN, WKND, WXYV, WDAS. Hot at KDKO.

RICK JAMES "Give It To Me Baby" (Gordy) 44% reporting. Added at WJMO, KAEZ, WEDR. Medium at WKND, WILD, WDAS, WATV, WKWM, WAOK, WOWI, WJJS, WVOL. Hot at KDAY, KDKO, WKXI, WOIC, WJMI.

☑ **BERNARD WRIGHT** "Just Chillin' Out" (GRP/Arista) 41% (+19) reporting. Added at KDAY, WJMO, WLOU, WAOK, WAMO. Medium at WCIN, WVOL, WJJS, WILD, WXYV, WHRK, WVEE, WKWM, KPRS, WDIA. Hot at WKND.

ROBERT WINTERS & FALL "Magic Man" (Buddah/Arista) 41% (+5) reporting. Hot at WKND, WANT, WOWI, WKWM, KDKO, WHRK, WDAS, WXYV, WGIV, WILD, WVEE. Medium at WAMO, WEDR, WVON, KYAC, WVOL

KOOL & THE GANG "Take It To The Top" (De-Lite/PolyGram) 38% reporting. Medium at WJLB, WCIN, KAEZ, WATV, KOKY, WDIA, WOWI, WPDQ, WILD. Hot at WWRL, WJJS, WAOK, KPRS, KYAC, KSOL

LINX "You're Lying" (Chrysalis) 37% reporting. Medium at KSOL, WCIN, WVON, WEDR, WLOU, WGIV, WJMI, WHRK, WVEE, WXYV, WDAS, WKND. Hot at WJLB, WILD.

STANLEY CLARKE & GEORGE DUKE "Sweet Baby" (Epic) 37% reporting. Added at WJJS, WJMO. Medium at WKND, WAMO, WWRL, WXYV, WTMP, WOIC, WHRK, WVEE, WDAO, KDKO. Hot at KDAY, WTLC.

KLEER "Get Tough" (Atlantic) 31% reporting. Hot at KDIA, WTMP, WHRK, WVEE, WDAS, WXYV, WAMO, WKND. Medium at WEDR, WATV, WAOK, WJMO.

ULLANDA McCULLOUGH "Bad Company" (Atlantic) 31% reporting. Medium at KDAY, KSOL, WJMO, WJLB, WKND, WILD, WWRL, WDAS, WJJS, WJMI, WDIA, WLOU.

NEW & ACTIVE

STEVIE WONDER "Lately" (Tamla) 28% reporting. Added at WAMO. Medium at WJMO, KPRS, KYAC, KDKO, WATV, WJJS, WOIC, WDAS, WWRL. Hot at WCIN.

ISLEY BROTHERS "Hurry Up And Wait" (T-Neck) 28% reporting. Medium at WTLC, WCIN, KDKO, WKND, WWRL, WXYV, WDAS, WHRK, WVEE, WJMI. Hot at WKXI.

BLACKBYRDS "Love Don't Strike Twice" (Fantasy) 28% reporting. Added at WHRK, WVEE, WXYV. Medium at WKWM, WJLB, WDAS, WWRL, WAMO, WJJS, KOKY. Hot at KDKO.

SADANE "One-Way Love Affair" (WB) 26% (+4) reporting. Added at KOKY. Medium at WJMO, WJLB, KPRS, WKWM, KAEZ, WATV, WOWI, WAOK, WJJS.

SUN "Reaction Satisfaction" (Capitol) 26% reporting. Added at WAMO. Medium at WKWM, WCIN, KPRS, WTMP, WILD, WKND. Hot at WJMI, WGIV, WDAO.

SWITCH "You And I" (Gordy) 26% reporting. Added at WKWM, WVON, WJLB, WOIC, WVOL. Medium at WJMO, KAEZ, KYAC, WATV, WDIA.

MARVIN GAYE "Praise" (Tamla) 23% reporting. Medium at WCIN, WJLB, KDKO, WEDR, WDIA, WAOK, WLOU, WILD. Hot at KPRS.

BETTY WRIGHT "What Are You Going To Do With It" (Epic) 23% reporting. Medium at WAMO, WXYV, WTMP, WATV, WDIA, WAOK, WHRK, WVEE. Hot at WOIC.

BAR-KAYS "Body Fever" (Mercury/PolyGram) 23% reporting. Medium at WDAO, WJMO, WKWM, WEDR, WATV, WOIC, WAOK. Hot at WDIA, WLOU.

GRACE JONES "Pull Up To The Bumper" (Island) 23% reporting. Added at KDAY, KDKO, WVOL, WJJS, WOIC. Medium at WVON, WAMO, WWRL. Hot at WTLC.

SIDE EFFECT "Make You Mine" (Elektra) 23% reporting. Added at WLOU, WKND. Medium at KDKO, WILD, WDAO, WCIN, KAEZ, WGIV, WATV.

SISTER SLEDGE "Next Time You'll Know" (Cotillion) 23% reporting. Added at KDAY, WJMO, WCIN, KOKY, WGIV, WLOU. Medium at WDAO, WDAS, WWRL.

ROSE ROYCE "Golden Touch" (Whitfield) 21% reporting. Medium at KYAC, WJLB, WVEE, WHRK, WDIA, WXYV. Hot at WKXI, WJMI.

JACKSONS "Can You Feel It" (Epic) 21% reporting. Added at WVOL. Medium at WTLC, WDAO, WLOU, WOIC. Hot at WGIV, WJMI, WWRL.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

DAVE GRUSIN Mountain Dance (GRP/Arista)
DAVID SANBORN Voyeur (WB)
JEFF LORBER FUSION Galaxian (Arista)
BOB JAMES All Around The Town (Tappan Zee/Columbia)
BILL EVANS You Must Believe In Spring (WB)
ETTA JONES Save Your Love For Me (Muse)
MILES DAVIS New Directions (Columbia)
JIMMY McGRUFF City Lights (Jam)
DAN SIEGEL The Hot Shot (Inner City)
TOM BROWNE Magic (GRP/Arista)
GROVER WASHINGTON, JR. Winelight (Elektra)
DEXTER GORDON Gotham City (Columbia)
ALPHONSE MOUZON By All Means (Pausa)
LOUIS BELLSON Side Track (Concord)

NEW & ACTIVE

SONNY STITT Sonny's Back (Muse)

EAST: WHUR/Washington, D.C., Oscar Fields; WEAA/Baltimore, MD, Michael Singleton; WYBC/New Haven, CT, Jonathan Braslau. SOUTH: WCLK/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Lerry Hollowell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pester. WEST: KJLH/Los Angeles, CA, Lawrence Tantor; KKGQ/Los Angeles, CA, Sal Levine; KADK/Denver, CO, Charlotte Heigt.

Pop/Rhythms
Hottest
April 24, 1981

| EAST | SOUTH | MIDWEST | WEST |
|-----------------|---|-----------------------------------|---|
| Smokey Robinson | Raydio Smokey Robinson A Taste Of Honey | Atlantic Starr Smokey Robinson | Chaka Khan Smokey Robinson Raydio |

Regionalized Adds & Hots

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

EAST

WILD
Boston, MA
Steve Crumley

ADDED
Gino Soccio

HOTTEST
Grover Washington Jr.
A Taste Of Honey
Smokey Robinson
Robert Winters & Fell
Champaign
Yarborough & Peoples
Shelamar
Free Expression
Linx
Raydio

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Bernard Wright
Barry & Glodean White
Sun
Stevie Wonder
David Sanborn
Lee Ritenour

HOTTEST
Jermaine Jackson
Atlantic Starr
Tom Browne
Kleer
Starpoint
A Taste Of Honey
Frankie Smith
Champaign
Quincy Jones
Chaka Khan

WWRL
New York, NY
Bob Law/Wanda Ramos

ADDED
Gino Soccio
Gino Vannelli
Bill Withers "Spend"
Millie Jackson

HOTTEST
Quincy Jones "Dude"
Stephanie Mills
Kool & The Gang
Jacksons
Chaka Khan
Smokey Robinson
Jermaine Jackson
Shelamar
Wanda/N.M. Walden
Noel Pointer

WXVY
Baltimore, MD
Larry Wilson

ADDED
Lee Ritenour
Blackbyrds
Eloise Laws

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WKND
Hartford, CT
Eddie Jordan

ADDED
Stephanie Mills
Diana Ross
Side Effect
Randy Brown
Gino Soccio
Thelma Houston

HOTTEST
Teane Gardner
Grover Washington Jr.
Kleer
Robert Winters & Fall
Bill Summers
Atlantic Starr
Smokey Robinson
Quincy Jones
Bernard Wright
Gap Band

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Thelma Houston
Candi Staton
Bobby Thurston
Alton McClain & Destiny
Mantra
Fatback Band "Take"
Sandra Fava

HOTTEST
Grover Washington Jr.
Smokey Robinson
Chaka Khan
Champaign
Robert Winters & Fall
Atlantic Starr
Kleer
Raydio
Frankie Smith
Slave

MIDWEST

KPRS
Kansas City, MO
Dell Rice

ADDED
Spinners
Walter Jackson
Stephanie Mills
Archie Bell
Klique
Alphonse Mouzon

HOTTEST
Whispers
Leon Huff
Kool & The Gang
Champaign
Grover Washington Jr.
Smokey Robinson
Atlantic Starr
Cameo
A Taste Of Honey
Marvin Gaye

KMJM
St. Louis, MO
CIN Winston

ADDED
Rolling Stones

HOTTEST
Smokey Robinson
Yarborough & Peoples
Blondie
Champaign
Grover Washington Jr.
Barbra Streisand
Whispers
Gap Band "Burn"
A Taste Of Honey
Jermaine Jackson

WVON
Chicago, IL
Ron King

ADDED
Bill Withers "Spend"
Buster Benton
Switch
Shirley Caesar
Whispers "Say"
Gino Soccio
Stephanie Mills
Chaka Khan "Sunday"

HOTTEST
Chaka Khan
Teane Gardner
Atlantic Starr
Lakeside
Shelamar
Deniece Williams
Isley Brothers "Once"
George Lawson
Frankie Smith
Walter Hawkins

WDAO
Dayton, OH
Turk Logan

ADDED
None

HOTTEST
Atlantic Starr
Sun
Shelamar
Common Sense
Cameo
Dayton
Junie
Debra Laws
Bar-Kays

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Lee Ritenour
Sister Sledge

HOTTEST
Aretha Franklin
Player
Rufus
Smokey Robinson
Raydio
Stevie Wonder
Atlantic Starr
T.S. Monk "Bon"
A Taste Of Honey
Quincy Jones

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Randy Brown
Parliament
Dayton
Con Funk Shun
Rick James
Michael Wycoff
Geraldine Hunt
Esther Phillips
B.B. King
Donna Washington

HOTTEST
Whispers
Yarborough & Peoples
Gap Band "Burn"
Smokey Robinson
Atlantic Starr
T-Connection
Grover Washington Jr.
Tom Browne
Deniece Williams
Stevie Wonder "Ain't"

WJLB
Detroit, MI
John Edwards

ADDED
Jerry Knight "Turn"
Passage
Con Funk Shun
Stephanie Mills
Walter Jackson
Switch
B.B. King
Niteflyte "Breaking"

HOTTEST
Gap Band
Jermaine Jackson
Atlantic Starr
Grover Washington Jr.
Linx
Smokey Robinson
Champaign
Quincy Jones
Chaka Khan
Deniece Williams

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Switch
Noel Pointer
Heaven & Earth
K.I.D.
Con Funk Shun
Donna Washington

HOTTEST
Raydio
Atlantic Starr
Chaka Khan
Manchester/Bryson
T.S. Monk "Bon"
Robert Winters & Fall
A Taste Of Honey
Gap Band
Smokey Robinson
Tom Browne

WJMO
Cleveland, OH
Bernie Moody

ADDED
Rick James
Bernard Wright
Stanley Clarke/George Duke
Sister Sledge
Michael Wycoff

HOTTEST
Atlantic Starr
Champaign
Grover Washington Jr.
Deniece Williams
T.S. Monk "Bon"
Dazz Band
Quincy Jones
A Taste Of Honey
Raydio
Gap Band

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Lenny White
Noel Pointer
Gino Soccio
Controllers
Empress
Janice Dempsey/Michael Brown

HOTTEST
Chaka Khan
Grace Jones
Gap Band
Frankie Smith
Timmy Thomas
Shelamar
Stanley Clarke/George Duke
Frank Hooker
Lakeside
Bill Summers

SOUTH

WTMP
Tampa, FL
Debbie Parker

ADDED
None

HOTTEST
Kleer
Smokey Robinson
Grover Washington Jr.
Gap Band
Whispers
Champaign
A Taste Of Honey
Raydio
Lakeside
Frankie Smith

KOKY
Little Rock, AR
Lyn Henry

ADDED
Sister Sledge
Bill Summers
Con Funk Shun
Chris Cross
Sedane

HOTTEST
Smokey Robinson
Deniece Williams
Yarborough & Peoples
Atlantic Starr
Whispers
A Taste Of Honey
Champaign
Raydio
Jermaine Jackson
Shelamar

WDIA
Memphis, TN
Mark Christian

ADDED
L.V. Johnson
Donna Washington
Sky
Frankie Smith

HOTTEST
A Taste Of Honey
Smokey Robinson
Shelamar
Raydio
Ber-Kays
Chaka Khan
Michael Jackson
Con Funk Shun
Atlantic Starr
Billy Preston

WOKC
Columbia, SC
Bob Walters

ADDED
Stephanie Mills
Gene Dunlap "Rock"
Switch
Gino Soccio
Spinners "Long"
Grace Jones

HOTTEST
Bill Summers
Atlantic Starr
Shelamar
Chaka Khan
Gap Band
Raydio
Betty Wright
Whispers
Rick James
Lakeside

WOWI
Norfolk, VA
Chester Benton

ADDED
Spinners "Long"

HOTTEST
Smokey Robinson
A Taste Of Honey
Atlantic Starr
Grover Washington Jr.
Tom Browne
Champaign
Chaka Khan
Raydio
Robert Winters & Fall
Gap Band

WGV
Charlotte, NC
Jo Ann Graham

ADDED
Randy Crawford
Spinners "Long"
Walter Jackson
Leon Bryant
Funkadelic "Connections"
Donna Washington
Klique
Sister Sledge

HOTTEST
Smokey Robinson
Robert Winters & Fall
Jermaine Jackson
Con Funk Shun
Gap Band
Lakeside
Sun
Raydio
Shelamar
Jacksons

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Teane Gardner
Joe Simon
T.S. Monk "Can't"
Ben E. King
Wilson Pickett
Lamont Dozier
Thelma Houston
B.B. King
Sky

HOTTEST
Gap Band "Burn/Yeeming"
Smokey Robinson
Shelamar
Steady Dan "19"
T.S. Monk "Bon"
Jerry Knight "Fit"
Con Funk Shun "Too"
Barbra Streisand
Raydio
A Taste Of Honey

WHRK
Memphis, TN
Ron Olean

ADDED
Lee Ritenour
Blackbyrds
Eloise Laws

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
Kleer
A Taste Of Honey
Raydio
Shelamar

WJMI
Jackson, MS
Carl Haynes

ADDED
Tommy Tate
Ben E. King

HOTTEST
Rick James
Rose Royce
Quincy Jones
Starpoint
Chaka Khan
Jacksons
Sun
Raydio
Barry & Glodean White
Sky

WAOK
Atlanta, GA
Carl Connors

ADDED
Strikers
Bernard Wright
Stephanie Mills
Greg Phillinganes
Donna Washington
Jerry Knight "Turn"
Sylvia St. James "Atlanta"
Joe Simon

HOTTEST
Jerry Knight "Fit"
A Taste Of Honey
Champaign
Quincy Jones
Grover Washington Jr.
Atlantic Starr
Kool & The Gang
Funkadelic "Connections"
Frankie Smith
Starpoint

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Lee Ritenour
Blackbyrds
Eloise Laws

HOTTEST
Deniece Williams
Smokey Robinson
Robert Winters & Fall
Grover Washington Jr.
Lakeside
Atlantic Starr
A Taste Of Honey
Raydio
Shelamar

WANT
Richmond, VA
Ben Miles

ADDED
Atlantic Starr
Gap Band

HOTTEST
Frankie Smith
Tom Browne
Smokey Robinson
Jermaine Jackson
Trouble Funk
Jerry Knight "Fit"
Zapp
Zingers
Robert Winters & Fall

WLOU
Louisville, KY
Bill Price

ADDED
Parliament
Side Effect
Funkadelic "Electric"
Bernard Wright
Sister Sledge

HOTTEST
Raydio
Bill Summers
Grandmaster Flash
Junie
Bar-Kays
Lakeside
Shelamar
Cameo
A Taste Of Honey
Frankie Smith

WATV
Birmingham, AL
Bill Glover

ADDED
Michael Wycoff
Stanley Clarke/George Duke
Mighty Fire
Thelma Houston
Grace Jones
Aura
Switch

HOTTEST
Smokey Robinson
A Taste Of Honey
Grover Washington Jr.
Kool & The Gang
Quincy Jones
Aretha Franklin
Jermaine Jackson
Atlantic Starr
Champaign
Raydio

WJJS
Lynchburg, VA
Dorrie Deane

ADDED
Michael Wycoff
Stanley Clarke/George Duke
Mighty Fire
Thelma Houston
Grace Jones
Aura
Switch

HOTTEST
Smokey Robinson
A Taste Of Honey
Grover Washington Jr.
Kool & The Gang
Quincy Jones
Aretha Franklin
Jermaine Jackson
Atlantic Starr
Champaign
Raydio

WQXI
Jackson, MS
Tommy Marshall

ADDED
Wanda/N.M. Walden
Jerry Bell

HOTTEST
Rose Royce
A Taste Of Honey
Smokey Robinson
Raydio
Isley Brothers
Frankie Smith
Rick James
Sky
Chaka Khan
Atlantic Starr

WVOL
Nashville, TN
Fred Harvey

ADDED
Jacksons
Grace Jones
B.B. King "There"
Fatback Band "Take"

HOTTEST
Grandmaster Flash
Grover Washington Jr.
Raydio
Smokey Robinson
Shelamar
Atlantic Starr
Champaign
Mammatapee
Chaka Khan
Tom Browne

WJAC
Seattle, WA
Larry J

ADDED
Stanley Clarke/George Duke
Change
B.T. Express
Al Jarreau
Passage
Dennis Brown
Rick James "Make"

HOTTEST
Smokey Robinson
Champaign
Jermaine Jackson
Kool & The Gang
Zingars
Raydio
Chaka Khan
Rufus
A Taste Of Honey
Shelamar

KDKO
Denver, CO
Byron Pitts

ADDED
James Brown
Lenny White
Grace Jones
Firefly
Sharon Bailey

HOTTEST
Gap Band
Coati Mundi
Lakeside
Chaka Khan
Rick James
Robert Winters & Fall
Smokey Robinson
Blackbyrds
Change
Con Funk Shun

WEST

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Gap Band
Change

HOTTEST
A Taste Of Honey
Grover Washington Jr.
Atlantic Starr
Champaign
Smokey Robinson
Quincy Jones
Raydio
Shelamar
Chaka Khan
Kool & The Gang

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Bernard Wright
Strikers
Grace Jones
Sister Sledge
Randy Crawford
Frankie Smith

HOTTEST
Chaka Khan
Atlantic Starr
Deniece Williams
Raydio
Quincy Jones
Stanley Clarke/George Duke
Bill Summers
Smokey Robinson
Sky
Rick James

KDIA
Oakland, CA
Keith Adams

ADDED
Stephanie Mills

HOTTEST
Smokey Robinson
Shelamar
A Taste Of Honey
Whispers
Yarborough & Peoples
Atlantic Starr
Chaka Khan
Champaign
Gap Band
Kleer

Opportunities

Changes

RADIO

Irene Fulrath has been appointed Retail Sales Manager for WABC/New York, NY.

Frank Bennett has joined KROQ-FM/Pasadena, CA as Production Director. He will retain his position as Production Engineer at Watermark, Inc.

Tom (Kennedy) Carter has been promoted to 6-10am jock at WITL-FM/Lansing, MI.

Diane Kennedy has been promoted to midnight-6am personality at WITL-FM/Lansing, MI.

Changes

Robert L. Wackerman has been named Account Executive at KYUU/San Francisco, CA.

Katie Eyerly joins KYUU/San Francisco, CA as Promotion Assistant.

Denis Prior, former MD at KJLA/Kansas City, MO, joins KKDQ/Grand Forks, ND as PD.

Steve Dahle named MD at KKDQ/Grand Forks, ND, formerly with KJCK-FM/Junction City, KS.

Dennis R. Fleenor appointed to the position of general assignment reporter/anchor for the Seattle ABC Information Network.

Changes

RECORDS

Yvonne May appointed Director, film and tape production, Creative Services TV Production Department, CBS Records.

Ed Outwater named Manager of Studio Operations at Warner Bros. Recording Studios in Los Angeles.

Colleen Nishikawa promoted to Production Coordinator at Capitol Records.

Mel Berger appointed WEA National Traffic Manager.

Changes

Steve Backer named Supervisor, College Program, CBS Records.

Claudia Miles has been hired to handle Public Relations duties for Regency Records.

INDUSTRY

Cindy McCormack appointed Promotion Coordinator for Mike's Artist Management.

Ida S. Langsam named Director of Publicity for Aucoin Management.

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

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Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
 Los Angeles, Calif. 90067 (213) 553-4330

(((SOUND EFFECTS)))

Complete 30 LP Sound Effects Library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$240 for the entire set plus \$5.00 shipping.

Send for catalog to:
VALENTINO, INC., 151 West 46th Street
 NY, NY 10036 or call (212) 246-4675.

Geri Andrews

CHR — POP/ADULT CONSULTANT
 P.O. BOX 6224
 Special Small Market Rates
 Ventura, CA 93006
 (805) 648-4715

ELECTRIC WEENIE

RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970
Dr. Don Rose, KFRC. "I depend on it more than any other." Gary Owens, KMPC.
"Aids the creative, helps the beginner."
FOR FREE SAMPLES WRITE:
 The Electric Weenie, P.O. Box 25-866
 Honolulu, Hawaii 96825 (808) 395-9600

CURRENT CALIFORNIA AIRCHECKS

Issue No. 13 features KFI/Big Ron O'Brian, KCBQ/Charlie & Harrigan, KUTE/Banana Joe, B100/Gene Knight, Country KSAN from San Francisco, and from Fresno, KYNO-FM, K104 and KFYE.
 Cassettes \$5
CALIFORNIA AIRCHECK
 P.O. Box 4408, San Diego, CA 92104

pro 't' call

TALENT

Pro't'call has the jobs that aren't advertised. Ranging from \$10-30,000 yearly. Most are exclusive listings in all areas of broadcasting including News and Sports.
 Call today! (504) 392-3665 Invest in your career.
Pro't'call
3700 Rue Delphine
 New Orleans, LA 70114
 Visa Mastercharge

: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

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

CLASSIC 1959-1976 AIRCHECKS!

Issue No. C-6 features KFVB/Bill Ballance 1959, KRLA/Lee Baby Simms 1971, K100/Robert W. Morgan 1974, K100/Rich Brother Robbin 1975, KYA/Tom Saunders 1965, and 3 more!
 Cassettes \$10

CALIFORNIA AIRCHECK
 P.O. Box 4408, San Diego, CA 92104



"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
 Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

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



FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc.

ALL AIRSHIFT READY!
 Box 20093R, Long Beach, CA 90801 (213) 436-0602

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

CHUCK BUELL'S



A weekly three-hour program of America's favorite past hits. On the air now from Maine to California.
 For rate and availability in your market, CALL (303) 756-9091.

TIMBERLINE PRODUCTIONS
 Box 9541 So. Station, Denver, CO 80209

CABLE-FM

Get one before they're all gone. Anyone can do it... write for complete details from the most successful Cable-FM in America.

C.V.L.A. A STEREO STATION
 777 Silver Spur Road, Suite 115
 Rolling Hills, CA 90274

THEY LOVE US IN BOSTON!

STARTOWER ENTERPRISES' Ceramic Collectibles has been producing quality Rock and Roll ceramic pins for nearly one year now. We've expanded our production to the field of promotion:



We will design, redesign, or adapt any logo for you and supply COMPLETELY HANDMADE limited edition pins. Your cost per pin is around \$2.50. These pins can be retailed for \$5 or \$6 or given away to exclusive clients or customers.

Tired of machine-made T-Shirts or Buttons? Try a classy promotion item — A CERAMIC PROMOTIONAL.

For details: **Startower Enterprises**
Ceramic Promotionals
 P.O. Box 1313
 Apopka, FL 32703
 (305) 886-8172

HUNDREDS OF DEE JAYS RENEWED AGAIN THIS YEAR!

GUARANTEED FUNNIER! FREE SAMPLES!
CONTEMPORARY COMEDY
 5804-D Twineing, Dallas, TX 75227

pro 't' call

MANAGERS & PD's

Trying to fill an opening? Pro't'call can make looking for talent easier and less time consuming. Best of all, our service is FREE to you and CONFIDENTIAL!
 Call (504) 392-3665

Pro't'call, 3700 Rue Delphine,
New Orleans, LA 70114

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.

Money Back Guarantee

ROBERT HALL
 (212) 541-4264

115 West 57th Street • New York, NY 10019



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

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.

THE BACK PAGE BREAKERS

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

GARY U.S. BONDS

This Little Girl (EMI America)

70% of our reporters on it. Moves: Up 43, Same 52, Down 0, Adds 61 including WNBC, WCAO, WXKS-FM, CHUM, Z93, Y100, CKLW, KSFX, 13K, KJR, KYYX, WOLF, KSTAR, B97, WGRD, KKXX, KNBQ. See Parallels, charts at number 27.

NEIL DIAMOND

America (Capitol)

61% of our reporters on it. Moves: Up 53, Same 29, Down 0, Adds 55 including Z93, WDRQ, WZZP, WZUU, KPLZ, KIMN, KOPA, WOLF, WKEE, WSGN, WNOX, KIOA, WOW, KMJK, KTKT. See Parallels, charts at number 28.

DON McLEAN

Since I Don't Have You (Millennium)

58% of our reporters on it. Moves: Up 72, Same 37, Down 0, Adds 22 including F105, KRBE, WDRQ, WZZP, KIMN, WHFM, KSTAR, KINT, 92Q, WSKZ, WSEZ, WNAF, WOHO, KKXX, K96, KENO. See Parallels, charts at number 29.

JEFFERSON STARSHIP

Find Your Way Back (RCA/Grunt)

58% of our reporters on it. Moves: Up 91, Same 25, Down 1, Adds 12, Z93, KIQQ, KIMN, KINT, KIOA, WMEE, WHOT, KERN, KGGI, KCPX, WJBQ, KFXD, KBEQ 24-19, WKRZ-FM 21-16, FM103 16-13. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. ☐ indicates one of this week's "most added" new songs.

TASTE OF HONEY "Sukiyaki" (Capitol) 124/8

Moves: Up 30, Same 16, Down 10, Adds 8, Q105, WZZP, KJR, KQ94, Y103, K96, WLAM, KYA, WKTU 1-1, WKBW 1-1, WPGC 3-2, KRLY 20-16, WOKY 12-10, KIQQ 1-1, 13K 11-7.

.38 SPECIAL "Hold On Loosely" (A&M) 121/10

Moves: Up 70, Same 35, Down 6, Adds 10, WJDX, WNOX, WVLC, WTWR, WGRD, KEYN-FM, WGBF, WHOT, K96, KKLS, WPGC 26-22, KRBE 12-10, WLS 31-19, WAQY 20-17, WAAY 16-12, WOKI 13-11, KKXX 10-3.

RICK SPRINGFIELD "Jessie's Girl" (RCA) 99/8

Moves: Up 65, Same 26, Down 0, Adds 8, WKBW, KINT, B97, KIDD, WIGY, 13FEA, KDVV, KYA, WPGC 21-19, WAQY 15-12, WAAY 20-17, WGRD 23-13, WDJX 29-21, WJBQ 35-29, WSPT 11-8.

SANTANA "Winning" (Columbia) 89/11

Moves: Up 52, Same 26, Down 0, Adds 11, 96KX, 94Q, KYYX, KPLZ, KOPA, WFBR, KLAZ, KYSN, WANS-FM, WSPT, KDVV, KBEQ 16-12, KSFX 20-13, WOLF 38-29, KWEN 24-20.

☐ TOM PETTY & THE HEARTBREAKERS "The Waiting" (Backstreet/MCA) 86/85

Moves: Up 0, Same 1, Down 0, Adds 85 including WIFI, WXKS-FM, JB105, Q107, WPGC, KRBE, CKLW, KBEQ, KFI, KSFX, KEZR, KJR, KYYX, KEGL, Z104.

T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 82/10

Moves: Up 51, Same 20, Down 0, Adds 10, KSLQ, WOKY, WTIX, G100, WGH, KEYN-FM, WNCI, KKXX, KJRB, KSEL, KXOK 28-23, FM100 22-18, KIOY 10-7, KCPX 12-9, WEAQ 19-14.

ANNE MURRAY "Blessed Are The Believers" (Capitol) 81/8

Moves: Up 39, Same 34, Down 0, Adds 8, JB105, WGCL, 14Q, WSEZ, WLOL-FM, KJRB, WHEB, KDZA, WFIL d-29, WHB 17-10, WOKY 23-20, WHYN 19-14, WVLC 30-26, WOHO 16-14, WFLB 13-9.

QUINCY JONES "Ain't No Comrades" (A&M) 74/23

Moves: Up 31, Same 20, Down 0, Adds 23 including WABC, WCAO, F105, CKGM, KRLY, Z93, WDRQ, 13K, WBLL, KNUS, WAXY, WRJZ, KJRB, WCIR, Z102.

GET WET "Just So Lonely" (Boardwalk) 71/24

Moves: Up 15, Same 32, Down 0, Adds 24 including WFIL, WCAO, JB105, WOLF, KJL, KJ100, WTWR, WVIC, KERN, WGUY, WTSN, WCIR, 95SGF, WKXY, KOOK.

PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 63/15

Moves: Up 19, Same 29, Down 0, Adds 15, KOPA, WAQY, KXX106, BJ105, WCSC, WQRK, WVLC, WISM, KERN, FM103, WTSN, WCIR, WFLB, WXLK, KKRC.

DOLLY PARTON "But You Know I Love You" (RCA) 59/4

Moves: Up 31, Same 24, Down 0, Adds 4, WGCL, KC101, WHEB, WISE, WFIL on, WIFI on, WCAO d-27, JB105 31-29, WDRQ d-23, WOKY d-22, WFBR 23-20, KSTAR on, KFMC on, WRJZ 30-27, WTSN 22-16.

CLIFF RICHARD "Give A Little Bit More" (EMI America) 55/21

Moves: Up 16, Same 18, Down 0, Adds 21 including WFIL, WCAO, CHUM, KRLY, KRBE, WGCL, KINT, WERC, WAAY, WISM, KTAC, FM99, KKLS, KENI, KATI.

Radio & Records

NATIONAL AIRPLAY/30

April 24, 1981

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

| | | | | |
|----|----|----|----|--|
| 3 | 2 | 1 | 1 | GROVER WASHINGTON JR./Just The Two Of Us (Elektra) |
| 8 | 7 | 5 | 2 | SMOKEY ROBINSON/Being With You (Tamla) |
| 4 | 3 | 3 | 3 | SHEENA EASTON/Morning Train (Nine To Five) (EMI America) |
| 7 | 6 | 6 | 4 | JAMES TAYLOR & J.D. SOUTHER/Her Town Too (Columbia) |
| 6 | 5 | 4 | 5 | JUICE NEWTON/Angel Of The Morning (Capitol) |
| 2 | 1 | 2 | 6 | STEVE WINWOOD/While You See A Chance (Island) |
| 17 | 10 | 9 | 7 | REO SPEEDWAGON/Take It On The Run (Epic) |
| 27 | 20 | 10 | 8 | JOHN LENNON/Watching The Wheels (Geffen) |
| 25 | 18 | 11 | 9 | GINO VANNELLI/Living Inside Myself (Arista) |
| 1 | 4 | 7 | 10 | DARYL HALL & JOHN OATES/Kiss On My List (RCA) |
| 21 | 17 | 12 | 11 | CLIMAX BLUES BAND/I Love You (WB) |
| 29 | 27 | 18 | 12 | KIM CARNES/Bette Davis Eyes (EMI America) |
| 22 | 19 | 15 | 13 | STYX/Too Much Time On My Hands (A&M) |
| 13 | 8 | 8 | 14 | ERIC CLAPTON/I Can't Stand It (RSO) |
| 23 | 21 | 19 | 15 | FRANKE & THE KNOCKOUTS/Sweetheart (Millennium) |
| 24 | 22 | 20 | 16 | WHO/You Better You Bet (WB) |
| 26 | 24 | 21 | 17 | PHIL COLLINS/I Missed Again (Atlantic) |
| 18 | 15 | 13 | 18 | STEELY DAN/Time Out Of Mind (MCA) |
| - | 29 | 24 | 19 | RAY PARKER JR. & RAYDIO/A Woman Needs... (Arista) |
| - | - | 29 | 20 | CHAMPAIGN/How 'Bout Us (Columbia) |
| 19 | 16 | 16 | 21 | JOHN COUGAR/Ain't Even Done With... (Riva/PolyGram) |
| 16 | 14 | 14 | 22 | APRIL WINE/Just Between You & Me (Capitol) |
| 30 | 28 | 25 | 23 | JOHN O'BANION/Love You Like I Never Loved... (Elektra) |
| - | - | 28 | 24 | CHRISTOPHER CROSS/Say You'll Be Mine (WB) |
| - | 30 | 27 | 25 | DOTTIE WEST/What Are We Doing In Love (Liberty) |
| - | - | 30 | 26 | STARS ON 45/Medley (Radio/Atlantic) |
| - | - | → | 27 | GARY U.S. BONDS/This Little Girl (EMI America) |
| - | - | → | 28 | NEIL DIAMOND/America (Capitol) |
| - | - | → | 29 | DON McLEAN/Since I Don't Have You (Millennium) |
| - | - | → | 30 | JEFFERSON STARSHIP/Find Your Way Back (RCA/Grunt) |

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

TOM PETTY... "The Waiting" (Backstreet/MCA)
GARY U.S. BONDS "This Little Girl" (EMI America)
NEIL DIAMOND "America" (Capitol)
STARS ON 45 "Medley" (Radio/Atlantic)
HALL & OATES "You Make My Dreams" (RCA)

Complete Regionalized Listings on Pages 30 and 31.

HOTTEST

REO SPEEDWAGON "Take It On The Run" (Epic)
GROVER WASHINGTON JR. "Just The..." (Elektra)
SMOKEY ROBINSON "Being With You" (Tamla)
KIM CARNES "Bette Davis Eyes" (EMI America)
SHEENA EASTON "Morning Train..." (EMI America)

Parallel Listings Begin on Page 32.

JESSE WINCHESTER "Say What" (Bearsville/WB) 52/18

Moves: Up 13, Same 21, Down 0, Adds 18 including WIFI, KRBE, KFI, WFLY, WICC, WKEE, KSET-FM, WRJZ, WVLC, WISM, KTAC, WTSN, 95XIL, KPUR, KSLY.

JIM PHOTOGLO "Fool In Love With You" (20th) 51/18

Moves: Up 13, Same 20, Down 0, Adds 18 including WFIL, Q105, WZUU, WAQY, WKEE, WTIX, WERC, KX104, WNAM, KIDD, KQIZ-FM, KKLS, KSLY, KDZA, KFXD.

Others Getting Significant Action

BILLY & THE BEATERS "I Can Take Care Of Myself" (Alfa) 46/18

Moves: Up 7, Same 21, Down 0, Adds 18 including CFTR, KFI, KIQQ, WICC, WKRZ-FM, WKEE, KEGL, WGH, WISM, KJRB, KCPX, WISE, WKXY, KENI, KRLC.

LEE RITENOUR "Is It You" (Elektra) 45/22

Moves: Up 10, Same 13, Down 0, Adds 22 including WCAO, CHUM, WZUU, KEZR, WFBR, WICC, WKEE, CK101, WQRK, Z104, KNBQ, WFBG, WFOX, KKRC, KOOK.

RUPERT HOLMES "I Don't Need You" (MCA) 45/4

Moves: Up 17, Same 24, Down 0, Adds 4, WZZU, KYYX, KHFI, WTWR, WFIL d-30, WCAO 18-13, KIQQ on, KJR d-30, KPLZ 24-22, WERC 25-21, Y103 38-35, KIOA on, WHEB 28-25, WFLB 23-16, KKXL on.

ALAN PARSONS PROJECT "Time" (Arista) 43/13

Moves: Up 15, Same 15, Down 0, Adds 13, WBEN-FM, WZUU, WPST, KINT, WTIX, WBBQ, WSKZ, WLOL-FM, KIOY, WKXY, WTRU, KFXD, Y103 36-29, WIGY 21-18.

LOVERBOY "Turn Me Loose" (Columbia) 40/1

Moves: Up 14, Same 13, Down 12, Adds 1, WOKI, 96KX 28-24, KRBE 8-8, KBEQ 7-3, WGCL 5-5, Q102 13-10, KJR 25-20, KEGL 23-13, WVIC 6-6, WMEE 28-27, KJRB 3-2, KMJK 12-8, KHYT 25-20, 95XIL 2-2, KDVV 8-5, KQDI 11-10.

☐ HALL & OATES "You Make My Dreams" (RCA) 36/33

Moves: Up 0, Same 3, Down 0, Adds 33 including KRBE, 94Q, Q105, WFBR, K104, WAAY, WBCY, WGRD, KWEN, KKXX, KCPX, WTSN, WHHY, KATI, KQDI.

STANLEY CLARKE/GEORGE DUKE "Sweet Baby" (Epic) 35/13

Moves: Up 7, Same 15, Down 0, Adds 13, KFI, KEZR, KYYX, KPLZ, WFBR, WICC, KSET-FM, WBBQ, WLOL-FM, KHYT, 95SGF, KKLS, KDZA, KINT 21-18, K96 30-27.

LENNY Le BLANC "Somebody Send My Baby Home" (Capitol/MSS) 35/1

Moves: Up 14, Same 19, Down 1, Adds 1, WTIX, 94Q on, KS95-FM on, WHYN 17-15, KBFM on, WBBQ on, WLOL-FM 32-24, KCPX 28-25, WFLB 16-10, FM99 35-27, KCBN 25-22, KATI 24-21, KFXD 27-24, KRLC 30-28.

AC/DC "Dirty Deeds Done Dirt Cheap" (Atlantic) 31/7

Moves: Up 11, Same 13, Down 0, Adds 7, CHUM, KEGL, KLAZ, KXX106, KJ100, Z102, WCGQ, Q107 on, KRBE 18-14, WPST 30-26, B97 27-20, Z104 23-17, WIKS 28-24, KRLC d-18.

ABBA "Super Trouper" (Atlantic) 31/6

Moves: Up 11, Same 14, Down 0, Adds 6, WBBF, WERC, WOKI, WVIC, 13FEA, KWLO, WFIL on, Q103 on, WLOL-FM 22-20, WOHO 20-18, KIOY on, WJBQ 36-31, WHEB 23-22, WFLB 30-18.

Continued on Page 35