

# Radio & Records

ISSUE NUMBER 382

THE INDUSTRY'S NEWSPAPER

MAY 15, 1981

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## Solar Signs With E/A

Solar Records has signed a manufacturing and distribution deal with Elektra/Asylum Records. The agreement, described as "one of the largest" in record business history (although no specific figures were available), calls for initial E/A-distributed Solar product during the next 60 days, with about 12 albums and 25 singles due annually from artists including Shalamar, the Whispers, Dynasty, Lakeside, Carrie Lucas, Klymaxx, Midnight Star, Juanita G. Hines, and Vaughn West. Solar was founded as Soul Train Records in the mid-70's, distributed by RCA, as it has been up until the present agreement; the name was changed to Solar in 1978 when President Dick Griffey became sole owner.

E/A Chairman Joe Smith called the association with Solar "one of the most important and exciting events in the long history of Elektra/Asylum... We are aligning ourselves with an incredibly



Dick Griffey, Joe Smith

dynamic company. Their consistent and powerful penetration of both the R&B and pop markets has been one of the true success stories in our industry during the last few years. The distribution of Solar, coupled with E/A's own special markets roster and staff, places Elektra/Asylum in the forefront of the black music business."

Griffey stated, "Naturally, any move of this magnitude is a major SOLAR/See Page 26

## EEO, TRAFFICKING ALLEGATIONS

### San Juan Racing Sale Opposed By NBMC

The National Black Media Coalition (NBMC) and five local groups this week (5-11) filed a petition to deny San Juan Racing's

proposed \$66 million sale of eight radio stations to Gulf United, which intends to spin off WKTU & WJIT/New York and WYSP/Philadelphia for \$32 million as soon as it acquires them, plus WUST/Washington to a minority buyer.

NBMC charges that San Juan's EEO record "is or is nearly the worst in broadcasting" and that Gulf United's EEO record is only "marginal." Further, the coalition alleges that SJR stations do very little nonentertainment programming and relegate public affairs to "graveyard" hours.

In a unique allegation, NBMC charges that by failing to include KNUS/Dallas in the sale package, SJR is engaging in trafficking. The coalition maintains that since KNUS is the only property SJR has owned less than three years, it is clearly holding onto it only to reap a large profit when three years has passed. Normally, trafficking charges are lodged only when an owner seeks to sell before the three-year period expires.

SJR's attorney, Arthur Stambler of the Washington law firm Lovett, Ford, Hennessey, Stambler & Selbert, told R&R SJR believes "it has operated its stations in the public interest with due regard for the needs and desires of its listening audiences and will continue to do so and will be upheld and vindicated by the Commission upon its review of the full, accurate, and fair record."

## Foreman To Consult ABC Networks



Dick Foreman

Dick Foreman, former VP/Programming for the ABC Radio Networks, will consult the four networks on all areas of programming. Foreman resigned from ABC in January (R&R 1-16) to form his Richard A. Foreman Associates consultation firm. Under the terms of the agreement, he will oversee programming quality control and develop new forms of programming for the networks, reporting directly to ABC Radio Networks President Ed McLoughlin.

FOREMAN/See Page 26

## COMPETITORS UPSET

### WLUP In \$150,000 Petty Ticket Giveaway

In one of the most elaborate concert promotions in radio history, WLUP/Chicago purchased all the tickets for Tom Petty & The Heartbreakers' only Chicago performance, at a cost of about \$150,000. The station will give the tickets to listeners through a variety of carefully-supervised arrangements, including on-air bequests and giveaways at various locations.

WLUP PD Max Floyd explained to R&R, "We felt we needed a commitment now that the book is out." (WLUP fell behind AOR competitor WMET and AOR-leaning CHR station WLS-FM in the winter Arbitron results.) "It's a big war here as to who is going to emerge on top. We felt, 'Let's

make a statement.' Plus, I think a free concert at this point, with the economy the way it is, is a positive thing."

As far as ensuring that tickets go to fans, Floyd asserted, "We're very concerned that the diehard Petty fans get tickets. We'll police it as best we can." However, he admitted that WLUP could do nothing about ticket winners reselling their prizes. Should other stations try to collect tickets to give away, Floyd feels "that's fine. There'll be a big 'Loop' stamped on them, so if they want to give them away..."

### WMET Pulls Petty Albums

The strongest reaction to the WLUP promotion came from WMET/See Page 26

## NEW LP ON RSO FOR FALL

### Bee Gees, Stigwood Back In Harmony



Lawsuits totalling over half a million dollars have been discontinued by the Bee Gees, Robert Stigwood and his companies, and Polydor International, with "all disputes and misunderstandings" resolved. The group had charged Stigwood and companies with fraud and conflict of interest, while Stigwood had countersued for libel, breach of contract, and extortion.

However, as a result of the out-of-court agreement, both parties are "delighted to continue their immensely successful long-term association," with a new Bee Gees album scheduled for worldwide release on RSO Records in the late fall. Further emphasizing the conciliatory tone of the settlement, the Bee Gees have "unreservedly withdrawn all allegations" against Stigwood, his companies, and Polydor International, and moreover "deeply regret the distress caused by allegations made ostensibly in their name." Pictured commemorating the new agreement are (l-r) Bee Gees Robin and Maurice Gibb, Robert Stigwood, and Barry Gibb.

## AARON APPOINTED GM

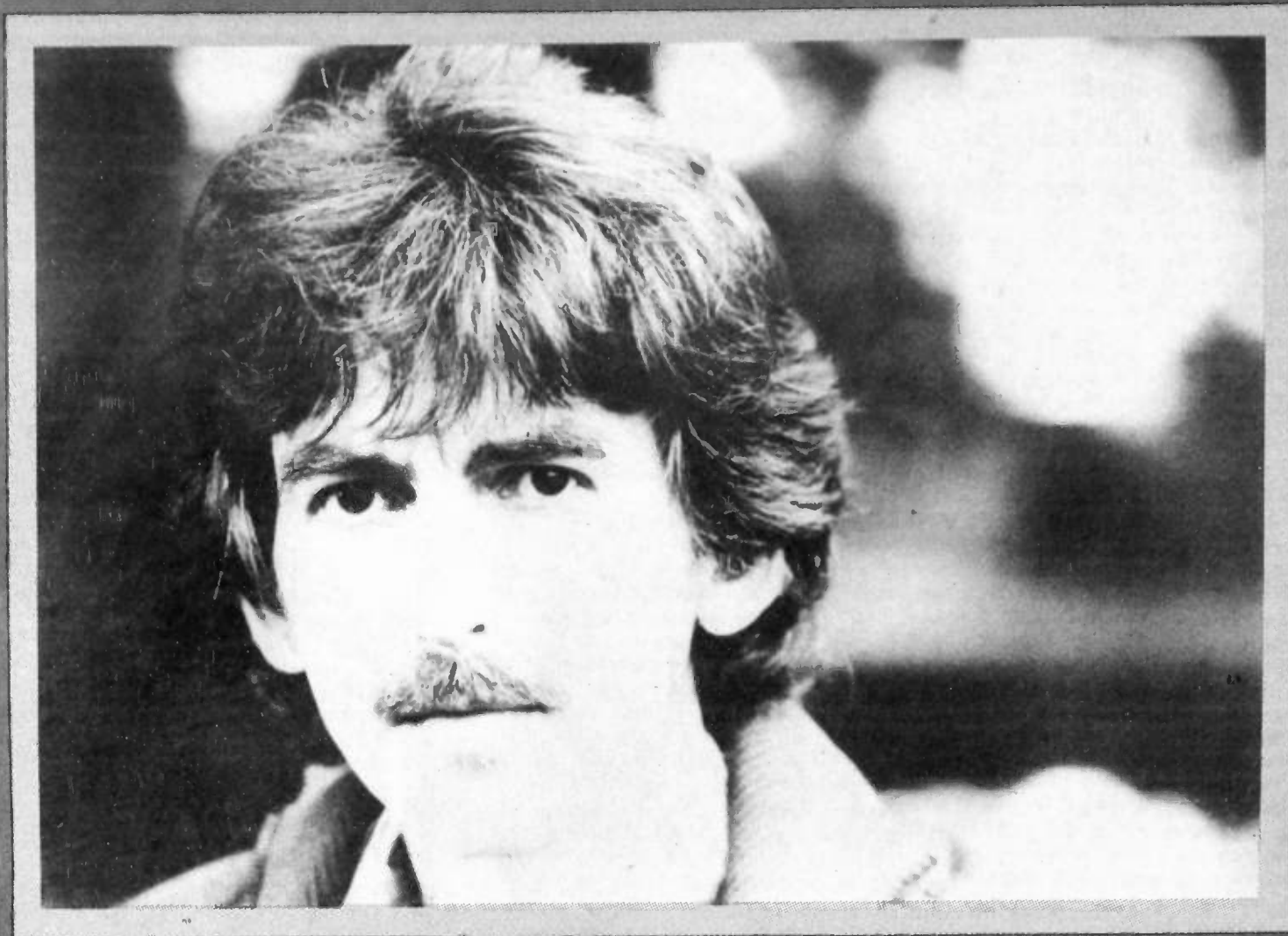
### WIFE Goes News/Talk

Longtime rocker WIFE/Indianapolis went News/Talk Monday (5-11) under new owner Communicom Broadcasting Partners and newly-appointed General Manager Paul Aaron, most recently President/GM of WWWE & WDOK/Cleveland.

Communicom Chairman/CEO Kenneth Palmer commented to R&R, "I'm really delighted we were able to get Paul, who is so very good and enthusiastic about this format and the station itself.

There are four full-time AM stations in the market and 9 FM stations, and everybody's playing music. The one thing that seemed to be totally lacking was a good News/Talk/Information/Sports station." Palmer added that the present staff will be retained and augmented to fill the needs of the new format, and that Norm Woodruff, who has consulted KIRO/Seattle, WBBM/Chicago, and KCBS/San Francisco, among WIFE/See Page 26

AS GREAT TODAY AS...



"ALL THOSE YEARS AGO"

GEORGE  
HARRISON

SEE BACK PAGE BREAKERS

Produced by George Harrison and  
Ray Cooper

Engineered by Phil McDonald



NEW FROM  
DARK HORSE RECORDS

Manufactured and Distributed  
by Warner Bros. Records

## Cramer To Program WMAQ

Ted Cramer has been named Program Director at WMAQ/Chicago, coming from his previous post as PD for WTVN/Columbus, OH. The move reunites Cramer with Dave Martin, who took the WMAQ General Manager post two weeks ago (R&R 5-1). Cramer and Martin formerly held the PD and GM positions, respectively, at WDAF/Kansas City.



Ted Cramer

"Obviously, it's a tremendous opportunity," Cramer told R&R. "I worked with Dave when WDAF went to number one in Kansas City and it's great to be associated with him again. I'm very excited about the move and I'm looking forward to working with all the people at NBC (WMAQ's owners). I certainly am sorry to be leaving the Taft organization; I've spent five of the happiest years of my radio career at Taft."

Martin commented, "I'm elated. I'm extremely pleased to be reunited with Ted. He was the best man for the job among a lot of outstanding candidates and I can't say enough good things about the guy. Taft Broadcasting's loss is our gain. This is a great opportunity for Ted, this is a wonderful market, and we think that he'll just do great here."

## Connolly Takes Over WDAF GM Position

Thomas Connolly has been elevated to General Manager at Taft-owned WDAF/Kansas City. Most recently, Connolly served as General Sales Manager for WKRC/Cincinnati (likewise Taft-owned), having begun his radio career as a salesman there in 1974. Prior to joining WKRC, Connolly was an account exec with Xerox, and Merrill, Lynch, Pierce, Fenner & Smith.

"I'm very happy," Connolly told R&R. "Not only is it my first General Manager's job, but the key thing for me is that Taft has enough confidence in me to give me one of their top-notch stations. WDAF is doing extremely well and I have absolutely no intention of changing it in any way."

## Landecker To Leave Chicago For Toronto

After nine and a half years on the air at WLS/Chicago, John Landecker has resigned to join CFTR/Toronto later this summer. Landecker, who recently moved into PM drive at WLS after nine years in the early evening shift, will become CFTR's AM drive personality.

Landecker commented on his move, "I see this as the first real progress I've made in my radio career in about 10 years. This one move breaks away all the stereotypes of being considered a night jock and offers me unlimited potential for progress in the area of creativity. I've always wanted to do mornings, and CFTR's format will allow me the creative flexibility that I think will make for some very entertaining radio. CFTR is a great radio station and I am very pleased with the way everything has worked out."

LANDECKER/See Page 26

## NAB, Arbitron Disagree On Ethnic Study

The controversy over measuring Black radio listeners heated up this week, as the NAB's Committee on Local Television and Radio Measurement (Coltram) expressed unhappiness over the way Arbitron tested an "improved" ethnic retrieval technique that could become an alternative to Arbitron's controversial DST (Differential Survey Treatment) method. The NAB's Larry Patrick issued a statement to R&R which read: "The study (of improved telephone retrieval procedures) did not fully meet the specifications for a standard measurement procedure. Most serious is that the response rate achieved by Arbitron was 54%, while each member of Coltram required Arbitron to achieve a 70% level." However, Arbitron Radio VP/GM Mike Membrado told R&R, "Our research people say they told Coltram we would achieve a 60% response rate, not 70%."

NAB/See Page 16

EVANS NEW KSFX PD

## Jim Smith Appointed WBBM-FM PD

Jim Smith, PD at KSFX/San Francisco, has resigned that position to take the programming reins at WBBM-FM/Chicago. The move marks a return to WBBM-FM for Smith, who was Music Director at the station from 1970-73. Pat Evans, who joined KSFX six weeks ago in a research capacity after working at KYA/San Francisco and WDRQ/Detroit, has been named to succeed Smith.



Jim Smith

WBBM-FM GM Brian Pussilano commented to R&R, "Jim brings a wealth of experience and success to his new position. His winning track record, knowledge of music, and the reputation he enjoys provide WBBM-FM with the kind of professional who will help make the station a winner."

Smith told R&R, "An incorrect assumption for anyone to make about my leaving KSFX would be because the station is for sale. That is not the reason I'm leaving. I love Chicago, having spent most of my professional career there, and the opportunity to return and program WBBM-FM was something I couldn't resist."

SMITH/See Page 16

## J.J. Jeffries Named PD At WBMX

J.J. Jeffries, PD at KSOL/San Francisco, has been appointed to fill the Program Director's position at WBMX/Chicago, vacant since Jack Patterson's departure four weeks ago (R&R 4-24). Jeffries, a 10-year radio veteran, was at WJMO/Cleveland before joining KSOL.

Kernie Anderson, who recently became GM at WBMX (R&R 5-1), commented to R&R, "J.J. did an outstanding job running KSOL, bringing them from nowhere to number three in the market. He's an incredible individual, a great programmer, and he's very good with people. I'm confident he'll be able to make WBMX the kind of station that we're all used to it being." Jeffries added, "I feel good about it. My general approach is 'a family affair'; the people at the station will be a family." Asked about possible changes, he said, "I'm going in to see what's going on first."

## BENDER RESIGNS

### Jacobs New WRIF PD

Fred Jacobs has been named Program Director of ABC's WRIF/Detroit, following the resignation of PD Tom Bender last week. Jacobs, most recently Director of Research/Programming Development for the ABC O&O's, will discontinue his corporate duties in order to return to WRIF, where he did research for two years previously.

WRIF GM John Hare told R&R, "I think Fred is a sensational person with a very strong research background. He has a good feel for programming, and he has seen this radio station when it was in its glory. I think his input into the station at that time helped us."

Jacobs commented, "This has always been a ridiculously competitive AOR market. The last year hasn't changed that; it's just shifted the players

JACOBS/See Page 16

## Judge Rejects MCA's Elton Restraining Order

An MCA Records suit to block release of Elton John's "The Fox" album on Geffen Records was rejected by a U.S. District Court judge Monday (5-11). The MCA suit, filed May 4, charged copyright infringement and sought to apply a temporary restraining order prohibiting the LP's release. However, Judge William Gray opted that MCA had "no interest" in the album.

Elton's manager, John Reid, had filed a countersuit the same day as MCA had filed, alleging that MCA had delayed taking legal action until "The Fox" was about to be released. Reid stated he and his associates would continue to pursue this countersuit.

R&R

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this week ...

5-15-81

### CONSULTANTS COME TO COUNTRY

The Country format has been slow to accept consultants, but as the format grows, the demand is growing with it.

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### KLIV/SAN JOSE GIVES UP ROCK FOR AL HAM FORMAT

A rocker (Top 40 and AOR) since 1962 ends an era.

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### KCBS'S ALL-ELECTRONIC NEWSROOM

Computers keep the news flowing in the station's groundbreaking eight-terminal hookup.

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### THE ADVANTAGES OF ORGANIZATION

An organized programmer has the time and energy to become a creative programmer.

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### THE AOR WINNERS' CIRCLE

A series of profiles of top AOR ratings winners begins with WCOZ/Boston, consultant John Sebastian, and PD Andy Beaubien.

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### BALTIMORE WINTER ARBITRON RESULTS

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# Washington Report

## FCC Aims For June 16 Decision On 9 Kilohertz

**Industry Seeks Delay; POE Studies Off To Slow Start; Cuba Modifying AM Inventory**

A final decision on whether the United States will stand by its tentative support for 9 kHz AM spacing will be made at a closed-door FCC meeting on June 16.

That deadline sparked complaints from industry representatives at an advisory committee meeting in Washington this week (5-12) that they need more time to submit comments, and that the FCC once again plans to vote without first gathering all the facts.

Specifically, the broadcasters and engineers asked for more time to comment on the 9/9 conversion cost study issued by the Commission last week. Consultant Jules Cohen said it contains, "serious weaknesses." They also pointed out that the June 16 vote will come before the Panel of Experts (POE), now meeting in Geneva, reports the findings of its comparative studies on the 9/4, 9/9 and 10 kHz spacing options.

Privately, some 9 kHz opponents also said delaying the vote until after June 30, when reduced spacing advocate Bob Lee retires, could tip the balance against 9 kHz.

kHz spacing, which would create new channels to keep American and Cuban stations apart.

### Congressional Interest Picks Up

Meanwhile, interest seems to be picking up on Capitol Hill in both the 9 kHz and Cuban interference issues. Senate Foreign Relations Committee Chairman Charles Percy (R-IL) has reportedly asked for, and received, answers to a number of 9 kHz questions submitted to Chairman Lee. On the House side, Rep. Dante Fascell (D-FL) has scheduled June 3 and 4 hearings in his international operations subcommittee on the Cuban interference problem, which affects several stations in his South Florida district.

### Computers Delay POE Studies

Apparently, computer foul-ups have delayed the start of the POE's comparative studies in Geneva, even prompting the panel to consider postponing the project. However, the computers were working as of early this week, and the studies were to begin on an accelerated schedule.

### Cuba Modifying AM Inventory

Word has been received via Geneva that Cuba plans to modify its proposed inventory of AM stations by reducing some suggested power outputs. But the State Department's Bill Jahn says it's too early to know whether the Cubans are planning some kind of "goodwill gesture towards the United States." In recent months, Cuba's demand for high-powered stations has been frequently cited by the FCC staff as a prime reason to switch to 9

## Swift Tries Crossownership Bill In House Again

Rep. Al Swift (D-WA) has once again introduced the crossownership bill that he pushed through the House late last year, but which died in the Senate during the final hours of the 1980 legislative session.

The measure H.R. 3475, would put into law the FCC's policy prohibiting new combinations in which a community's only newspaper and only radio or television station are jointly owned.

### Focus On Performance In Renewals

In the case of license renewals, Swift proposes to eliminate consideration of:

- Ownership of other media.
- Integration of ownership in management.

"What you have left are the character, technical questions, proposed programming, and past

performance," Swift aide Scott Johnson told R&R. "The philosophy is if they're doing a good job, they should have their license renewed. Other factors are irrelevant during a renewal."

### Three Outstanding Cases

When the FCC adopted its crossownership ban in 1975, it allowed existing combinations to remain, except 16 cases it termed "egregious." Only three of the cases are still pending. In all other cases, either the newspaper or broadcast outlet was sold, or construction of a new station in the community made divestiture unnecessary.

### COURT CHALLENGE CONSIDERED

## AT&T Radio Line Costs Rise 35%

Barring last-minute legal action, radio broadcasters Thursday (5-14) will begin paying 35% more for the AT&T series 6000 private lines they use for network and wire service links, transmitter connections, and remote broadcasts.

As R&R went to press, lawyers for ABC, CBS, and NBC were considering asking the FCC and the

U.S. Court of Appeals for a stay to block the rate hikes, which received final Commission approval late last week (5-7).

### \$10 Million Hike For Radio Stations

Not counting millions of dollars in wire service costs, the rate hike will cost radio stations approximately \$9.8 million annually, on top of the \$28 million they currently spend on series 6000 private lines. The increase comes from two separate rate hikes totalling 35%.

### AT&T Cites FCC Order

AT&T asked for the gigantic increase because it was under

orders from the FCC to make all of its services pay for themselves by earning the 12.75% allowed rate of return. The Commission felt some customers were unfairly paying too little for services, while others were paying too much.

Opponents, including the networks and the NAB, say radio lines are already paying for themselves, and should not be subjected to an across-the-board increase just because the private line category as a whole is not earning a 12.75% rate of return.

Attorneys for ABC, NBC and CBS planned to file for injunctions against the two rate hikes comprising the 35% increase in federal courts in New York and Washington later this week. Rulings were expected immediately, perhaps the same day.

## Washington Street Talk

### Fee Bills Advance

Bills to tighten Congressional controls over the FCC and impose regulation fees on broadcasters are now before the House and Senate, after being reported out by the Commerce Committees. For radio, the mark-up process produced a new \$300 directional antenna fee, but no other major changes.

### Lee In The Lion's Den

FCC Chairman Bob Lee told communications lawyers in Washington Monday (5-11) to quit their delaying tactics aimed at preventing introduction of new services. Continuing delay tactics "will come back to haunt you and your clients," Lee warned, in the form of new rules and regulations "that will deny your clients opportunities to seek a full and fair hearing."

### Copyright Shakeup

Clarence James has suddenly quit as Chairman of the Copyright Royalty Tribunal, a body he says isn't working and should be abolished. Thomas Brennan steps up to replace James as head of the CRT, which divides royalties among performers and others who make claims.

### Packwood Submits Election Bill

Commerce Committee Chairman Bob Packwood (R-OR) Monday (5-11) dropped in a bill creating a Commission to study the impact of broadcast news coverage on election results. The group, made up of industry, congressional, and executive branch representatives, would have a year from the date of its first meeting to submit a report.

### Fowler Nomination Delayed

Mark Fowler could be confirmed as FCC Chairman this week, after his nomination was held up by the revelation his former law firm, Fowler & Meyers, is being sued for legal malpractice by Florida businessmen who had sought a new FM license. Fowler told the Washington Star the group's suit was a "typical strategy," filed only after he sued them for \$14,000 in unpaid bills.



Willie Nelson



Paul Harvey

**NAB SIGNS UP WILLIE NELSON** — Headlining entertainment at the NAB's Radio Programming Conference in Chicago, August 16-19, will be Willie Nelson. An expected 2000 programmers will also hear a keynote speech by ABC's Paul Harvey. The studio and news equipment displays are expected to double the number of last year's exhibits in New Orleans.

# BREAKTHROUGH!

"The Eighties Extension" to Callout Music Research

is HERE:



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**Solution:** Consult your MARS P•D•C Micro-Computer Printout!

**Problem:** "How can I find out if my station's long-span listeners (who are super quarter-hour contributors) respond differently to my hottest rotation than do the short-span occasional users of my station?"

**Solution:** Consult your MARS P•D•C Micro-Computer Printout!

**Problem:** "How do I tell if listeners who prefer my station feel differently about certain songs on my playlist than do the listeners who prefer my competition?"

**Solution:** Consult your MARS P•D•C Micro-Computer Printout!

**Problem:** "Because the demographic composition of my 6-10 AM audience is different than our 7-midnight audience, where can I find a way to weight each sample separately?"

**Solution:** Consult your MARS P•D•C Micro-Computer Printout!

**Problem:** "How can I separate Oldies, Currents, and Recurrents for filing purposes without increasing my computer costs?"

**Solution:** Consult your MARS P•D•C Micro-Computer Printout!

**Problem:** How do I isolate one target demographic or psychographic while maintaining awareness of the total audience's reaction to my playlist in each daypart?"

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## THE SOLUTION IS



MASS ACCEPTANCE RESPONSE STUDY



PRECISION DAYPARTING CONTROL

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- EXCLUSIVELY  Listening-Span Cross-tabs (short, medium, and long listeners)
- EXCLUSIVELY  Cross-tabs according to core (primary) stations or formats that each respondent listens to (up to four station or format breakouts)
- EXCLUSIVELY  Target-cell weighting capability, allowing your sample to conform to population estimates, Arbitron audience composition percentages, or a specific demographic skew you feel would benefit your station (with a weighting-governor to prevent over-weighting)
- EXCLUSIVELY  Direct data-entry of each interview, to eliminate manual tabulation steps and prevent potential clerical errors
- EXCLUSIVELY  Two new ways to "feed" music to respondents (to avoid title-recall fatigue)
- EXCLUSIVELY  Expanded demographic and psychographic readouts (up to 16 sub-cells may now be examined in each printout)
- EXCLUSIVELY  A 200-page up-dated Operations Manual, spelling out step-by-step "paint by numbers" methods for complete turn-key operation.
- EXCLUSIVELY  Market Exclusivity available on Annual Contracts
- EXCLUSIVELY  Micro-Computer efficiency and affordability, on a micro-system specifically chosen for its low (2%) downtime. Your \$4,000 hardware purchase qualifies for investment tax credit.
- EXCLUSIVELY  A reasonable price tag. Monthly amortization per a capitalized depreciation schedule of seven years is roughly \$80 per month.

++ PLUS ++

P 2 M 2, an optional computer supplement software package, for use on the same hardware, which computerizes your music preprogramming (scheduling) process. The P2M2 program is custom tailored to conform to only your station's complex format: accommodating up to 1,000 songs, up to 16 rotational harmonics, up to 30 hourly events, up to 23 different format hours (with different stop-set placements, news lengths, etc.) . . . and MORE. P2M2 prints out a 24-hour music log in under 15 minutes, with computer precision and legibility.

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\* Note: MARS P•D•C means Mass Acceptance Response Study/Precision Dayparting Control

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## Cover Your In-Car Listeners



Considering how much radio listening is done in-car, imprinting your station's call letters or logo on these vinyl seat covers seems like a natural promotional idea. The 72-inch by 54-inch covers are foam-backed to stay in place and wipe clean easily. For further information contact Cleveland-based Eppco Enterprises.

## Computerized Radio Weather Service Available

The **Weather Station Inc.** is currently offering a unique computerized weather service to radio and TV broadcasters. Using computers, the firm collects all available weather data for the entire country at one location and presents this material to the forecaster in graphic form.

Radio stations can receive either prerecorded or live forecasts performed by the Weather Station's staff or professional radio announcers. These forecasts can be customized to provide such special services as agricultural forecasts, ski reports, or

boating conditions. In addition, the Weather Service provides stations with the ability to warn audiences of imminent rain (generally within 15 to 30 minutes before rainfall begins). The firm also notes that the forecasts are delivered in plain language and that percentage probabilities are not used.

For further information, including rates and market-exclusivity, contact the Weather Station's **Tom Baxter** at 101 North University Blvd., Norman, OK 73069, (405) 364-9950.

"I don't care **WHOSE** callout system you're using (even the original MARS System) . . . the **New MARS P-D-C** will revolutionize the way you conduct your callout music research."

- Todd Wallace  
President, Radio Index, Inc.

## THE SOLUTION IS



See Page 5!

## Polaroid's Perfect Anti-Counterfeiting Process Patented

In what should come as a boon to the counterfeit-plagued record industry, the **Polaroid Corp.** recently announced it had perfected a means to combat counterfeit merchandise, be it records, designer jeans, or even wines. According to Polaroid VP/Marketing Communications **Ted Voss**, the anti-counterfeiting product is actually "a plastic material that gets incorporated into someone's label." This material has a pattern embedded within it (distinguishable by the naked eye or by a mechanical reader).

Polaroid has patented the process, which allows for counterfeit detection at three stages: retailers can check labels when the shipment of goods arrives, consumers can inspect the label upon purchase, and manufacturers can determine the authenticity of returned goods.

## Broadcast Division Powers Metromedia To Record 1st Qtr.

Paced by an exceptionally strong showing from its broadcast division, **Metromedia Inc.** reported that revenues and earnings reached record levels during the first quarter of 1981. Net income for the period increased 12 percent to \$9.2 million, up from \$8.3 million in the first quarter of 1980, while revenues climbed 15 percent to \$108.6 million, up from \$94.7 million in the year-previous.

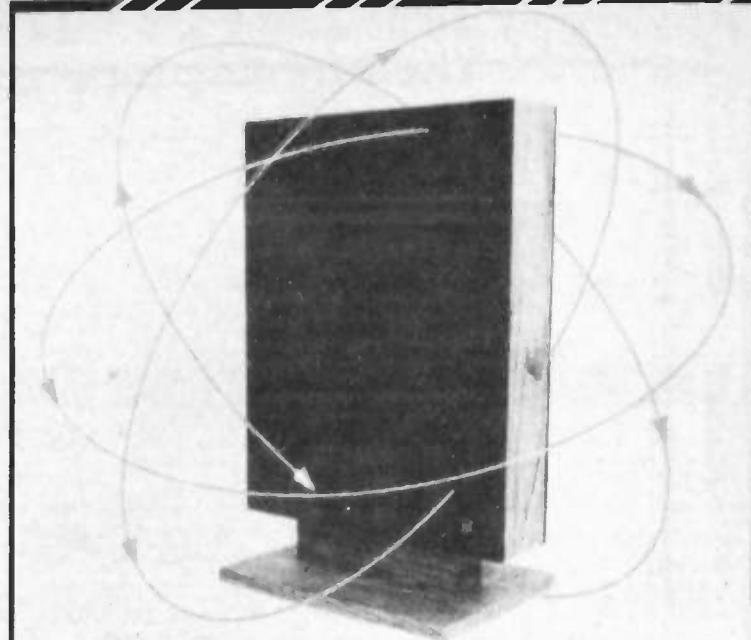
First quarter profits for the broadcasting division soared 41 percent to \$10.7 million as broadcast revenues jumped 22 percent to \$51.8 million. Metromedia Chairman/President **John Kluge** attributed the surge to a "healthy rate of gain" in radio and TV national spot advertising.

## Palm-Sized Radio Sports Memory Alarm



The palm-sized **Magnavox "309"** AM/FM radio is designed with the traveler in mind. Not only will the unit awaken you (by buzzer or radio sound) at the exact time you preset, the device's special alarm memory will automatically reset to wake you at the same time every day. Operating on three AA batteries, the "309" features a quartz-controlled LCD readout and comes with its own carrying pouch.

Communication  
Graphics inc



## BES Speakers Surround You With Sound

**Bertagni Electroacoustic Systems (BES)** recently unveiled a line of loudspeakers capable of dispersing sound uniformly forward and backward, upward and downward, and to the sides, enabling the listener to be surrounded by sound anywhere in the room in which the speakers are located, regardless of where the speakers are placed. The four BES models (a four-driver, a three-driver, and a pair of two-driver systems) also provide precise stereo imaging (clear right and left perception) throughout a room. This effect is likewise constant regardless of where the listener is.

In addition to the abovementioned omnidirectional dispersion, the BES speakers feature a radically advanced design, based upon a molded polymer diaphragm that produces sound by vibrating much like the human ear drum. This diaphragm responds to each frequency to be reproduced individually and immediately. The diaphragm and other speaker components are encased in a wood and aluminum frame, shaped like a slim rectangular prism and far less bulky than conventional speakers. Because of this construction, the BES speakers are designed to be free-standing and cannot be placed directly against walls.

The BES speakers contain far fewer moving parts than conventional speakers and are almost totally immune to heat, dust, and moisture. Prices range from \$250 to \$640. For further information contact BES Inc. at 345 Fischer St., Costa Mesa, CA 92626, (714) 549-3833.

## Healthful Hints For Dining-Out Dieters

The radio and record industries are noted for being constantly on-the-go, with members logging up to thousands of miles traveled weekly. Along with the hectic pace, the business's hypertension often manifests itself in compulsive weight-watching. And, as anyone who's ever been on a diet can attest, dining out

can cause calorie-counting crises.

Therefore, we'd like to pass along these healthful hints from dieticians at the **University of California**: order roasted, baked, grilled, or broiled meats. Avoid gooey casseroles and dishes with gravy or sauces. Choose green salad instead of creamy soup and use vinegar and oil as your salad dressing. Ask for children's portions or leave part of your food, like maybe half the baked potato and skip the sour cream, butter and bacon bits.

Don't take dessert just because it comes with the meal and don't eat the omnipresent crackers or bread sticks. Furthermore, have club soda with a lemon twist instead of a mixed drink before your meal.

## Double-Disc Comedy/Production Library Offered

**Jack Raymond's Funny Business**, in conjunction with **Robert Hall** of New York City, recently debuted a two-album comedy/production library. Designed for comedy production and use by air personalities, the package is available on a market-exclusive basis, and costs between \$20 and \$40, depending upon market size.

Both albums must be ordered together and contain numerous wild sound effects, one-liner voices, door knocker situation skits, and nearly a half-dozen fully produced zany radio commercials. For further information contact Jack Raymond at P.O. Box 832, Leominster, MA 01453.

## Gannett Sets 54th Consecutive Quarterly Earnings Record

The **Gannett Co. Inc.** reported its 54th consecutive quarter of record earnings for the first quarter of 1981. Gannett's earnings rose 11 percent to \$30.2 million, up from \$27.1 million during the first quarter of 1980, while revenues increased 11 percent to \$304.7 million, up from \$273.4 million in the year-previous period.

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**ABC Radio Network**





## Reps

### Torbet's Latest National Spot Findings

Torbet recently released an analysis of its first quarter national spot radio business for 1981, which included the following findings: national requests increased by 1400 from the year-previous, the 25-54 demographic (accounting for 11.1 percent of all requests) remained the most-requested demographic, with 17 percent more requests than in 1980's analogous period; and teen and farm activity requests have been on the upswing.

In addition, Torbet reports that the number of TSA, ADI and MSA requests

saw no change within the past year, with metro requests (up 12 percent over '80) dominating the three areas. In the realm of male and female requests, adults are still the leader, but male requests dipped six percent during the first quarter of '81 while female requests rose eight percent. There has also been greater interest in those groups aged 25-plus.

The top five age groups for the first quarter of 1981 were: 1) 25-54, 2) 18-49, 3) 25-49, 4) 18-34, and 5) 18-plus.

## Program Suppliers

### Westwood One

Ron Hartenbaum has been named Director/Advertising Sales for the firm's New York office, with Brian Heimerl taking the Director of Operations post at the Westwood One Los Angeles offices. Hartenbaum comes to the position from his previous post as National Account Manager for the ABC Radio Division, having previously held posts with Needham, Harper & Steers Advertising and Grey Advertising.

Heimerl joins Westwood One after six-and-a-half years with the Watermark syndication firm, most recently serving as Sales Manager.

### From Studio B

"The Rock Bottom Comedy Special," a one-hour radio comedy show featur-

ing rock artists such as Ozzy Osbourne, Bob Welch, Ted Nugent, and Al Stewart performing comedy sketches together, is currently available from the From Studio B Company. Along with the aforementioned performances by rock luminaries (more of whom will be named later), the show is hosted by the noted comedy team of Stevens & Grdnic.

### More Music Programming

Ron Erwin, whose credits include KFI, KLAC, and KGBS/Los Angeles, as well as serving as an inflight host for several airlines, has joined the firm as format announcer and consultant for More Music Programming's "Great Country" syndicated format.

## Project 90 Marketing Sweeps Radio Industry Higher profits for radio stations.

ORLANDO. Project 90 Marketing, the hottest new sales, programming and consultancy firm is the most talked about new service to come along in 10 years. In eight short months, Project 90 Marketing has dealt with over 200 radio stations in the U.S. and Canada.

The firm offers tailor-made sales or programming promotions to full-fledged consultancy services in all areas of radio station opera-

tion, including sales seminars, programming, format policy and station marketing.

The firm is headed up by Bill Kirk, a veteran broadcaster who managed several of America's top radio stations.

The main goal? Profits for radio. For more information contact Bill Kirk, President, (305) 869-5200, 101 Wymore Rd., Suite 506, Altamonte Springs, FL 32701.

## Nets



### Mutual

The net announces that by the end of May it will have completed the installation of 36 satellite receiving dishes in Georgia, North Carolina, and South Carolina, enabling Mutual to link over 80 area affiliates via satellite. By eliminating telephone land lines, the network is able to dramatically improve its sound quality.



### ABC Information

"The Fountain Of Youth," a six-part series anchored by ABC News correspondent Kate Ooordan, will be broadcast over the network's affiliates on May 16-17. The segments, to be aired within regularly scheduled Information Network newscasts, will examine America's current obsession with staying young and will feature interviews with cosmetologists, plastic surgeons, dieticians, and the like.



**ZE SOURCE OF ZEBOP** — When Columbia recording group Santana was featured in live performance via the Source recently, the network's John McGhan (left) interviewed group leader/guitarist Davadip Carlos Santana between sets in a vain attempt to find ze source of ze bop.



Network correspondent Charles Kuralt will celebrate his 10th year as anchor of the CBS News "Exploring America" series on the CBS Radio Network when the weekend special program presents "Exploring America: Listen To Its Voices," a 20-part special airing Saturday and Sunday, May 23-24. The four-minute long broadcasts will deal with the many varieties of the English language as it is spoken in the sundry regions and sub-regions across the nation.

### ENTERPRISE RADIO

Paul Orlo has been named Executive Vice President/Marketing for the net. A 20-year veteran of the broadcast industry, Orlo most recently served as GSM for WFSB-TV/Hartford, having formerly held posts with WABC-TV/New York, NBC TV Spot Sales, and CBS Radio Spot Sales. Orlo also previously served as Exec. VP and part-owner of WMMV/Meridian, CT as well as GSM with WBBF-WBFB/Rochester.



### ABC Contemporary

The "Neil Diamond Special" will air via the net's affiliates on Sunday, May 17. In addition to a number of Diamond's best-known songs, the special will include interview segments with Neil, "Jazz Singer" co-star Lucie Arnaz, and CBS Records President Bruce Lundvall.



### RKO Radio

Sharon West has been named to a correspondent's post within the net's Washington News Bureau. West comes to the position from her previous post as news anchor/reporter for WFAA/Dallas, having formerly held news positions at KNUS, WRR, and KRLL/Dallas.

## People

### New Haven

Paula Schneider has been elevated to Station Manager for WPLR-WOMN, coming from her previous post as GSM for the stations. Schneider, an eight-year veteran of the operations, previously held account exec and Sales Manager positions.

### Oklahoma City

Michael Colello has assumed the General Manager post at KOFM, coming from his previous post as GM for WXLPI/Davenport, IA.

### Davenport, IA

Tom Kroh has been appointed General Manager/Vice President at WXLPI. Kroh most recently served as GM with WMPS/Memphis.

### New York

Robert Lind has been appointed Sales Manager at WINS, coming from his previous post as GSM for WPNT-FM/Pittsburgh. Prior to joining WPNT, Lind served as GSM with WKSS/Hartford, having begun his radio career at WEZW and WTMJ/Milwaukee.

### San Francisco

Jerry Sellers has been elevated to General Sales Manager for KYA-AM-FM/San Francisco. A six-year veteran of the station, Sellers most recently served as KYA's Local Sales Manager.

## Sales

WSAU-WIFC/Wausau, WI have been sold by the Forward Communications Corp. to Mid-West Media Inc. for \$2.75 million.

KCLM/Redding, CA has been sold by John Colgan to Walls & Jones Broadcasting Inc. for \$750,000, subject to FCC approval. William A.

Exline Inc. brokered the transaction.

The RAB began this week a series of one-day "Idearama" sessions around the country in 40 locations. Next week they're scheduled for Sacramento, Kansas City, and Charlotte (May 19); and Los Angeles, Dallas, and Richmond (May 21).



## JINGLES STATION ID'S

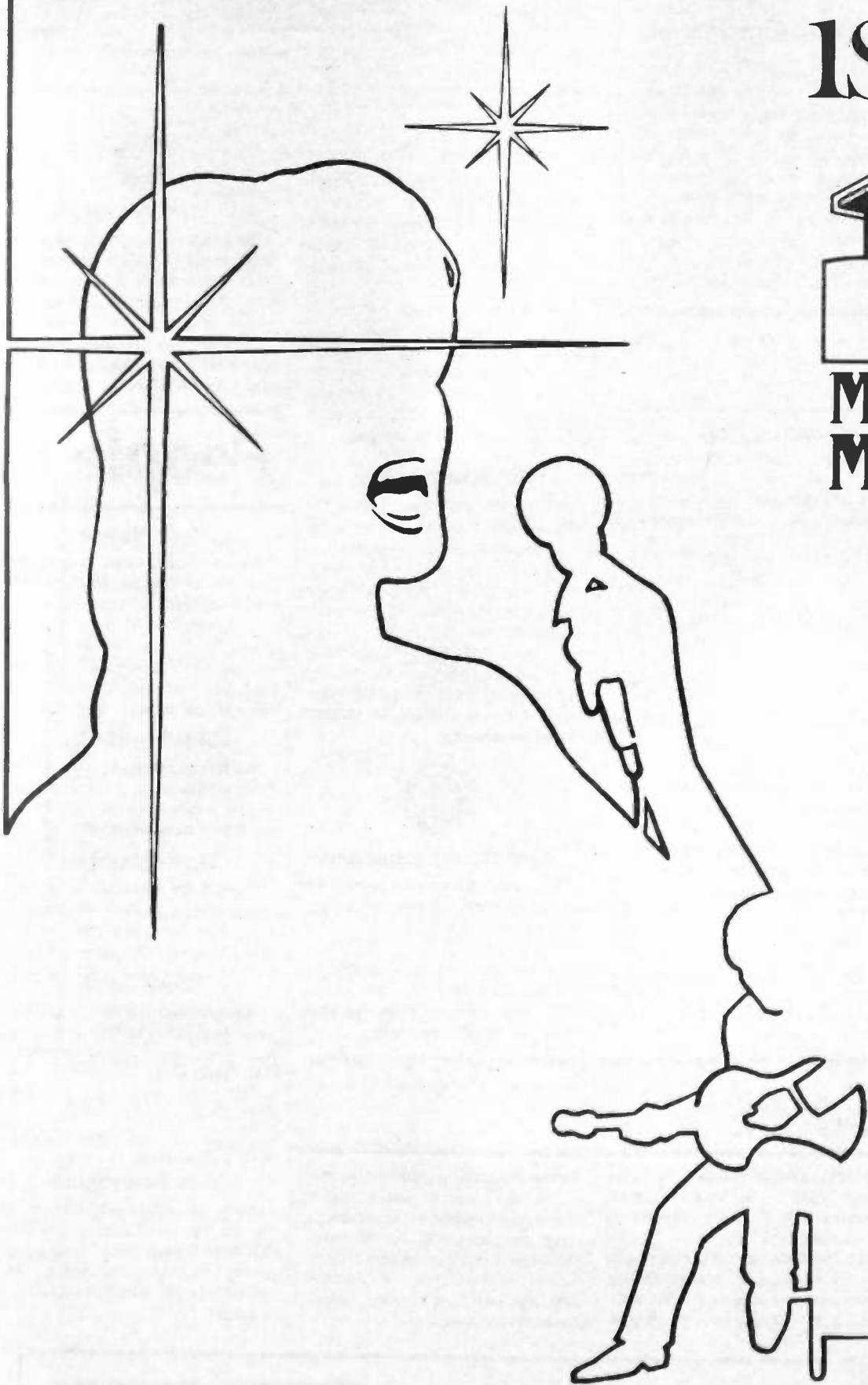
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# "Musical Houses" Book Provides Snaps Of Stars' Homes

**Musical Houses: Homes And Secret Retreats Of Music Stars**, a product of the **Environmental Communications** firm, featuring photographs by **Tim Street-Porter**, is one of the more unusual books we've seen in quite a while. Published by Philadelphia-based **Running**

**Press**, the 96-page paperback contains almost 200 full-color photos taken in and around the humble abodes where the music industry's hottest abide.

The book covers a wide range of people and, as might be expected, their tastes are equally varied, from

producer/executive **Richard Perry's** 30's modern digs (once owned by **Ronald Reagan** and **Jane Wyman**), sporting an Advent TV and an indoor hot tub, to **Devo's Jerry and Bob Casale's** under-furnished and over-cluttered apartment, to the **Beach Boys' Dennis Wilson's** yacht, to producer **Snuff Garrett's** recreation of a Western ranchhouse (pictured), **Eagle Don Henley's** nest adorns the book's cover.

The text is likewise fascinating. Where else could you learn that executive **Artie Mogull** stores his 487 gold records in crates in his garage or that **Richard Marín** (Cheech of **Cheech and Chong**) designed his own bathtub, which looks like an enlargement of a gynecology lesson?



**Greta Garbo** and **Marlena Dietrich**, and **Earth, Wind & Fire's Verdine White** hanging his hat in a moderately high-style townhouse — albeit with an elaborate reproduction of a **Rousseau** painting adorning the entire

wall of the informal dining room. For a peek into the closets of these and other such luminaries, you can't beat **Musical Homes**. Priced at \$7.95, it's available from **Running Press** at (215) 587-5080.



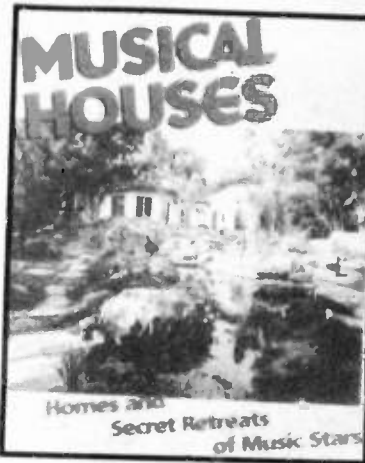
## National Survey Finds First Quarter Record Sales Flat

Lack Of New Hits, Promo Money Blamed

A recent telephone survey of over four thousand record retail outlets across the U.S. found sales of recorded music during the first three months of 1981 to be roughly equal to that of 1980, according to **Montgomery Securities**, the San Francisco-based investment research firm that conducted the study.

The survey, which encompassed 18 retail firms, also found that the highest rates of gain were in the 10-15 percent area with lack of any new "hot" product (the biggest-selling albums were left over from the last quarter of 1980) blamed for the generally flat sales picture.

Montgomery Securities went on to note that promotional material and promotional money was "virtually nonexistent," making retail stores more dependent on radio airplay to promote sales. "There really aren't 'salespeople' in the stores, just cashiers," the survey concluded.



### Traditional Tastes, Too

However, those with more traditional tastes are also represented with **Helen Reddy** and husband **Jeff Wald** living in a mansion formerly owned by **MGM** producer **Dore Schary**, **Johnny Rivers** residing in a rambling edifice once owned by

### CBS Bows Gospel Label; Huey Named VP/GM

**Buddy Huey** has been appointed Vice President/General Manager for the newly-created **CBS Records** gospel label, which is yet unnamed. Huey, who will be based in Nashville, previously served as Vice President/A&R at **Word Records** for the past six years.

Plans are for the label to market the entire range of black and white gospel music, with CBS's gospel catalog to see selected rerelease as well. The label will be distributed independent of CBS Records' field organization; however, releases which have crossover potential will be available via CBS's branch distribution. CBS International will handle foreign distribution.



Buddy Huey

### Siegel Upped To VP At RFC Group

**Bob Siegel** has been elevated to Vice President for the **RFC Group of Companies** from his previous post as General Manager at **RFC**. Prior to joining **RFC**, Siegel served as Director of Special Projects with **Warner Brothers Records' Dance Music Department**, having begun his record industry career doing promotion for **TK Records**.

In his new position, Siegel will oversee all administrative aspects of **RFC's** operations, including its Dance Promotion and Production Divisions as well as the **RFC/Quality** label.



Bob Siegel

### Marx Forms Indie P.R. Firm

**Michelle Marx** has formed an independent public relations firm and will coproduce (in association with independent producer **Robert Lombard**) various promotional and documentary films/videos. Marx most recently served as Director of West Coast Publicity for **A&M Records**. She can be reached at (213) 934-5710.



Jeff Backer Gregg Feldman Peter Schwartz

### Backer, Feldman & Schwartz Upped To Arista Reg. Promo Dir. Posts

**Jeff Backer**, **Gregg Feldman**, and **Peter Schwartz** have been elevated to regional promotion director positions at **Arista Records**. Backer, a three-year veteran of the label who most recently held the New York local promotion post, will supervise the label's **CHR** and **AOR** promotional activities for the East Coast.

Feldman, most recently **Arista's** Seattle local promotion rep, will now serve as the label's Northwest Regional Promotion Director, while Schwartz, formerly **Arista's** Los Angeles promotion rep, will take the West Coast Regional Promotion Director position.



Fred DiSipio Jr.

Jack Ashton

### DiSipio, Ashton Named Reg. Promo Mgr.'s At Polygram

**Fred DiSipio Jr.** and **Jack Ashton** have been appointed Regional Promotion Managers for the Northeast and Midwest, respectively, at **Polygram Records**. DiSipio Jr. will be based

## Pro:Motions

in Philadelphia while Ashton will operate out of Detroit. Both previously served in **RSO Records'** promotion department prior to their arrival at **Polygram**.

# WESTWOOD ONE SALUTES

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# Radio is our only business. That's why we're better at radio entertainment than anyone else.

The Dick Clark National Music Survey is the latest in a string of musical entertainment hits created by Mutual. Hosted by the man who turned the country on to contemporary music, Dick Clark will once again be making radio music history with this new weekly show.

Dick's show will feature three hours of hit music playing the top 30 songs of the week. But it's more than just a "countdown." Listeners will hear exclusive interviews with the artists; "Update"—the inside track on what's happening with and to music people; "Showcase"—playing the week's best new releases; "Chartbound"—charting the course of the record skyrocketing through the rankings; and, "Ask Dick Clark"—where Dick answers listeners' questions.

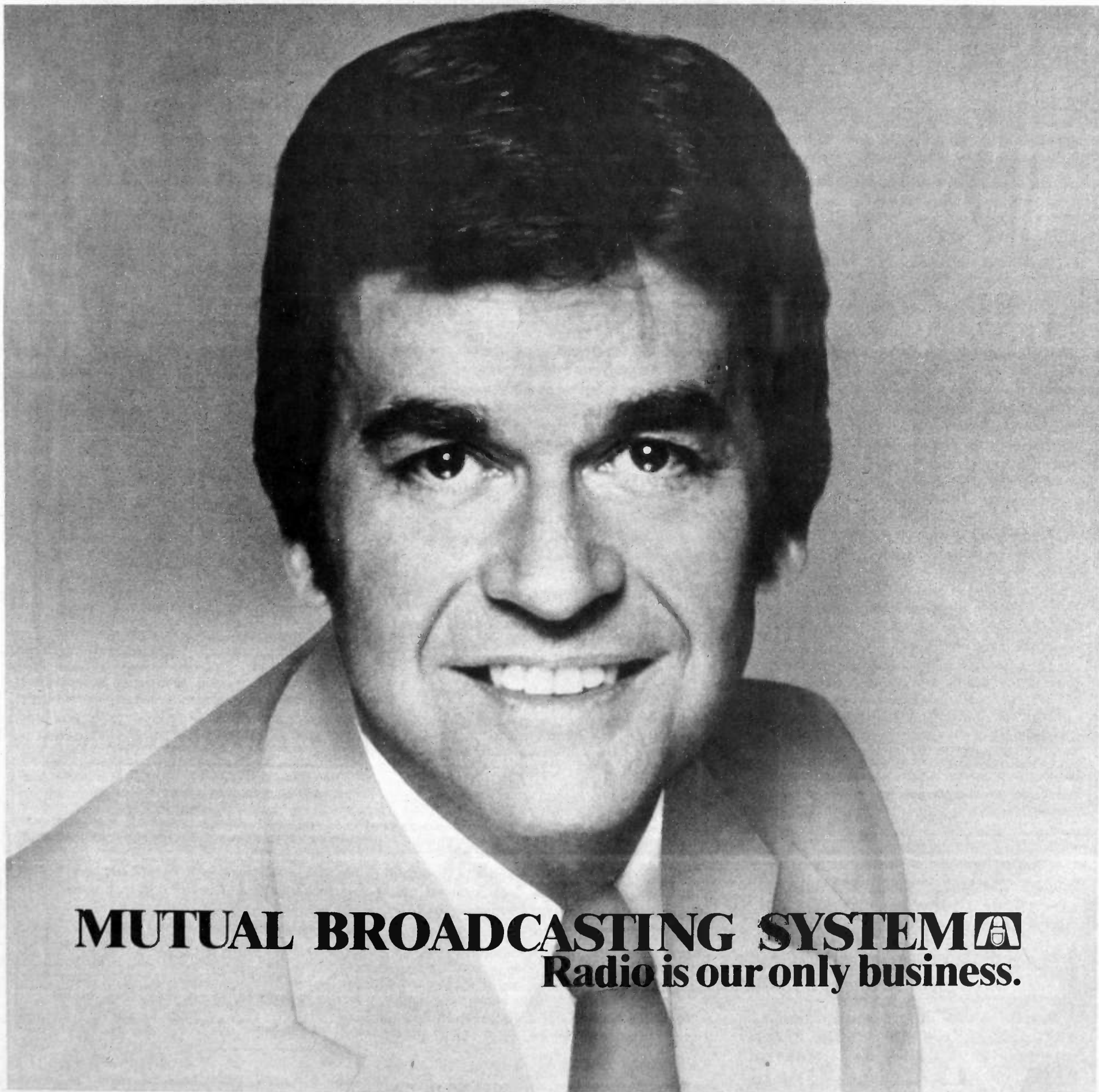
Dick Clark is probably the most visible man in contemporary music. He's a hitmaker whose launching of stars and songs is legendary.

He's on the same soundwaves as young America. And when he sells, they listen, they buy.

In addition to the weekly Dick Clark National Music Survey, Mutual will be broadcasting three Dick Clark Specials this year: Memorial Day, July 4th, and Labor Day.

Mutual has had a nonstop run of musical hits, from the "Johnny Cash Silver Anniversary Special," to "Jamboree in the Hills," to "Country Music Countdown-1980," which was carried by 705 stations reaching an estimated audience of 17.5 million.

Become a part of our greatest hit ever, The Dick Clark National Music Survey, and set new records for yourself. With Mutual it's a sure thing. We're better at radio entertainment than anyone else because radio is our only business. And because only Mutual has Dick Clark.



**MUTUAL BROADCASTING SYSTEM**   
**Radio is our only business.**

# Ratings & Research

"Ratings information on the January-March survey takes on added importance."

## Winter Survey Results Examined

Broadcaster reactions to the winter and summer Arbitron sweeps are fairly predictable. If the book was a good one then the station will buy it and or sell with it. If the news is poor, then the station doesn't buy the data and downplays the importance of these "minor" Arbitron efforts. However, with Quarterly Measurement hitting several winter markets this sweep, and with the increasing trend toward selling with multi-book averages, the just-received ratings information on the January-March survey takes on added importance.

Over the next few weeks R&R will discuss highlights of the results of this 10-week long QM winter sweep. This column will deal with the top three markets, looking at key battles in each.

### New York

When analyzing the findings of either the winter or summer New York City books, one must be careful to compare apples to apples. Readers need to keep in mind that in the Fall '80 sweep the separate metro of Nassau-Suffolk (Long Island) is measured for its own ratings report; thus, additional sample is placed in those counties. For example, the 12+ metro in-tab in the fall was 5409 in the New York metro (which includes Nassau-Suffolk), of which 1236 were in the Long Island metro for that market's ratings development. In the winter, there is no separate book published for Nassau-Suffolk, contributing to the overall New York metro in-tab decrease (to 4149 this survey). In the spring there is additional sample again in the Long Island counties, whereas the winter and summer show only about half the Nassau-Suffolk in-tab seen in the spring and fall.

Stations that are successful in appealing to the demographics and psychographics of the Long Island populace may tend to fluctuate as a result of the sample manipulation described above. Please be sure to keep this in mind when reviewing New York numbers.

Taking a look at one of the key battles, let's examine the 18-34 competition between WBLS and WKTU. Both stations showed slippage 12+, with WKTU losing almost two shares. However, in the young adult demo WBLS became the leader this book by remaining at almost a 13 share of the 18-34 group, while WKTU slipped almost four shares. What happened? An analysis on the Market-Buy-Market® system gives some clues...

### Time Spent Listening Report

Adults 18-34 Monday-Sunday 6AM-Midnight  
New York

| Stations | Fall '80                 | Winter '81 |
|----------|--------------------------|------------|
|          | Minutes Per Day Listened |            |
| WBLS     | 103                      | 111        |
| WKTU     | 100                      | 90         |

Besides the loss in time spent listening, WKTU's standing was hurt by a loss of 18-34 cume in the 10% range. The cumes for WBLS and WKTU are now virtually identical in this key demo.

### Los Angeles

As in New York, the winter and summer L.A. books must be compared properly to the spring and fall results. Orange County, the Anaheim area, has its own book in the two major sweeps but in the winter and summer there is less sampling in Orange County. The Fall '80 L.A. metro (which includes Orange County) 12+ in-tab was 3768, compared to just 3157 this survey. Orange County returned only 646 diaries this time, versus 1160 in the fall report. Stations with appeal keyed to Orange County might be affected by this in-tab disparity.

Another factor that may have influenced the numbers was the ESF situation. Arbitron wanted to get approximately 50% of the metro diaries from ESF homes, but only 40% came back from homes without phones listed in the directories. Stations that tend to have higher Expanded Sample Frame profiles, such as ethnic or AOR entities, may have been affected.

Ethnicity had a real impact on the fall data, when the Hispanic influence was felt. Stations with Hispanic formats or with notable Hispanic appeal, such as KRLA, soared in the fall results but slipped this survey. The number of in-tab personally placed and retrieved diaries was fairly constant between the two books. Therefore, there may have been fewer Hispanics that returned usable diaries, or the values of those Hispanic entries may have been less than in the fall.

KNX-FM had an exceptional book. Some observers wonder whether confusion between KNX-AM and the FM may have been a factor, while others have asked about the possible "93" confusion between KHJ (which was promoting heavily) and KNX-FM. Assuming these are not problems, the following time spent listening analysis may explain why KNX-FM surged this book...

### Time Spent Listening Report

Adults 18-34 Monday-Sunday 6AM-Midnight  
Los Angeles

| Stations | Fall '80                 | Winter '81 |
|----------|--------------------------|------------|
|          | Minutes Per Day Listened |            |
| KNX-FM   | 70                       | 92         |
| KMET     | 62                       | 60         |
| KLOS     | 52                       | 51         |

AOR competitors KMET and KLOS remained at stable TSL levels, but KNX-FM rose 31% in the amount of time average listeners in the 18-34 demo stayed with the station.

### Chicago

The overall in-tab remained relatively stable over the last two Windy City books. The winter results saw some very stable 25-34 returns, while there were slightly fewer male 18-24 diaries returned.

One of the more interesting stories in Chicago had to do with the rock scene. WLUP, the

## Week In Review

### Dick Logan Departs Arbitron

Dick Logan, VP/Marketing for Arbitron Radio, has tendered his resignation effective May 31. Logan has held the number two spot in the radio division of Arbitron for several years, but reportedly wants to return to broadcasting in an executive capacity. Logan was unavailable for comment this week and no definite future plans have been announced.

Mike Membrado, VP/GM for the radio division, told R&R that he had two options with regard to the vacancy created by the Logan departure: "We may choose to fill the position, or we may use this situation as an opportunity to streamline the organization of Arbitron Radio." Membrado told R&R that owing to preparations for the upcoming meeting with the Arbitron Radio Advisory Council, he had not had time to decide which option would be exercised. When asked if he would be discussing the matter with the Council, Membrado said "No, this is a private business decision."

### Birch Expands To 45 Markets

The Birch Report gathers steam as a recognized ratings effort. The Florida-based company adds three major markets to its monthly roster — Cleveland, Milwaukee, and Kansas City. Birch VP David Gingold tells R&R that he plans to pitch other markets for monthly service, with Chicago, Detroit, Washington, DC, Buffalo, and Albany next on the agenda. Service to Cleveland, Milwaukee, and Kansas City begins this month, with a June start-up should any of the other potential markets sign up. Birch is now the third largest ratings service, behind Arbitron and Mediastat.

longtime leader, was surpassed by WMET, while WLS-FM showed tremendous improvement (perhaps due to the arrival of Steve Dahl). Here's how the stations stacked up...

### Time Spent Listening Report

Adults 18-34 Monday-Sunday 6AM-Midnight

| Stations | Chicago                  |            |
|----------|--------------------------|------------|
|          | Fall '80                 | Winter '81 |
|          | Minutes Per Day Listened |            |
| WMET     | 71                       | 79         |
| WLS-FM   | 31                       | 60         |
| WLUP     | 64                       | 55         |

In addition to the dramatic jump in TSL by WLS-FM fans, the station added over 100,000 18-34 adults to its weekly cume. At the same time, WMET maintained a stable cume, while WLUP dropped approximately 100,000 18-34 year-olds. It will bear watching to see if WLS-FM is able to remain a viable market factor. The moves made by the new management team at WLUP will also be worth keeping an eye on.

### More To Come

In the next two columns, we'll look at additional winter market sweep results. Interesting battles will be spotlighted and insights regarding Arbitron implications will also be revealed. Stay tuned!

**Jhan  
Hiber**





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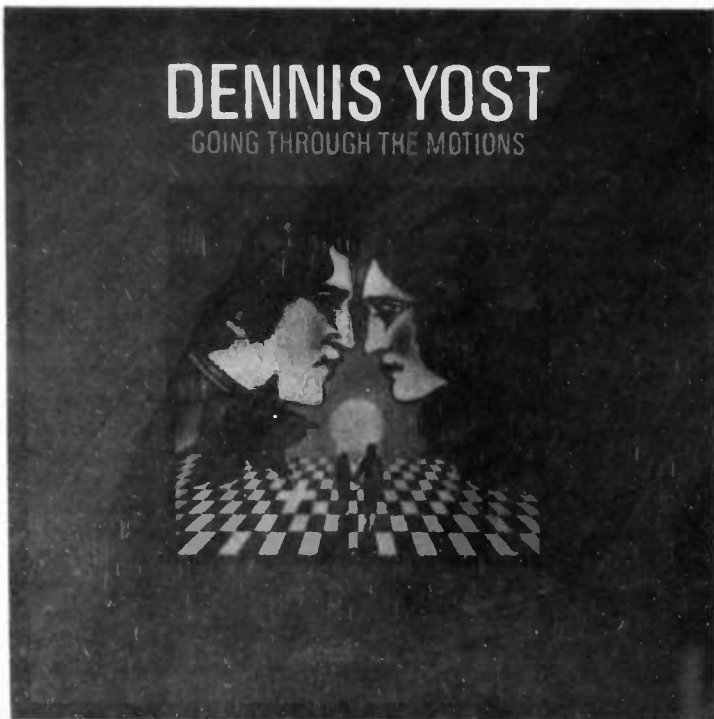
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**WEIM**

**WORG**

**WQUA**

ON ROBOX RECORDS



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## STREET TALK

Rob Sisco is out as PD of K101/San Francisco after eight months. Reportedly, Charter National PD Al Casey will take over the day-to-day operation of the station until a permanent replacement is hired. Look for that new programmer to be named within the next two weeks.

And while we're in the Bay Area . . . John Parker, owner of KIKI/Honolulu and KOWL/South Lake Tahoe, has signed a letter of intent to purchase KSFX/San Francisco from ABC. The purchase price should be disclosed when a more formal announcement of the sale is made.

Scotti Brothers Records is now officially a member of the CBS family of labels. The Scotti label will be distributed by Epic under a newly inked custom label deal.

KIIS-FM/Los Angeles PD Mike Wagner was offered the option of either being the station's full-time PD or full-time PM drive personality (he had been doing both), and he chose the air shift. That puts KIIS-FM in the market for a new programmer.

Look for the official announcement very soon that Diana Ross has signed a three-year, multi-million dollar deal with RCA Records. We hear that the "multi-million dollar" part is very "multi" indeed.

Tom Jeffries has resigned as PD of KTAC/Tacoma with Bruce Cannon moving over from the station's sales department to fill the programming shoes. Bruce, who has been with KTAC for 11 years, was an air personality before going into sales.

Harry Nelson, late of KSLQ/St. Louis, has rejoined KFRC/San Francisco doing weekends and swing.

WMCA/New York PD Mark Mason exited last week, after four and a half years as the Talk station's programmer. The station is now looking for what WMCA President Ellen Straus termed "the best Talk program director in the country." Filling in until that person is located is Program Coordinator Jeanne Straus.

The new Columbia single from Gladys Knight & The Pips, "Forever Yesterday (For The Children)," will be released this week. Worth noting is that the proceeds from the sale of the single will go to the Atlanta Children's Foundation, which was set up after the tragic series of unsolved murders in that city. The foundation is earmarking the funds it's raising through various projects for programs to help Atlanta's children . . . parks, playgrounds, and activities.

Michael Abramson's relocation to New York for Chrysalis Records does not change his function for the company, merely his geographic location. Michael is still National Promotion Director. The move is designed to give Chrysalis more visibility on the east coast.

Paul Cassidy, most recently GM of KWST/Los Angeles, will join KOLD-TV/Tucson as General Sales Manager.

### We Master On Tape?

Ever wonder just what the letters W.M.O.T. stand for on the WMOT Records label? Well, apparently you're not alone, which is both a comforting thought and an introduction to a very low-budget contest currently being run by the label.

It seems several of the WMOT staffers think it's time for a new and exciting meaning for the WMOT letters, and they're offering you a chance to get creative. What's the prize, you ask? The winner will receive a complete catalog of WMOT product (including, we presume, the long version of "Double Dutch Bus"), a sealed envelope containing the original meaning of WMOT, and the undying gratitude of the entire WMOT staff.

WMOT President and founder Alan Rubens says that WMOT stands for "wire money on time," but we're not buying that. So, if you want to have at it . . . send your suggestions to: New Meaning Contest, WMOT Records, 8961 Sunset Blvd., Suite F, Second Floor, Los Angeles, CA 90069.

It looks like Avco/Embassy Pictures is ready to finance a motion picture based on the song "Rhinstone Cowboy," which was written by Larry Weiss. They plan to start shooting in the fall with the script being written now.

Congratulations to Robin Wren on being named Associate Director of National Album Promotion, West Coast for E/P/A.

Q107/Washington Assistant PD Cathy Konner is leaving the station for a similar position at the ABC-TV affiliate in town, WJLA-TV.

WTAE/Pittsburgh MD Don Berns has a starring role in the McKeesport Little Theater production of "Fiddler On The Roof." The musical runs through June 12 just outside of Pittsburgh, or as Don said, "slightly off Broadway."

Malrite Broadcasting, owner of WMMS/Cleveland, has won its legal battle against the International Society for Krishna Consciousness after a year in court. Apparently the Krishna folks were using the WMMS call-letters to solicit funds and the station had no connection with the group. Now the society will be forced to pay all legal costs and the expenses incurred by WMMS in running announcements warning listeners about the solicitations. Lesson? Don't mess with The Buzzard.

Affordable Dayparting Precision!  
THE SOLUTION IS



See Page 5!

Here's the new SPIDER album, *Between The Lines*.

DL-1-5007

# SPIDER



BETWEEN THE LINES

Produced by Peter Coleman and Mike Chapman

Featuring the single, "It Didn't Take Long"

Manufactured and Marketed by RSD Records, Inc.  
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As individuals, they are amazing  
 Together, they are magic  
 The lyrics of Carole Bayer Sager  
 The music of Burt Bacharach  
 An inspired collaboration begins



The Boardwalk Entertainment Company  
 is proud to present the first  
 creation of these artists together

## "STRONGER THAN BEFORE"

(WSB-02054)

The debut single from the

## CAROLE BAYER SAGER

album

## Sometimes Late At Night

(FW-37063)

Produced by Burt Bacharach & Brooks Arthur.

## Immediately added on:

**CHR**

**A/C**

- |             |                |         |
|-------------|----------------|---------|
| WKBW add    | WCSC on        | WIP     |
| WFIL on     | WGH on         | KHOW    |
| WIFI on     | WVIC add       | KFMB    |
| WXKS-FM add | WLOL-FM add 40 | KMBZ    |
| KVIL on     | WNAM add       | KSL     |
| Z93 on      | WDJX add       | WCCO-AM |
| 94Q on      | KYNO-FM add    | WLTA    |
| WGCL add    | KIOY on        | WBEN-AM |
| KRLA add    | KYSN on        | WFTL    |
| KIQQ deb 39 | KCPX deb 38    | KOB     |
| WOLF add    | WFBG on        | WLVA    |
| WHFM add    | WHHY on        | WRVR    |
| WHYN add    | WFOX add       | WRIE    |
| WKEE add    | WISE add       | WEIM    |
| KLAZ add    | WFLB deb 35    | WHIO    |
| KEEL add    | FM99 add       | KRMG    |
| WJDX add    | WKXY add       | WYMC    |
| KXX106 add  | KILE add       | WSLI    |
| WERC on     | KENI add       | WHIZ    |
| WSGN deb 31 | KDZA add       | WATR    |
| WAAY add    | KATI add       | KRKK    |
| Y103 on     | KQDI add       | KOLO    |
| BJ105 on    | KBOZ add       | WLNH    |
| WBBQ add    | KRLC add       |         |

Distributed by CBS Records



# Winter '81 Arbitron Advance Shares

## Baltimore

### WBAL Keeps Lead, WIYY Slips, WPOC Climbs

WBAL (PA) maintained its leading share, 11.0-11.2. WIYY (A) slipped 9.9-8.7. Country WPOC rose 6.0-7.7, but Beautiful Music pacesetter, WLIF slumped 8.9-6.7, as competitor WMAR climbed 4.6-5.3. WXYV (B) remained a healthy 6.2 overall.

Other Baltimore area stations with a one share or higher include WAYE (B) 2.1-1.5, WBKZ (PA) 1.5-2.0, WBMD (RL) 5-1.0, WBSB (R) 3.9-4.7, WCAO (R) 4.2-4.0, WCBM (PA) 5.9-5.5, WFBR (R) 4.0-3.8, WKTK (R) 1.1-1.2, WLPL (A) 2.0-1.9, WRBS (RL) 8-1.1, WSID (B) 2.4-1.6, and WWIN (B) 3.9-3.6.

Washington, D.C. stations scoring a one share or more were WASH (PA) .5-1.2, WPGC-FM (R) 2.1-1.4, WRQX (R) 1.1-1.5, WTOP (N) 1.1-1.2, and WWDC-FM (A) .5-1.4.

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

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

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

## KLIV Abandons AOR For Easy Listening

KLIV/San Jose, a rock station (Top 40 and AOR) since 1962, switched to Al Ham's pre-rock "Music Of Your Life" format last week after a 19-month attempt to fashion a successful AOR stance on AM. In an unusually candid on-air statement announcing the changeover, GM Bob Kieve told listeners, "We have been losing our shirts at KLIV... Together we tried to pull off the AM Rock Counter Revolution. It's no disgrace that we failed. We know we worked effectively for our advertisers... what we couldn't achieve was reasonably good ratings."

The staff, praised highly by Kieve in his statement, has been invited to remain, according to PD John McLeod, although the Ham format will be fully automated eventually. Competitor KOME ran 30-second spots on KLIV the day before switchover to aid in the transition, and KLIV plans a call letter change. McLeod concluded, "The station has always been rock of one sort or another since 1962. From that standpoint I'm a little sad to see it go. But it's a matter of practicality."

## NAB

Continued from Page 3

DST, which Arbitron wants to implement beginning next year, would replace telephone retrieval, sending diaries to blacks, along with higher monetary premiums to induce diarykeeper cooperation. According to Patrick, the Coltram members "are ranging from lukewarm to violently opposed to DST." When asked how the study results he just received from Arbitron might affect the possible implementation of DST, Patrick replied, "We feel the RAB GOALS committee is the appropriate body to take an industry position on DST. The RAB GOALS members were set to meet later this week to determine their stance in light of the findings released in the Arbitron study."

Mike Membrado told R&R that the furor over the higher quality telephone retrieval study results did not derail Arbitron's plans for DST. In fact, Membrado told R&R, "We are encouraged by the results of this study and will continue to push for DST."

## Smith

Continued from Page 3

Commenting on both Smith and Evans, KSFX GM Ron Denman told R&R, "It's very hard to put into words the tremendous contribution Jim has made to this station. He programmed us through a tough transition without destroying our core audience, and he did so in a very professional and positive manner. Pat has all the tools in the world in her background, including music, production, promotion, and marketing. I really feel she's ready to put all those things together. Continued growth is our plan, and I know Pat will make a tremendous contribution, just as Jim did." Smith's new appointment is effective May 25.

## MAHONE, FINLEY PROMOTED

### Davenport Expands Scope At Sheridan

Ronald Davenport, founder and Chairman/CEO of Sheridan Broadcasting, has taken on the responsibility of Chief Operating Officer for the company following the resignation of President Tom McKinney last week. VP/General Counsel Glenn Mahone has been promoted to Exec. VP/GC and will supervise the company's radio stations; while Skip Finley, Exec. VP/GM of the firm's Sheridan Broadcasting Network subsidiary, becomes President of SBN. He has been with the company for seven years, managing several of Sheridan's owned stations and serving as VP/GM of the Radio Division before moving to the network.

### Alhadeff Promoted At E/P/A

Michael Alhadeff has been named Director/Promotion, West Coast for Epic/Portrait/CBS Associated Labels, as previewed recently in R&R. Reporting to E/P/A VP/Promotion Al Gurewitz, Alhadeff will direct all West Coast promotional activities for the labels.



Michael Alhadeff

Alhadeff was most recently Associate Director/Promotion, West Coast, a position he took on in 1978. He began his industry career in 1969 in Seattle with ABC, becoming Local Promotion manager in that city in 1974. He joined CBS in 1977 in Seattle in a similar position.

## Jacobs

Continued from Page 3

around a bit. It'll be a challenge and a half. I couldn't ask to be in a better situation. I'll be taking a look at the entire operation and doing a lot of evaluating over the next few weeks, but in terms of raw resources, we've got 'em."

Bender, who programmed the station for the last five years and was an air personality for four years before that, explained his decision: "It was based on my assessment of what the station needed in energy and commitment from the PD and also doing justice to myself in terms of the energy and commitment I wanted to give to it. I feel very good. I have the utmost respect and fondness for the people who are WRIF. I'm very proud of what I was able to do in the time I spent there." He added, "After what I think are a well-deserved couple of weeks' vacation, I'll announce future plans."

The system that started it all now makes the jump to LIGHT-SPEED!

- Expanded Software Program
- Exclusive New Cross-tabs ■ Micro-Computer cost-efficiency

## THE SOLUTION IS



See Page 5!



# "QUEEN OF HEARTS"

ANOTHER WINNER BY

# JUICE NEWTON

The Follow-Up Single To The Smash Hit  
"ANGEL OF THE MORNING"

From The Bestselling  
Album

*Juice* SM 2155

Produced By RICHARD LANDIS



Capitol



**MARKETING MEMO:** 4-COLOR SINGLE SLEEVE · NATIONAL TV SPOT BUYS (Today, Good Morning America) · NATIONAL RADIO BUYS  
MAJOR TV/CABLE EXPOSURE · NEW POINT-OF-PURCHASE MATERIALS · PROMO SURPRISE

\*See your local Capitol representative

## ALL ELECTRONIC NEWSROOM

# KCBS Unveils News Machine

The first thing you notice after walking into KCBS/San Francisco's newsroom is the unusual quiet. Where's the tap, tap, tap of the wires, the pounding of typewriter keys, the piles of copy, screaming voices? This can't be the newsroom! Wrong. It's the newsroom all right, except something different has been added — it's all electronic.

KCBS debuted the "News Machine" to the public on April 16. Under the guidance of newly-named News Director Larry Cooper, the electronic system is the end result of three years' work. The actual idea had been on the burner since 1977 when parent company CBS granted the station money to try a computer on an experimental basis. UPI volunteered to help with the project, renting files within its main computer in New York to KCBS while the station, in turn, leased a satellite circuit as well as terminals. In effect, the station became a UPI bureau. What began as a four-month test stretched into three years.

At that point, the station began looking into a computer system of its own. Working together with Integrated Technology in Kansas City, KCBS helped give birth to the News Machine.

## Guided Tour

The newsroom is set up into two main work areas, or pods as Larry calls them. Each pod consists of three terminals placed together on tables to form a small circle. The editor and an assistant sit at a terminal located at one end of the room, reviewing incoming information. Anchors have a terminal in their booths as well. Altogether, there are eight terminals and a main processing unit, totalling \$120,000 for the package.

And speaking of the main unit — you may be picturing it as an incredible electronic hulk. Actually, the main processor occupies a smaller space than a refrigerator would and uses as much energy as a 200-watt lightbulb.

## Why Electronic?

Why go all-electronic? The reason is simple — speed and efficiency. Larry continues, "What we faced in all-News radio was the problem of taking 2 to 2½ hours worth of writing for an hour's worth of news on the air. There's a good chance that maybe 50 to 60% of that newscast you wrote would be thrown out and replaced with new material simply because you had to start writing so long before. Using a computer, it is a more efficient newscast, more up to date, and you don't have the problem of writing stuff then never using it."

The News Machine is also more than just a word processor a la TV's "Lou Grant." It offers up data on



**SHARING WORDS AND IDEAS:** Larry Cooper, (right) KCBS News Director, demonstrates the capabilities of the News Machine to Emerson Stone, Vice President/Radio News, CBS News Dept.

any item within 1/10th of a second. It has the capacity to handle 15 wire services. Besides its word-processing abilities, the system routes messages, maintains an archive file for major news stories and repetitious information (weather, sports scores, stock market, etc.) which can be punched up during newscasts, and types tape cart labels. The capability exists to constantly update news stories which the editor can send into an anchor during a newscast. The terminals have split screens so editors can look at more than one story at a time, while clocks on the same screens tell how long it will take to read a story. Field reporters can use portable terminals.

Now you may be thinking that this multitasking News Machine is lighting up at the chance to add more people to the already overcrowded unemployment lines. Not so, says Larry. For one thing, morale has gone up, which has a direct effect upon productivity and creativity. Without having to worry as much about the mechanics of putting a newscast together, staffers are freed to cover other angles of a story they might never have gotten around to in the past. "People don't have others screaming around them with all this noise feeding into their heads while they are trying to be creative," adds Larry. "It's not like a boiler factory anymore."

Staff training time averaged only three days, with degree of mastery dependent upon individual work needs. In addition management enjoys some advantages: saving money on wire services, lower paper costs, and xerox charges.

## Murphy's Law

You are no doubt acquainted with Murphy's Law — "Anything that can go wrong will go wrong." However, Larry assured me the station has that well under control. But what does happen in the event of a machine malfunction? After all, machines are "human" too and can break down. According to Larry, the system runs under a "graceful crash" umbrella. In other words, it's not your typical computer crash where all the screens go blank. The News Machine has a built-in redundancy capacity. If one board starts to go down, it switches off and a spare one comes on automatically.

## News/Talk Personalities

**ON THE MOVE:** WINS/New York Newsroom Administrator Scott Herman has been appointed Unit Manager of the station's news department... Dan Streeter joins WXYZ/Detroit as morning news anchor. He moves over from the ABC Information Radio Network... Over at WXYZ's sister station, KGO/San Francisco, Leo Clolno has been named weatherman. He served in a similar capacity at neighboring KYUU... WSDR/Sterling, IL's senior citizen reporter, Floyd Corl, died recently at the age of 76. According to Station Manager Carey Davis, Corl was one of the first senior citizen reporters in the nation, covering topics of special interest to the aged. Ironically, on the day of his death (4-14), the station had aired what turned out to be his final broadcast: "How To Handle The Death Of A Loved One."

# News/Talk

Gail  
Mitchell



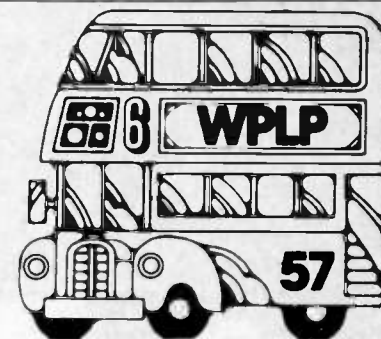
What about losing information? Maybe you've heard about former President Carter, who lost some of his memoirs to electronic oblivion while using a word processor. Larry, though, says this is impossible because there are many ways to go back and retrieve material.

Then there is the unpredictable power failure. Trial tests using the emergency generator show that anything entered 1/10th of a second before the power outage is lost. Everything else remains intact. Larry likens it to "having a piece of paper in the typewriter all the time."

## Ahead Of Its Time

The News Machine is said to be two years ahead of the state of the art. Larry feels it has a lifetime of 10 to 15 years, especially since it can be expanded and updated through the addition of modules. Right now, KCBS is the only CBS O&O with an all electronic newsroom. However, future plans point to other CBS all-News outlets adopting the system, allowing each other to call their computers to get the latest scoop on a news event happening in one of their cities. Two more terminals have already been ordered because eventually KCBS wants to read everything from the terminals. Plans are underway now to have all commercial copy stored in the computer as well.

With computer technology growing as it is by leaps and bounds, it's easy to become blinded by all the things these newfangled gadgets can do. But you have to remember the human element and keep both of them in their proper perspective. As Larry cautions, "It is still the individual reporter and writer who produce the newscast. The computer is just another tool to enhance that product."



## Laker Leap To London

No — Kareem Abdul Jabbar didn't stretch his legs and decide to jump across the Atlantic. This is WPLP/Pinellas Park, FL's way of announcing its upcoming visit to London. As part of the station's "On The Road" series, Program Director/talk host Dave Scott will broadcast live from there, May 18-22.

Although other stations have aired their shows from London (most recently WOR/New York, R&R 4-3), WPLP will be the first, according to Dave, to set up a two-way hookup, allowing Tampa listeners the opportunity to talk directly with guests from London. Scheduled guests include Egon Ronay, international food critic; Colin Hamilton, BBC program host; and Sir Freddie Laker, whose Laker Airways is working jointly with the station to make the visit possible. One highlight will be a talk with the British protocol officers who are responsible for planning the impending marriage of Prince Charles and Lady Diana.

Previous "On The Road" shows have originated from New York City and Washington, DC.

## World's Largest Garage Sale

"We were afraid the fire department would close it down," laughed Program Director Larry Roberts, referring to his station's latest promotion. KXL/Portland, OR's "World's Largest Garage Sale" attracted more than 35,000 people, 5000 of whom were waiting anxiously even before the doors of the Memorial Coliseum opened.



Basically, the event is a clearing house for various clubs, charities, churches and individuals. They rent booths through the station for a small fee, then sell their wares to the public who come free of charge. This year 120 non-profit organizations participated in the six hour sale-a-thon. One club alone raised \$2000. During that time, the station did cut-in remotes twice an hour.

This is the second year KXL has sponsored the garage sale. And judging from the crowd pictured above, it won't be the last.

# Let our group tell you what they told CBS, MacNeil/Lehrer, and ABC News.



Find out what Walker Merryman, Anne Browder, Tom Howard, and Pam Jones have told dozens of network broadcasters. Interview one of these personalities for your radio or TV station, newspaper or magazine. It's a chance to give your audience stimulating, provocative reporting on everything from America's basic rights to government regulation.

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**The Tobacco Institute**

# This "Diver" Can Really Jump!

- |              |               |                |
|--------------|---------------|----------------|
| <b>CFTR</b>  | <b>KXX106</b> | <b>KTKT</b>    |
| <b>KRBE</b>  | <b>Y103</b>   | <b>WACZ</b>    |
| <b>KBEQ</b>  | <b>WSKZ</b>   | <b>WLAM</b>    |
| <b>KEZR</b>  | <b>WBCY</b>   | <b>WCIR</b>    |
| <b>KOPA</b>  | <b>WRVQ</b>   | <b>WFOX</b>    |
| <b>B104</b>  | <b>KJ100</b>  | <b>WCGQ</b>    |
| <b>WFLY</b>  | <b>WVIC</b>   | <b>WANS-FM</b> |
| <b>WICC</b>  | <b>KWEN</b>   | <b>WXLK</b>    |
| <b>WPST</b>  | <b>WISM</b>   | <b>FM99</b>    |
| <b>WAQY</b>  | <b>WNAM</b>   | <b>WKXY</b>    |
| <b>WKEE</b>  | <b>WDJX</b>   | <b>KKLS</b>    |
| <b>CK101</b> | <b>KKXX</b>   | <b>KBOZ</b>    |
| <b>KEGL</b>  | <b>KNBQ</b>   | <b>KOOK</b>    |
| <b>KINT</b>  | <b>K96</b>    | <b>KRLC</b>    |
|              | <b>KLUC</b>   |                |



# "ARC OF A DIVER" STEVE WINWOOD

Produced By Steve Winwood

**ON ISLAND RECORDS**

Manufactured and Distributed by Warner Bros. Records

# BRAD MESSER



## "What, Me Skeptical?"

Janet Cooke has obligingly dematerialized into protective anonymity, Ben Bradlee and his Washington Post crew have endured the appropriate amount of pontification, the journalistic community has responded with the expected level of breast-beating and gnashing of teeth, and in the wake of what was called the Pulitzer Hoax a poll has been taken.

Polls always have to be taken or matters of national attention are not properly resolved. The poll commissioned by Newsweek and executed by the Gallup organization reveals that 33% of the respondents familiar with the story believe "reporters often make things up" and 61% believe "very little" or "only some" of the news.

Well, what's new? There has always been a healthy amount of skepticism among us. The more experienced a person, the more skeptical he might be expected to be.

The Gallup conclusions compare the different levels of trust respondents place in people of various professions. They trust preachers more than doctors, policemen more than reporters, etc., but innocently tucked among the percentages and rankings comes the startling-to-me revelation that 5% of the people surveyed believe all the reports carried by TV, news magazines, and newspapers!

That means there are people with no skepticism? People who take in all the news reports and accept them as gospel? Who are these people? Have you ever met even one?

In a world in which hardly anything turns out as predicted, we are to believe Gallup's respondents when they claim they believe everything in the news?

Who are these people and what are they up to? Maybe they are the Americans who believe every "new" product really is, and that "new, improved!" means something is new and improved. Perhaps they are the ones who really get excited by programs billed as "exciting!"

This mysterious five-percent among us who ascribe piercing accuracy to every story in the news, baffle me with their trust. Are these the people who buy land by mail and later discover it's fifty feet under swampwater?

I'm too skeptical perhaps, but until someone shows me a real five-percenter, I won't believe in such things.

## CALENDAR

### St. Helens' Killer Blast

**MONDAY, MAY 18:** One year after the major eruption of Mt. St. Helens, the U.S. Forest Service reports loggers still can't get to many of the 44,000 acres of big trees that were knocked down, because bridges and roads haven't been rebuilt completely.

On this date in 1910, Halley's Comet became visible as it swung past the sun, prompting some farm families to camp in tornado cellars, fearing the end of the world.

Perry Como, who had his own TV show for fifteen years ending in 1963, is 68. The baseball star with a candy bar named for him, Reggie Jackson, is 34. (Naw, Baby Ruth wasn't named for Babe Ruth, it was inspired by President Cleveland's daughter). Pope John Paul II is 63.

### Why The Frog Wouldn't Jump

**TUESDAY, MAY 19:** Mark Twain's first successfully-published short story was about a gambling man who bet on a frog-jumping contest, but lost because his intended victim had secretly packed buckshot inside one frog. "The Celebrated Jumping Frog of Calaveras County" eventually inspired real contests in the former mining town of Angel's Camp, CA, the first of which was 53 years ago today in 1928. (This year's celebration was this past weekend with frogs entered from Africa, Japan, England, etc.)

Peter Townshend is 36. David Hartman is 44. Mike Wallace is 63.

### Leaky Fountain Pen Patented

**WEDNESDAY, MAY 20:** The fountain pen that was patented on this date in 1830 was something of an improvement, because unlike feather-quill pens, it didn't have to be sharpened with a (pen) knife. The hot model of 151 years ago was eventually replaced by the non-leaking Waterman fountain pen, the way to write until ball-points came along in the 1940's.

The first scheduled trans-Atlantic air passenger service began on this date in 1939 with Pan American's "Yankee Clipper" flying boat.

Our hostages were released from Iran four months ago today.

Cher is 35. Joe Cocker is 37. Moshe Dayan is 66.

### Love Canal Aid Ordered

**THURSDAY, MAY 21:** President Carter declared a state of emergency at Love Canal, Niagara Falls, NY, a year ago, offering to temporarily house more than 700 families until scientists could determine the level of danger caused by an old chemical dump.

Twenty years ago today Alabama's Governor ordered martial law in Montgomery, following the previous day's attacks on "freedom riders" by white segregationists.

Fifty-four years ago Charles Lindbergh landed in Paris, completing the first solo trans-Atlantic flight and becoming an international hero.

The Red Cross is 100 today, founded in the U.S. by Clara Barton in 1881.

Rennie Davis is 41.

### First Train Robbers Stole The Train

**FRIDAY, MAY 22:** Seven men stopped a train in Indiana 113 years ago today and then stole the parts of it they wanted; the express car with \$98,000 in it, and the engine with which to pull it to a deserted stretch of track. Some historians say the Reno Gang's was the first American train robbery (1868).

Three-day weekend coming because of Memorial Day on Monday.

Sir Laurence Olivier is 74. Judith Crist is 59. Barbara Parkins is 36. Michael Sarrazin is 41.



THIS WEEK:  
**BEACH BOY  
CARL WILSON**

NEXT WEEK:  
**ROGER MOORE  
VARIOUS GUESTS**

Call Ralph August (213) 392-8611  
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# BREAKER!

**THE BACK PAGE**

**BREAKERS**

**SANTANA**

**Winning (Columbia)**

61% of our reporters on it. Moves: Up 90, Same 28, Down 3, Adds 18 including Q102, Q103, B104, WHFM, Q106, WFME, WRJZ, KJ100, WLOL-FM, KSTT, WZOK, WMEE, KJRB, WACZ, KFXD. See Parallels, charts at number 30.

## SANTANA "Winning"



**TOP 10**  
KRBE 11-5, KBEQ 8-6, FM103 11-8, KLUC 7-3  
WAQY 11-6, KKXX 12-10, KWEN 14-10

**TOP 20**  
WXKS-FM 23-15, WOLF 17-12, WPST 21-18,  
WHYN 12-11, KHFI 19-12, KXX106 15-13,  
WBCY 26-19, KTKT 18-12, KNBQ 16-13

PLUS MANY, MANY MORE!

**TAKEN FROM THE ALBUM**

"ZEMBO!" FC 37158

Produced By  
Keith Olson  
In Association With  
Devadip Carlos  
Santana

**TAKEN FROM THE ALBUM**

"SEVEN YEAR ACHE" JC 36965

Produced By Rodney Crowell

**Many Top 10's  
And Major Chart Moves!**

## AND BREAKING!

**ROSANNE  
CASH**  
"Seven  
Year  
Ache"

|             |             |              |               |
|-------------|-------------|--------------|---------------|
| WFIL add    | WSGN 14-10  | WNCI add     | WFOX 15-12    |
| KVIL on     | WAAY deb 29 | WDJX add     | WCGQ 30-27    |
| Z93 28-23   | BJ105 add   | KIOY add     | WFLB add      |
| 94Q 10-7    | 92Q 17-14   | KNBQ 29-22   | WANS-FM add   |
| KXOK 19-14  | WSKZ on     | WJBQ 39-35   | KILE add      |
| KEZR 26-23  | WOKI on     | WACZ 12-10   | KSEL 23-20    |
| KYYX on     | WRJZ 20-18  | WIGY on      | KQIZ-FM 18-15 |
| KPLZ deb 25 | WNOX on     | WTSN on      | KPUR deb 30   |
| KOPA add    | WBCY add    | WHEB 22-17   | WRKR add      |
| WHYN 31-27  | WSEZ add    | 13FEA 30-27  | WSPT deb 28   |
| WKEE deb 40 | WCSC on     | 95XIL add    | KENI deb 33   |
| KSTAR 26-23 | WVLK on     | WHHY 15-12   | KATI deb 30   |
| KFMK 30-23  | WAKX add    | Z102 27-24   | KQDI add      |
| KINT 23-16  | KOFM 20-18  | WSGA 16-9    | KBOZ on       |
| WTIX add    | WISM deb 27 | 95SGF deb 30 |               |
| WERC 13-7   |             |              |               |

**ON COLUMBIA**



**RECORDS**



Joel  
Denver



### PLAYING TO A PACKED HOUSE

## Tower 92 Nightly Club Broadcast Is A Hit

Since March 7, Tower 92(WTWR)/Detroit MD and 7-midnight personality Kurt Kelly has been doing his show live in a glass-enclosed booth in a nightclub, Monday through Saturday. The show is so much a part of the club that the room has been renamed Dee-Jay's.

Located in the prestigious Renaissance Center of the Detroit Plaza Hotel, the studio was constructed at a reported price tag of about \$500,000 along with modifications to the club itself.

"The idea is about a year-and-a-half-old," according to Kurt, "and is the culmination of the ideas of PD Steve Edwards and the hotel management. The reason for it was because the club was losing money as a disco."

To the average person, the idea of doing a show out of a club at such a hefty price tag might seem a bit of a trendy investment. "I was very concerned in the beginning that people would not dance to our regular music for long periods of time. I was also concerned about what would happen during the commercials," confessed Kurt.

"I'm proud to say that everyone who comes to the club loves the music and dances to almost everything we

play. They use the commercial breaks to relax, get a drink and talk. Once the music comes back, everyone is on their feet again." The station does not alter its format of the "Greatest Hits Of All Time" for the club. It's a mixture of some currents and a heavy dose of oldies "similar to KRTH/Los Angeles."

#### Music, Interviews, And More

"Reaction from those walking in for the first time is a real giggle to watch," Kurt said. "They come in and stare at me for hours on end. Most of these people have never seen a radio show actually take place. Many that come in are regular Tower 92 listeners, but these nightly broadcasts from Dee-Jay's seem to be winning the station lots of new curme. The outside coverage in the newspaper and on TV hasn't hurt either."

Besides just playing the hits, Kurt has gotten inventive and now offers a few regular features. "Mondays are dedication nights and Fridays I do a feature called 'The Joke's On You,' letting people tell clean, but provocative jokes."

Adjacent to the broadcast booth, a small stage area was constructed with mike inputs and a couple of chairs for interviews. "This adds a little bit more variety and dimension to what happens each night, plus those present in the club get off on seeing these people," Kurt said. Besides local Detroit notables, Kurt has interviewed the Spinners, Styx, Don McLean, and Carl Wilson of the Beach Boys.

Kurt remarked, "What I find most incredible is that even on Monday nights there is a big crowd. Every night there is a big crowd. The age of the people fits right in to our 25-49 demographic target. One of the things that I think really helps is the lack of cover or admission charge."

#### Help From Above

Tower 92's main studios are 15 floors above in the same building. "I signal an engineer in the main control room when to run commercials and other events not



originating from my studio. When I leave the air at midnight, the music continues from Dee-Jay's until 2am, as I continue to spin the hits."

The studio is glass-enclosed and floor level. "People love to stand around, hold up notes, and try and crack me up while I'm on the air," he related. "In addition to the music there are 12 custom-made projector and screen units set into the walls that flash shots of groups, the station logo, and other hot visuals."

One thing for sure, Kurt Kelly's job at Tower 92 is anything but mundane. This is a good example of how a remote, even a less elaborate one, can be a useful tool for a radio station. Just make sure to give thought and planning to any remote broadcast. There are a lot of details to consider. Don't get "remote-crazy" either. Too many of them diminish the entertainment value of doing them in the first place.

### What's The Name Of That Format?

One of the biggest 50-cent words on everyone's lips these days is "fragmentation." Not only are ratings going through this phenomenon, but so are formats in an effort to zero in on listeners with special tastes and interests.

WRJZ/Knoxville PD Fred Story sent me a copy of a list of FRA's (Format Related Acronyms) for some possible formats of the future.

The two FRA's you are most familiar with are CHR and AOR. Both have been adopted into the language of the business and are used on a frequent basis. But be ready — next convention you might run into some "rocket scientist" with the newest format that will "take the whole ball of wax." When you ask, "What's your format?" you might hear:

SCHR — Soft Contemporary Hit Radio

HCHR — Hard Contemporary Hit Radio

PAEO — Pop/Adult Emphasizing Oldies

ACTW — Adult Contemporary Time & Weather

BPANRR — Black-Programmed All News

#### Religious Radio

TOC — Trend-Oriented Country

COCC — Country-Oriented Contemporary Country

#### Country

JOCC — Jazz-Oriented Contemporary Country

PRS — Punk Rock Salsa

LOCHREOIP — Lifestyle-Oriented Contemporary Hit Radio, Emphasizing Oldies, Information & Personalities.

AGC — All Gregorian Chants (to kick this format off you might want to give away free Latin lessons to the 15th caller each hour and hold a Rasputin lookalike contest at a big shopping center)

Well, format and acronym freaks, the next time you're a bit down in your cups, or ratings, you might want to pull out this list. Read it over carefully and examine your own format again. Now, with that comparison you can SWSTTARTBAA! (Smile With Satisfaction That Things Aren't Really That Bad After All)

### TWO JOCKS CHASED BY A BEAR

## KTAC Walks 210 Miles For March Of Dimes

Springtime in America means two things, leaves on the trees and March Of Dimes Walk-A-Thons. Things at KTAC/Tacoma proceeded along smoothly as the station prepared to sponsor the citywide Walk-A-Thon, but former PD Tom Jeffries and afternoon personality Kirk Russell came up with a different idea.

In addition to the regular station walk, they decided to walk down the coastline of Washington to help raise additional money for the charity. Little did they realize how rough the trip would actually be.

"We departed Neah Bay on April 18, and reached our destination of Ft. Canby about six-and-a-half days and 210 miles (330km) later, very tired and sore, on April 24," Kirk related.

"The first day was fine and we were able to cover about 40 miles. It was real pleasant. Lots of deer tracks and we even spotted a few coyotes. By the second day, it started to rain and it didn't stop. Our tents were soaked and so were we. The expensive hiking boots we purchased started to shrink, and by the end of the walk had rubbed sores down to the bone."

Preparation is important for something like this. They had secured permission to cross the Quinault Indian Reservation, "but the map promised by Chief Oliver Mason never came, so we hiked without a map," Tom admitted.

"When we got to the reservation, the trouble began. We got lost and wandered into a swamp and had to double back. This took us about 15 miles out of our way. As we were walking along, we came to a clearing and there was a 6-foot, 450-pound brown bear."

Kirk continued, "Not having any weapons, we attempted a careful and slow retreat not to disturb him. He started to follow at a pretty good clip and it got tense. Soon we realized he wasn't around. Something else must have distracted him. If we had gotten to the clearing first, he might have spotted us before we saw him and the story might have ended differently."

Tom and Kirk told of crossing over washed-out bridges and fording through streams. They even ran out of water on the last day and did the last 20 miles very thirsty. Tom was bitten by an insect and his leg became swollen. Somehow they continued, and between the regular KTAC Walk-A-Thon and the pledges taken for the long hike, \$92,000 was raised for the March Of Dimes.

“... And when you really need it the most,  
That's when Rock & Roll Dreams Come Through.”

©1981 Neverland Music and Lost Boys Music (BMI)

# Jim Steinman



I know that I'm gonna be like this forever I'm never gonna be what I should  
And you think that I'll be bad for just a little while  
But I know that I'll be **Bad For Good**

The Smash Single . . .

**“Rock & Roll Dreams Come Through”**

ALREADY ON:

CHUM add  
WICC add

BJ105 add  
WGH add

KWEN add  
WISE add 38

KKLS add  
WFLY on

FM100 on  
WACZ on

Produced by Jimmy Iovine and Jim Steinman



# Bobby Poe's POP MUSIC SURVEY

Presents

**Clive Davis**

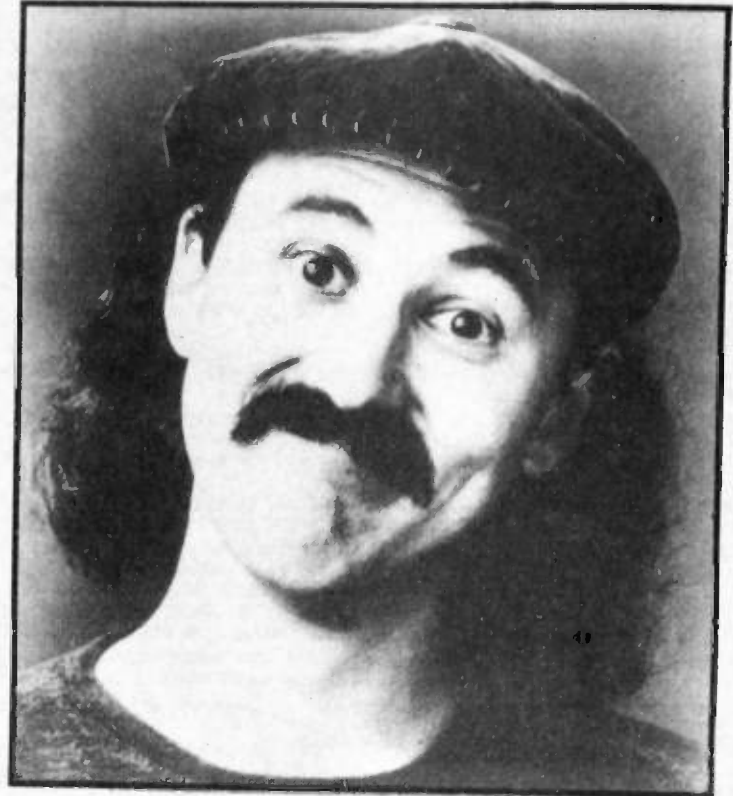
President — Arista Records



Speaker

**Gallagher**

Liberty Records



Entertainment

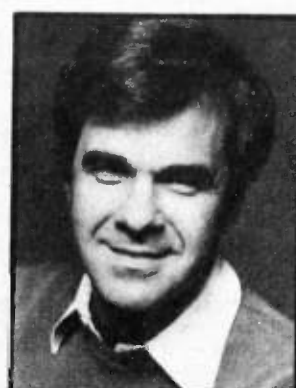
## THIS YEAR'S MASTERS OF CEREMONIES:



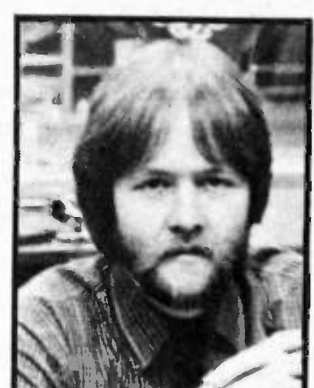
**George Williams**  
(Burkhart/Abrams)



**George Wilson**  
(KIQQ)



**John Young**  
(Z93)



**Jim Morrison**  
(94Q)

### Record Presenters:

BOB HAMILTON  
GERRY CAGLE  
CHARLES GIDDENS  
RON RILEY  
JERRY ROGERS  
TOM BIGBY  
HARV MOORE  
STEVE KINGSTON  
JEFF McCARTNEY  
J.J. JACKSON  
KELLY McCOY  
SCOTT SHANNON  
MIKE ST. JOHN  
TOM WEST  
BRUCE STEVENS  
FLEETWOOD GRUVER  
SCOTT RICHARDS  
BOB CANADA

### Moderators:

GEORGE WILLIAMS  
(Program Directors Panel)

STAN HOFFMAN  
(Retail Panel)

JERRY GREENBERG  
(Radio/Record Hot Box)

CHARLES GIDDENS  
(Radio Management Panel)

LES GARLAND  
(Morning Man's Panel)

### Radio Presenters:

RICHARD PALMESE  
BRUCE WENDELL  
STAN MONTEIRO  
VINCE FARACI  
JOHN BETANCOURT  
DICK WILLIAMS  
BURT STEIN  
CHARLIE MINOR  
PAT PIPOLO  
BILL CATALDO  
SCOTT KRANZBERG  
JACK FORSYTHE  
HOWARD ROSEN  
FRANK DILEO  
GORDON ANDERSON  
KEVIN KEOGH  
STEVE MEYER  
DANNY DAVIS



# Bobby Poe's POP MUSIC SURVEY

Presents

The 10th Anniversary Radio/Records/Seminar/Awards Banquet  
At The Marriott Airport Hotel, Atlanta, GA 30337

June 19 & 20

## Final Nominees for Radio Industry '80\*

- RADIO EXECUTIVE OF THE YEAR '80:** George Wilson (Outlet), Tom Bigby (GCC), Dick French (Southern), John Bayliss (Charter), Bud Polacek (First Media), Jerry Blum (Jefferson Pilot), Pat Norman (RKO), Glen Potter (First Media), Jerry Rogers (Weis), Ron Riley (Plough), Todd Chase (Providence Journal), Ron Bledsoe (Sumner), Glenn Morgan (Mutual)
- NATIONAL PROGRAMMER OF THE YEAR '80:** Tom West (Rounsville), Andy Bickel (Jefferson Pilot), Steve Roddy (Scripps Howard), Jerry Dean (Smith), Bobby Hattrik (Doubleday), Jay Cook (Combined), Don Benson (Western Cities), Bill Tanner (Metroplex), Bill Gamble (GCC), Bob Christy (Fairbanks), Jesse Bullett (Southwestern), Jim Peacock (Susquehanna)
- RADIO CONSULTANT OF THE YEAR '80:** Kent Burkhardt, Paul Christy, Bob Henabery, Michael Spears, E. Alvin Davis, Landsman/Rivers, Drake-Chenault, Jerry Clifton, George Burns, Todd Wallace, John Sebastian, Paul Drew
- MAJOR MARKET RADIO STATION OF THE YEAR '80:** 98KX (Pittsburgh), KFRC (San Francisco), WLS (Chicago), 94-Q (Atlanta), KSTP-FM (Minneapolis), WPGC (Washington), Z-93 (Atlanta), WKU (New York), Q107 (Washington), KRLA (Los Angeles), KVIL-FM (Dallas), WVBF (Boston)
- MAJOR MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Gerry Cagle (KFRC), John Young (Z-93), Bobby Christian (96KX), Jim Morrison (94-Q), Chuck Knapp (KSTP-FM), Scott Shannon (WPGC), John Gerhon (WLS), Alan Burns (Q107), Paula Matthews (KIQQ), Kevin Metheny (WNBC), Bill Garcia (WDRQ), Bob Travis (WGCL)
- MAJOR MARKET MUSIC DIRECTOR OF THE YEAR '80:** J.J. Jackson (WQXI), Dale O'Brien (Z-93), Liz Kiley (WIFI), Scott Richards (WCAO), Roger Collins (KFI), Guy Zapoleon (KRTH), Dayna Steele (KRBE), Dick Fennessey (WFIL), Bob McKay (WZZP), Jim Ryan (WDRQ), Jerry Steele, (KFMK), Don Geronimo (WPGC)
- MAJOR MARKET AIR PERSONALITY OF THE YEAR '80:** Jim Elliott/Scott Woodside (WPGC), Don Imus (WNBC), Jay Stone (98KX), Willy B. O'Brien (WBSB), Gary Corry/J.J. Jackson (WQXI), Dan Ingram (WABC), Ross Brittain/Brian Wilson (Z-93), Charlie Van Dyke (WRKO), Al Lohman/Roger Barkley (KFI), Scott Carpenter (WBSB), Dude Walker (Q107), Mark Stevens/Jim Pruett (KULF)
- LARGE MARKET RADIO STATION OF THE YEAR '80:** WEZB (New Orleans), WZUU-FM (Milwaukee), WCKX (Tampa), KEZR (San Jose), KOPA (Phoenix), Y100 (Miami), WTIC-FM (Hartford), WHB (Kansas City), WRBQ (Tampa), WKRC (Cincinnati), KGW (Portland), WNAP (Indianapolis)
- LARGE MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Jim Brown (WOKY), Steve Rivers (KOPA), Al Casey (WNB), Bob Wood (WBEN-FM), Robert W. Walker (WCKX), Dan Vallie (WEZB), Jim Fox (WKRQ), Mike Scott (WNDE), John Driscoll (WZUU-FM), Buddy Scott (92-X), Jan Jeffries (WLCY), Tracey Mitchell (KJR)
- LARGE MARKET MUSIC DIRECTOR OF THE YEAR '80:** Roger Christian (WBEN-FM), John Volpe (KOPA), Dallas Cole (WOKY), Terry Young (WEZB), Rick Donahue (WTIC-FM), Pat McKay (WRBQ), Gary Franklin (WTIX), Bob Logan (WCKX), Mark Shands (Y100), Tom Buchanan (KJR), Bill Shannon (WZUU-FM), Tony Galluzzo (WKRQ)
- LARGE MARKET AIR PERSONALITY OF THE YEAR '80:** Harv Moore/Robert W. Taylor (WPHD), Bob Berry (WOKY), Bruce Kelly (96-X), Cleveland Wheeler (WRBQ), John Brandmeier (WOKY), Adam Smasher (WNAP), Scott Thrower (KOPA), Robb Stewart (WKRQ), Dino Matela (WYSL), Mason Dixon (WRBQ), Steve York (WOKY), Ed McMann (WCKX)
- MEDIUM MARKET RADIO STATION OF THE YEAR '80:** WWKX (Nashville), WKJJ (Louisville), WBCY (Charlotte), WGH (Norfolk), WKXX (Birmingham), WBWJ (Orlando), WIVY (Jacksonville), WRVQ (Richmond), WAYS (Charlotte), WMC-FM (Memphis), WAMS (Wilmington), WBBF (Rochester)
- MEDIUM MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Bob Canada (WGH), Mike St. John (WWKX), Bobby Hatfield (WKJJ), Jeff Lucifer (KSFM), Scott Slade (WAYS), Russ Spooner (WKY), Mike McVay (WAKY), Rick Shaw (WAXY), Bill Thomas (WRVQ), Bob Kagan (WBCY), Dave Mason (WBBF), Jay Michaels (WGSN)
- MEDIUM MARKET MUSIC DIRECTOR OF THE YEAR '80:** Bill Manders (KSFM), Chris Michaels (WAMS), Lou Simon (WAYS), Walt Brown (WGSN), Allen Dennis (WKY), Reggie Blackwell (WAIV), Steve Kelly (WRVQ), Beau Richards (WWKX), Mark Thompson (WERC), Patty Brackett (WKOS), Larry O'Day (WKXX), Steve York (14-Q)
- MEDIUM MARKET AIR PERSONALITY OF THE YEAR '80:** Steve Davis (WKXX), Mark Damon (92-Q), Bear Bradley (WKOS), Gressman (WAPE), Bill Gardner (BJ105), Bobby Mitchell (WIVY), Steve McCoy (92-Q), Chuck Browning (WHBQ), Bill Bailey (WAKY), Smokey Rivers (WLAC), The Birdman (WERC), Coyote McCloud (WWKX), Randy Miller (WRVQ)
- SECONDARY MARKET RADIO STATION OF THE YEAR '80:** WPST (Trenton), WSGA (Savannah), Z104 (Frederick), KYNO-FM (Fresno), WRJZ (Knoxville), WICC (Birdgeport), WHHY (Montgomery), WSKZ (Chattanooga), WJAD (Bainbridge), WANS-FM (Anderson), WAAY (Huntsville), WCGQ (Columbus)
- SECONDARY MARKET PROGRAM DIRECTOR OF THE YEAR '80:** Steve Kingston (WPRE), Ray Williams (WISE), Bruce Stevens (WBBQ), Johnny Lee Walker (KYNO-FM), Tom Taylor (WPST), Dick Phillips (WEVA), Gary Peters (WICC), Dan O'Toole (V100), Barry Chase (WKAZ), Chuck Leonard (WKMX), Fred Story (WRJZ), Dave Anthony (KLUC)
- SECONDARY MARKET MUSIC DIRECTOR OF THE YEAR '80:** Scott Majors (WNOX), Bill Matthews (WIKZ), Curt Hansen (KC101), Rich Thomas (WHHY), Kirk Clatt (WSSC), Roger Galther (Q104), Doug Weldon (WSGF), Gary Atkins (WOKI), P.T. Morgan (WRFC), Benjamin Martin (WCGQ), Ron Hill (WCIR), Anne McCartney (WKXC-FM)
- SECONDARY MARKET AIR PERSONALITY OF THE YEAR '80:** Jay Jarvis (V100), Steve Gallagher (WQXA), Larry O'Neal (WJDQ), Todd Spencer (WMMW), Jack Diamond (KYNO-FM), C.J. & Buzz (WCSC), Jonathan Doll (WJZD), Jack Acuff (WSGA), John Isley (V100), Barry Michaels (WROV), Chip McLean (WAGL), Dave Shafer (WZIX)

\* Award Winners for 1979 were not eligible for nomination.

## Final Nominees for Record Industry '80\*

- RECORD COMPANY OF THE YEAR '80:** (Corporate) EMI America/Liberty, Capitol, Columbia, RCA, Atlantic, Arista, Polygram, Elektra/Asylum, MCA, Epic, Atco, CBS Custom
- RECORD COMPANY OF THE YEAR '80:** (Independent) Millennium, Boardwalk, Solar, Bearsville, A&M, Motown, 20th Century-Fox, Cleveland International, Radio, Philadelphia International, Dreamland, Prelude, RSO, Mirage
- RECORD COMPANY PRESIDENT OF THE YEAR '80:** (Corporate) Jim Mazza (EMI America/Liberty), Doug Morris (Atlantic), Clive Davis (Arista), Bob Siner (MCA), Robert Summer (RCA), Walter Yetnikoff (CBS), Mo Ostin (Warner Brothers), Joe Smith (Elektra/Asylum), Don Zimmermann (Capitol), David Braun (Polygram), Bruce Lundvall (Columbia), Bruce Bird (Casablanca)
- RECORD COMPANY PRESIDENT OF THE YEAR '80:** (Independent) Neil Bogart (Boardwalk), Dick Griffey (Solar), Jimmy Ienner (Millennium), Gil Friesen (A&M), Albert Grossman (Bearsville), Steve Popovich (Cleveland International), Jay Lasker (Motown), Neil Portnow (20th Century-Fox), Kenny Gamble (Philadelphia International), Sal Licata (Chrysalis), Ron Alexenburg (Handshake), Nicky Chinn (Dreamland), Al Coury (RSO), Jerry Greenberg (Mirage)
- RECORD COMPANY EXECUTIVE OF THE YEAR '80:** (Corporate) Don Dempsey (Epic), Jack Craig (RCA), Tony Martell (CBS), Dick Kline (PolyGram), Stan Montelro (Epic), Perry Cooper (Atlantic), Elliot Goldman (Arista), Ron McCarrell (Epic), Tony Montgomery (RCA), Dick Asher (Columbia), Lenny Petze (Portrait), Ed Rosenblatt (Warner Brothers)
- RECORD COMPANY EXECUTIVE OF THE YEAR '80:** (Independent) Bob Edson (RSO), Mort Weiner (20th Century-Fox), Stan Snyder (Cleveland International), Irv Biegel (Boardwalk), Howard Rosen (Bearsville), Stan Hoffman (Prelude), Don Wright (Arista), Michael Leon (A&M), Edna Collison (Solar), Rich Fitzgerald (RSO), Al DiNoble (Casablanca), Bill Spitalisky (Spring), Bob Greenberg (Mirage)
- VICE PRESIDENT OF PROMOTION OF THE YEAR '80:** (Corporate) Bruce Wendell (Capitol), Vince Faraci (Atlantic), Dick Williams (EMI America/Liberty), Burt Stein (Elektra/Asylum), John Betancourt (RCA), Ed Hynes (Columbia), Pat Pipolo (MCA), Al Gurewitz (Epic), Reen Nall (Atco), Russ Thyret (Warner Brothers), Mike Manocchio (Arista), T.J. Lambert (Casablanca)
- VICE PRESIDENT OF PROMOTION OF THE YEAR '80:** (Independent) Scott Kranzberg (Boardwalk), Bob Smith (RSO), Skip Miller (Motown), Pete Gidlon (Handshake), Dave Parks (20th Century-Fox), Don Ienner (Millennium), Charlie Minor (A&M), Paul Pieretti (Bearsville), Dave Urso (Planet), John Schoenberger (Radio), J.J. Jordan (Unicorn), Rich Sargent (Sire)
- NATIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Frank Dileo (Epic), Steve Meyer (Capitol), Don Colberg (Columbia), Scott Regen (Atco), Bill Cataldo (Polydor), Gordon Anderson (CBS), Bert Keane (Warner Brothers), Sam Kaiser (Atlantic), Bill Smith (Elektra), Jack Satter (EMI America), Reds Richards (Warner Brothers), Joe Grossman (Mercury)
- NATIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Kevin Keogh (Bearsville), Steve Resnik (A&M), Steve Brack (Boardwalk), Jason Minkler (RSO), Michael Abramson (Chrysalis), Mike Cloer (Word), Bud Samuels (Motown), Kelly Summers (Solar), Marty Mooney (Cleveland International), Joe Kolsky (Prelude), Tom Rogan (Carrere), Dick Reus (Venture)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '80:** (Corporate) Sheila Chlanda (Columbia), Louis Lewow (Epic), Susan Wax (RCA), Rich Totolan (CBS), Sandi Litson (MCA), Larry Douglas (Epic), Carol Jasper (CBS), Glen Lajesk (Arista), Andrea Genis (Atlantic), Lou Galliani (Elektra), Vicki Germalse (Atco), Vince Pellegrino (Columbia)
- NATIONAL PROMOTION EXECUTIVE OF THE YEAR '80:** (Independent) J.B. Brenner (A&M), Robin Wren (RSO), Janis Ross (Chrysalis), Bill Catina (Cleveland International), Marlene Reyes (Motown), Ken Marcellino (Tapestry), Doc Remer (Mirus), Mark Cooper (Robox), Jon Konjoyan (RSO), Sue Emil (Sire), Felix DiPalma (Kirschner), Sally Smash (Sun)
- REGIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Rish Wood (Polygram), Frank Turner (EMI America), Arthur Field (Capitol), Alan Oremen (Columbia), Don Miller (Epic), Billy Lemmons (Arista), Mike Prince (Atlantic), Danny Davenport (Warner Brothers), Alan Smith (Atco), Geary Tanner (Elektra), Mike Martin (Casablanca), Al Privett (MCA)
- REGIONAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Al Twanmo (Chrysalis), Larry Green (Handshake), Bruce Greenberg (Motown), Jim Francis (Boardwalk), Eva Wood (A&M), Jim Sellers (Chrysalis), Kelly West (Motown), Joe Bliallo (Lax), Rick Stone (A&M), Jeff Hackett (Chrysalis), Joel Newman (Handshake), Charlie Walker (Venture)
- LOCAL PROMOTION DIRECTOR OF THE YEAR '80:** (Corporate) Mike Lessner (Capitol), Jim Stewart (Epic), John Fagot (Columbia), Jay McDaniels (MCA), Rich Tamburro (EMI America), Tom Sgro (Polygram), Jerry Goodman (Elektra), Tom Schoberg (EMI America), Peter Price (RCA), Gino Rumpel (Capitol), Sam Calle (MCA), Jeff Shayne (Epic)
- LOCAL PROMOTION DIRECTOR OF THE YEAR '80:** (Independent) Phil Quarteraro (A&M), Robbie Vogt (RSO), Tommy Teague (RSO), John Schuler (A&M), Ted Zlatin (RSO), James Bishop (Motown), Al Cafaro (A&M), Bob Galliani (RSO), Wayne Fogel (Motown), Patricia Breedlove (RSO), Paul Crowley (A&M), Dana Morris (A&M)
- INDEPENDENT PROMOTION DIRECTOR OF THE YEAR '80:** Jerry Brenner, Jerry Meyers, Gary Bird, Jonas Cash, Bobby Hurt, Howie Goodman, Ernie Phillips, Don Graham, Lu Fields, Bob Perry, Mel Turoff/Lindy Goetz, Perry Stevens
- RECORD DISTRIBUTOR OF THE YEAR '80:** (Corporate) CBS (Washington), MCA (Cherry Hill), WEA (Atlanta), Capitol/EMI (Los Angeles), RCA (Washington D.C.), Phonodisc (New York City), CBS (Atlanta), RCA (New York City), Capitol/EMI (Washington D.C.), MCA (Washington D.C.), RCA (Atlanta)
- RECORD DISTRIBUTOR OF THE YEAR '80:** (Independent) Schwartz Brothers (Washington D.C.), Tone (Hialeah), Zamolski (Baltimore), Universal (Philadelphia), Progress (Cleveland), Tara (Atlanta), Alpha (New York City), Transcontinent (Buffalo), M.S. Distributing (Chicago), Big State (Dallas), Lieberman (Atlanta), Malverne (New York City)

\* Award Winners for 1979 were not eligible for nomination.

POP MUSIC SURVEY — SEMINAR/AWARDS BANQUET  
Registration Fee:  
\$135.00 Seminar/Cocktail Party/Awards Banquet  
make check payable to:  
Pop Music Survey — 4818 Chevy Chase Dr., Chevy Chase, MD 20015

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
COMPANY/STATION \_\_\_\_\_

There are only 200 rooms at the Marriott on a first serve basis.  
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Badges & Tickets are mandatory for admittance to all functions — strictly enforced.

## The Question More And More Stations Answer Each Week:



What Cha'  
Gonna Do  
For Me?

WKTU HB-18-10-10  
WXKS-FM 17-16  
KEARTH 27-22  
KRLA deb 15  
KIIS-FM 19-16  
KIQQ add  
KNUS 32-29  
KSET-FM deb 27  
WJDX 27-21  
WAXY deb 29  
KGGI deb 30  
KHYT on  
FM99 add  
KVOL 27-26

# CHAKA KHAN

## "What Cha' Gonna Do For Me"

Produced By Arif Mardin



ON WARNER BROS. RECORDS

## Bits

Q107/Washington is on the phones calling with the question, "Which radio station do you listen to most?" If the person on the other end answers Q107, prizes like a Datsun 280ZX, \$10,000 or even a trip to Europe to see Bruce Springsteen are being given away.

WCIR/Beckley, WV has installed a statewide, toll-free request line... FM102/Sacramento just finished up a #1 Weekend giving out brass paperweights engraved with "FM102 & You" shaped like a number one.

WPST/Trenton raised over \$90,000 in pledges in the March Of Dimes Superwalk held recently... V100/Charleston flew out of town relatives in to visit their Moms for Mothers Day.

K104/Erie has done a spinoff on the TV game show "Family Feud." The game's called "The Survey Says." Listeners call up and have to give the top two answers to common questions asked at a local shopping center. Prizes start at \$50 and climb upwards.

WKTU/New York saluted the 50th anniversary of the Empire State Building with a free noontime concert May 1, featuring all of the air personalities and the WKTU Dance Van.

WRJZ/Knoxville wrapped up the WRJZ/United American Bank Express Wizard Contest. A total of 62

people in the city were "secret wizards" and clues to their identity were broadcast. Winners identifying a secret wizard won prizes and went into a drawing for a \$6200 grand prize.

WROR/Boston covered the recent running of the Boston Marathon from start to finish, talking with runners and officials prior to the start and at the finish line.

From the land down under, Radio Hauraki/Auckland, NZ brings word of a "Helping Hand Contest." Listeners called up to identify sounds on the radio. Those that did so went into a drawing for a year's worth of helping hands in the form of complete maid service.

WLS-AM-FM/Chicago helped welcome Rodney Dangerfield to town in style, giving away copies of his album and T-shirts and tickets to see him in concert, MC'd by "Superjock" Larry Lujack. Rodney also cut 10- and 30-second TV spots for the stations while in town.

KYNO-FM/Fresno recently held the largest free concert in the history of Fresno radio by sponsoring an all-day free event in the park. Lots of local bands donated their time and energy, and money was raised to help build a new cage for "Nosey," the Fresno Zoo's only elephant.

## Landecker

Continued from Page 3

WLS Program Director John Gehron told R&R, "John felt for some time now that he wanted to do something dramatically different, and the CFTR offer apparently filled the bill for him. We were looking for a certain type of approach in afternoon drive and were well on our way to it with John, but in view of everything perhaps John's move is best for both parties."

Bill Gable, Program Director at CFTR, was understandably excited about his new acquisition:

"I think that John Landecker is one of the finest air talents in the business and I have always wanted to have him at CFTR. We are all very pleased that a talent of John's stature will be joining us. This move reinforces our belief that CFTR employs one of the best air staffs in North America."

CFTR's current morning personality, Jim Brady, has resigned to accept the position of Program Director and AM drive personality at CJCL/Toronto. Landecker will remain on the air at WLS through the current rating period and will join CFTR following a brief vacation.

## WLUP

Continued from Page 1

WMET. PD Tom Teuber told R&R, "When Tom Petty's manager called to tell me they were going ahead with the plan to sell all the tickets to another radio station, we pulled all the Petty albums out of the studio, including the new one. I made it clear when we first got wind of this plan that if they made that concert into a station promotion, locking out all other stations from any kind of involvement, that we would be forced to drop the new album. We felt we didn't want to promote another radio station. As fans I think we're all sorry to do this, but the event is a station promotion for the competition."

Other reactions were slightly milder. WLS-AM-FM PD John Gehron told R&R, "We are playing his current single and will continue to play it, and his oldies, too." However, he continued, "I don't think you can count on WLS to get involved in any support for Tom Petty until this thing has blown over. He's done nothing to help us." Norm Winer, PD at AOR WXRT, commented, "We are highly offended. It's ridiculous for someone to alienate the rest of the market. We're considering retaliation on a business level, but we won't take it out on our listeners by pulling the album."

## Solar

Continued from Page 1

decision involving many months of soul-searching and deep negotiating... I am pleased at the excitement, enthusiasm, and prospect of this new joint venture. However, I must recognize, respect, and give due credit to our former distributor, RCA Records... My entire galaxy is committed to even greater success, working with and through the E/A organization."

## Foreman

Continued from Page 1

McLaughlin commented, "Dick Foreman is a topnotch broadcasting professional who has made tremendous contributions to ABC Network Radio in the past. His unique perspective on the programming needs of our affiliates will help us to continue to provide top-quality programs to our 1700-plus affiliates around the country."

Foreman told R&R, "It should be very interesting. We started the special programming ball rolling in 1978 with ABC, and now everyone and his brother is into special programming. Now we'll offer services appealing to a wide number of people not presently being properly attended to. It's a great challenge." Foreman characterized his consulting function as overseeing the total scope of the creative presentation on all

four networks, and therefore differing from the consulting arrangement between Jeff Pollack and the ABC FM Network (R&R 4-24). He added that he will be working closely with the heads of the four networks in addition to McLaughlin.

## WIFE

Continued from Page 1

others, will consult for the changeover.

Aaron told R&R, "I would say this is the most exciting opportunity I've ever had. There is no News/Talk format in the city and I view News/Talk as the format of the future for AM radio. We went on the air Monday morning and have gotten tremendous response. Kenneth Palmer has developed a very strong organization and I'm happy to be a part of it." Aaron added that he is looking for a PD for WIFE.

"I don't care WHOSE callout system you're using (even the original MARS System)... the New MARS P-D-C will revolutionize the way you conduct your callout music research."

- Todd Wallace  
President, Radio Index, Inc.

## THE SOLUTION IS



See Page 5!

Radio's love affair with  
*Air Supply*

continues.

In just 6 days:

**"THE ONE THAT YOU LOVE"** AS 0604

**BREAKER®**



The group that swept the nation with three smash singles in 1980 is back with their first runaway hit of 1981.

More Air Supply magic.  
From the forthcoming album  
**THE ONE THAT YOU LOVE.**

Produced by Harry Maslin.  
Executive Producer: Clive Davis.

**ARISTA**





**EAST**  
**Most Added Hottest**  
 George Harrison Kim Carnes  
 Air Supply Stars On 45  
 Hall & Oates REO Speedwagon

# 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**  
 George Harrison Kim Carnes  
 Marty Ball Stars On 45  
 Joey Scarbury REO Speedwagon  
 Sheena Easton

**EAST**

**PARALLEL TWO**

14Q/Worcester, MA

Gary Nolan  
 G. HARRISON  
 HALL & OATES  
 CLIFF RICHARD  
 JIM PHOTOGLO  
 PURE PRAIRIE LEAG  
 Hotteest:  
 SMOKEY ROBINSON 2-1  
 KIM CARNES 7-2  
 REO SPEEDWAGON 5-3  
 GINO VANNELLI 9-5  
 CHAMPAIGN 8-6

WBBF/Rochester, NY

Devo Mason  
 SHEENA EASTON  
 GARY U.S. BONDS  
 G. HARRISON  
 LEE RITENOUR  
 Hotteest:  
 SHEENA EASTON 2-1  
 STARS ON 45 4-3  
 GINO VANNELLI 6-4  
 KIM CARNES 9-5  
 RAYDIO 14-9

WICC/Bridgeport, CT

Bob Mitchell  
 HALL & OATES  
 BILLY & THE BEATE  
 STEVE WINWOOD  
 JIM STEINMAN  
 JOE WALSH  
 G. HARRISON  
 RANDY MEISNER  
 Hotteest:  
 SMOKEY ROBINSON 2-1  
 KIM CARNES 5-4  
 GARY U.S. BONDS 16-11  
 NEIL DIAMOND 19-16  
 RAYDIO 24-19

WKBO/Harrisburg, PA

Betsy Kaye  
 G. HARRISON  
 HALL & OATES  
 AIR SUPPLY  
 Hotteest:  
 KIM CARNES 5-1  
 RAYDIO 11-7  
 DON MCLEAN 13-10  
 CHAMPAIGN 15-12  
 TASTE OF HONEY 18-14

WKEE/Huntington, WV

Gary Miller  
 JOE WALSH  
 G. HARRISON  
 JOEY SCARBURY  
 CAROLE B. SAGER  
 OAK RIDGE BOYS  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 CLIMAX BLUES BAND 4-2  
 KIM CARNES 10-3  
 GINO VANNELLI 5-4  
 TASTE OF HONEY 25-10

WOLF/Syracuse, NY

Bob Mitchell  
 G. HARRISON  
 SHEENA EASTON  
 AIR SUPPLY  
 JIM PHOTOGLO  
 CAROLE B. SAGER  
 Hotteest:  
 KIM CARNES 5-1  
 RICK SPRINGFIELD 14-8  
 STYX 16-10  
 SANTANA 17-12  
 STARS ON 45 18-13

WPST/Trenton, NJ

Tom Taylor  
 MARTY BALLIN  
 G. HARRISON  
 RUSH  
 Hotteest:  
 REO SPEEDWAGON 1-1  
 FRANKIE/KNOCKOUTS 2-2  
 KIM CARNES 9-3  
 RICK SPRINGFIELD 13-9  
 AC/DC 18-15

WTRY/Albany, NY

Bill Cahill  
 JESSE WINCHESTER  
 G. HARRISON  
 BILLY SQUIER  
 Hotteest:  
 CLIMAX BLUES BAND 8-1  
 FRANKIE/KNOCKOUTS 11-7  
 KIM CARNES 15-8  
 NEIL DIAMOND 17-10  
 RICK SPRINGFIELD 18-14

WAEB/Allentown, PA

Jeff Frank  
 G. HARRISON  
 RICK SPRINGFIELD  
 AIR SUPPLY  
 PURE PRAIRIE LEAG  
 MARTY BALLIN  
 Hotteest:  
 KIM CARNES 2-1  
 JOHN LENNON 9-4  
 STARS ON 45 14-7  
 NEIL DIAMOND 19-14  
 RAYDIO 23-17

WHYH/Springfield, MA

Andy Carey  
 HALL & OATES  
 LEE RITENOUR  
 CAROLE B. SAGER  
 Hotteest:  
 KIM CARNES 4-1  
 CHRIS CROSS 10-4  
 RAYDIO 11-8  
 CHAMPAIGN 17-14  
 CLIMAX BLUES BAND 30-18

KC101/Honolulu, CT

Danny Lyons  
 G. HARRISON  
 JOEY SCARBURY  
 MANHATTAN TRANSPSE  
 Hotteest:  
 SMOKEY ROBINSON 3-1  
 KIM CARNES 6-3  
 NEIL DIAMOND 15-10  
 AIR SUPPLY 27-19  
 QUINCY JONES 29-24

WFBR/Baltimore, MD

Andy Szulinski  
 G. HARRISON  
 OAK RIDGE BOYS  
 Hotteest:  
 TASTE OF HONEY 1-1  
 STARS ON 45 8-5  
 KIM CARNES 11-6  
 NEIL DIAMOND 19-14  
 RICK SPRINGFIELD 29-19

WBLI/Long Island, NY

Bill Terry  
 G. HARRISON  
 JESSE WINCHESTER  
 RICK SPRINGFIELD  
 SHEENA EASTON  
 MANHATTAN TRANSPSE  
 Hotteest:  
 JUICE NEWTON 2-1  
 REO SPEEDWAGON 5-3  
 KIM CARNES 10-4  
 JOHN LENNON 8-6  
 TASTE OF HONEY 12-9

WTIC/FM/Hartford, CT

Rick Onahue  
 G. HARRISON  
 NEIL DIAMOND  
 Hotteest:  
 STARS ON 45 3-1  
 KIM CARNES 12-3  
 GINO VANNELLI 11-7  
 STYX 13-10  
 TASTE OF HONEY 18-15

Q106/York, PA

Steve Gallagher  
 G. HARRISON  
 SANTANA  
 JOE WALSH  
 JOEY SCARBURY  
 RANDY MEISNER  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 REO SPEEDWAGON 2-2  
 KIM CARNES 7-3  
 GINO VANNELLI 6-4  
 JOHN LENNON 12-8

WFHM/Rochester, NY

Marc Cronin  
 G. HARRISON  
 SANTANA  
 CAROLE B. SAGER  
 BILLY SQUIER  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 REO SPEEDWAGON 2-2  
 STYX 4-4  
 CLIMAX BLUES BAND 10-6  
 RICK SPRINGFIELD 15-10

WFLY/Albany, NY

Buzz Phillips  
 G. HARRISON  
 AIR SUPPLY  
 HALL & OATES  
 PURE PRAIRIE LEAG  
 JOE WALSH  
 JIM PHOTOGLO (dp)  
 Hotteest:  
 REO SPEEDWAGON 1-1  
 CLIMAX BLUES BAND 10-6  
 STARS ON 45 12-9  
 RICK SPRINGFIELD 18-10  
 TOM PETTY 23-15

K104/Erie, PA

Bill Shannon  
 G. HARRISON  
 JUDAS PRIEST  
 RANDY MEISNER  
 APRIL WINE  
 MARTY BALLIN  
 OAK RIDGE BOYS  
 MANHATTAN TRANSPSE  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 WHO 11-5  
 LOVERBOY 12-7  
 38 SPECIAL 15-11  
 REO SPEEDWAGON 27-20

V100/Charleston, WV

Jay Jarvis  
 G. HARRISON  
 JESSE WINCHESTER  
 HALL & OATES (dp)  
 JOE WALSH (dp)  
 Hotteest:  
 KIM CARNES 4-1  
 REO SPEEDWAGON 4-3  
 GINO VANNELLI 7-5  
 PHIL COLLINS 9-6  
 G. HARRISON A-20

WAQY/Springfield, MA

Mike Adams  
 JOEY SCARBURY  
 AIR SUPPLY  
 JESSE WINCHESTER  
 G. HARRISON  
 SILVERADO  
 Hotteest:  
 KIM CARNES 4-1  
 RICK SPRINGFIELD 9-2  
 STARS ON 45 14-9  
 TOM PETTY 17-12  
 HALL & OATES 24-16

B104/Baltimore, MD

Rick James  
 G. HARRISON  
 SANTANA  
 JOE WALSH  
 Hotteest:  
 TASTE OF HONEY 2-1  
 AC/DC 11-9  
 CHAMPAIGN 15-10  
 STARS ON 45 23-20  
 LEE RITENOUR D-25

WKRZ/FM/Wilkes Barre, PA

Jim Rising  
 AIR SUPPLY  
 JOEY SCARBURY  
 TOMMY JAMES  
 ALAN PARSONS  
 G. HARRISON  
 ALBERT HAMMOND  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 FRANKIE/KNOCKOUTS 3-2  
 RICK SPRINGFIELD 12-10  
 PHIL COLLINS 17-14  
 GARY U.S. BONDS 21-16

WACZ/Bangor, ME

Michael O'Hara  
 SILVERADO  
 G. HARRISON  
 JESSE WINCHESTER  
 MANHATTAN TRANSPSE  
 KOOL & THE GANG  
 SANTANA  
 LEE RITENOUR  
 Hotteest:  
 CLIMAX BLUES BAND 3-1  
 REO SPEEDWAGON 5-3  
 JOHN LENNON 6-4  
 STARS ON 45 7-5  
 TOM PETTY 20-15

**PARALLEL THREE**

13FEA/Manchester, NH

Keith Lemire  
 AIR SUPPLY  
 SHEENA EASTON  
 LEE RITENOUR  
 HALL & OATES  
 ALBERT HAMMOND  
 Hotteest:  
 KIM CARNES 2-1  
 PHIL COLLINS 5-2  
 GINO VANNELLI 7-4  
 REO SPEEDWAGON 10-6  
 JOHN LENNON 13-7

WCIR/Beckley, WV

Jim Martin  
 G. HARRISON  
 AIR SUPPLY  
 SHEENA EASTON  
 JESSE WINCHESTER  
 STEVE WINWOOD  
 Hotteest:  
 STARS ON 45 8-1  
 KIM CARNES 7-2  
 WHISPERS 5-3  
 WHO 9-5  
 CHRIS CROSS 21-14

WFBO/Altoona, PA

Tony Booth  
 G. HARRISON  
 MANHATTAN TRANSPSE  
 BILLY SQUIER  
 SANTANA  
 MARTY BALLIN  
 ARETHA FRANKLIN  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 STARS ON 45 4-2  
 NEIL DIAMOND 7-4  
 RAYDIO 12-7  
 KIM CARNES 10-9

WQUY/Bangor, ME

Jim Randall  
 G. HARRISON  
 JESSE WINCHESTER  
 AIR SUPPLY  
 CLARKE/DUKE  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 KIM CARNES 8-6  
 GARY U.S. BONDS 21-17  
 NEIL DIAMOND D-21  
 AC/DC D-26

WHEB/Portsmouth, NH

Rick Bean  
 G. HARRISON  
 JIM PHOTOGLO  
 Hotteest:  
 KIM CARNES 6-1  
 STARS ON 45 5-3  
 RAYDIO 9-6  
 JOHN LENNON 11-7  
 NEIL DIAMOND 15-10

WJBO/Portland, ME

Mike O'Neil  
 HALL & OATES  
 CLARKE/DUKE  
 G. HARRISON  
 TOM PETTY  
 CHRIS CROSS  
 QUINCY JONES  
 SHEENA EASTON  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 REO SPEEDWAGON 4-2  
 FRANKIE/KNOCKOUTS 6-3  
 KIM CARNES 8-6  
 JOHN LENNON 9-7

WTSN/Over, NH

Jim Sebastian  
 G. HARRISON  
 BARBRA STREISAND  
 CLIFF RICHARD  
 MANHATTAN TRANSPSE  
 JIM PHOTOGLO  
 Hotteest:  
 KIM CARNES 3-1  
 TASTE OF HONEY 5-3  
 DON MCLEAN 7-4  
 RAYDIO 9-7  
 JOHN LENNON 23-12

WIGY/Beth, ME

Willie Mitchell  
 JOEY SCARBURY  
 G. HARRISON  
 ALBERT HAMMOND  
 RANDY MEISNER  
 HALL & OATES  
 Hotteest:  
 KIM CARNES 7-1  
 JEFF. STARSHIP 13-7  
 SANTANA 18-12  
 TOM PETTY 26-19  
 NEIL DIAMOND 27-21

WLAM/Lewiston, ME

Chris Layne  
 STEVE WINWOOD  
 G. HARRISON  
 JOE WALSH  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 JOHN LENNON 4-2  
 STARS ON 45 15-7  
 NEIL DIAMOND 27-16  
 HALL & OATES 34-25

95XII/Parkersburg, WV

Terry Lee Collins  
 G. HARRISON  
 OAK RIDGE BOYS  
 ROSANNE CASH  
 JOEY SCARBURY  
 RANDY MEISNER  
 MANHATTAN TRANSPSE  
 MARTY BALLIN  
 Hotteest:  
 STYX 1-1  
 JOHN O'BANION 8-4  
 JOHN COUGAR 14-8  
 GARY U.S. BONDS 34-27  
 MICHAEL JACKSON 37-30

WACZ/Bangor, ME

Michael O'Hara  
 SILVERADO  
 G. HARRISON  
 JESSE WINCHESTER  
 MANHATTAN TRANSPSE  
 KOOL & THE GANG  
 SANTANA  
 LEE RITENOUR  
 Hotteest:  
 CLIMAX BLUES BAND 3-1  
 REO SPEEDWAGON 5-3  
 JOHN LENNON 6-4  
 STARS ON 45 7-5  
 TOM PETTY 20-15

**SOUTH**

**PARALLEL TWO**

82Q/Nashville, TN

Damon Davis  
 G. HARRISON  
 MARTY BALLIN  
 MANHATTAN TRANSPSE  
 JOEY SCARBURY (dp)  
 Hotteest:  
 CLIMAX BLUES BAND 1-1  
 REO SPEEDWAGON 2-2  
 KIM CARNES 4-3  
 STARS ON 45 8-4  
 OAK RIDGE BOYS 24-20

BJ106/Orlando, FL

Terry Long  
 ROSANNE CASH  
 GAP BAND  
 JIM STEINMAN  
 HILLMAN BAND  
 RAY WERNER  
 RANDY MEISNER  
 G. HARRISON  
 STEPHANIE MILLS  
 BARBRA STREISAND  
 AIR SUPPLY  
 Hotteest:  
 KIM CARNES 2-1  
 GINO VANNELLI 7-4  
 SMOKEY ROBINSON 8-5  
 TASTE OF HONEY 13-9  
 RAYDIO 20-15

KEEU/Shreveport, LA

Marty Johnson  
 G. HARRISON  
 CAROLE B. SAGER  
 AIR SUPPLY  
 BILLY & THE BEATE  
 SHEENA EASTON  
 FRANKIE SMITH  
 Hotteest:  
 RAYDIO 4-1  
 GINO VANNELLI 5-3  
 CHAMPAIGN 10-7  
 KIM CARNES 9-9  
 STARS ON 45 13-10

KTSA/San Antonio, TX

J.J. Rodriguez  
 G. HARRISON  
 OAK RIDGE BOYS  
 T.G. SHEPPARD  
 Hotteest:  
 REO SPEEDWAGON 1-1  
 KIM CARNES 17-10  
 STARS ON 45 27-20  
 SMOKEY ROBINSON 29-22  
 AIR SUPPLY 30-24

KXX106/Birmingham, AL

Chris Train  
 G. HARRISON  
 CAROLE B. SAGER  
 LOVERBOY  
 RUSH  
 JOE WALSH  
 JAMES TAYLOR  
 ROBBIE DUPREE  
 Hotteest:  
 CHAMPAIGN 4-1  
 KIM CARNES 9-8  
 RICK SPRINGFIELD 13-9  
 ALAN PARSONS 17-14  
 STEVE WINWOOD 24-19

WAKY/Louisville, KY

Mike McVay  
 G. HARRISON  
 LEE RITENOUR  
 HALL & OATES  
 Hotteest:  
 KIM CARNES 6-1  
 JOHN LENNON 4-3  
 DOTTIE WEST 10-8  
 RAYDIO 14-11  
 GARY U.S. BONDS 19-15

WAXY/Ft. Lauderdale, FL

Rick Shaw  
 MANHATTAN TRANSPSE  
 RICK SPRINGFIELD  
 G. HARRISON  
 JIM PHOTOGLO  
 Hotteest:  
 SHEENA EASTON 1-1  
 STARS ON 45 10-2  
 JOHN LENNON 5-4  
 GINO VANNELLI 7-5  
 KIM CARNES 13-9

WAYI/Charlotte, NC

Mark Kessler  
 SHEENA EASTON  
 BARBRA STREISAND  
 JESSE WINCHESTER  
 KOOL & THE GANG  
 Hotteest:  
 TASTE OF HONEY 1-1  
 SMOKEY ROBINSON 2-2  
 CLIMAX BLUES BAND 4-3  
 STARS ON 45 6-4  
 STYX 8-5

WBBQ/Augusta, GA

Bruce Stevens  
 G. HARRISON  
 KOOL & THE GANG  
 SHEENA EASTON  
 ROBBIE DUPREE  
 MANHATTAN TRANSPSE  
 JOEY SCARBURY  
 CAROLE B. SAGER  
 Hotteest:  
 SMOKEY ROBINSON 3-1  
 KIM CARNES 6-2  
 STARS ON 45 10-4  
 CLIMAX BLUES BAND 12-8  
 RICK SPRINGFIELD 18-13

WFMF/Baton Rouge, LA

Randy Rice  
 LEE RITENOUR  
 SANTANA  
 SHEENA EASTON  
 AC/DC (dp)  
 Hotteest:  
 KIM CARNES 4-1  
 GINO VANNELLI 8-5  
 RAYDIO 14-9  
 STARS ON 45 18-12  
 G. HARRISON D-18

WQH/Norfolk, VA

Bob Carada  
 LEE RITENOUR  
 MARTY BALLIN  
 JIM STEINMAN  
 RANDY MEISNER  
 ROULETTES  
 G. HARRISON  
 Hotteest:  
 TASTE OF HONEY 1-1  
 DOTTIE WEST 12-6  
 T.G. SHEPPARD 13-8  
 STARS ON 45 14-11  
 JOHN LENNON D-15

WHBQ/Memphis, TN

Mike Sciala  
 G. HARRISON  
 MANHATTAN TRANSPSE  
 Hotteest:  
 KIM CARNES 3-1  
 JOHN LENNON 4-3  
 RAYDIO 5-4  
 STARS ON 45 7-6  
 GINO VANNELLI 9-7

WJDX/Jackson, MS

Bob Rall  
 MARTY BALLIN  
 BILLY & THE BEATE  
 CAROLE B. SAGER  
 MICHAEL O'BRIEN  
 CLARKE/DUKE  
 KOOL & THE GANG  
 RICK SPRINGFIELD (RA)  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 KIM CARNES 5-2  
 HALL & OATES 23-14  
 AIR SUPPLY 21-16  
 TOM PETTY 30-22

WKIX/Raleigh, NC

Ron McKay  
 RAYDIO  
 NEIL DIAMOND  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 KIM CARNES 11-6  
 CHAMPAIGN 10-7  
 KIM CARNES 9-9  
 STARS ON 45 17-8  
 RAYDIO A-19

WRJZ/Knoxville, TN

Fred Story  
 JOEY SCARBURY  
 G. HARRISON  
 SANTANA  
 MANHATTAN TRANSPSE  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 KIM CARNES 9-4  
 STARS ON 45 14-6  
 CLIMAX BLUES BAND 13-9  
 T.G. SHEPPARD 21-15

WSGN/Birmingham, AL

Walt Brown  
 KOOL & THE GANG  
 MARTY BALLIN  
 JAMES TAYLOR  
 JESSE WINCHESTER  
 MANHATTAN TRANSPSE  
 Hotteest:  
 SMOKEY ROBINSON 1-1  
 DOTTIE WEST 11-5  
 CHRIS CROSS 12-6  
 PHIL COLLINS D-8  
 STEVE WINWOOD 18-11

WTIX/New Orleans, LA

Gary Franklin  
 G. HARRISON  
 HALL & OATES  
 ROSANNE CASH  
 AIR SUPPLY  
 PURE PRAIRIE LEAG  
 JERMAINE JACKSON  
 Hotteest:  
 GUY WASHINGTON 2-1  
 CLIMAX BLUES BAND 6-3  
 JOHN LENNON 10-4  
 TASTE OF HONEY 17-7

Y103/Jacksonville, FL

Scott Sherwood  
 ROBBIE DUPREE  
 MANHATTAN TRANSPSE  
 JOEY SCARBURY  
 PHIL COLLINS  
 STEVE WINWOOD  
 G. HARRISON  
 Hotteest:  
 REO SPEEDWAGON 3-1  
 SMOKEY ROBINSON 11-7  
 DOTTIE WEST 13-10  
 JIM PHOTOGLO 24-19  
 AIR SUPPLY 27-21

WRVQ/Richmond, VA

Bill Thomas  
 G. HARRISON  
 Hotteest:  
 STYX 1-1  
 JOHN CARNES 11-4  
 JOHN LENNON 10-5  
 PHIL COLLINS 15-11  
 STARS ON 45 D-20

KELPE/Paso, TX

Raymond Mesa  
 PURE PRAIRIE LEAG  
 NEIL DIAMOND  
 AIR SUPPLY  
 Hotteest:  
 REO SPEEDWAGON 2-1  
 STARS ON 45 8-2  
 JOHN LENNON 6-3  
 GINO VANNELLI 10-7  
 KIM CARNES 18-11

FM100/Memphis, TN

Tom Prestigiacomo  
 HALL & OATES  
 G. HARRISON  
 AIR SUPPLY  
 LEE RITENOUR  
 Hotteest:  
 FRANKIE/KNOCKOUTS 2-1  
 SMOKEY ROBINSON 5-2  
 KIM CARNES 6-3  
 GINO VANNELLI 8-5  
 WHO 12-9

WNOX/Knoxville, TN

Scott Majors  
 TASTE OF HONEY  
 AIR SUPPLY  
 SHEENA EASTON  
 Hotteest:  
 SMOKEY ROBINSON 2-1  
 REO SPEEDWAGON 4-7  
 KIM CARNES 8-4  
 STYX 10-8  
 T.G. SHEPPARD 16-13

WSKZ/Chattanooga, TN

David Carroll  
 G. HARRISON  
 LEE RITENOUR  
 JOEY SCARBURY  
 ROSANNE CASH  
 G. HARRISON  
 Hotteest:  
 RAYDIO 12-4  
 NEIL DIAMOND 20-12  
 TASTE OF HONEY 19-14  
 TOM PETTY 29-25

KINT/EI Paso, TX

Jim Zippo  
 G. HARRISON  
 ROBBIE DUPREE  
 APRIL WINE  
 TOMMY JAMES  
 JOEY SCARBURY  
 Hotteest:  
 KIM CARNES 5-1  
 CLARKE/DUKE 8-4  
 TASTE OF HONEY 12-5  
 STARS ON 45 20-8  
 GARY U.S. BONDS 25-11

WERC/Birmingham, AL

**MIDWEST**  
**Most Added Hottest**  
 George Harrison Kim Carnes  
 Air Supply Smokey Robinson  
 Hall & Oates REO Speedwagon  
 Lee Ritenour  
 Elton John

# 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**  
 George Harrison Kim Carnes  
 Marty Ballin REO Speedwagon  
 Air Supply Stars On 45

## MIDWEST

### PARALLEL TWO

#### 92X/Columbus, OH

Teri Nutter  
 AIR SUPPLY  
 G. HARRISON  
 SANTANA  
 AC/DC  
 Hottest:  
 REO SPEEDWAGON 3-1  
 GINO VANNELLI 6-3  
 KIM CARNES 12-10  
 STARS ON 45 15-12  
 RAYDIO 18-14

#### KIOA/Des Moines, IA

A.W. Pantoja  
 RICK SPRINGFIELD  
 JESSE WINCHESTER  
 SHEENA EASTON  
 G. HARRISON  
 Hottest:  
 SMOKEY ROBINSON 1-1  
 KIM CARNES 6-3  
 JAMES TAYLOR 13-6  
 PHIL COLLINS 11-8  
 GINO VANNELLI 15-11

#### KOFM/Oklahoma City, OK

Chuck Morgan  
 G. HARRISON  
 ELTON JOHN  
 GARY U.S. BONDS  
 NEIL DIAMOND  
 Hottest:  
 REO SPEEDWAGON 1-1  
 GROVER WASHINGTON 3-2  
 JUICE NEWTON 4-3  
 ANNE MURRAY 7-5  
 STARS ON 45 12-6

#### KRAV/Tulsa, OK

Gary Reynolds  
 G. HARRISON  
 OAK RIDGE BOYS  
 MARTY BALIN  
 ALAN PARSONS  
 Hottest:  
 KIM CARNES 1-1  
 T.G. SHEPPARD 8-2  
 NEIL DIAMOND 17-13  
 RAYDIO 18-14  
 HALL & OATES 22-17

#### KZ93/Peoria, IL

Keith Edwards  
 JESSE WINCHESTER  
 TASTE OF HONEY  
 G. HARRISON  
 Hottest:  
 SMOKEY ROBINSON 3-1  
 CLIMAX BLUES BAND 5-3  
 KIM CARNES 9-4  
 38 SPECIAL 8-6  
 CHRIS CROSS 14-9

#### WGRD/Grand Rapids, MI

Ray Baker  
 G. HARRISON  
 DAVE EDMONDS  
 TASTE OF HONEY  
 AIR SUPPLY  
 LEE RITENOUR  
 Hottest:  
 STYX 2-1  
 RICK SPRINGFIELD 3-2  
 KIM CARNES 7-3  
 WHO 9-4  
 CLIMAX BLUES BAND 6-5

#### WHOT/Youngstown, OH

Dick Thompson  
 LEE RITENOUR  
 RICK SPRINGFIELD  
 G. HARRISON  
 Hottest:  
 KIM CARNES 3-1  
 TASTE OF HONEY 19-13  
 CLIMAX BLUES BAND 21-15  
 CHRIS CROSS 24-20  
 NEIL DIAMOND 30-23

#### WMEE/Fort Wayne, IN

John Curry  
 AIR SUPPLY  
 G. HARRISON  
 HALL & OATES  
 SANTANA  
 AC/DC  
 QUINCY JONES  
 Hottest:  
 KIM CARNES 1-1  
 CLIMAX BLUES BAND 9-6  
 STARS ON 45 11-8  
 RAYDIO 19-10  
 NEIL DIAMOND 26-11

#### WNAP/Indianapolis, IN

Chad Hum  
 G. HARRISON  
 SANTANA  
 JESSE WINCHESTER  
 Hottest:  
 REO SPEEDWAGON 3-1  
 CLIMAX BLUES BAND 11-4  
 KIM CARNES 16-10  
 CHAMPAIGN 23-15  
 TOM PETTY 30-22

#### WNCU/Columbus, OH

Steve Edwards  
 RICK SPRINGFIELD  
 ELTON JOHN  
 JESSE WINCHESTER  
 ROSANNE CASH  
 OAK RIDGE BOYS  
 MANHATTAN TRANSPSE  
 Hottest:  
 SMOKEY ROBINSON 1-1  
 RAYDIO 10-6  
 STARS ON 45 11-9  
 KIM CARNES 16-11  
 NEIL DIAMOND 23-17

#### WOHO/Toledo, OH

Jeff McCarthy  
 G. HARRISON  
 ELTON JOHN  
 BARBRA STREISAND  
 Hottest:  
 JOHN LENNON 2-1  
 KIM CARNES 4-2  
 STARS ON 45 7-4  
 RAYDIO 14-6  
 NEIL DIAMOND 17-7

#### WOW/Omaha, NE

J.C. Corcoran  
 G. HARRISON  
 DON MCLEAN  
 LEE RITENOUR (dp)  
 HALL & OATES (dp)  
 Hottest:  
 SMOKEY ROBINSON 2-1  
 GINO VANNELLI 8-4  
 KIM CARNES 10-5  
 JOHN LENNON 9-6  
 PHIL COLLINS 14-10

#### WVIC/East Lansing, MI

Jim St. John  
 BILLY SQUIER  
 AIR SUPPLY  
 OAK RIDGE BOYS  
 G. HARRISON  
 CAROLE B. SAGER  
 Hottest:  
 SMOKEY ROBINSON 4-1  
 KIM CARNES 7-3  
 GINO VANNELLI 6-4  
 JOHN LENNON 13-6  
 PHIL COLLINS 15-10

#### KSTT/Davenport, IA

Bill Young  
 G. HARRISON  
 LEE RITENOUR  
 SANTANA  
 HALL & OATES  
 Hottest:  
 CHAMPAIGN 3-1  
 KIM CARNES 4-2  
 T.G. SHEPPARD 14-6  
 FRANKE/KNOCKOUTS 10-7  
 REO SPEEDWAGON 9-8

#### WISM/Madison, WI

Berb Starr  
 AIR SUPPLY  
 G. HARRISON  
 CLARKE/DUKE  
 STEVE WINWOOD  
 JOEY SCARBURY  
 Hottest:  
 KIM CARNES 1-1  
 GINO VANNELLI 2-2  
 STYX 5-3  
 RAYDIO 8-4  
 NEIL DIAMOND 24-19

#### KEYN-FM/Wichita, KN

Terrie Springs  
 G. HARRISON  
 HALL & OATES  
 Hottest:  
 JAMES TAYLOR 3-1  
 JOHN LENNON 7-2  
 GINO VANNELLI 8-5  
 KIM CARNES 13-7  
 NEIL DIAMOND 22-14

#### KWEN/Tulsa, OK

Ronda Curtis  
 G. HARRISON  
 MARTY BALIN  
 VAN HALEN (dp)  
 JIM STEINMAN (dp)  
 TOM JOHNSTON (dp)  
 TOM PETTY (dp)  
 Hottest:  
 REO SPEEDWAGON 1-1  
 KIM CARNES 8-2  
 AC/DC 17-9  
 SANTANA 14-10  
 ALAN PARSONS 16-11

#### WYFM/Youngstown, OH

Jeff Tobin  
 STARS ON 45  
 FRANKE/KNOCKOUTS  
 Hottest:  
 REO SPEEDWAGON 6-1  
 STYX 4-2  
 KIM CARNES 11-6  
 WHO 10-9  
 PHIL COLLINS 18-15

#### WAXX/Durham, MN

Bruce McGregor  
 G. HARRISON  
 SHEENA EASTON  
 ROSANNE CASH  
 COLD CHISEL  
 MANHATTAN TRANSPSE  
 OAK RIDGE BOYS  
 JAMES TAYLOR  
 JOE WALSH  
 Hottest:  
 KIM CARNES 8-1  
 STARS ON 45 9-3  
 PHIL COLLINS 11-7  
 CHAMPAIGN 15-11  
 NEIL DIAMOND 24-19

#### WNAM/Appleton-Oshkosh, WI

Jay Tyler  
 G. HARRISON  
 CAROLE B. SAGER  
 Hottest:  
 KIM CARNES 4-1  
 RICK SPRINGFIELD 17-8  
 PHIL COLLINS 15-10  
 TASTE OF HONEY 19-13  
 NEIL DIAMOND 27-22

#### WGBF/Evansville, IN

Kevin Carpenter  
 G. HARRISON  
 TOM PETTY  
 AIR SUPPLY  
 RICK SPRINGFIELD  
 Hottest:  
 REO SPEEDWAGON 2-1  
 JOHN LENNON 3-2  
 KIM CARNES 8-4  
 CLIMAX BLUES BAND 11-7  
 TASTE OF HONEY 16-8

#### WRBR/South Bend, IN

Joe Lightner  
 LEE RITENOUR  
 HALL & OATES  
 FRANKE/KNOCKOUTS  
 ELTON JOHN  
 AIR SUPPLY  
 CLIFF RICHARD  
 Hottest:  
 SHEENA EASTON 1-1  
 SMOKEY ROBINSON 8-5  
 JOHN LENNON 11-7  
 JAMES TAYLOR 15-11  
 KIM CARNES 17-13

#### WZOK/Rockford, IL

Ed Lambert  
 G. HARRISON  
 FRANKE/KNOCKOUTS  
 SANTANA  
 DILLMAN BAND  
 Hottest:  
 REO SPEEDWAGON 1-1  
 SMOKEY ROBINSON 10-4  
 CLIMAX BLUES BAND 7-5  
 KIM CARNES 15-8  
 STARS ON 45 20-16

#### Z104/Madison, WI

Little Hudson  
 G. HARRISON  
 MANHATTAN TRANSPSE  
 JESSE WINCHESTER  
 AIR SUPPLY  
 JOE WALSH  
 Hottest:  
 SHEENA EASTON 1-1  
 GINO VANNELLI 12-5  
 AC/DC 9-6  
 RICK SPRINGFIELD 11-9  
 JEFF. STARSHIP 21-15

#### WIKS/Indianapolis, IN

Mike Timmes  
 HALL & OATES  
 G. HARRISON  
 AIR SUPPLY  
 QUINCY JONES  
 PURE PRAIRIE LEAG  
 Hottest:  
 SMOKEY ROBINSON 2-1  
 REO SPEEDWAGON 5-3  
 STYX 7-6  
 AC/DC 17-13  
 KIM CARNES 20-14

#### U93/South Bend, IN

J.K. Deering  
 RAYDIO  
 NEIL DIAMOND  
 STARS ON 45  
 TASTE OF HONEY  
 TERRI GIBBS (RA)  
 KOOL & THE GANG (RA)  
 Hottest:  
 SHEENA EASTON 1-1  
 HALL & OATES 2-2  
 KIM CARNES 13-6  
 CHAMPAIGN 22-9  
 STYX 24-10

#### WDJX/Dayton, OH

Mark Elliott  
 STEVE WINWOOD  
 ELTON JOHN  
 BILLY SQUIER  
 MARTY BALIN  
 CAROLE B. SAGER  
 AIR SUPPLY  
 GREG KINN  
 MAX WERNER  
 ROSANNE CASH  
 Hottest:  
 REO SPEEDWAGON 2-1  
 KIM CARNES 8-2  
 TASTE OF HONEY 15-9  
 BILLY & THE BEATE 30-23  
 TOM PETTY 34-24

#### WLOL-FM/St. Paul, MN

Phil Houston  
 G. HARRISON  
 ELTON JOHN  
 AIR SUPPLY  
 JIM PHOTOGLO  
 SANTANA  
 RANDY MEISNER  
 ISLEY BROS  
 CAROLE B. SAGER  
 Hottest:  
 STEELY DAN 1-1  
 CLIMAX BLUES BAND 7-4  
 FRANKE/KNOCKOUTS 8-5  
 REO SPEEDWAGON 14-10  
 DOLLY PARTON 26-18

#### KELO/Sioux Falls, SD

Paul Weacock  
 RAYDIO  
 TASTE OF HONEY  
 G. HARRISON  
 DILLMAN BAND  
 Hottest:  
 SMOKEY ROBINSON 5-1  
 FRANKE/KNOCKOUTS 3-2  
 REO SPEEDWAGON 4-3  
 KIM CARNES 6-4  
 STARS ON 45 20-12

#### KWLO/Waterloo, IA

Drew Bentley  
 MANHATTAN TRANSPSE  
 LEE RITENOUR  
 G. HARRISON  
 Hottest:  
 KIM CARNES 2-1  
 STARS ON 45 13-3  
 RICK SPRINGFIELD 14-9  
 NEIL DIAMOND 21-14  
 TOM PETTY D-20

## PARALLEL THREE

### KFYR/Bismarck, ND

Dan Brannan  
 OAK RIDGE BOYS  
 RICK SPRINGFIELD  
 G. HARRISON  
 MANHATTAN TRANSPSE  
 BARBRA STREISAND  
 Hottest:  
 REO SPEEDWAGON 1-1  
 KIM CARNES 2-2  
 GINO VANNELLI 8-4  
 DON MCLEAN 19-14  
 HALL & OATES D-18

### KKLS/Rapid City, SD

Mick Kjar  
 G. HARRISON  
 ALAN PARSONS  
 JIM STEINMAN  
 MANHATTAN TRANSPSE  
 DILLMAN BAND  
 Hottest:  
 REO SPEEDWAGON 2-1  
 FRANKE/KNOCKOUTS 4-3  
 KIM CARNES 8-4  
 JOHN LENNON 9-7  
 PURE PRAIRIE LEAG 19-14

### KKRC/Sioux Falls, SD

Don Nordine  
 OAK RIDGE BOYS  
 G. HARRISON  
 JOEY SCARBURY  
 DILLMAN BAND  
 Hottest:  
 REO SPEEDWAGON 1-1  
 KIM CARNES 5-2  
 CLIMAX BLUES BAND 4-4  
 GINO VANNELLI 11-8  
 STARS ON 45 13-10

### KKXU/Grand Forks, ND

Jeff Parker  
 G. HARRISON  
 JESSE WINCHESTER  
 TOM PETTY  
 RANDY MEISNER  
 JOEY SCARBURY  
 Hottest:  
 CLIMAX BLUES BAND 2-1  
 KIM CARNES 8-2  
 SMOKEY ROBINSON 5-4  
 JOHN LENNON 11-5  
 FRANKE/KNOCKOUTS 9-7

### WEAQ/Eau Claire, WI

Rick Roberts  
 CHRIS CROSS  
 Hottest:  
 CLIMAX BLUES BAND 5-1  
 TERRI GIBBS 4-2  
 JOHN COUGAR 12-9  
 SMOKEY ROBINSON 19-16  
 CLIFF RICHARD 26-23

### WRKR/Racine, WI

Steve Warren  
 NEIL DIAMOND  
 AIR SUPPLY  
 ROSANNE CASH  
 ELTON JOHN  
 Hottest:  
 STYX 2-1  
 REO SPEEDWAGON 11-8  
 KIM CARNES 13-10  
 STARS ON 45 16-11  
 G. HARRISON D-18

### WSPT/Stevens Point, WI

Brad Fuhr  
 ALAN PARSONS  
 MANHATTAN TRANSPSE  
 G. HARRISON  
 NITEFLYTE  
 Hottest:  
 STARS ON 45 1-1  
 AC/DC 11-8  
 FRANKE/KNOCKOUTS 17-13  
 GARY U.S. BONDS 24-16  
 CHRIS CROSS 23-17

### KDVV/Topeka, KS

Rocky Roberts  
 AIR SUPPLY  
 G. HARRISON  
 RUSH  
 LEE RITENOUR  
 Hottest:  
 LOVERBOY 1-1  
 38 SPECIAL 10-8  
 STARS ON 45 13-9  
 RICK SPRINGFIELD 22-15  
 SANTANA 23-18

### WLOL-FM/St. Paul, MN

Phil Houston  
 G. HARRISON  
 ELTON JOHN  
 AIR SUPPLY  
 JIM PHOTOGLO  
 SANTANA  
 RANDY MEISNER  
 ISLEY BROS  
 CAROLE B. SAGER  
 Hottest:  
 STEELY DAN 1-1  
 CLIMAX BLUES BAND 7-4  
 FRANKE/KNOCKOUTS 8-5  
 REO SPEEDWAGON 14-10  
 DOLLY PARTON 26-18

### KWLO/Waterloo, IA

Drew Bentley  
 MANHATTAN TRANSPSE  
 LEE RITENOUR  
 G. HARRISON  
 Hottest:  
 KIM CARNES 2-1  
 STARS ON 45 13-3  
 RICK SPRINGFIELD 14-9  
 NEIL DIAMOND 21-14  
 TOM PETTY D-20

## WEST

### PARALLEL TWO

#### KCPX/Salt Lake City, UT

Gary Waldron  
 HELEN REDDY  
 JUICE NEWTON  
 ROULETTES  
 APRIL WINE  
 G. HARRISON  
 Hottest:  
 KIM CARNES 3-1  
 SMOKEY ROBINSON 2-2  
 GINO VANNELLI 5-3  
 STARS ON 45 7-5  
 RAYDIO 17-13

#### KENO/Las Vegas, NV

Bill Alexander  
 G. HARRISON  
 BILLY SQUIER  
 Hottest:  
 GINO VANNELLI 3-1  
 KIM CARNES 5-2  
 PHIL COLLINS 11-7  
 NEIL DIAMOND 26-17  
 TASTE OF HONEY 27-19

#### KERN/Bakersfield, CA

Beau Reyes  
 CLARKE/DUKE  
 SHEENA EASTON  
 G. HARRISON  
 AIR SUPPLY  
 Hottest:  
 REO SPEEDWAGON 2-1  
 KIM CARNES 7-3  
 CLIMAX BLUES BAND 12-8  
 CHAMPAIGN 18-15  
 STARS ON 45 24-16

#### KGW/Portland, OR

Janis Wojcik  
 GINO VANNELLI  
 NEIL DIAMOND  
 G. HARRISON  
 Hottest:  
 GROVER WASHINGTON 2-1  
 KIM CARNES 12-6  
 JOHN LENNON 15-9  
 TERRI GIBBS 17-13  
 FRANKE/KNOCKOUTS D-20

#### KJRB/Spokane, WA

Brian Gregory  
 G. HARRISON  
 SANTANA  
 HALL & OATES  
 AIR SUPPLY  
 MARTY BALIN  
 Hottest:  
 KIM CARNES 1-1  
 GINO VANNELLI 14-7  
 WHO 19-11  
 PHIL COLLINS 17-12  
 NEIL DIAMOND 18-13

#### KRO/Tucson, AZ

Kent Lacey  
 CLIFF RICHARD  
 AIR SUPPLY  
 G. HARRISON  
 Hottest:  
 GROVER WASHINGTON 2-1  
 JOHN LENNON 14-7  
 KIM CARNES 15-8  
 DOTTIE WEST 19-14  
 RAYDIO 24-18

#### KTKT/Tucson, AZ

Bobby Rivers  
 G. HARRISON  
 MARTY BALIN  
 SHEENA EASTON  
 MANHATTAN TRANSPSE  
 JOE WALSH (dp)  
 Hottest:  
 KIM CARNES 3-1  
 ELTON JOHN 26-18  
 TOM PETTY 27-23  
 HALL & OATES D-26  
 G. HARRISON A-27

#### YB4/Fresno, CA

Ray Appleton  
 G. HARRISON  
 RICK SPRINGFIELD  
 AIR SUPPLY  
 PURE PRAIRIE LEAG  
 Hottest:  
 CLIMAX BLUES BAND 1-1  
 REO SPEEDWAGON 10-2  
 KIM CARNES 12-4  
 WHO 11-8  
 DOTTIE WEST 20-11

#### KLUC/Las Vegas, NV

Randy Lunquist  
 GREG KINN  
 G. HARRISON  
 HALL & OATES  
 AIR SUPPLY  
 Hottest:  
 JOHN O'BANION 2-1  
 SANTANA 7-3  
 TOM PETTY 19-11  
 GARY U.S. BONDS 21-12  
 NEIL DIAMOND 20-16

#### KMJK/Portland, OR

John Shomby  
 G. HARRISON  
 MARTY BALIN  
 ALAN PARSONS  
 Hottest:  
 LOVERBOY 1-1  
 JOHN LENNON 12-7  
 STARS ON 45 15-9  
 NEIL DIAMOND 27-20  
 CHRIS CROSS 28-21

#### KIOY/Fresno, CA

Tom Saville  
 G. HARRISON  
 VIC ASHER  
 ROSANNE CASH  
 MARTY BALIN  
 Hottest:  
 KIM CARNES 5-1  
 CLIMAX BLUES BAND 8-2  
 ROVERS 13-8  
 NEIL DIAMOND 15-10  
 G. HARRISON A-22

#### KYNO-FM/Fresno, CA

Walker/Manson  
 CAROLE B. SAGER  
 DOTTIE WEST  
 REO SPEEDWAGON  
 KIM CARNES  
 SHALAMAR  
 JIM PHOTOGLO  
 Hottest:  
 TASTE OF HONEY 3-1  
 KANO 4-3  
 T.S. MONK 10-5  
 RAYDIO 17-11  
 RICK JAMES 22-12

#### KZZX/Albuquerque, NM

Bruce Daniels  
 TOM PETTY  
 AIR SUPPLY  
 Hottest:  
 REO SPEEDWAGON 2-1  
 KIM CARNES 7-3  
 CLIMAX BLUES BAND 12-8  
 CHAMPAIGN 18-15  
 STARS ON 45 24-16

#### FM102/Sacramento, CA

Billy Manders  
 JIM PHOTOGLO  
 JESSE WINCHESTER  
 SHALAMAR  
 Hottest:  
 SMOKEY ROBINSON 1-1  
 SHEENA EASTON 4-2  
 KIM CARNES 11-4  
 CHAMPAIGN 18-12  
 WHO 17-14

#### KBPZ/Colorado Springs, CO

Mike Daniels  
 LEE RITENOUR  
 G. HARRISON  
 AIR SUPPLY  
 Hottest:  
 KIM CARNES 1-1  
 RAYDIO 9-4  
 STYX 13-9  
 CHAMPAIGN 15-11  
 TASTE OF HONEY 17-12

#### KYSN/Colorado Springs, CO

Mark Murray  
 G. HARRISON  
 MARTY BALIN  
 Hottest:  
 REO SPEEDWAGON 1-1  
 KIM CARNES 4-2  
 RICK SPRINGFIELD 9-4  
 CHRIS CROSS 15-9  
 ALAN PARSONS 22-15

#### KZZP/Phoenix, AZ

Dave Anthony  
 G. HARRISON  
 HALL & OATES  
 AIR SUPPLY  
 GREG KINN  
 Hottest:  
 KIM CARNES 1-1  
 JOHN LENNON 5-4  
 STARS ON 45 10-5  
 GARY U.S. BONDS 12-10  
 QUINCY JONES 21-17

#### KHYT/Tucson, AZ

Rich Brother Robbin  
 G. HARRISON  
 MANHATTAN TRANSPSE  
 STEPHANIE MILLS  
 LAKESIDE  
 AIR SUPPLY  
 Hottest:  
 GAP BAND 1-1  
 ROBERT WINTERS 5-4  
 LOVERBOY 6-5  
 REO SPEEDWAGON 7-6  
 MICHAEL JACKSON 16-8

#### KIDD/Monterey, CA

Ron Rodrigues  
 JESSE WINCHESTER  
 G. HARRISON

# 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  
223 LAST WEEK

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

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

**BILLY & THE BEATERS**  
"I Can Take Care... (A&M)"  
LP: Billy & The Beaters

|                |      |         |
|----------------|------|---------|
| Regional Reach | 73/5 | 33%     |
| E              | 23%  | Up 41   |
| M              | 23%  | Same 26 |
| S              | 56%  | Down 1  |
| W              | 26%  | Adds 9  |

**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, and on to 31-31, etc.).  
Down 0 — Number of stations moving it DOWN on their charts.  
Adds 25 — Again, number of stations ADDING it this week.

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**AIR SUPPLY**  
"The One That You... (Arista)"  
LP: The One That You Love

|                |        |         |
|----------------|--------|---------|
| Regional Reach | 167/80 | 75%     |
| E              | 37%    | Up 21   |
| M              | 31%    | Same 25 |
| S              | 71%    | Down 0  |
| W              | 18%    | Adds 60 |

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

|                |       |        |
|----------------|-------|--------|
| Regional Reach | 177/2 | 78%    |
| E              | 34%   | Up 15  |
| M              | 47%   | Same 7 |
| S              | 68%   | Down 1 |
| W              | 49%   | Adds 7 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**CHAMPAIGN**  
"How Bout Us (Columbia)"  
LP: How Bout Us

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 148/0 | 65%     |
| E              | 37%   | Up 16   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 54%   | Adds 0  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**KIM CARNES**  
"Bette Davis Eyes (Liberty)"  
LP: Mismatch Identity

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 219/4 | 90%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 10 |
| S              | 54%   | Down 0  |
| W              | 54%   | Adds 0  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**STANLEY CLARKE/GEORGE DUKE**  
"Sweet Baby (Epic)"  
LP: The Clarke/Duke Project

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 65/15 | 29%     |
| E              | 23%   | Up 7    |
| M              | 23%   | Same 10 |
| S              | 56%   | Down 0  |
| W              | 42%   | Adds 11 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**ROSANNE CASH**  
"Seven Year Ache (Columbia)"  
LP: Seven Year Ache

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 61/16 | 27%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 20%   | Adds 16 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**NEIL DIAMOND**  
"America (Capitol)"  
LP: Jazz Singer

|                |        |         |
|----------------|--------|---------|
| Regional Reach | 194/10 | 87%     |
| E              | 37%    | Up 15   |
| M              | 34%    | Same 11 |
| S              | 54%    | Down 0  |
| W              | 54%    | Adds 10 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**PAUL COLLINS**  
"I Missed Again (Atlantic)"  
LP: Peace Value

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 163/0 | 73%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 10 |
| S              | 54%   | Down 0  |
| W              | 54%   | Adds 0  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

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

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 172/2 | 77%     |
| E              | 37%   | Up 10   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 76%   | Adds 2  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

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

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 183/2 | 73%     |
| E              | 37%   | Up 12   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 64%   | Adds 2  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**FRANKE & KNOCKOUTS**  
"Sweatheart (Milennium)"  
LP: Franke & The Knockouts

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 168/5 | 75%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 74%   | Adds 6  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**NEIL DIAMOND**  
"America (Capitol)"  
LP: Jazz Singer

|                |        |         |
|----------------|--------|---------|
| Regional Reach | 194/10 | 87%     |
| E              | 37%    | Up 15   |
| M              | 34%    | Same 11 |
| S              | 54%    | Down 0  |
| W              | 54%    | Adds 10 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**FRANKE & KNOCKOUTS**  
"Sweatheart (Milennium)"  
LP: Franke & The Knockouts

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 168/5 | 75%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 74%   | Adds 6  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

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

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 183/2 | 73%     |
| E              | 37%   | Up 12   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 64%   | Adds 2  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**FRANKE & KNOCKOUTS**  
"Sweatheart (Milennium)"  
LP: Franke & The Knockouts

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| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**NEIL DIAMOND**  
"America (Capitol)"  
LP: Jazz Singer

|                |        |         |
|----------------|--------|---------|
| Regional Reach | 194/10 | 87%     |
| E              | 37%    | Up 15   |
| M              | 34%    | Same 11 |
| S              | 54%    | Down 0  |
| W              | 54%    | Adds 10 |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**FRANKE & KNOCKOUTS**  
"Sweatheart (Milennium)"  
LP: Franke & The Knockouts

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 168/5 | 75%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 74%   | Adds 6  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

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

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 183/2 | 73%     |
| E              | 37%   | Up 12   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 64%   | Adds 2  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |

**FRANKE & KNOCKOUTS**  
"Sweatheart (Milennium)"  
LP: Franke & The Knockouts

|                |       |         |
|----------------|-------|---------|
| Regional Reach | 168/5 | 75%     |
| E              | 37%   | Up 11   |
| M              | 34%   | Same 11 |
| S              | 54%   | Down 0  |
| W              | 74%   | Adds 6  |

| Region | Station    | Station    | Station    |
|--------|------------|------------|------------|
| P1     | WFLA 30-30 | WTVT 23-17 | WFTS 28-18 |
| P2     | WTVT 23-17 | WFTS 28-18 | WFLA 30-30 |
| P3     | WFTS 28-18 | WFLA 30-30 | WTVT 23-17 |



(Frankie & The Knockouts continued)

Chart for Frankie & The Knockouts with columns for P1, P2, P3 and various station call letters.

(George Harrison continued)

Chart for George Harrison with columns for P1, P2, P3 and various station call letters.

QUINCY JONES

LP: The Dude

Chart for Quincy Jones with columns for P1, P2, P3 and various station call letters.

DON McLEAN

LP: Chain Lightning

Chart for Don McLean with columns for P1, P2, P3 and various station call letters.

(Alan Parsons Project continued)

Chart for Alan Parsons Project with columns for P1, P2, P3 and various station call letters.

(Pure Prairie League continued)

Chart for Pure Prairie League with columns for P1, P2, P3 and various station call letters.

GET WET

Just So Lonely (Boardwalk)

Chart for Get Wet with columns for P1, P2, P3 and various station call letters.

JEFFERSON STARSHIP

LP: Modern Times

Chart for Jefferson Starship with columns for P1, P2, P3 and various station call letters.

JOHN LENNON

LP: Double Fantasy

Chart for John Lennon with columns for P1, P2, P3 and various station call letters.

RAY PARKER JR. & RAYDIO

LP: A Woman Needs...

Chart for Ray Parker Jr. & Raydio with columns for P1, P2, P3 and various station call letters.

TOM PETTY & THE HEARTBREAKERS

LP: The Waiting

Chart for Tom Petty & The Heartbreakers with columns for P1, P2, P3 and various station call letters.

REO SPEEDWAGON

LP: Take It On The Run

Chart for REO Speedwagon with columns for P1, P2, P3 and various station call letters.

D. HALL & J. OATES

LP: You Make My...

Chart for D. Hall & J. Oates with columns for P1, P2, P3 and various station call letters.

ELTON JOHN

LP: Elton John/The Fox

Chart for Elton John with columns for P1, P2, P3 and various station call letters.

ALAN PARSONS PROJECT

LP: The Turn Of A Friendly Card

Chart for Alan Parsons Project with columns for P1, P2, P3 and various station call letters.

PURE PRAIRIE LEAGUE

LP: Still Right...

Chart for Pure Prairie League with columns for P1, P2, P3 and various station call letters.

CLIFF RICHARD

LP: Give A Little...

Chart for Cliff Richard with columns for P1, P2, P3 and various station call letters.

GEORGE HARRISON

LP: Some Where In England

Chart for George Harrison with columns for P1, P2, P3 and various station call letters.

ALAN PARSONS PROJECT

LP: Time (Arists)

Chart for Alan Parsons Project with columns for P1, P2, P3 and various station call letters.

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# THE HOTTEST - BREAKING STORIES ARE ON R&R'S BACK PAGE THIS WEEK:

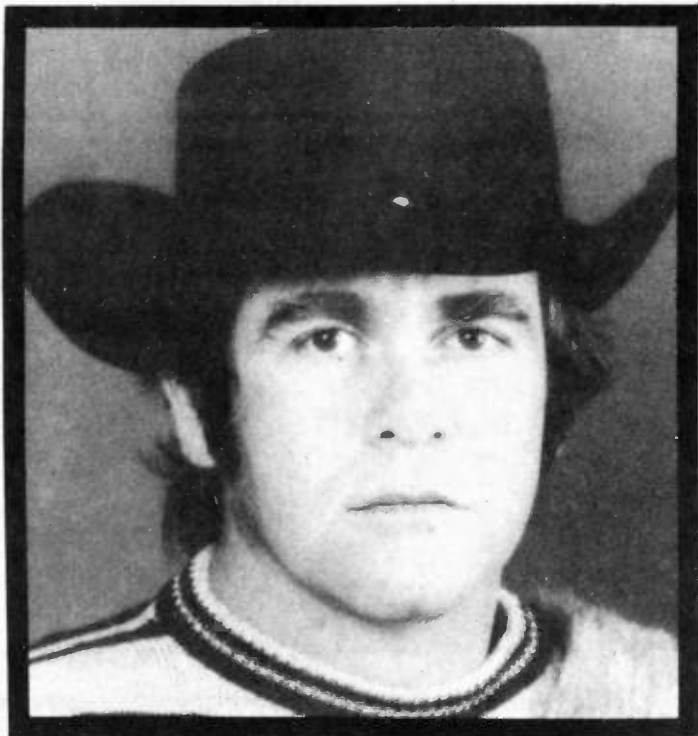
## THE BACK PAGE

#1 NEW & ACTIVE

### NEW & ACTIVE

ELTON JOHN "Nobody Wins" (Geffen) 125/15  
Moves: Up 77, Same 33, Down 0, Adds 15. WIFI, WCAO, WXKS-FM, Z93,  
WZZP, WZUU, KFI, WLOL-FM, KOFM, WRBR, WNCI, WOHO, WDJX,  
WISE, WRKR.

AVERAGE MOVE +5



## ELTON JOHN "NOBODY WINS"

PRODUCED BY CHRIS THOMAS  
RECORDED BY BILL PRICE



MANUFACTURED AND DISTRIBUTED  
BY WARNER BROS. RECORDS

### BREAKERS®

JESSE WINCHESTER

Say What (Bearsville/WB)

60% of our reporters on it. Moves: Up 68, Same 40, Down 0,  
Adds 26 including WTRY, WAQY, V100, KSTAR, KQ94,  
WSGN, WSKZ, WAYS, KZ93, WNCI, KIDD, KGGI, WGUY,  
WXLK. See Parallels, will debut on chart next week.



## JESSE WINCHESTER "SAY WHAT"

PRODUCED BY WILLIE MITCHELL



# THE PICTURE PAGE

## Asher Honored At Martell Dinner



CBS/Records Group Deputy President Dick Asher received the 1981 Humanitarian Award at the T.J. Martell Memorial Foundation for Leukemia Research dinner in New York. The gala was attended by over 1800 guests and raised in excess of a million dollars for the cause. Pictured (l-r) are Foundation Chairman David Rothfeld, Foundation VP Floyd Glinort, 1981 honoree Clive Davis, Asher, Sheila Asher, Foundation President Tony Martell, and Mount Sinai's Dr. James Holland.

## McLean Sweep At Savoy



Millennium's Don McLean played the Savoy in New York recently, with RCA and Millennium executives present for the performance. Pictured (l-r) are RCA's Don Wardell, RCA VP's Jack Chudnoff and Jack Craigo, McLean, and Millennium's Kate Jensen and Andy Frances.

## Point Blank Shot In Houston



Several Houston radio notables joined MCA personnel for a Point Blank listening party at the Agora Ballroom. Pictured (l-r, top) group's Mike Hamilton, Pete Gruen, and Rusty Burns, KILT-FM's Doc Morgan, and MCA's Bob Osborn; (l-r, front) group's Kim Davis, KLOL's Charlie & Baretta, KRBE MD Dayna Steele, MCA's Patty Martin, group's Bubba Keith and Bill Randolph, KULF's Mike Mann, KLOL's Colonel St. James, and MCA's Roger Ramsey.

## Buckingham Becomes E/A Artist



Fleetwood Mac guitarist/vocalist Lindsey Buckingham has signed a solo contract with Elektra/Asylum (R&R 5-8), with his debut LP expected by late summer or early fall. Pictured at the signing are (l-r) E/A consultant and Front Line President Irving Azoff, Buckingham's attorney Owen Sloane, E/A VP Debbie Reinberg, E/A Chairman Joe Smith, Buckingham, E/A Sr. VP Jerry Sharell, label Exec. VP Vic Faraci, and E/A VP Lou Maglia.

## EMI America Falls Over Cliff



Following the completion of Cliff Richard's first American tour since 1963, EMI America celebrated backstage at the Santa Monica Civic. Pictured (l-r) are label's Clay Baxter, Cliff Richard, EMIA/Liberty President Jim Mazza, and label VP Don Grierson.

## Bob & Ray Win Pioneers Award



Famed radio comedy team Bob (Elliott) and Ray (Goulding) won the 1981 Broadcast Pioneers award at the NAB Convention. Pictured at the ceremony during the Broadcast Pioneers breakfast in Las Vegas are (l-r) Bob Elliott, McGavren Guild President and award chairman Ralph Guild, Ray Goulding, and Broadcast Pioneers President Jerry Lee.

## Right Time For Wright Fantasy



Epic's Betty Wright and Pavillion's Fantasy introduced their current LP's with a listening party for Epic/Portrait/Associated Labels executives in New York, with the artists performing their singles live. Pictured (top) Fantasy's Rufus Jackson; (second row l-r) E/P/A VP's Ron McCarrell and Paris Eley; (third row, l-r) E/P/A Sr. VP/GM Don Dempsey, Betty Wright, and Fantasy's Ken Roberson; (l-r bottom) E/P/A VP Al DeMarino, Carol Edwards and Tammi E. Hunt of Fantasy, Pavillion President John Luongo, and Fantasy manager Peter Mallon.

## Atlantic Serves Up Mother's Finest



Atlantic has signed Mother's Finest (formerly on Epic), with an album just out. Pictured at the signing are (l-r) Atlantic President Doug Morris, Louis Levin of management firm Contemporary Communications Corp., group's Baby Jean and Glenn Murdock, and CCC's David Krebs.

**THINK ABOUT IT:**

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See Page 5!

He's the most from  
 coast to coast!  
 "BOY FROM NEW YORK CITY,"  
 the first single from the  
 Manhattan Transfer's new album,  
 "Mecca For Moderns."  
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 SD 16036



**FIRST WEEK OUT!**

- |         |      |       |
|---------|------|-------|
| WABC    | Y103 | KTKT  |
| WFIL    | WBBQ | WACZ  |
| WXKS-FM | WHBQ | WTSN  |
| KEARTH  | 92Q  | WFBG  |
| KIQQ    | WRJZ | 95XIL |
| KEZR    | WCSC | WHHY  |
| KJR     | WAKX | FM99  |
| WBLI    | Z104 | KFYR  |
| KC101   | WNCI | KKLS  |
| K104    | KIDD | WSPT  |
| WSGN    | KHYT | KWLO  |
| WAXY    |      |       |

Produced by Jay Graydon for Garden Rake Music.



ON ATLANTIC RECORDS



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Jeff Gelb

AOR

## AOR Winners' Circle Profile: WCOZ/Boston

WCOZ/Boston's 12+ Winter ARB figure of 11.0 was a record-breaker, according to the station's consultant John Sebastian. He claims it's AOR's best book ever in a top twenty-five market, and that certainly makes the station's continuing rise worth talking about. This week I spoke with both John, who was on hand for the first month of the ten-week sweep, and current PD Andy Beaubien, about WCOZ's success story.

### Sebastian's Success

Unquestionably, WCOZ's rise began with the arrival of John Sebastian as PD. He set in motion a music research system and an overall programming philosophy which have been to the station's continuing benefit. He commented, "This format's philosophy taps the new youth culture, which changes dramatically every few years. The format's objective is to dominate



*"WCOZ is a continually evolving station that fits what our listeners tell us they want."*

— John Sebastian

AOR's core audience of 18-24 men and women, teens, and 25-30 men with some spread on either side as the format develops. We're seeing that at WCOZ, where our 25-54 numbers were way up this book."

He continued, "What I did was take advantage of the core audience AOR has always had, making sure it was shored up. We built from there, enhancing our image through advertising, promotions and longevity of doing certain traditional AOR things. By those means, people came to believe in us and picked up the habit of listening to WCOZ. That's how we got upper demo listeners. They aren't as trendy as lower demos; we didn't get them by suddenly playing the magic formula for 25-34 year-olds, because there isn't one. We played the traditional music for the AOR core and, programmed correctly, it attracted older listeners (depending on their psychographics)."

One thing WCOZ did not do during the winter ratings period, according to Sebastian, was "buy the book" promotionally. He stated, "WCOZ has never done a 'major' blitz of TV or outdoor advertising. We've done adequate-at-best outside promotion. We spent fewer dollars than WRKO, WBZ, or many of the major stations in this market. In fact, we did less this book than during the fall book (this is probably a less important book). We tried to maintain and let the

station's natural evolution continue. Our music changed every week; not just currents, but oldies as well. WCOZ is a continually evolving station that fits what our listeners tell us they want."

Sebastian's last role as WCOZ PD before leaving at the end of January was helping pick his PD successor. Andy Beaubien was named from the station's own airstaff. Sebastian said, "It would have been very difficult to get someone from the outside. For months before I left, Andy was my choice; he was one of the only people who could have stepped right in and kept things going in the right direction."

### Research & Ratings

Andy Beaubien joined WCOZ in September 1977 from a job in artist management. He worked his way into a full-time airshift in early 1978 and became PD for WCOZ this past February. For his first book as PD he was graced with WCOZ's record-shattering 11.0, beating usually market-dominant WHDH for the coveted top position in the city. Did his station's success surprise him? "No, I have to admit it was no surprise," Beaubien responded. "We have a large staff employed specifically to do research, and they do our own ratings research. In fact, I already know how the Spring book is going. I don't want to give anything away, but I'm very encouraged."

Beaubien went on to discuss research's role in radio programming. "It is expensive. If not done correctly, it can be worse than not doing it at all. Once you go with it you can't ignore it. If the research tells you something, you can't say, 'I like what it says on this page but not what it says on that page, so I'll just use this half.' You may as well go by your gut if that's how you use it. You have to do research right or it's a waste of time, money and resources. You'll get confused data and that's dangerous. The benefit of doing research is that we're running a fairly tight station musically so we can't afford any mistakes; we do research to minimize mistakes. We want to know what songs people are familiar with, and what they think of them. We're asking if they'd want to hear it on the radio, and if they'd buy it."

WCOZ's weekly 400-plus research calls look into new music along with established tunes. Sometimes, however, the station won't await research results before adding an album. Beaubien stated, "Sometimes we'll go on it out of the box. We'll shoot a whole bunch of cuts on the audience right off if the artist is big, assuming many will come through for us. If he's not well-established but shows promise, we'll start with one strong cut and work into others. If the artist is totally unestablished, we'll often take a wait-and-see attitude, looking around the country to see how many adds it's getting. I also get information from John as to how the records are doing at his other stations. If it's taking off with across-the-board appeal, there's a good chance it'll work well here too."

Older music is also researched for burnout factors. "There's no such thing as a cut that can't burn out. Let's face it, we've been playing 'Stairway To Heaven' for ten years now. There's no doubt it's one of AOR's biggest cuts ever, but does a 1981 programmer really know how big it is? Can he trust the phones? He can't tell by sales; the Led Zeppelin catalogue always sells." This, Beaubien explained, is why older material is researched periodically by WCOZ's staff.

### WCOZ Kicks Ass — Sometimes

Beaubien wished to correct what he called a misconception about WCOZ: "People think we're a raw heavy metal station, and that's not really the case. True, we do play a lot of heavy

stuff. We're a rock and roll station; 'kick ass' is our slogan. You'll hear plenty of AC/DC and Led Zeppelin, but you'll also hear Bob Seger, Fleetwood Mac, and songs like 'Hey Jude.' We're a lot more broadbased than people think. People here in Boston know better, and that's part of the reason we doubled our 25-49 ratings. That was not an accident. There are a lot of songs that are acceptable for a very broad demographic group. Those are the songs that helped make WCOZ successful with a very broad audience."

### Other Success Factors

WCOZ's success was not entirely due to its well-researched music. Beaubien commented, "Our type of success can't be achieved by programming alone. It requires a real hot promotion department, because so much of this involves strengthening and solidifying our image with our audience. Promotions become vitally important here. I thank my stars I have a Promotion Director like Jane Norris; she is highly motivated and understands not only promotion but programming. She knows promotions have to be compatible with the station's air sound. We're really out there, at concerts and various



*"You have to do research right or it's a waste of time, money and resources."* — Andy Beaubien

other activities."

He continued, "We have a sales department that's very cooperative. They've given us a six minute-per-hour commercial limit on a permanent basis. They're committed to this, which is a tremendous asset because it allows us to program two commercial breaks per hour. That means we can get a minimum of 45 minutes of commercial-free music every single hour of the broadcast day."

"I have an upper level management organization here that is willing to make these things happen: to make the investment of a research department, and to limit commercials, which is a considerable sacrifice to a station that could easily sell 12 minutes per hour right now."

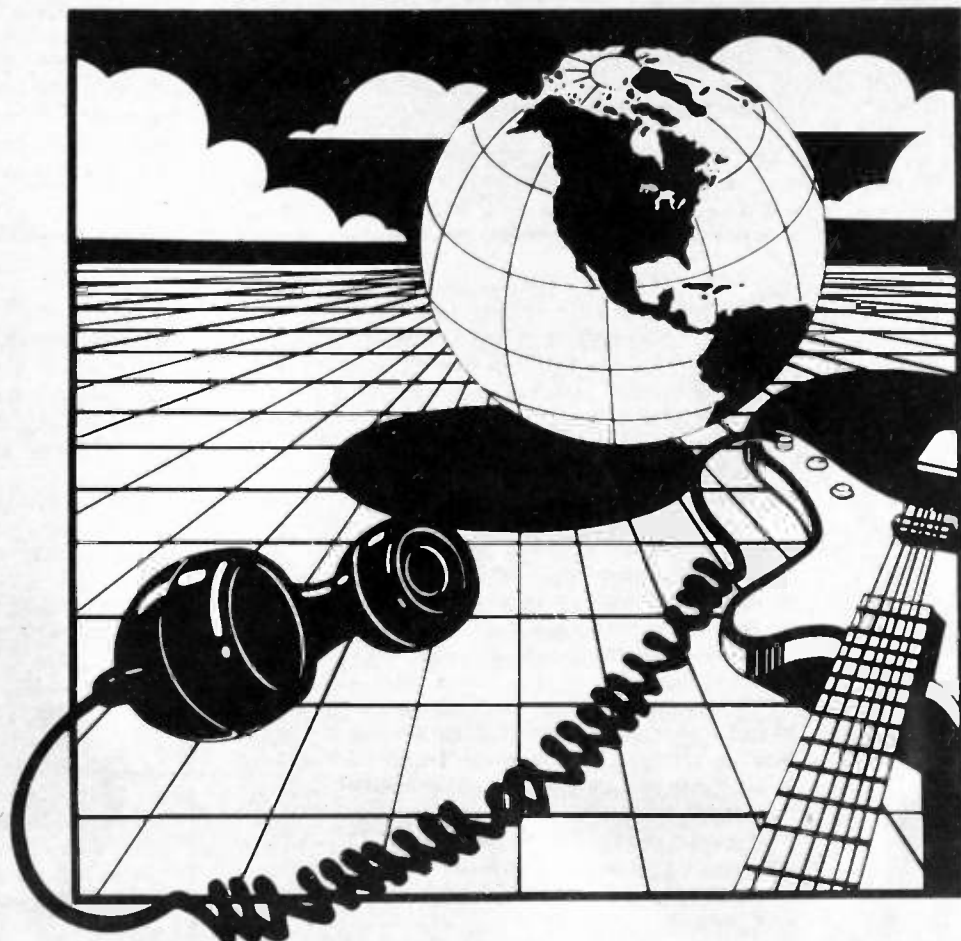
Beaubien concluded, "All of these things go into our mix, and that's how you wind up being WCOZ. If WCOZ were the best-kept secret in town we might not have an 11; we'd probably have a 6. But because we're out there and our profile is high, we're capable of maximizing what we have going out over the air." Capable, as well, of even larger ratings figures? Beaubien said, "If you don't create limits for yourself then there are none. On a more practical level, looking at the available audience, the audience of the competition, and what we have already, I see a number of areas in which we can continue to grow. We're going to go after as many people as we can get."

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# Jeff Gelb

## EVOLUTION

Ron Reger has stepped down as PD at WNOR/Norfolk, but will be involved in the station's music selection. Former WNOR Operations Manager Bruce Garroway has returned to the station's PD post. Two corrections: WBCN/Boston's new PD, Oedipus, is not the same person as Eddie Gorodetsky, as reported last week. Eddie works in the station's production department. Also, Doug Podell has joined KQRS/Minneapolis as MD, not KQDS/Duluth, where Jeff Curry remains MD. KLOS/Los Angeles has named airstaffer Bob Coburn as Assistant to PD Tommy Hedges. WRJL-FM and sister WOAY-AM/Beckley, WV will both change formats to AOR about July 1. Charlie Brown from Beckley's WJLS will program, and Lee Walsh from WJAX-FM/Jacksonville will serve as Director of Advertising and Promotion. Neil Ross has been hired for mornings at KNX-FM/Los Angeles from neighboring KHTZ. As a replacement, KHTZ has hired Ken Noble from neighboring KWST. Robin Rivers has joined KFMH/Muscatine from KRNA/Iowa City for airwork.



**ROCKIN' KLB-JAYBIRDS** — To raise funds of over \$1000 to benefit Meals On Wheels, some of the KLB/Austin staff formed the KLB-Jaybirds, playing to a packed house of enthusiastic listeners at a local club. Following the band's debut performance are (l-r) air personality Cy Statum, MD John Logan, newspaperman Steve Greenhow, station's John MacMurray, Lawrence Brevard, and Richard Atkins.

## Promotion Of The Week



**WPLR'S 99 DAYS OF ROCK:** To commemorate its tenth AOR anniversary, WPLR/New Haven began a large-scale promotion called the "99 days of rock." The station solicited birthday cards and other mail-entries from listeners, all of which makes them eligible to win one of nine daily prizes. Included in the prize offerings is a WPLR travel bag. 2500 were produced at a unit cost of \$4.75.

When the promotion wraps up on June 26th, one name will be picked to win the grand prize, including all of the following (and more): a videotape recorder, sailboat, car stereo, home stereo, racquetclub membership, motorcycle, vacation trip, and waterbed. Ten runners-up will receive home stereo systems.



**BATTER UP** — It was friendly rivalry time when KMEL/San Francisco faced off against Columbia's Journey for a benefit softball game at a sold-out Oakland A's-Chicago White Sox game. Pictured (l-r) are KMEL's Promotion Director Kenny Wardell, MD Paul Vincent, Oakland A's player Tony Armas, Journey's Jonathan Cain and road manager Pat Morrow.

## UPDATE

KZOK/Seattle is busy lately. First, the station has joined forces with local Laserium producers to create a Jimi Hendrix tribute program, with moneys benefitting the station's Hendrix Memorial fund. Also making news at KZOK is the station's newest on-air feature, a conversational legal advice program hosted by a prominent area attorney. The show's called "Trial And Error". Congratulations to WRIF/Detroit air personality Arthur Penhallow, celebrating his eleventh year with the station doing the same shift. KFMQ/Lincoln's recent free outdoor concert featuring four local bands amassed 10,000 fans. WQFM/Milwaukee awarded a promotion winner a confederate flag signed by the members of .38 Special. Part of a film documentary on Slash Records' X was shot at KNAC/Long Beach during an interview with PD Paul Fuhr. Congrats to KNX-FM/Los Angeles MD David Hall and wife Connie on the birth of their first child Andrew Evan. "Rockline" seems an instant success, with its first program garnering phone calls from as distant a source as New Zealand. In shows to come, listen for Ted Nugent, Frank Zappa, Journey, and surviving Doors members, to be interviewed by KLOS/Los Angeles air personality B. Mitchel Reed. Joint Communications' John Parikhal has been selected to serve on an executive committee to select a Toronto memorial for Marshall McLuhan. WXUS/Lafayette pumped 10 gallons of gas at 93¢ per gallon for 93 cars in a recent traffic-spawning promotion. John Sebastian has moved. You can reach him at 5213 N. 24th St. #206, Phoenix, AZ 85016. His new phone number is (602) 957-2452. KATT/Oklahoma City's second annual frisbee golf tournament, offering cash and merchandise as prizes, was a big success, according to station sources. Members of The Stranglers were recently interviewed on two

L.A. area radio stations simultaneously. The band was split up to accommodate concurrent interviews with KNAC/Long Beach and KROQ/Pasadena. WQXM/Tampa awarded winners in its air guitar competition instruments for a complete band. WJNR/Iron Mountain, MI has upped its power from 560 watts to 50,000. Happy fifth AOR birthday to WXKE/Ft. Wayne. WLRS/Louisville sent a "party patrol van" of station reps to listeners' parties with beer, beverages and chips during Kentucky Derby week. KREM-FM/Spokane's latest promotion matches listeners' weekly salaries as prizes. WDEK/DeKalb's 25th radiothon for the American Cancer Society raised \$14,000. WFBQ/Indianapolis needs rock video for listener parties. Contact PD Joe Krause at (317) 257-7565. New AOR reporter KOLL/Gillette needs jazz service. Contact PD Mike Berry at (307) 682-5101. AOR's can look out for a special package from Epic, which is mailing the new 20/20 album in a sturdy boxed set that includes both a cassette and disc of the record, plus liner notes, poster and pin.

Next week, our "Winners' Circle" series continues with a look at WMMS/Cleveland, who hit the top of its market with a 10.5. Next week PD John Gorman, MD Kid Leo and Director of Advertising and Marketing Dan Garfinkel discuss the continuing WMMS success story.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WCCC/Hartford presented Greg Kihn for \$4.07.

**BROADCASTS:** Joe Cocker on KAZY/Denver. Tom Dickle & The Dealres, Boomtown Rats on WOUR/Illca.

**CONVERSATIONS:** Greg Kihn on WMJQ/Rochester. Ozzy Osbourne, NRBQ, Greg Kihn on WCCC/Hartford. Phoebe Snow on WDHA/North Jersey. .38 Special on WTPA/Harrisburg. Greg Kihn on WMMR/Philadelphia. Ghost Riders on KVRE/Santa Rose. Ted Nugent, Robin Lane, Johnny Van Zant on KILO/Colorado Springs. Robin Lane, John Martyn on CHEZ-FM/Ottawa. Savoy Brown on WLRS/Louisville. Judas Priest, Savoy Brown on WLVI/Columbus. Soupy Sales on WNEW-FM/New York. Ozzy Osbourne on WHCN/Hartford. Rick Wakeman on WPDH/Poughkeepsie. Ted Nugent, Tom Johnston on KSJO/San Jose. Wall Of Voodoo, Echo & The Bunnymen, Orchestral Manoeuvres on KNAC/Long Beach. Humble Pie, Marshall Tucker, Tom Johnston, Billy & Beaters on WKZL/Greensboro-Winston Salem. Greg Kihn, Dregs, John Cale on WQBK/Albany. Robbie Krieger (Doors) on KLOS/Los Angeles. Mike Love on KTYD/Santa Barbara. Johnny Van Zant, Tom Johnston, Pure Prairie League, Doc Holliday on KMET/Los Angeles.

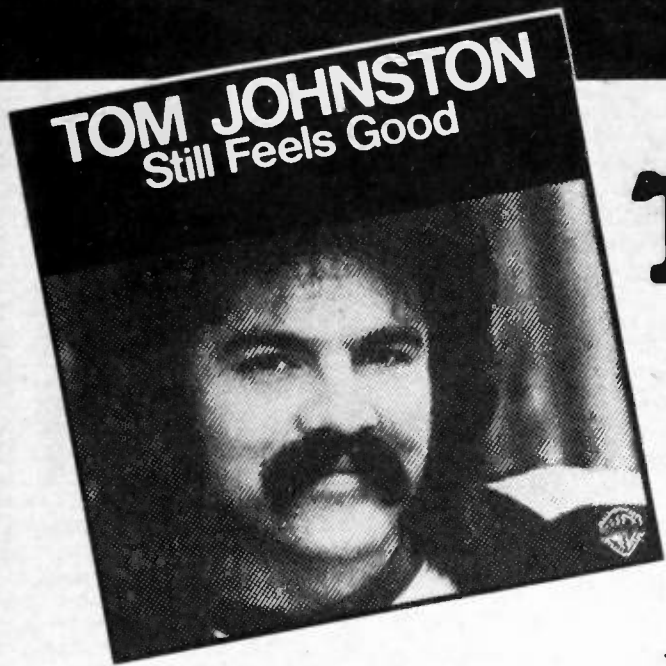
## COLOR

**MYSTERY SUPER GROUP:** WOVV/Ft. Pierce has created a fictional supergroup made up of six mystery stars. Listeners are asked to guess the identities of the six stars from trivia question clues. A correct response will be picked to win an expenses-paid fifteen-day vacation for two to Europe.

**BLIMP BUCKS:** WBLM/Lewiston-Portland has teamed up with Atlantic and a local record retailer to produce "Blimp Bucks," to be handed out at listener parties and other station promotions. The coupons are worth \$1.08 off the price of any Atlantic (or affiliated label) album.

**KAWASAKI KONTEST:** TK101/Pensacola is giving away a Kawasaki motorcycle to the listener who can guess how far the bike will be driven by station air personality Paul Fuller on one tank of gas. The station has distributed maps of Paul's route, asking listeners to fill in the day, time and location when he runs out of fuel.





# TOM JOHNSTON

## "STILL FEELS GOOD"

KEY CUTS: THE SINGLE "WASTING TIME," "MADMAN,"  
"UP ON THE STAGE," "ONE-WAY TICKET"

R&R ALBUM  
AIRPLAY 33-23  
FMQB ALBUM  
REPORT DEBUT #29  
ALBUM  
NETWORK 42-28

"IT STILL FEELS & SOUNDS GOOD" ON THESE NEW BELIEVERS: WLLZ, KBPI, KSHE, M105, WLVQ, WAAF, WRCN, KLOL, WRNO, WZXR, KNX-FM, KZAP, KZAM, KGON, WSHE, KSMB, WAVA, WMAD, WAPL, WWCT, WOUR, WQMF, WXEZ, WZZO, WRXL, WWWV, WSLQ, KXXY, WRKK, LOVE94, KENO-FM, KBCO, K108, KINK, KZEL . . .



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# THE SECRET POLICEMAN'S BALL

FEATURING: PETE TOWNSEND,  
TOM ROBINSON, NEIL INNES &  
JOHN WILLIAMS

KEY CUTS:

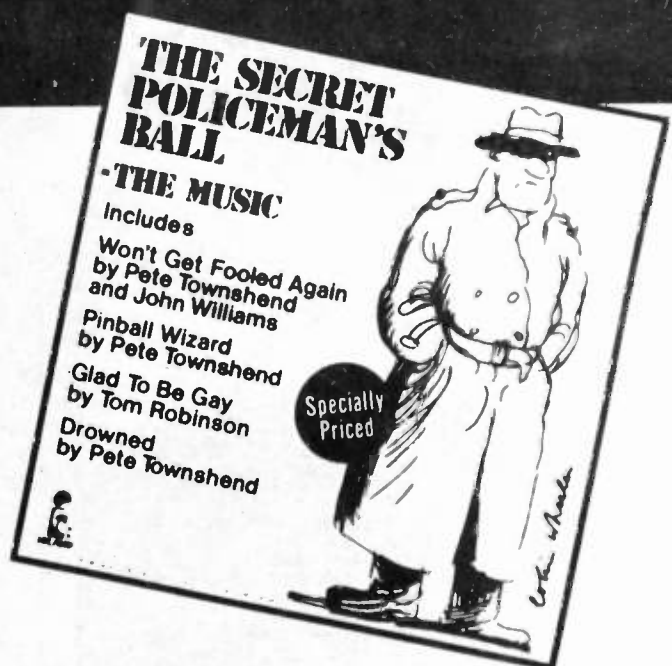
"WON'T GET FOOLED AGAIN," "PINBALL WIZARD"

FIRST WEEK ADDS: WLUP, WMET, WXRT, KQRS, KYYS, WGRQ, WSYR, WLVQ, WMMS, M105, WEBN, WTUE, WLAV, WWCK, WILS, WIOT, WHCN, WCCC, WNEW, WMMR, DC101, WIYY, KZEW, WKLS, WYMX, WIMZ, WQXM, WYNF, WDIZ, WQDR, KMET, KROQ, KAZY, KOME, KSJO, KZAP AND MANY MORE . . .

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#2 MOST ADDED  
ALBUM NETWORK  
#3 NEW ACTION

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

## May 15, 1981

### 166 REPORTERS

Album cuts are listed in order of airplay preference.

WHO celebrated another week at the top, garnering the lion's share of hot and total reports. COLLINS, STARSHIP and SANTANA held rock steady. PETTY continued to climb as last week's singles reports converted to album adds. WALSH jumped, showing rotational gains. WINWOOD resurged. SQUIER gained in hits. 38 maintained as GARY continued his upward climb. OZZY, SPRINGFIELD, and CARNES all showed growth. JOHNSTON jumped, especially in to medium rotations. FRANKE inched up as EDMUNDS gained ground in all rotations. NILE inched up. STEINMAN debuted with significant reports in all rotations. PIE bounced back on the chart, showing renewed interest particularly in mediums. SSJ held his own as ENZ debuted. The Significant Action albums came closest to charting, in the order listed.

| 4/17 | 4/24 | 5/1 | 5/8 | Artist                    | Album                               |
|------|------|-----|-----|---------------------------|-------------------------------------|
| 1    | 1    | 1   | 1   | WHO                       | Face Dances (WB)                    |
| 3    | 2    | 2   | 2   | PHIL COLLINS              | Face Value (Atlantic)               |
| 8    | 3    | 3   | 3   | JEFFERSON STARSHIP        | Modern Times (RCA/Grunt)            |
| 10   | 7    | 4   | 4   | SANTANA                   | Zebop! (Columbia)                   |
| -    | -    | 6   | 5   | TOM PETTY & HEARTBREAKERS | Hard Promises (Backstreet/MCA)      |
| 5    | 5    | 5   | 6   | RUSH                      | Moving Pictures (Mercury/PG)        |
| -    | -    | 21  | 7   | JOE WALSH                 | There Goes The... (Asylum)          |
| 6    | 9    | 10  | 8   | STEVE WINWOOD             | Arc Of A Diver (Island)             |
| 28   | 17   | 15  | 9   | BILLY SQUIER              | Don't Say No (Capitol)              |
| 4    | 6    | 8   | 10  | STYX                      | Paradise Theater (A&M)              |
| 9    | 10   | 11  | 11  | .38 SPECIAL               | Wild-Eyed Southern Boys (A&M)       |
| 33   | 20   | 14  | 12  | GARY U.S. BONDS           | Dedication (EMI America)            |
| 7    | 8    | 7   | 13  | REO SPEEDWAGON            | Hi Infidelity (Epic)                |
| 11   | 11   | 12  | 14  | KAMPUCHEA                 | Various Artists (Atlantic)          |
| 13   | 12   | 13  | 15  | AC/DC                     | Dirty Deeds Done Dirt... (Atlantic) |
| 2    | 4    | 9   | 16  | ERIC CLAPTON              | Another Ticket (RSO)                |
| 21   | 18   | 19  | 17  | OZZY OSBOURNE             | Blizzard Of Oz (Jet)                |
| 14   | 14   | 16  | 18  | GREG KIHN BAND            | Rockinroll (Beserkley)              |
| 22   | 21   | 17  | 19  | PRETENDERS                | Extended Play (Sire)                |
| 17   | 15   | 18  | 20  | JUDAS PRIEST              | Point Of Entry (Columbia)           |
| 29   | 24   | 24  | 21  | RICK SPRINGFIELD          | Working Class Dog (RCA)             |
| -    | 37   | 30  | 22  | KIM CARNES & HATE BOYS    | Mistaken Identity (EMI America)     |
| -    | -    | 33  | 23  | TOM JOHNSTON              | Still Feels Good (WB)               |
| 26   | 25   | 23  | 24  | POINT BLANK               | American Excess (MCA)               |
| 12   | 13   | 20  | 25  | APRIL WINE                | Nature Of The Beast (Capitol)       |
| 25   | 27   | 27  | 26  | FRANKE & THE KNOCKOUTS    | Franke & The... (Millennium)        |
| -    | -    | 37  | 27  | DAVE EDMUNDS              | Twangin... (Swan Song)              |
| 18   | 22   | 25  | 28  | LOVERBOY                  | Loverboy (Columbia)                 |
| 15   | 16   | 22  | 29  | ROBIN TROWER              | B.L.T. (Chrysalis)                  |
| 34   | 33   | 31  | 30  | WILLIE NILE               | Golden Down (Arista)                |
| -    | -    | 31  | 31  | JIM STEINMAN              | Bad For Good (Epic)                 |
| 20   | 26   | 28  | 32  | KROKUS                    | Hardware (Ariola)                   |
| 23   | 30   | 29  | 33  | JAMES TAYLOR              | Dad Loves His Work (Columbia)       |
| 16   | 23   | 26  | 34  | PAT TRAVERS               | Radio Active (Polydor/PolyGram)     |
| 32   | 32   | 34  | 35  | HAWKS                     | Hawks (Columbia)                    |
| 19   | 28   | 32  | 36  | RAINBOW                   | Difficult To Cure (Polydor/PG)      |
| -    | 40   | -   | 37  | HUMBLE PIE                | Go For The Throat (Atco)            |
| -    | -    | 38  | 38  | SS JOHNNY & ASBURY JUKES  | Reach Up & Touch... (Mercury/PG)    |
| -    | -    | 39  | 39  | SPLIT ENZ                 | Waiata (A&M)                        |
| 36   | 35   | 36  | 40  | GRATEFUL DEAD             | Reckoning (Arista)                  |

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  | 5/15    | 5/8   | 5/1   | 4/24  | 4/17 |
|---|---------|-------|-------|-------|------|
| 1 TOM PETTY...<br>Hard... (Backstreet/MCA)<br>"The Waiting"                 | 152/106 | 32/28 | 1/0   | 1/1   | 0/0  |
| 2 SECRET POLICEMAN'S...<br>Various Artists (Island)<br>"Won't Get Fooled"   | 65/64   | 5/1   | 3/0   | 3/1   | 2/0  |
| 3 MARSHALL TUCKER...<br>Dedicated (WB)<br>"Believe"                         | 49/45   | 0/0   | 0/0   | 0/0   | 0/0  |
| 4 SPLIT ENZ<br>Waiata (A&M)<br>"One Step"                                   | 61/32   | 40/40 | 1/1   | 0/0   | 0/0  |
| 5 JIM STEINMAN<br>Bad For Good (Epic)<br>"R&R Dreams"                       | 65/27   | 65/62 | 7/7   | 0/0   | 0/0  |
| 6 DAVE EDMUNDS<br>Twangin... (Swan Song)<br>"Saturday Night"                | 83/25   | 71/60 | 19/16 | 0/0   | 0/0  |
| 7 TOM JOHNSTON<br>Still Feels Good (WB)<br>"Madman"                         | 101/24  | 87/62 | 53/52 | 1/1   | 0/0  |
| 7 BRAM TCHAIKOVSKY<br>Funland (Arista)<br>"Stand & Deliver"                 | 34/24   | 24/24 | 0/0   | 0/0   | 0/0  |
| 8 VAN HALEN<br>Fair Warning (WB)<br>"Unchained"                             | 22/22   | 0/0   | 0/0   | 0/0   | 0/0  |
| 9 LES DUDEK<br>Gypsy Ride (Columbia)<br>"Deja Vu"                           | 38/19   | 30/30 | 3/3   | 0/0   | 0/0  |
| 9 D.B. COOPER<br>Dangerous Curves (WB)<br>"Bad Guy's"                       | 21/19   | 0/0   | 0/0   | 0/0   | 0/0  |
| 10 KIM CARNES & HATE...<br>Mistaken... (EMI America)<br>"Betts Devils Eyes" | 68/18   | 65/12 | 57/28 | 24/19 | 0/0  |
| 11 JOHNNY VAN ZANT...<br>Round... (Polydor/PG)<br>"Shotdown"                | 17/17   | 0/0   | 0/0   | 0/0   | 0/0  |
| 12 WISHBONE ASH<br>Number The Brave (MCA)<br>"Loaded"                       | 20/13   | 13/13 | 0/0   | 0/0   | 0/0  |
| 13 DAVID LINDLEY<br>El Rayo-X (Asylum)<br>"Mercury Blues"                   | 34/12   | 28/18 | 22/22 | 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  | 5/15   | 5/8    | 5/1    | 4/24   | 4/17   |
|---|--------|--------|--------|--------|--------|
| 1 BILLY SQUIER<br>Don't Say No (Capitol)<br>"In The Dark"         | 120/74 | 119/79 | 114/68 | 119/5  | 9/0    |
| 2 OZZY OSBOURNE<br>Blizzard Of Oz (Jet)<br>"Crazy Train"          | 102/69 | 100/68 | 104/72 | 84/58  | 84/52  |
| 3 TOM JOHNSTON<br>Still Feels Good (WB)<br>"Madman"               | 101/66 | 87/28  | 53/0   | 1/0    | 0/0    |
| 4 GREG KIHN BAND<br>Rockinroll (Beserkley)<br>"Breakup Song"      | 107/62 | 118/73 | 117/82 | 110/84 | 102/70 |
| 5 JOE WALSH<br>There Goes... (Asylum)<br>"A Life Of Illusion"     | 141/61 | 148/2  | 10/0   | 0/0    | 0/0    |
| 6 KAMPUCHEA<br>Various Artists (Atlantic)<br>"Little Sister"      | 117/59 | 130/62 | 144/55 | 132/49 | 130/51 |
| 7 GARY U.S. BONDS<br>Dedication (EMI America)<br>"Little Girl"    | 116/67 | 119/57 | 118/56 | 89/5   | 12/0   |
| 7 JUDAS PRIEST<br>Point Of Entry (Columbia)<br>"Highway"          | 89/67  | 98/61  | 104/70 | 91/59  | 90/62  |
| 8 PRETENDERS<br>Extended Play (Sire)<br>"Message Of Love"         | 101/56 | 108/58 | 100/49 | 88/44  | 70/28  |
| 9 WILLIE NILE<br>Golden Down (Arista)<br>"Poor Boy"               | 65/55  | 72/53  | 68/42  | 60/32  | 61/21  |
| 10 POINT BLANK<br>American Excess (MCA)<br>"Nicole"               | 83/53  | 83/70  | 82/67  | 84/59  | 77/47  |
| 11 KROKUS<br>Hardware (Ariola)<br>"Winning Man"                   | 58/45  | 74/62  | 67/73  | 69/76  | 66/79  |
| 12 RICK SPRINGFIELD<br>Working Class Dog (RCA)<br>"Jessie's Girl" | 82/44  | 78/47  | 84/48  | 74/48  | 67/43  |
| 12 DAVE EDMUNDS<br>Twangin... (Swan Song)<br>"Saturday Night"     | 83/44  | 71/9   | 19/3   | 0/0    | 0/0    |
| 13 ROBIN TROWER<br>B.L.T. (Chrysalis)<br>"Into Money"             | 64/42  | 82/61  | 104/64 | 102/68 | 112/70 |

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  | 5/15    | 5/8     | 5/1     | 4/24    | 4/17    |
|---|---------|---------|---------|---------|---------|
| 1 WHO<br>Face Dances (WB)<br>"You Better You Bet"                     | 158/147 | 168/160 | 169/161 | 161/155 | 166/160 |
| 2 PHIL COLLINS<br>Face Value (Atlantic)<br>"Air Tonight"              | 150/122 | 155/129 | 164/125 | 152/108 | 165/105 |
| 3 JEFFERSON STARSHIP<br>Modern... (RCA/Grunt)<br>"Find Your Way Back" | 150/114 | 153/124 | 153/120 | 139/91  | 140/23  |
| 4 SANTANA<br>Zebop! (Columbia)<br>"Winning"                           | 148/108 | 152/106 | 155/95  | 139/75  | 138/61  |
| 5 RUSH<br>Moving... (Mercury/PG)<br>"Tom Sawyer"                      | 125/102 | 129/112 | 143/120 | 140/115 | 141/118 |
| 6 STEVE WINWOOD<br>Arc Of A Diver (Island)<br>Title                   | 120/87  | 131/98  | 144/112 | 138/111 | 144/120 |
| 6 STYX<br>Paradise Theater (A&M)<br>"Too Much Time"                   | 106/87  | 124/107 | 143/128 | 138/130 | 145/132 |
| 7 REO SPEEDWAGON<br>Hi Infidelity (Epic)<br>"Take It On The Run"      | 104/80  | 123/100 | 137/115 | 131/113 | 137/128 |
| 8 AC/DC<br>Dirty Deeds... (Atlantic)<br>Title                         | 103/74  | 106/78  | 109/78  | 100/61  | 82/49   |
| 9 ERIC CLAPTON<br>Another Ticket (RSO)<br>"I Can't Stand It"          | 107/73  | 135/100 | 157/127 | 154/138 | 159/142 |
| 10 .38 SPECIAL<br>Wild-Eyed... (A&M)<br>"Hold On Loosely"             | 108/72  | 123/87  | 133/98  | 127/86  | 122/86  |
| 11 JOE WALSH<br>There Goes... (Asylum)<br>"A Life Of Illusion"        | 141/71  | 148/4   | 10/0    | 0/0     | 0/0     |
| 12 KAMPUCHEA<br>Various Artists (Atlantic)<br>"Little Sister"         | 117/56  | 130/68  | 144/67  | 132/78  | 130/65  |
| 13 GARY U.S. BONDS<br>Dedication (EMI America)<br>"Little Girl"       | 116/65  | 119/63  | 118/28  | 89/0    | 12/0    |
| 14 PRETENDERS<br>Extended Play (Sire)<br>"Message Of Love"            | 101/45  | 108/47  | 100/38  | 88/24   | 70/15   |

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.

**WAIATA**, which means  
"TO DANCE, SING AND TO CELEBRATE"  
has radio doing exactly that.



# SPLIT ENZ



musical notations 

**RECORD WORLD**  
SALESMAKER

**R&R NATIONAL**  
AIRPLAY/40  
DEBUT #39

**BILL HARD**  
AIRPLAY INDEX  
DEBUT #48

**WAIATA**

SP 4848

a cause for celebration from **SPLIT ENZ**  
ON **A&M RECORDS AND TAPES**



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**Pertinent Information**

Management in North America by Tommy Mottola  
for Champion Entertainment Organization, Inc.  
World-Wide Management by Nathan D. Brenner  
Produced and Engineered by David Tickle, a Boomerang Production



**WATCH FOR SPLIT ENZ ON TOUR, MAY 10.**

**ALBUM NETWORK**  
HOTTEST NATIONWIDE  
DEBUT #49

# AOR BREAKERS

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

DAVE EDMUNDS  
*twangin...*



**DAVE EDMUNDS**  
**Twangin ... (Swan Song)**  
"Night" "So" "Loser" "Talk." 60% of our reporters on it. Total album reports: 83. A-26, M-44, H-14. Charted this week at number 27.

# Significant Action

- GEORGE HARRISON ..... 45 (Dark Horse)  
"All Those Years Ago" ..... Total: 68
- SECRET POLICEMAN'S BALL ..... Various Artists (Island)  
"Fooled" "Wizard" ..... Total: 65. A-64, M-1, H-0
- DREGS ..... Unsung Heroes (Arista)  
"Cruise" "Park" ..... Total: 49. A-6, M-24, H-8, J-12
- MARSHALL TUCKER BAND ..... Dedicated (WB)  
"Believe" "Rumours" ..... Total: 48. A-46, M-3, H-1
- PURE PRAIRIE LEAGUE ..... Something In... (Casablanca/PG)  
"Hearts" Title ..... Total: 41. A-10, M-24, H-7
- GARLAND JEFFREYS ..... Escape Artist (Epic)  
"96" "R.O.C.K." ..... Total: 40. A-0, M-23, H-17
- LES DUDEK ..... Gypsy Ride (Columbia)  
"Doja" "Sacrifice" ..... Total: 38. A-19, M-14, H-5
- COLD CHISEL ..... East (Elektra)  
"Baby" "Sanh" ..... Total: 37. A-1, M-34, H-2
- ADAM & THE ANTS ..... Kings Of The Wild... (Epic)  
"Antmusic" ..... Total: 36. A-6, M-23, H-8
- U2 ..... Boy (Island)  
"Follow" "Control" ..... Total: 36. A-0, M-28, H-8

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

# JAZZ ON AOR

- DREGS ..... Unsung Heroes (Arista)  
"Cruise" "Park" "Voyeur (WB)"
- DAVID SANBORN ..... "Goodbye" "Need" "Wake"
- LEE RITENOUR ..... "Rit" (Elektra)  
"Is It You?"
- GROVER WASHINGTON JR. .... Winelight (Elektra)  
"Flow" "Two"
- JEFF LORBER FUSION ..... Galaxian (Arista)  
"Mountain" "Lady" "Man"
- S. CLARKE/G. DUKE ..... Clarke/Duke Project (Epic)  
"Baby" "Winners" "Touch"
- DAVE GRUBIN ..... Mountain Dance (GRP/Arista)  
Title "Friends" "City" "Rag"
- WAYNE JOHNSON ..... Arrowhead (Inner City)  
Title "Mole"
- CHUCK MANGIONE ..... Tarantella (A&M)  
Title
- ALLEN VIZZUTI ..... Allen Vizzuti (Head First)  
Various Cuts

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

# REGIONAL AOR ACTIVITY

## EAST

**Q104 WQHK FM**  
Albany 518-462-5555

Hot: ELLEN MCKAY  
Hot: LIN DREHNER  
Hot: CRAMPS (Island)  
Hot: WARE, LAMARQUE (RCA)  
Hot: GRANTHER'S (Island)  
Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: DREGS (Arista)  
Hot: 9 Below Zero (A&M)  
Hot: WINDING RIVER (RCA)  
Hot: D.B. COOPER (WB)  
Hot: JEFFERSON STARSHIP (Arista)  
Hot: DAN BALL (Mercury/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: U2 (Island)  
Hot: ELTON JOHN (Geffen)

Medium:  
Hot: ROD LAKE & CHART (WB)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: PRINCE (WB)  
Hot: BRUCE SPRINGSTEEN (Columbia)  
Hot: VISITOR (Mercury/PolyGram)  
Hot: JOHN CALE (A&M)  
Hot: LES DUDEK (Columbia)  
Hot: STEVE WINWOOD (Island)  
Hot: JEFFERSON STARSHIP (RCA)  
Hot: AC/DC (Atlantic)  
Hot: RUSH (Mercury/PolyGram)  
Hot: ROY LONE (Spar/Bird)  
Hot: TOM JOHNSTON (WB)  
Hot: A.J. LOVRIE (Island)  
Hot: BILLY & BEATERS (Arista)  
Hot: ERIC CLAPTON (RSO)  
Hot: KIM CARNES & WITE (Epic)  
Hot: JOHN MARTIN (Island)  
Hot: LEE CLAYTON (Columbia)  
Hot: JAMES TAYLOR (Columbia)  
Hot: BILLY SQUIER (Capitol)  
Hot: BOB DYLAN

Single:  
None

**WZZO**  
Albany 518-785-9800

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**MOST ADDED**

TOM PETTY & THE HEARTBREAKERS  
*Hard... (Backstreet/MCA)* 34/25

SECRET POLICEMAN'S BALL  
*Various Artists (Island)* 17/17

MARSHALL TUCKER BAND  
*Dedicated (WB)* 13/12

VAN HALEN  
*Fair Warning (WB)* 8/8

SPLIT ENZ  
*Wetlands (A&M)* 16/7

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

**MEDIUM**

BILLY SQUIER  
*Don't Say No (Capitol)* 26/17

TOM JOHNSTON  
*Still Feels Good (WB)* 23/17

WILLIE NILE  
*Golden Down (Arista)* 23/17

KAMPUCHEA  
*Various Artists (Atlantic)* 29/16

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

**THE HOTTEST**

WHO  
*Face Dances (WB)* 36/34

PHIL COLLINS  
*Face Value (Atlantic)* 35/33

JEFFERSON STARSHIP  
*Modern... (RCA/Grun)* 34/27

RUSH  
*Moving... (Mercury/PG)* 29/26

SANTANA  
*Zebop! (Columbia)* 30/25

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

The New MARS P-D-C SOLVES your Dayparting problems:

Problem: "How do I find out how listeners in the 6:15 AM-8:15 AM sub-daypart feel about the song "Watching the Wheels" by John Lennon... as opposed to the listeners in the 4:20 PM-5:40 PM sub-daypart?"

Problem: "How can I find out if my station's long-span listeners (who are super quarter-hour contributors) respond differently to my hottest rotation than do the short-span occasional users of my station?"

Problem: "How do I tell if listeners who prefer my station feel differently about certain songs on my playlist than do the listeners who prefer my competitor?"

**THE SOLUTION IS**

**MARS PDC**  
MASS ACCEPTANCE RESPONSE STUDY  
PROMOTION DAYPARTING CONTROL

See Page 5!

**WZZO Allentown**  
215-894-0511

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**Boston**  
617-262-5900

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**Harrisburg**  
717-238-1402

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**WAAI Binghamton**  
807-772-8850

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**Bridgeport**  
203-579-9995

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**WCCC Hartford**  
203-549-3458

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**WQZ Boston**  
617-267-9090

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**WECM Claremont**  
803-542-7735

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**WHCN Hartford**  
203-247-1080

Hot: TOM PETTY & THE HEARTBREAKERS (MCA)  
Hot: SECRET POLICEMAN'S BALL (Island)  
Hot: MARSHALL TUCKER BAND (WB)  
Hot: VAN HALEN (Arista)  
Hot: FAIR WARNING (WB)  
Hot: SPLIT ENZ (A&M)

Medium:  
Hot: ADAM & THE ANTS (Epic)  
Hot: PRETENDERS (Island)  
Hot: PAT TRAVERS (PolyGram/PolyGram)  
Hot: DAVID EDWARDS (Swan Song)  
Hot: SS JOHNNY & JAMES (Mercury/PolyGram)  
Hot: WILLIE NILE (Arista)  
Hot: ROBIN LANE & CHART (WB)  
Hot: TOM JOHNSTON (WB)

Single:  
None

**EAST**

**WBLM** 207-783-2065  
NO. JUNE 1981  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WPLR** New Haven 203-777-8617  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WIOG** Philadelphia 215-867-8100  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**104** Pittsburgh 412-382-2144  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WOUR** Utica-Syracuse 315-797-0803  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WBAB** Long Island 516-587-1023  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WAEW** New York 212-986-7000  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WMMR** Philadelphia 215-581-0933  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WCMF** Rochester 716-288-3200  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WMAFM** Washington, D.C. 703-534-0320  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WVBC** Long Island 516-587-1023  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WAEW** New York 212-986-7000  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WYSP** Philadelphia 215-688-9460  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WCMF** Rochester 716-232-7550  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**DC 101** Washington, D.C. 202-828-9932  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WVBC** Long Island 516-587-1023  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WAEW** New York 212-986-7000  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WYSP** Philadelphia 215-688-9460  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WCMF** Rochester 716-232-7550  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**DC 101** Washington, D.C. 202-828-9932  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**WVBC** Long Island 516-587-1023  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
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JIM STEINMAN (Epic)  
... (list continues)

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... (list continues)

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SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

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ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**NEW ADDED**

**ky 99** Amarillo 806-359-8561  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**96rock** Atlanta 404-325-0960  
ADD: TOM PETTY & THE HEARTBREAKERS (MCA)  
SECRET POLICEMAN'S BALL (Island)  
JIM STEINMAN (Epic)  
... (list continues)

**NEW ADDED**  
TOM PETTY & THE HEARTBREAKERS *Hard... (Backstreet/MCA)* 32/21  
MARSHALL TUCKER BAND *Dedicated (WB)* 15/14  
SECRET POLICEMAN'S BALL *Various Artists (Island)* 13/13  
JIM STEINMAN *Bed For Good (Epic)* 14/8  
DAVE EDMUNDS *Twangin'... (Swan Song)* 12/8  
SPLIT ENZ *Waiaz (A&M)* 10/8

**MEDIUM**  
BILLY SQUIER *Don't Say No (Capitol)* 29/18  
GREG KINN BAND *Rockinroll (Besarkley)* 21/17  
OZZY OSBOURNE *Blizzard Of Oz (Jet)* 21/17  
PRETENDERS *Extended Play (Sire)* 17/17  
JOE WALSH *There Goes... (Asylum)* 29/16

**THE HOTTEST**  
WHO *Face Dances (WB)* 32/30  
RUSH *Moving... (Mercury/PG)* 30/25  
JEFFERSON STARSHIP *Modern... (RCA/Gruny)* 31/22  
SANTANA *Zebop! (Columbia)* 31/22  
38 SPECIAL *Wild Eyed... (A&M)* 27/22

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





MIDWEST

Minneapolis 812-739-4000. KQWB-FM. Playlist including Tom Petty & The Heartbreakers, Jefferson Starship, and others.

Minneapolis 612-546-5001. KQ92-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Muscatine 319-263-2512. KFHL-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Oklahoma City 405-831-8881. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Oklahoma City 405-628-5843. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Omaha 402-592-5300. Z92-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Rockford 815-877-3076. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Saginaw 517-892-9528. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

St. Louis 314-842-1111. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

St. Louis 314-844-1380. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Sioux Falls 605-339-1620. WJZZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Toledo 419-248-3377. FM 104. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Toledo 419-255-1470. WXEZ-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Winnipeg 204-775-0371. 92 CITI FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

MIDWEST

Anaheim 714-776-3696. KEZY-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Anchorage 907-277-2655. KRNN-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Aspen 303-925-5778. KSN-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Albuquerque 505-265-8811. KFMG-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Bakersfield 805-832-1410. K98-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Boulder 303-444-5000. NBCC-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

MOST ADDED. TOM PETTY & THE HEARTBREAKERS Hard... (Backstreet/MCA) 4/31. SECRET POLICEMAN'S BALL Various Artists (Island) 15/14. MARSHALL TUCKER BAND Dedicated (WB) 11/11. SPLIT ENZ Wala (ABM) 23/10. D.B. COOPER Dangerous Curves (WB) 10/9.

Chico 916-343-8461. KFM-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Colorado Springs 303-834-4896. K100.3-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Denver 303-759-5600. RAZY-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

MEDIUM. TOM JOHNSTON Still Feels Good (WB) 32/21. BILLY SQUIER Don't Say No (Capitol) 29/20. JOE WALSH There Goes... (Asylum) 44/19. GARY U.S. BONDS Dedication (EMI America) 32/19.

Denver 303-936-2313. 106 KBPI-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Edmonton 403-428-8597. 97.7-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Fort Collins 303-571-1232. 93.5 FM-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

THE HOTTEST. WHO Face Dances (WB) 46/43. SANTANA Zebulou (Columbia) 44/35. PHIL COLLINS Face Value (Atlantic) 43/33. STEVE WINWOOD Arc Of A Diver (Island) 37/30.

Eugene 503-484-4304. K98.1-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Fresno 209-226-5991. K100.3-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.

Fort Collins 303-571-1232. 93.5 FM-FM. Playlist including Tom Petty & The Heartbreakers, Secret Policeman's Ball, and others.



# WES

### KJLL Gillette 307-882-5101

PD: RICK BERRY  
 Address: 307-882-5101  
 PD: RICK BERRY  
 Address: 307-882-5101  
 PD: RICK BERRY  
 Address: 307-882-5101

# Missoula 406-728-5000

PD: VERA ARNO  
 Address: 406-728-5000  
 PD: VERA ARNO  
 Address: 406-728-5000

# Sacramento 916-448-4965

PD: JEFF SCHROEDER  
 Address: 916-448-4965  
 PD: JEFF SCHROEDER  
 Address: 916-448-4965

# San Francisco 415-391-9400

PD: BOB COLE  
 Address: 415-391-9400  
 PD: BOB COLE  
 Address: 415-391-9400

# KXFM 99 Santa Maria 805-922-2156

PD: WEEB SALVENDY  
 Address: 805-922-2156  
 PD: WEEB SALVENDY  
 Address: 805-922-2156

# 98 Rock Honolulu 808-524-7100

PD: BALL WIS  
 Address: 808-524-7100  
 PD: BALL WIS  
 Address: 808-524-7100

# KJQQ Pasadena 213-578-0830

PD: RICK CARROLL  
 Address: 213-578-0830  
 PD: RICK CARROLL  
 Address: 213-578-0830

# KROY Sacramento 916-441-4950

PD: SCOTT BIRNELL  
 Address: 916-441-4950  
 PD: SCOTT BIRNELL  
 Address: 916-441-4950

# San Jose 408-288-8811

PD: RICK HENDER  
 Address: 408-288-8811  
 PD: RICK HENDER  
 Address: 408-288-8811

# Seattle 206-624-4305

PD: BEAU PHILLIPS  
 Address: 206-624-4305  
 PD: BEAU PHILLIPS  
 Address: 206-624-4305

# KENO Las Vegas 702-876-1480

PD: JESSE SHERMAN  
 Address: 702-876-1480  
 PD: JESSE SHERMAN  
 Address: 702-876-1480

# KDKB Phoenix 602-833-8888

PD: JEFF SALTER  
 Address: 602-833-8888  
 PD: JEFF SALTER  
 Address: 602-833-8888

# Salt Lake City 801-972-3030

PD: GARY WILSON  
 Address: 801-972-3030  
 PD: GARY WILSON  
 Address: 801-972-3030

# San Jose 408-288-5400

PD: LEE ROY HANSEN  
 Address: 408-288-5400  
 PD: LEE ROY HANSEN  
 Address: 408-288-5400

# Seattle 206-454-1540

PD: PAUL MULLER  
 Address: 206-454-1540  
 PD: PAUL MULLER  
 Address: 206-454-1540

# 105.5 KMAC Long Beach 213-437-0368

PD: PAUL FURB  
 Address: 213-437-0368  
 PD: PAUL FURB  
 Address: 213-437-0368

# KRUPD Phoenix 602-838-3082

PD: JEFF SALTER  
 Address: 602-838-3082  
 PD: JEFF SALTER  
 Address: 602-838-3082

# KCAL 96.7 San Bernardino 714-825-5020

PD: JIM HANSEN  
 Address: 714-825-5020  
 PD: JIM HANSEN  
 Address: 714-825-5020

# San Diego 714-565-8008

PD: JOHN DANIEL  
 Address: 714-565-8008  
 PD: JOHN DANIEL  
 Address: 714-565-8008

# 92.9 KREM-FM Spokane 509-448-2000

PD: RICK SCOTT  
 Address: 509-448-2000  
 PD: RICK SCOTT  
 Address: 509-448-2000

# KLOS 95.5 Los Angeles 213-683-3311

PD: TOMMY HADGE  
 Address: 213-683-3311  
 PD: TOMMY HADGE  
 Address: 213-683-3311

# Portland 503-228-5000

PD: BALL WISLER  
 Address: 503-228-5000  
 PD: BALL WISLER  
 Address: 503-228-5000

# San Diego 714-236-9872

PD: RICH HEYER  
 Address: 714-236-9872  
 PD: RICH HEYER  
 Address: 714-236-9872

# San Diego 714-292-1380

PD: LARRY HULSE  
 Address: 714-292-1380  
 PD: LARRY HULSE  
 Address: 714-292-1380

# KTMS Rock 97 Santa Barbara 805-983-1975

PD: BOB COLE  
 Address: 805-983-1975  
 PD: BOB COLE  
 Address: 805-983-1975

# Los Angeles 213-469-1212

PD: MICHAEL SHEPHERD  
 Address: 213-469-1212  
 PD: MICHAEL SHEPHERD  
 Address: 213-469-1212

# Portland 503-655-9181

PD: JIMMY OSTERTAG  
 Address: 503-655-9181  
 PD: JIMMY OSTERTAG  
 Address: 503-655-9181

# KGB-FM 101.5 San Diego 714-292-1380

PD: LARRY HULSE  
 Address: 714-292-1380  
 PD: LARRY HULSE  
 Address: 714-292-1380

# Santa Rosa 707-544-5873

PD: TONY PHILIPS  
 Address: 707-544-5873  
 PD: TONY PHILIPS  
 Address: 707-544-5873

# Tucson 602-622-0711

PD: ALAN BROTHMAN  
 Address: 602-622-0711  
 PD: ALAN BROTHMAN  
 Address: 602-622-0711

# Los Angeles 213-467-1224

PD: TED FERGUSON  
 Address: 213-467-1224  
 PD: TED FERGUSON  
 Address: 213-467-1224

# Reno 702-329-9281

PD: DANIEL COO  
 Address: 702-329-9281  
 PD: DANIEL COO  
 Address: 702-329-9281

# San Diego 714-292-1380

PD: LARRY HULSE  
 Address: 714-292-1380  
 PD: LARRY HULSE  
 Address: 714-292-1380

# Santa Rosa 707-544-5873

PD: TONY PHILIPS  
 Address: 707-544-5873  
 PD: TONY PHILIPS  
 Address: 707-544-5873

# Tucson 602-622-0711

PD: ALAN BROTHMAN  
 Address: 602-622-0711  
 PD: ALAN BROTHMAN  
 Address: 602-622-0711

# JUST SHIPPING!

First Class



**WAYLON & JESSI**  
*“Wild Side of Life and It Wasn’t God  
Who Made Honky Tonk Angels”*  
B/W *It’s Alright* PB 12245

**ALABAMA**  
*“Feels So Right”* PB 12236

BB ★ 44    CB ★ 33    RW ★ 44

**DEAN DILLON**  
*“They’ll Never Take  
Me Alive”* PB 12234

RCA Records  
30 MUSIC SQUARE WEST, NASHVILLE, TN 37203

**RCA**

TO: PROGRAM DIRECTOR  
RADIO STATION  
EVERYWHERE, USA





**Jim  
Duncan**

# Country

## Country Consultants Come Out Of The Closet

Does the announcement "We're bringing in a consultant" send you to the nearest duplicating machine to run off an additional 50 copies of your resume to be enclosed with the airchecks you'll immediately dub off? If so, you're not alone, but you're also harboring some erroneous ideas of what a consultant can mean to you, your career, and your radio station's success.

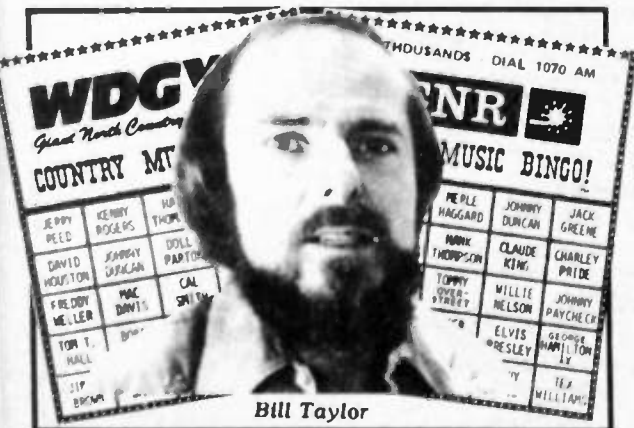
The massive infusion of life into the heretofore overlooked Country format has brought Country consulting out of the closet and into the competitive mainstream. We recently spoke with several of these radio consultants, all of whom agreed that the notion that a consultant is only hired as a last-ditch method by a dying radio station to come in and blow out the entire staff is just not true today (if it ever was). While many stations in dire straits do indeed employ a consultant, others rely on their services on a continuing basis for fine-tuning and advice when needed. Lest you wonder, "Where does that leave me?," every person we spoke with stressed the desirability of working with the existing staff even when a consulted station undergoes the dreaded FORMAT CHANGE.

Now that we've assuaged your fears somewhat (we hope!), please read on to find out how radio consultants really operate. This first of a two-part article spotlights Bill Taylor, who deals exclusively with Country formats through his Pasadena, CA-based Bill Taylor Country Consultants firm; Don Thomson, formerly the "Country Doctor" and now VP of Century 21 Programming's Consulting Division; plus some opening and closing thoughts by previously-profiled (R&R 4-24-81) newcomers to the consulting game Burt Sherwood and Bill Hennes of Sherwood-Hennes & Associates.

Burt and Bill explain why Country stations are relying more and more on consultants. "In the U.S. and Canada there are over 2900 so-called Country radio stations doing some version of what they feel is Country. A lot of the crossover is getting into other formats. There's mass confusion and fractionalization out there. So there they (broadcasters) sit with another station coming up against them. It's like the old days of rock and roll. Only the strong will survive... those people with the proper guidance for the programming of the radio station."

### "Country Bingo" — A Taylor-made Promotion

One Country consultant who's been working at his craft on a self-employed basis for the past five years is Bill Taylor. Bill, who "does not feel qualified to pro-



Bill Taylor

gram anything other than Country," is probably best-known for his copyrighted "Country Bingo" promotion, which has been used successfully at a number of stations including KSO/Des Moines, WHOO/Orlando, KKYX/San Antonio, and KVEG/Las Vegas. While originally sold to any station on a non-competing basis, the contest now is limited to only those stations Bill is currently consulting.

Innovative promotions are just one area of Bill's expertise. He also has a unique music service he

describes as "a complete cartridge library system. If a station is changing format to Country, I will furnish them with all the music they need: oldies, currents, recurrences... all set up in basic rotations and color-coded formats."

Noting that new Country programmers often rely on research and charts that are "worthless," Bill suggests polling local jukebox operators who can tell you which songs were local hits. However, he does acknowledge that credible research should play an important part in music selection and credits Buzz Bennett with "opening my mind to an avenue where previously I had gone on gut feeling and personal opinion. He enabled me to completely wipe out personal opinion. In fact, I was probably the only Music Director who didn't listen to the records before he put them on the air! If your research is down to the point where you know exactly who likes what record and why they like it, I could care less what the record sounds like."

Bill feels his strongest selling point is "an understanding of the value system and the lifestyle of the Country listener. I don't believe that a lot of people who are programming Country radio stations actually have a warm feeling for the people they're trying to reach out there. Many programmers hide, not wanting to open themselves up to the emotionalism of their audience. It's interesting that so many Country programmers are not in the target demographic group. After all, how can they relate to the middle-aged woman who's looking in the mirror and seeing the gray hairs?"

Many years in the industry have given Bill a good overview of some similarities between Top 40's emergence in the late 50's and the Country conversions of today. He explains, "You find that stations were going to a Top 40 format to save themselves from television. Today those same stations are going to a Country format to save themselves from FM. Not only are their reasonings similar, but they're also making a lot of the same mistakes by copying an existing format on a successful station and never really understanding why the station works."

Bill also mentions another interesting indicator for the radio industry. "While radio stations were still going on the Disco format and putting up their disco billboards, the garment industry was busily making jeans. When the bottom falls out of the jeans market, then you'll know that the so-called 'cowboy' image is dead." Where, then, does this leave all the stations who've already converted to Country? Bill reasons, "The good broadcaster is going to learn his format and understand why it works. The ones that don't, when the going gets tough, will modify it some way and pretty soon become another adult contemporary station or slide into something else. The people who don't belong in this format in the first place won't be around when the next shift comes."

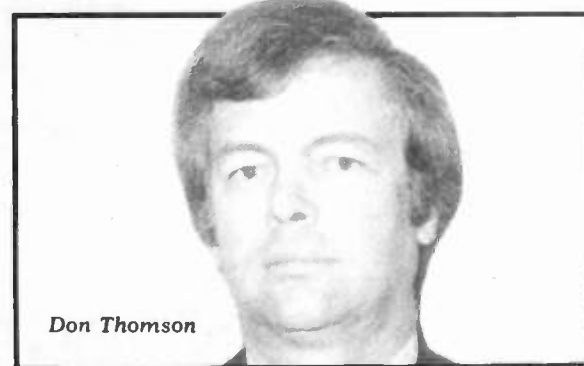
### The "Country Doctor" Talks Competition

Don Thomson feels that the recent popularity of Country radio will be a boon to consultants of the format, and notes that several people who started similar services 10-12 years ago could not make a go of it simply because "the market was not ready for it. The competitive level probably was not as high. I think everybody who ran a Country station thought 'I know as much about it as they do, and I can do it myself.' But now as the competition intensifies, it's getting more and more important to really do a first-class job of it because there are bigger dollars to be made and it's tougher to get in that position. There just hasn't been as much conditioning to using consultants in Country music because it is salable even without great success in the ratings was a lot of times."

Don left WBAP/Ft. Worth in 1979 to start his own Country consulting service, the "Country Doctor." Now that he's merged with Century 21 Programming he'll be working with various formats, but still retains a special understanding of country music. "There is a basic difference between, say, AOR and Country. One is very sound-oriented. The other is story-oriented. Country music tends to be mini-soap operas. You have

to be highly cognizant of the fact that people are really tuned into the words. The sound is not as big a stimulator as how well you put your story together," Don notes.

"I think research is an important tool," he continues. "Unfortunately, for a lot of people research has been an important copout. They've utilized it to protect themselves, and, as a result, have almost reacted to research verbatim as opposed to using that built-in computer that experience is supposed to have something to do with. It may be more important as a tool for marketing your product once you have it where you think it should be than it is in deciding what your product should be in the first place."



Don Thomson

Don's approach to consulting is to first go into his client's market to "personally get some feel for it. If you're a little bit in tune with people, it doesn't take too long asking questions and talking to get some idea of at what speed they tend to move. I think it's smart to do focus groups, again trying for the tune, the tempo, the pace, the feel of the people."

### Some Misconceptions Are Clarified

Many people have an unrealistic idea of what a consultant's job really is. As Don sees it, "A consultant's job is programming, but it is also to help place the station where it makes money because if you don't both win, neither one of you win. I guess the most important thing is in taking time to communicate that you're basically there as a coach. You're not there to replace anybody, to take their job, to do anything special other than back off from the situation and perhaps remind them of a lot of things they already know but may have passed by simply because they got so busy in the day-to-day routine. A consultant really refocuses the attention where it belongs."

Another misconception is that once a station is heading in the right direction a consultant's services are no longer needed. Don feels that "the smart stations, to stay on top of the situation, will have somebody constantly coming in to look at it to see if it needs fine-tuning. Ideally, coming back quarterly or every six months just to see that a station is staying on track is probably the most efficient way in terms of dollar results for your initial investment, because you never get into the same kind of position as you were in before where you have to dig out as hard."

"Country right now is in the middle of a phenomenal growth," Don concludes. "It's become the middle ground for those who do not quite understand what happened to their rock music, don't go quite as far as AOR, but don't find anything in between that really appeases them." A sentiment echoed by Hennes and Sherwood, who note, "You certainly cannot apply the Disco fiasco to the Country phenomenon. It's something that's here to stay. Unfortunately, some people will simply try to capitalize on it and jump into the format without the proper expertise or research to make that decision. But Country as a format is one of the true middle-of-the-road or adult contemporary formats as we move through the 1980's."

Next week's column offers the views of three additional Country consultants: KNEW/Oakland PD Jim Wood, WNDE/Indianapolis PD and head of Scott Consultants Mike Scott, and E. Alvin Davis & Associates principal E. Alvin Davis. Stay tuned!

— Carolyn Parks



# BREAKERS

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

### JIM ED BROWN & HELEN CORNELIUS Don't Bother To Knock (RCA)

On 68% of reporting stations. National Summary: Up 14, Same 22, Down 0, Debuts 16, Adds 30. R&R Chart Debut 43.

### RANDY BARLOW Love Dies Hard (Paid)

On 63% of reporting stations. National Summary: Up 32, Same 19, Down 0, Debuts 16, Adds 9. R&R Chart 49-45.

### ALABAMA Feels So Right (RCA)

On 62% of reporting stations. National Summary: Up 3, Same 4, Down 0, Debuts 3, Adds 65. R&R Chart Debut 48.

### DAVE ROWLAND & SUGAR Fool By Your Side (Elektra)

On 61% of reporting stations. National Summary: Up 19, Same 17, Down 0, Debuts 20, Adds 18. R&R Chart Debut 48.

#### Most Added:

- ALABAMA  
Feels So Right (RCA)
- JIM ED BROWN & HELEN CORNELIUS  
Don't Bother To Knock (RCA)
- CRYSTAL GAYLE  
Too Many Lovers (Columbia)
- EDDY RAVEN  
I Should've Called (Elektra)
- SONNY CURTIS  
Good Ol' Girls (Elektra)

#### Hottest:

- OAK RIDGE BOYS  
Elvira (MCA)
- RONNIE MILSAP  
Am I Losing You (RCA)
- T.G. SHEPPARD  
I Loved 'Em Every One (WB/Curb)
- ROSANNE CASH  
Seven Year Ache (Columbia)
- DOTTIE WEST  
What Are We Ooin' In Love (Liberty)
- DOLLY PARTON  
But You Know I Love You (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, 31-51, etc.), moved it down on their charts, or added it this week.  indicates one of this week's "most added" new songs.

- SONNY CURTIS "Good Ol' Girls" (Elektra) 69/20**  
National Summary: Up 12, Same 22, Down 0, Debuts 15, Adds 20 including KLAC, KYTE, KEEN, WSEN, WPOR, WCOS-FM, WSM, WTQR-FM, WCXI, KFGO, WTSO, KSOP 49-38, WVAM 36-28, WIXL-FM 74, WGTO 41-34, KKYX 43-34, KSO 4-33. R&R Chart Debut 50.
- TOM JONES "Darlin'" (Mercury/PolyGram) 61/8**  
National Summary: Up 31, Same 13, Down 0, Debuts 9, Adds 8, KOKE-FM, WVMI, WQYK-FM, KYTE, KSOP, KMPS-AM-FM, WOKQ, WEEP, WPLO 26-19, WYDE 41-31, WGTO 17-11, WMC-AM 54, WHK 8-6, WFMS-FM 26-15, KVOO 44-34.
- B.J. THOMAS "Some Love Songs Never Die" (MCA) 81/8**  
National Summary: Up 33, Same 12, Down 1, Debuts 7, Adds 8, KFGO, WITL-FM, WXCL, WTHI, KNIX-FM, KRAK, WBAX, WSUN, WIRE 12-10, KUUY 44-38, WVAM 36-29, WPLO 29-23, KOKE-FM 48-40, WOKK 40-31, WBAM 24-17.
- JOHNNY LEE "Rode Hard And Put Up Wet" (Full Moon/Epic) 60/4**  
National Summary: Up 29, Same 20, Down 0, Debuts 7, Adds 4, WMAQ, WHBF, KIDN, WOKQ, KBUF 23-13, KEBC-FM 48-38, KFEQ 16-11, KUZZ 24-18, KYTE 6-29, KVET 33-28, KLVJ 37-20, KHEY 43-33, WOKK 22-15, WIRK-FM 38-27.
- BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 69/11**  
National Summary: Up 23, Same 18, Down 0, Debuts 7, Adds 11, WCOS-FM, WESC-AM-FM, WSUN, WNRS, KFGO, KWMT, WGEE, WITL-FM, WKCO-FM, WTHI, KTM, KHEY 41-31, WSIX-FM 6-3, WXCL 38-31, KEED 31-24, WWCS-FM 17-14.
- BOBBY BARE "Learning To Live Again" (Columbia) 67/10**  
National Summary: Up 21, Same 16, Down 1, Debuts 9, Adds 10, KBMR, WITL-FM, WKKN, KWJJ, WPOR, KVET, WCOS-FM, WOKK, WBAM, WHOO, KFGO 32-27, KFEQ 43-35, KSOP 41-34, WVAM 50-41, WSEN 28-19.
- CRISTY LANE "Love To Love You" (Liberty) 66/7**  
National Summary: Up 14, Same 19, Down 1, Debuts 15, Adds 7, KSON-AM-FM, KEEN, WPOR, KOKE-FM, WCXI, KWMT, WHBF, KUUY 36-25, KEED 46-38, WYDE 26-18, KHEY 42-32, KNOE 45-36, KSO 28-21, KICD-FM 39-30.
- FREDDIE HART "You're Crazy Man" (Sunbird) 63/9**  
National Summary: Up 18, Same 14, Down 1, Debuts 11, Adds 9, WPOR, KOKE-FM, WSUN, WHK, KICD-FM, WTHI, KLAC, KWJJ, KTM, WVAM 45-36, WPLO 4-30, KHEY 35-26, WITL-FM 40-33, KEED 37-31.
- TOM T. HALL "The All New Me" (RCA) 62/7**  
National Summary: Up 12, Same 20, Down 0, Debuts 13, Adds 7, KVEG, WPOR, WVMI, WESC-AM-FM, KNOE, WAXX, WHBF, KKAL 40-36, KCKC 19-13, WIXL-FM 20-9, WWVA 4-39, KKYX 47-40, KSO 4-38, WFMS-FM 4-35, WKKN 4-36.
- RICKY SKAGGS "Don't Get Above Your Raisin'" (Epic) 49/13**  
National Summary: Up 10, Same 13, Down 0, Debuts 13, Adds 13, KRRV, KLVJ, WYDE, KHEY, WBHP, KNOE, KBMR, WXCL, WKCO-FM, KICD-FM, KRSY, KRAK, WNYR, WGTO 40-28, KSSS 4-31.
- DON KING "I Still Miss Someone" (Epic) 48/7**  
National Summary: Up 10, Same 18, Down 0, Debuts 13, Adds 7, KUUY, KNIX-FM, KWJJ, WHOO, WSLR, WHBF, WKCO-FM, WIXL-FM 37-19, WBAM 4-35, WSIX-FM 25-15, KRMD-AM-FM 48-38, KSO 4-36, KFGO 4-37, KWMT 42-37.
- TERRY GREGORY "Just Like Me" (Hendshake) 44/18**  
National Summary: Up 5, Same 15, Down 0, Debuts 8, Adds 18 including WSAI, KSO, KFGO, WFMS-FM, WIL-AM-FM, KEED, KTRB, KRSY, WMZQ-FM, WPLO, WIRK-FM, WKLM, KWMT 50-40, KSOP 19-14, WWCS-FM 18-13.
- JOHNNY RUSSELL "Here's To The Horses" (Mercury/PolyGram) 44/7**  
National Summary: Up 17, Same 14, Down 0, Debuts 5, Adds 7, KBMY, KEED, KRDR, KWJJ, KXYX, WHK, WITL-FM, KUZZ 36-29, WIXL-FM 6-2, KOKE-FM 38-29, KLVJ 34-24, KHEY 47-35, WLWI-FM 20-14, WQYK-FM 32-26, KVOO 25-17.
- WAYNE KEMP "Your Wife Is Cheatin' On Us Again" (Mercury/PolyGram) 43/6**  
National Summary: Up 24, Same 9, Down 0, Debuts 4, Adds 6, WMC-AM, WOKK, KWMT, WITL-FM, KRDR, KLAC, WYDE 43-36, KENR 10-7, KRMD-AM-FM 21-17, WCXI 20-18, KWJJ 48-38, KSOP 40-30, KCKC 21-17, WCAW 50-39.

## Others Getting Significant Action

- JUDY BAILEY "Slow Country Dancing" (Columbia) 38/8**  
National Summary: Up 13, Same 15, Down 0, Debuts 4, Adds 8, WLWI-FM, KRMD-AM-FM, KICD-FM, KFEQ, KRSY, KGA, KLVJ 47-34, KIKK-FM 26-20, WAXX 36-29, KCKC 20-16, WIXL-FM 21-16, WMZQ-FM 36-30.
- VERN GOSDIN "Oream Of Me" (Ovation) 34/12**  
National Summary: Up 4, Same 12, Down 0, Debuts 8, Adds 12 including KSSS, KNIX-FM, WGNA-FM, KOKE-FM, KHEY, WSM, WNRS, WKKN, KUZZ 48-38, WSIX-FM 34-24, KWMT 49-39.
- EDGEL GROVES "Footprints In The Sand" (Silver Star) 33/8**  
National Summary: Up 13, Same 7, Down 3, Debuts 2, Adds 8, WPLO, WBAM, WSUN, WMNI, KSSS, KLZ, KRDR, KLAC, WESC-AM-FM 36-9, WHK 13-7, WFMS-FM 17-6, WXCL 14-7, WEEP 1-1.
- CRYSTAL GAYLE "Too Many Lovers" (Columbia) 30/27**  
National Summary: Up 2, Same 1, Down 0, Debuts 0, Adds 27 including KSO, WCXI, WFMS-FM, KFEQ, KMAK, KNIX-FM, KMPS-AM-FM, WNYR, WYDE, KENR, WMC-AM, KXYX.
- BILLIE JO SPEARS "What The World Needs Now Is Love" (Liberty) 30/7**  
National Summary: Up 3, Same 13, Down 0, Debuts 7, Adds 7, KYTE, KRSY, WPOR, KOKE-FM, WESC-AM-FM, WQIK-FM, WFMS-FM, KENR 4-37, WSIX-FM 37-26, KSO 4-35.
- DON McLEAN "Since I Don't Have You" (Millennium) 29/6**  
National Summary: Up 8, Same 8, Down 0, Debuts 7, Adds 6, WPOC-FM, WOKK, WIRK-FM, WXCL, KFH, KMAK, WHN 4-18.

# Radio & Records NATIONAL AIRPLAY/50

## May 15, 1981

| THIS WEEK | TWO WEEKS | LAST WEEK | NEW | ARTIST/RECORD  |
|-----------|-----------|-----------|-----|--|
| 13        | 8         | 3         | 1   | OAK RIDGE BOYS/Elvira (MCA)                                  |
| 2         | 1         | 1         | 2   | T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)                |
| 8         | 3         | 2         | 3   | RONNIE MILSAP/Am I Losing You (RCA)                          |
| 7         | 6         | 5         | 4   | ROSANNE CASH/Seven Year Ache (Columbia)                      |
| 29        | 18        | 12        | 5   | DOTTIE WEST/What Are We Ooin' In Love (Liberty)              |
| 30        | 19        | 10        | 6   | DOLLY PARTON/But You Know I Love You (RCA)                   |
| 22        | 14        | 7         | 7   | JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB)          |
| 17        | 13        | 9         | 8   | RAZZY BAILEY/Friends (RCA)                                   |
| 27        | 17        | 13        | 9   | MEL TILLIS/A Million Old Goodbyes (Elektra)                  |
| 25        | 16        | 14        | 10  | MEL McDANIEL/Louisiana Saturday Night (Capitol)              |
| 34        | 23        | 17        | 11  | ANNE MURRAY/Blessed Are The Believers (Capitol)              |
| 10        | 9         | 6         | 12  | MOE & JOE/Hey Joe, Hey Moa (Columbia)                        |
| 31        | 24        | 18        | 13  | JOHNNY CASH/The Baron (Columbia)                             |
| 33        | 27        | 20        | 14  | GAIL DAVIES/It's A Lovely, Lovely World (WB)                 |
| 3         | 2         | 4         | 15  | CHARLEY PRIDE/Roll On Mississippi (RCA)                      |
| 12        | 10        | 8         | 16  | JANIE FRICKE/Pride (Columbia)                                |
| 23        | 21        | 21        | 17  | REBA McENTIRE/Don't Think Love Ought... (Mercury/PolyGram)   |
| 21        | 20        | 16        | 18  | TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic)            |
| 36        | 31        | 24        | 19  | LACY J. DALTON/Whisper (Columbia)                            |
| 38        | 35        | 26        | 20  | STEVE WARINER/By Now (RCA)                                   |
| 40        | 37        | 32        | 21  | WILLIE NELSON/Mona Lisa (Columbia)                           |
| 45        | 41        | 34        | 22  | CHARLY McCLAIN/Surround Me With Love (Epic)                  |
| 41        | 38        | 33        | 23  | EARL THOMAS CONLEY/Fire And Smoke (Sunbird)                  |
| 1         | 4         | 11        | 24  | DON WILLIAMS/Falling Again (MCA)                             |
| 46        | 39        | 31        | 25  | ED BRUCE/Evil Angel (MCA)                                    |
| 49        | 44        | 36        | 26  | ELVIS PRESLEY/Lovin' Arms (RCA)                              |
| 48        | 43        | 37        | 27  | BILLY SWAN/Do I Have To Draw A Picture (Epic)                |
| 50        | 45        | 38        | 28  | JOHNNY RODRIGUEZ/I Want You Tonight (Epic)                   |
| 4         | 5         | 15        | 29  | EMMYLOU HARRIS/Mister Sandman (WB)                           |
| 5         | 7         | 19        | 30  | MAC DAVIS/Hooked On Music (Casablanca/PolyGram)              |
| -         | 47        | 41        | 31  | SYLVIA/The Matador (RCA)                                     |
| 15        | 15        | 23        | 32  | LEON EVERETTE/If I Keep Going Crazy (RCA)                    |
| 39        | 32        | 30        | 33  | KENDALLS/Heart Of The Matter (Ovation)                       |
| -         | 46        | 39        | 34  | MOE BANDY/My Woman Loves The Devil Out Of Me (Columbia)      |
| -         | 49        | 43        | 35  | BARBARA MANDRELL/I Was Country When Country... (MCA)         |
| 15        | 22        | 29        | 36  | JUICE NEWTON/Angel Of The Morning (Capitol)                  |
| 11        | 12        | 22        | 37  | CONWAY TWITTY/Rest Your Love On Me (MCA)                     |
| 32        | 28        | 28        | 38  | SAMMI SMITH/Cheatin's A 2-Way Street (Sound Factory)         |
| 28        | 25        | 25        | 39  | GENE WATSON/Between This Time And The Next Time (MCA)        |
| -         | 50        | 48        | 40  | RAY PRICE/Getting Over You Again (Dimension)                 |
| -         | -         | 45        | 41  | TOMPALL & GLASER BROTHERS/Lovin' Her Was Easier... (Elektra) |
| 6         | 11        | 27        | 42  | MICKEY GILLEY/A Headache Tomorrow... (Epic)                  |
| -         | -         | 48        | 46  | JIM ED BROWN & HELEN CORNELIUS/Don't Bother To... (RCA)      |
| -         | -         | 49        | 47  | STALDER BROTHERS/In The Garden (Mercury/PolyGram)            |
| -         | -         | 49        | 48  | RANDY BARLOW/Love Dies Hard (Paid)                           |
| 9         | 26        | 38        | 49  | ALABAMA/Feels So Right (RCA)                                 |
| -         | -         | 49        | 50  | ALABAMA/Old Flame (RCA)                                      |
| -         | -         | 50        | 51  | DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra)             |
| -         | -         | 50        | 52  | TANYA TUCKER/Love Knows We Tried (MCA)                       |
| -         | -         | 50        | 53  | SONNY CURTIS/Good Ol' Girls (Elektra)                        |

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.

- FRMD-AM-FM 40-34, WFMS-FM 4-32, WMUS-AM-FM 33-29, KCKC 8-6.**
- EDDY RAVEN "I Should've Called" (Elektra) 28/24**  
National Summary: Up 1, Same 1, Down 0, Debuts 2, Adds 24 including KVET, WYDE, WGTO, WAXX, KEBC-FM, WKKN, KRAK, KSON-AM-FM, WKXA, WWVA, WSIX-FM 47-37, WIXY 4-32.
- GEORGE STRAIT "Unwound" (MCA) 28/10**  
National Summary: Up 3, Same 8, Down 0, Debuts 7, Adds 10, WSAI, KWMT, WQYK, KVOO, KEEN, WPOR, WMZQ-FM, WGTO, WESC-AM-FM, WSM, WKKN 4-36, KRMD-AM-FM 45-40.
- TIM REX & OKLAHOMA "Spread My Wings" (NSD) 27/4**  
National Summary: Up 9, Same 12, Down 0, Debuts 2, Adds 4, WTSO, WHBF, KICD-FM, WCOS-FM, WPLO 4-26, KHEY 46-39, WSIX-FM 22-19, KVOO 38-27, KSSS 46-37, KEED 47-41, KMPS-AM-FM 4-30.
- CHARLIE RICH "You Made It Beautiful" (Epic) 24/7**  
National Summary: Up 3, Same 6, Down 0, Debuts 8, Adds 7, WGNA-FM, WYDE, KYXX, WIRK-FM, WSAI, KVOO, KEED, KVET 47-43, WQYK-FM 4-37, On: KNIX-FM, KSOP, KEEN.
- MUNDO EARWOOD "Angela" (Excelsior) 24/4**  
National Summary: Up 3, Same 12, Down 0, Debuts 5, Adds 4, KOKE-FM, WBAM, WSAI, KEED, KENR 38-33, KIKK-FM 36-32, WSIX-FM 49-43, WWCS-FM 4-28, On: KEBC-FM, KVOO, KNIX-FM.
- EDDY ARNOLD "Bally-Hoo Days" (RCA) 23/8**  
National Summary: Up 2, Same 8, Down 0, Debuts 5, Adds 8, KMAK, KONE, KSON-AM-FM, WGNA-FM, WIXY, KRRV, KHEY, WSIX-FM, KUUY 47-38, WIXL-FM 43-21.
- KIN VASSY "Likin' Him And Lovin' You" (Liberty) 21/11**  
National Summary: Up 1, Same 6, Down 0, Debuts 3, Adds 11, KHEY, WESC-AM-FM, KLRA, KNOE, KKYX, WIRK-FM, WMNI, WKKN, KVOO, KNIX-FM, WVAM, WWCS-FM 4-30.
- SUE POWELL "Midnight Flyer" (RCA) 20/6**  
National Summary: Up 0, Same 10, Down 0, Debuts 4, Adds 6, WNRS, KSO, KICD-FM, KKAL, KONE, KRSY, On: WYDE, WSM, WIRK-FM, KRAK.
- ROY CLARK "Love Takes Two" (MCA) 18/7**  
National Summary: Up 3, Same 6, Down 0, Debuts 2, Adds 7, WBAM, WQYK-FM, WIRK-FM, WDAF, KVOO, KSSS, KMAK, WIXL-FM 45-36, KWMT 48-43, On: KKYX, KNIX-FM.
- JOE STAMPLEY "Whiskey Chasin'" (Epic) 17/16**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 16 including KSO, WCXI, KFEQ, KMAK, WYII, KVET, KENR, KIKK, FM, KKYX, WIRK-FM.
- KAY T. OSLIN "Clean Your Own Tables" (Elektra) 16/6**  
National Summary: Up 1, Same 5, Down 1, Debuts 3, Adds 6, KEED, KKYX, WIRK-FM, WNRS, WSAI, WKKN, On: KVET, KSO, WCXI, KFGO.
- DONNA HAZARD "Go Home And Go To Pieces" (Excelsior) 16/5**  
National Summary: Up 4, Same 5, Down 0, Debuts 1, Adds 5, WKMF, WXCL, KICD-FM, KOKE-FM, WGTO, KEED 48-42, KENR 38-31, WBAM 4-36, WSIX-FM 20-16, KKYX 45-42.
- RICH LANDERS "Friday Night Feeling" (Ovation) 16/2**  
National Summary: Up 8, Same 4, Down 1, Debuts 1, Adds 2, WWCS-FM, KFGO, WGTO 36-31, KNOE 50-48, WCXI 35-32, WTHI 40-37, KVOO 34-24, KSOP 47-43.
- DEAN OILLON "They'll Never Take Me Alive" (RCA) 15/14**  
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 14 including WGTO, WSM, KRMD-AM-FM, WAXX, KFGO, KEBC-FM, KYTE, KSOP, WVAM.
- EDDY ARNOLD "Two Hearts Beat Better Than One" (RCA) 15/5**  
National Summary: Up 1, Same 7, Down 0, Debuts 2, Adds 5, WGTO, WBAM, WIRK-FM, KEED, KEEN, KBUF 4-36, KKAL 44-39.
- PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 14/4**  
National Summary: Up 5, Same 3, Down 0, Debuts 2, Adds 4, KOKE-FM, KNOE, WKXA, WBAX, WHP 48-40, WIRE 36-32, WMUS-AM-FM 4-34, KCKC 17-12.
- ERNIE ROWELL "Music In The Mountains" (Grass Records) 14/4**  
National Summary: Up 0, Same 8, Down 0, Debuts 0, Adds 4, KSSS, KOKE-FM, KHEY, WIRK-FM, WBAM 4-33, On: KRAK, KSOP, KMPS-AM-FM, WYDE.

# Country Pictures



**REACH FOR COUNTRY** — WTQR/Winston-Salem sent along its latest billboard artwork using the newly-developed ABC marketing slogan "Reach For Country." The campaign is also being used for the station's TV spots with a reported positive response.



**TWO LEGENDS GET TOGETHER** — Elektra's Tompall Glaser (left) of the recently reunited Tompall & The Glaser Brothers visited the WPLO/Atlanta office of veteran PD Jim Clemens. Could this be the next duo if the brothers decide to split?



**WWVA-WCPI HOST SPECIAL OLYMPICS** — WWVA-WCPI/Wheeling, WV co-hosted the Ohio Valley Special Olympics in which over 175 area children participated. Afterwards all the participants were treated to a dinner at McDonald's and were special guests at the Jamboree U.S.A. show featuring Helen Cornellus. Pictured following the main event are (l-r) WWVA-WCPI Operations Manager Tom Miller, WCPI DJ Randy James, Olympics contestants Sandra Leary and Darrin Grey, Ohio Valley McDonald's Restaurants representative Al Dirdrickson, Special Olympics Coordinator Don Rice, and WCPI MD Dan McGrath.



**A McDOWELL ORIGINAL?** — No, Ronnie McDowell is not the latest Country artist to enter the clothing line. He's just showing off WUBE/Cincinnati's newest promotional T-shirt while visiting the station. Also pictured enjoying the fashion show are Epic Records Cincinnati promotion manager Tom Genett (left) and WUBE-AM-FM PD Paul O'Brien (center).



Biff Collie

## Inside Nashville

**HIGH-PROFILE:** Merle Haggard to do a Bob Wills TV special??... They're (a Hollywood production crew) taping over a week in Meridian at this year's Jimmie Rodgers Memorial Festival, from which will come a TV special which, they say, is already sold to a

network. Look for this last week in May to become a very important time, and Meridian a very important place on an annual basis... Bob Jennings, Director/Host of the Acuff-Rose Invitational Golf Tourney at nearby Henry Horton Park, performing tournament magic, I understand, by putting together 59 foursomes. Jerry Reed joined a flock of his ball-hittin' buddies at that affair this week... Porter Wagoner is getting ready to host his own hour-long variety/talk show for TV (don't laugh, his weekly musical has been on longer than any other country TV show in history). It'll be called "Porter's Place." When he's really "cooking," Porter's got a highly-communicable common denominator that the "real people" can relate to... "Hee Haw" 's Junior Samples just out of the hospital from 10 days of treatment for hardening of the arteries (arteriosclerosis)... Dolly had Randy Parton pick up her "Female Vocalist" award at the Academy in L.A. Good exposure for Randy, huh? Dolly's currently writing some duets for herself and Burt Reynolds for their new movie "The Best Little Whorehouse In Texas."... Allen Frizzell and Shelly West have been "going around" together for some time. Allen and Shelly are now engaged to be married. Allen got Shelly and his brother David together (or did Snuff Garrett?) to make a record, which currently is making them an item on the playlists and hit parades. I hope people don't keep mismatching Allen & Shelly and David & Shelly... Marty Robbins expands the Marty Robbins Enterprises complex in the Music Row area, opening a souvenir shop in the building which already houses Marty's recording studio and a new collection of his car racing and music memorabilia... Kenny Rogers and Dolly Parton will perform in concert at the Rose Bowl in Pasadena (104,000 seats) on June 20.

**ON STAGE:** Hank Williams, Jr. and Box Car Willie doing a duet album???... Glen and Tanya's latest reunion was in Ireland, where Glen played a sold-out show in Belfast the day Bobby Sands died... No, Margo Smith is not expected to do a talk show from her newly-purchased condominium in Music City... Tim (KOKE-FM/Austin) Williams set a record last week with his "Rag Sheet." 27 people asked to be taken off his mailing list! Tim says the lucky guy is the one whose girlfriend's name is the same as his wife's... Martln Rhea and Tim Stevens of Country KSLs/Liberal, KS entered the world championship cowchip-throwing competition. They didn't win, but they got to take a load home to practice for next year!... I'm one of the biggest fans Lester "Roadhog" Moran & the Cadillac Cowboys have. Since they were awarded that Plywood Record for 1250 sales of their "Alive At Johnny Mack Brown High School" album of 1976, maybe Mercury will release (or allow to escape) another album. Roadhog said, "If this was the last award in the world, I'd accept it!!"... George Jones and Barbara Mandrell couldn't have orchestrated the West Coast awards any better, both sweeping the presentations the week after that new Mandrell/Jones record came out...

Jim Ed & Helen's new record is a dandy. Where has it been hiding??... Don Cusic (formerly of Record World) and his wife Jackie (formerly of Dave & Sugar) celebrate the life of their new baby boy Jesse... Red O'Donnell suggests, since everybody else is doing the clothes-fashion endorsement these days, that Ernie Ashworth lend his name to a cosmetic called "Talk Back Trembling Lips"... Hoyt Axton, Barbara and Louise Mandrell were on NBC's "Mother's Day" salute last Sunday... T.G. Sheppard's shot on Tom Snyder's "Tomorrow Show" didn't hurt the surge to #1 of his current hit... Vet tradesters are saying that Leon Everette's hit could easily have been a Little Jimmy Dickens cut.

**SUMMER SONG:** Bellamy Bros. new WB single is entitled "They Could Put Me In Jail"... Barbara Mandrell isn't the only multi-talented musician to come out of Nashville. Oak Ridge Boys bass singer Richard Sterban is proficient on the trumpet, baritone horn, french horn, E-Flat tuba and sousaphone. Sounds like a one-man band!... Joe Stampley the latest artist to record a program for Air Force One... The unlikely combo of George Jones and Elvis Costello recently taped a HBO TV special... Hank Cochran's, the new "in" place for the music crowd, opened with a standing-room-only crowd, more stars than you could offer a drink... Don Williams named "Best International Male Vocalist" in Great Britain again... Ferlin Husky informed us that Simon Crum is coming out of a five-year, self-imposed retirement (will he make an album with Lester "Roadhog" Moran & the Cadillac Cowboys?)... Billy Bob Bowman threatening to put out another record on Rare Records (it would be)... Mona & Jimmy Dickens opened Mona's Butterfly Boutique in nearby Brentwood... Did'ja notice Mac Davis's two biggest records have been "Baby, Don't Get Hooked On Me" and "Hooked On Music"... Roy Clark's broken arm and dislocated shoulder are keeping him away from the guitar for awhile... Kendalls changing labels???... What superstar's first hit was made up while he was singing in the shower??... That "Stokers" TV pilot which Terry Bradshaw and Mel Tillis made was a product of Johnny Carson's production company... Rex Allen, Jr. and Jim Stafford begin their cohosting chores when "Nashville On The Road" begins taping in June... If that "Filthy Rich" TV pilot sells, you'll hear Ronnie McDowell singing the title tune every week on the tube... Elektra/Asylum/Nonesuch Records moved their offices to 1710 Grand Ave., Box 120897, Nashville 37212, (615) 320-7525.

**DID'JA KNOW:** Leonard Slye (later named Roy Rogers) was born November 5, 1912, in a house on the exact spot now occupied by second base at Cincinnati's Riverfront Stadium?



# Regional Adds & Hots

| MOST ADDED           |  | EAST                 |  | HOTTEST       |  | MIDWEST              |  | HOTTEST       |  | SOUTH                |  | HOTTEST       |  | WEST                 |  |
|----------------------|--|----------------------|--|---------------|--|----------------------|--|---------------|--|----------------------|--|---------------|--|----------------------|--|
| Alabama (RCA)        |  | Oak Ridge Boys (MCA) |  | Alabama (RCA) |  | Oak Ridge Boys (MCA) |  | Alabama (RCA) |  | Oak Ridge Boys (MCA) |  | Alabama (RCA) |  | Oak Ridge Boys (MCA) |  |
| Eddy Raven (Elektra) |  |                      |  |               |  |                      |  |               |  |                      |  |               |  |                      |  |

## EAST

|  |  |  |   |   |  |   |   |   |   |   |   |                            |
|--|--|--|---|---|--|---|---|---|---|---|---|----------------------------|
| <b>WQDR-FM</b><br>Albany, NY   | <b>WVCB-FM</b><br>Hagerstown, MD   | <b>WMZO-FM</b><br>Washington, DC   | <b>WBLR</b><br>Akron, OH  | <b>WBAW</b><br>Cincinnati, OH   | <b>WCXI</b><br>Columbus, MI  | <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS |
| EDDY RAVEN<br>EDDY RAVEN<br>CHARLIE RICH<br>VERN GOSDIN<br>DAVE RIBBY<br>HOTTEST<br>JOE & JANE<br>JOHN ANDERSON<br>GAIL DAVIES<br>WILLIE NELSON<br>SILVIA<br>BROWN & CORNELIUS | BARBARA HANDELL<br>BROWN & CORNELIUS<br>JOHN LEE<br>GEORGE STRAIT<br>ALABAMA<br>TERRY GREGORY<br>JOHNNY CASH<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | JOHN LEE<br>GEORGE STRAIT<br>ALABAMA<br>TERRY GREGORY<br>JOHNNY CASH<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | CRISTY LANE<br>SONNY CURTIS<br>RANDY BARLOW<br>ALABAMA<br>GEORGE STRAIT<br>BURNITO BROTHERS<br>CRISTY LANE<br>EDDY RAVEN<br>HOTTEST<br>T.G. SHEPPARD<br>ROBBIE MILSAP<br>ANNE MURRAY<br>DOLLY PARTON<br>JOHN ANDERSON<br>LACEY J. DALTON | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |                            |

## MIDWEST

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|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

## SOUTH

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|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
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## WEST

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|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

## EAST

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|--|--|--|---|---|--|---|---|---|---|---|---|---|
| <b>WQDR-FM</b><br>Albany, NY   | <b>WVCB-FM</b><br>Hagerstown, MD   | <b>WMZO-FM</b><br>Washington, DC   | <b>WBLR</b><br>Akron, OH  | <b>WBAW</b><br>Cincinnati, OH   | <b>WCXI</b><br>Columbus, MI  | <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| EDDY RAVEN<br>EDDY RAVEN<br>CHARLIE RICH<br>VERN GOSDIN<br>DAVE RIBBY<br>HOTTEST<br>JOE & JANE<br>JOHN ANDERSON<br>GAIL DAVIES<br>WILLIE NELSON<br>SILVIA<br>BROWN & CORNELIUS | BARBARA HANDELL<br>BROWN & CORNELIUS<br>JOHN LEE<br>GEORGE STRAIT<br>ALABAMA<br>TERRY GREGORY<br>JOHNNY CASH<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | JOHN LEE<br>GEORGE STRAIT<br>ALABAMA<br>TERRY GREGORY<br>JOHNNY CASH<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | CRISTY LANE<br>SONNY CURTIS<br>RANDY BARLOW<br>ALABAMA<br>GEORGE STRAIT<br>BURNITO BROTHERS<br>CRISTY LANE<br>EDDY RAVEN<br>HOTTEST<br>T.G. SHEPPARD<br>ROBBIE MILSAP<br>ANNE MURRAY<br>DOLLY PARTON<br>JOHN ANDERSON<br>LACEY J. DALTON | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

## MIDWEST

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

## SOUTH

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

## WEST

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| <b>WVBT</b><br>Ft. Dodge, IA  | <b>WVMS-FM</b><br>Indianapolis, IN  | <b>WTVB</b><br>Madison, WI  | <b>WECB-FM</b><br>Oklahoma City, OK   | <b>WLAM-FM</b><br>St. Louis, MO   | <b>WTVB</b><br>Tulsa, OK  | <b>WVPR</b><br>Wichita, KS  |
| ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN | ALABAMA<br>DON RING<br>HARR WILLIAMS JR.<br>RICKY SCAGGS<br>RICH LANE<br>VERN GOSDIN<br>ALABAMA<br>HOTTEST<br>JOHN WILLIAMS<br>CHARLIE RICH<br>ROBBIE MILSAP<br>GAIL DAVIES<br>T.G. SHEPPARD<br>ELVIS PRESLEY<br>BILLY SWAN<br>RAY T. OSLIN |

**NUMBER OF REPORTING STATIONS THIS WEEK: 121**

### Hottest Tracks:

**"Chicken Truck" JOHN ANDERSON (WB)**

**TERRI GIBBS - "Somebody's Knockin'" - (MCA) "Some Days It Rains All Night Long"**

**EMMYLOU HARRIS - "Evangeline" - (WB) "Oh Atlanta"**

**CHARLY MCCLAIN - "Surround Me With Love" - (Epic) "Sleepin' With The Radio On" "He's Back"**

**RONNIE MILSAP - "Out Where The Bright Lights Are Glowing" - (RCA) "Out Where The Bright Lights Are Glowing" "I Guess I'm Crazy" "Missing You"**

**ANNE MURRAY - "Where Do You Go When You Dream" - (Capitol) "It Should Have Been Easy" "Where Do You Go When You Dream" "Bitter They Are, Harder They Fall" "If A Heart Must Be Broken"**

**JUICE NEWTON - "Juice" - (Capitol) "Queen Of Hearts" "Country Comfort" "Ridin' Em Cowboy"**

**CHARLEY PRIDE - "Roll On Mississippi" - (RCA) "I Used To Be That Way" "Taking The Easy Way Out" "He Can Be An Angel"**

**JOHNNY RODRIGUEZ - "After The Rain" - (Epic) "Nobody's Bigger Than You" "Mexican Rain" "The Steal Of The Night" "Crazy Love" "I Can't Keep My Hands Off Of You"**

**T.G. SHEPPARD - "I Love 'Em All" - (WB/Curb) "We Belong In Love Tonight" "Silence On The Line"**

**JOE STAMPLEY - "I'm Gonna Love You Back To Loving Me Again" - (Epic) "Back On The Road Again"**

**SYLVIA - "Drifter" - (RCA) "Cry Baby Cry" "Heart On The Mend"**

**WAYLON & JESSI - "Leather & Lace" - (RCA) "You're Not My Same Sweet Baby" "What's Happened To Blue Eyes" "I Ain't The One" "I Believe You Can"**

### Most Requested:

- OAK RIDGE BOYS "Elvira" (MCA)
- ROSANNE CASH "Seven Year Ache" (Columbia)
- MEL MCDANIEL "Louisiana Saturday Night" (Capitol)
- T.G. SHEPPARD "I Love 'Em Every One" (WB/Curb)
- RONNIE MILSAP "Am I Losing You" (RCA)
- DOLLY PARTON "But You Know I Love You" (RCA)
- JOHN ANDERSON "I'm Just An Old Chunk Of..." (WB)

## COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

- ALABAMA - **Feels So Right** - (RCA) "Ride The Train" "Woman Back Home" "Fantasy" "Love In The First Degree"
- REX ALLEN JR. - **Cat's In The Cradle** - (WB) - "She's In Love With The Rodeo Man"
- JOHN ANDERSON - **John Anderson 2** - (WB) "Chicken Truck"
- ED BRUCE - **One To One** - (MCA) "When You Fall In Love Everything's A Waltz" "I Take The Chance"
- ROSANNE CASH - **Seven Year Ache** - (Columbia) "My Baby Thinks He's A Train" "Blue Moon With Heartache"

# Adult / Contemporary

## BREAKERS

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

No records qualified for Breaker status this week.

## 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.

**PAUL ANKA** "I've Been Waiting For You All My Life" (RCA) 56/13 add WISN, WHIO, KOY, WELI, KBAI, KOB, KRZI, WPTF, WNAB, WHIZ, WSGW, WKHM, KXIC. Heavy rotation: WLTA, WDBO, WOOD. Medium rotation: WCCO-AM, KSL, KEX, 97AIA, WBN, KOLO, KLO, WRVA, WFTL, WBSA, WSMF, KRMG. Debuts on A/C chart at No. 29.

**PURE PRAIRIE LEAGUE** "Still Right Here In My Heart" (Casablanca/PolyGram) 51/8 add KNBR, WTMJ, WNAB, WCHV, KAAV, WDFD, WACI, KLMS. Heavy rotation: WRVA. Medium rotation: WGY, WRVR, KEX, WLW, WCCO-AM, WLNH, WGIR, WABZ, WJBO, WDEF, WIS, WND, WSLI, WMAZ, WDBO, KRKO, WAKR, WKIQ, WJON.

**MAUREEN McGOVERN** "Halfway Home" (Maiden Voyage) 47/5 add WNAB, WRVA, KFQD, KRMG, WIBW. Heavy rotation: KSL, WLW, WTMJ, KLO, WFTL, WLVA, WATR, KGGF, WOOD. Medium rotation: WELI, WLTA, KOY, KEX, WYWE, KOLO, KOB, WTAR, WIS, WEIM, WKIQ, WHBC, KFOR. Debuts on A/C chart at No. 30.

**ROSANNE CASH** "Seven Year Ache" (Columbia) 45/16 add WGY, WOAI-FM, KHOW, KEX, KNBR, WTMJ, WNAB, WCHV, KFQD, KBAI, WBOV, WDF, KFOR, KWOS, WKHM, KGGF. Heavy rotation: 97AIA, KRZI, WRVA, WND, WDEF, WIBW, KRMG. Medium rotation: WSB, WSM-FM, WLW, WFIR, WMAZ, WSLI, WIS, WJBO, WFIR.

**MICHAEL JACKSON** "One Day In Your Life" (Motown) 34/3 WTMJ, WCHV, WDBO. Heavy rotation: WFTL, WRIE, KLMS. Medium rotation: WPRO, WASH, WBT, WRVR, 97AIA, KOY, KEX, KSL, WFIR, WND, WSMF, WHAG, WOOD, KFOR.

**GEORGE FISCHOFF** "Little Ballerina Blue" (Heritage) 34/1 add WKHM. Heavy rotation: KOY, WTMJ, KMED, WOOD, WJON. Medium rotation: WELI, WSB, KSL, WCCO-AM, KUGN, WDBO, WPTF, WFTL, WBSA, WEIM, WHBY, WKIQ, KRNT, KFOR.

**BARBRA STREISAND** "Promises" (Columbia) 31/27 add WASH, WLTA, WRVR, KLOK, KMBZ, WTMJ, KSTP, WCCO-AM, WCCO-FM, KOLO, KBAI, KFQD, WORG, WSLI, WFTL, WDEF, WBSA, WATR, WGIR, WEIM, WNAB, WHBY, WACI, KWOS, WDF, WQUA.

**ELTON JOHN** "Nobody Wins" (Geffen) 31/15 add WCBM, WIP, WOAI-FM, KOY, WLW, WCCO-FM, WSMF, WLNH, WSLI, WYMC, WFIR, KUGN, WBOV, KXIC, WKIQ. Heavy rotation: KLMS. Medium rotation: KBAI, KRZI, WMAZ, WCHV, WABZ, WDF, WJON.

**DILLMAN BAND** "Lovin' The Night Away" (RCA) 31/8 add WNAB, WCFR, WSLI, WIS, WFIR, WRVA, KEX, KFOR. Medium rotation: WSJS, WCCO-AM, KFQD, WYMC, WMAZ, WDEF, WHAG, WHBC, WKIQ, KGGF, WACI, KXIC, WJON.

**B.J. THOMAS** "Some Love Songs Never Die" (MCA) 31/1 add WNAB. Heavy rotation: WLTA, WSB, WFTL, WQUA. Medium rotation: WRVR, KSL, WCCO-AM, WDBO, WND, WDEF, WABZ, WBSA, WHAG, WEIM, WHBC, WOOD, KFOR, WJON, WIBW.

**AIR SUPPLY** "The One That You Love" (Arista) 30/29 add WYWE, WLW, KFMB, KEX, WSM-FM, 97AIA, WPRO, WGR, WBN, WNAB, WRIE, WBSA, WABZ, WCHV, WSLI, KAAV, WLVA, WMAZ, WYMC, WORG, WFIR, KUGN, KLO, KRMG, WJON, WSGW, KWOS, KXIC, WKIQ.

**TERRY CASHMAN** "Willie, Mickey & The Duke" (Talkin' Baseball) (Lifesong) 29/8 add KFMB, WSJS, WSB, WNAB, WBSA, WND, KFQD, WQUA. Heavy rotation: WOOD. Medium rotation: WELI, KOLO, WRVA, WFTL, WIS, WHBY, WHBC, KGGF.

**HELEN REDDY** "I Can't Say Goodbye To You" (MCA) 28/5 add WNAB, WDEF, KUGN, KMED, WKHM. Heavy rotation: WND, KLMS. Medium rotation: WELI, WLTA, WCCO-AM, WORG, WKIQ, WOOD, KFOR.

**PHIL COLLINS** "I Missed Again" (Atlantic) 28/2 add WTVN, KRZI. Heavy rotation: WIP, WSM-FM, WOAI-FM, KPPL, WGAR, WRR, WORG, WABZ, WLNH. Medium rotation: WLW, WGY, WEIM, WHAG, WJBO, WSLI, KAAV, WMAZ, KFQD, KBAI, WHIZ, WBOV, KWOS, WKIQ.

**LEE RITENOUR** "Is It You" (Elektra) 27/9 add KPPL, WIP, WNAB, WCFR, WJBO, KAAV, KFQD, KMED, KWOS. Medium rotation: WBN, WBT, WRVR, WSM-FM, WORG, WYMC, WMAZ, WCHV, WLNH, WJON.

**FRANKE & THE KNOCKOUTS** "Sweetheart" (Millennium) 26/3 add KOLO, KRKO, WGIR. Heavy rotation: WLW, WOAI-FM, WHEN, WGY, WBS-AM, WLNH, WFIR, WOWO, WHIZ. Medium rotation: WKIQ, KWOS, WBOV, WCHV, KAAV, WORG, KFQD, KOGO, WRVR, WGR.

**SHEENA EASTON** "Modern Girl" (EMI America) 25/12 add WRVR, 97AIA, WLNH, WATR, WJBO, WND, WYMC, WORG, KFQD, KUGN, KLO, KLMS. Heavy rotation: WRVA. Medium rotation: WHEN, WELI, WDEF, WFIR, WHBC.

**BILL MEDLEY** "Don't Know Much" (Liberty) 25/1 add WBSA. Heavy rotation: WTMJ, WFTL, WRVA, KMED, KLMS. Medium rotation: WHIO, KSL, KEX, WRVR, WHAG, WIS, KAAV, WPTF, KOB, KLO, WJON, KFOR, WKHM, WDF.

**OAK RIDGE BOYS** "Elvira" (MCA) 24/10 add WBN, WHAS, WOAI-FM, WYMC, KAAV, WJBO, WABZ, WSMF, WJON, WHIZ. Heavy rotation: WBSA, KMBZ, KFQD, WDEF, KRMG. Medium rotation: WMAZ, WORG, KRZI, WQUA, WIBW.

### Others Getting Significant Action

**JOHN O'BANION** "Love You Like I Never Loved Before" (Elektra) 19/3 add KDKA, WKHM, WDF. Heavy rotation: WSJS, KFQD. Medium rotation: WHEN, WBT, WSM-FM, WLW, KAAV, WCHV, WOWO, WHIZ.

**CAROLE BAYER SAGER** "Stronger Than Before" (Boardwalk) 16/13 add WLTA, WRVR, KFMB, WHIO, KOLO, WYMC, WLVA, WBSA, WATR, WEIM, WRIE, KXIC, WHIZ.

**REO SPEEDWAGON** "Take It On The Run" (Epic) 14/2 add WLW, KPPL. Heavy rotation: KDKA, WTAE, WGAR, WFIR, WLNH. Medium rotation: WHEN, WCHV, WMAZ, WBOV, WNF.

**STEVIE WONDER** "Lately" (Tamla) 14/1 add WRVR. Heavy rotation: 97AIA, WTMJ. Medium rotation: WPRO, WBT, WSM-FM, KOB, WMAZ, WATR, WEIM.

**QUINCY JONES** "Al No Corrido" (A&M) 13/3 add KFQD, KRKO, KBAI. Heavy rotation: WBN. Medium rotation: WIP, WOAI-FM, WFIR, WMAZ, WABZ, WLNH, WRIE.

**BOBBY VINTON** "Let Me Love You Goodbye" (Tapestry) 13/0. Heavy rotation: WLTA, WTMJ, WFTL. Medium rotation: WLVA, WQUA, KGGF.

**GARY U.S. BONDS** "This Little Girl" (EMI America) 12/3 add WOWO, WYMC, WORG. Medium rotation: WIP, WFIR, WCHV, WLNH.

**ALAN PARSONS PROJECT** "Time" (Arista) 12/2 add WMAZ, WCHV. Medium rotation: WOAI-FM, WSM-FM, WJBO, WSLI, WFIR, KFQD.

## Radio & Records NATIONAL AIRPLAY/30

| Three Weeks | Two Weeks | Last Week | This Week |  |
|-------------|-----------|-----------|-----------|--|
| 1           | 1         | 1         | 1         | J. TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)   |
| 10          | 5         | 3         | 2         | GINO VANNELLI/Living Inside Myself (Arista)        |
| 14          | 8         | 6         | 3         | DOTTIE WEST/What Are We Doing In Love (Liberty)    |
| 4           | 2         | 2         | 4         | SMOKEY ROBINSON/Being With You (Tamla)             |
| 8           | 6         | 5         | 6         | T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)      |
| 15          | 9         | 8         | 1         | JOHN LENNON/Watching The Wheels (Geffen)           |
| 3           | 4         | 7         | 7         | GROVER WASHINGTON JR./Just The Two Of Us (Elektra) |
| 13          | 12        | 10        | 1         | CHRISTOPHER CROSS/Say You'll Be Mine (WB)          |
| 2           | 3         | 4         | 9         | JUICE NEWTON/Angel Of The Morning (Capitol)        |
| 17          | 14        | 12        | 10        | CHAMPAIGN/How 'Bout Us (Columbia)                  |
| 28          | 17        | 15        | 11        | KIM CARNES/Bette Davis Eyes (EMI America)          |
| 21          | 20        | 13        | 12        | TASTE OF HONEY/Sukiyaki (Capitol)                  |
| 26          | 24        | 17        | 18        | DON McLEAN/Since I Don't Have You (Millennium)     |
| 22          | 19        | 18        | 11        | ANNE MURRAY/Blessed Are The Believers (Capitol)    |
| 5           | 7         | 9         | 15        | SHEENA EASTON/Morning Train... (EMI America)       |
| -           | -         | 25        | 11        | NEIL DIAMOND/America (Capitol)                     |
| 27          | 23        | 21        | 17        | RAY PARKER JR. & RAYDIO/A Woman Needs... (Arista)  |
| 19          | 15        | 14        | 18        | CLIMAX BLUES BAND/I Love You (WB)                  |
| 6           | 10        | 11        | 19        | BARRY MANILOW/Lonely Together (Arista)             |
| 16          | 16        | 20        | 20        | ABBA/Super Trouper (Atlantic)                      |
| -           | 29        | 23        | 21        | STARS ON 45/Medley (Radio/Atlantic)                |
| -           | 25        | 24        | 22        | DOLLY PARTON/But You Know I Love You (RCA)         |
| -           | 28        | 26        | 23        | JESSE WINCHESTER/Say What (Bearsville/WB)          |
| 25          | 22        | 22        | 24        | RUPERT HOLMES/I Don't Need You (MCA)               |
| -           | 30        | 28        | 25        | JIM PHOTOGLO/Fool In Love With You (20th)          |
| 7           | 13        | 16        | 26        | STEVE WINWOOD/While You See A Chance (Island)      |
| 11          | 11        | 19        | 27        | STEELY DAN/Time Out Of Mind (MCA)                  |
| 9           | 21        | 27        | 28        | TERRI GIBBS/Somebody's Knockin' (MCA)              |
| -           | -         | -         | 22        | PAUL ANKA/I've Been Waiting For You... (RCA)       |
| -           | -         | -         | 20        | MAUREEN McGOVERN/Halfway Home (Maiden Voyage)      |

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 →

**TOM JONES** "Derlin" (Mercury/PolyGram) 24/5 add WIP, WLTA, WYWE, KLO, KGGF. Heavy rotation: WBSA. Medium rotation: WCCO-AM, WTAE, WDEF, WJON, KFOR, KXIC, WHBC.

**ENGELBERT HUMPERDINCK** "Don't You Love Me Anymore" (Epic) 23/13 add WNAB, WHAG, WATR, WBSA, WND, WLVA, KFQD, WHIZ, WJON, WQUA, KFOR, WACI, WHBC. Medium rotation: WLTA, WSB, KSL, WCCO-AM, WMAZ.

**GEORGE HARRISON** "All Those Years Ago" (Dark Horse/WB) 22/22 add KMBZ, WGAR, KNBR, KHOW, WOAI-FM, WASH, WGY, WTAE, KDKA, WIP, WGR, WEIM, WGIR, WATR, WJBO, WMAZ, WRVA, WBOV, WDF, KWOS, WKHM, KGGF.

**STANLEY CLARKE/GEORGE DUKE** "Sweet Baby" (Epic) 21/9 add WELI, 97AIA, KHOW, WGAR, KBAI, WMAZ, WND, WIS, WDF. Medium rotation: WCCO-AM, KFQD, WORG, WSLI, WHBC, KFOR.

**CLIFF RICHARD** "Give A Little Bit More" (EMI America) 21/4 add WTMJ, WRVR, WBN, WBOV. Heavy rotation: WKHM. Medium rotation: WCCO-FM, KLO, KFQD, WFIR, WSLI, WCHV, WLNH, KXIC.

**TOMMY JAMES** "You're So Easy To Love" (Millennium) 20/5 add WELI, WATR, WYMC, WKHM, KFOR. Heavy rotation: KFQD, WRVA. Medium rotation: WORG, WFIR.

**STARK & McBRIEN** "Home Again... Again" (Lifesong) 12/2 add KGGF, WDF. Medium rotation: WHBC.

**DENNIS YOST** "Going Through The Motions" (Robox) 11/3 add WCCO-AM, WORG, WATR. Heavy rotation: WLTA. Medium rotation: WBSA.

**JIMMY BUFFETT** "Stars Fell On Alabama" (MCA) 11/2 add WHIO, KMED. Heavy rotation: WDEF. Medium rotation: WSB, WBT, 97AIA, WOOD.

**NITELYTE** "You're Breaking My Heart" (Ariola) 10/5 add WKIQ, WNAB, WCFR, WABZ, WIS. Medium rotation: WMAZ.

**NICOLETTE LARSON** "When You Come Around" (WB) 10/4 add WLVA, KFQD, KMED, WKIQ. Medium rotation: WBT, WCCO-AM, WIS, KLO, WKHM.

**DARYL HALL & JOHN OATES** "You Make My Dreams" (RCA) 10/2 add WHEN, WHIZ. Heavy rotation: KLMS, WMAZ. Medium rotation: WLNH, WABZ, WCHV.

**RAZZY BAILEY** "Friends" (RCA) 10/1 add KGGF. Heavy rotation: WLTA, KRMG, KRNT. Medium rotation: WSB, WBS, WDEF.

**LANI HALL** "Come What May" (A&M) 8/6 add WCCO-AM, KMBZ, WIP, WNAB, WACI, KWOS.

**DAVID FRIZZELL & SHELLY WEST** "You're The Reason God Made Oklahoma" (WB) 8/2 add WRVA, WHIC. Heavy rotation: WDEF. Medium rotation: WCCO-AM, KLO.

### Most Added:

- AIR SUPPLY  
The One That You Love (Arista)  
Added at 26% of our reporting stations.
- BARBRA STREISAND  
Promises (Columbia)  
Added at 25% of our reporting stations.
- GEORGE HARRISON  
All Those Years Ago (Dark Horse/WB)  
Added at 20% of our reporting stations.
- ROSANNE CASH  
Seven Year Ache (Columbia)  
Added at 15% of our reporting stations.
- NEIL DIAMOND  
America (Capitol)  
Added at 14% of our reporting stations.
- ELTON JOHN  
Nobody Wins (Geffen)  
Added at 14% of our reporting stations.

### Hottest:

- SMOKEY ROBINSON  
Being With You (Tamla)  
Reported hot at 44% of our stations.
- T.G. SHEPPARD  
I Loved 'Em Every One (WB/Curb)  
Reported hot at 38% of our stations.
- GINO VANNELLI  
Living Inside Myself (Arista)  
Reported hot at 35% of our stations.
- JAMES TAYLOR & J.D. SOUTHER  
Her Town Too (Columbia)  
Reported hot at 35% of our stations.
- KIM CARNES  
Bette Davis Eyes (EMI America)  
Reported hot at 34% of our stations.
- DOTTIE WEST  
What Are We Doing In Love (Liberty)  
Reported hot at 28% of our stations.





# HEADED ALL THE WAY 'HOME'

## Maureen McGovern

### "Halfway Home"<sup>MV120</sup>

Theme From  
"The Earthling"

Produced By Michael Lloyd



Radio & Records  
Adult/Contemporary  
National Airplay/30

— — → © MAUREEN McGOVERN/Halfway Home (Maiden Voyage)

New & Active 47/5

WELI  
WLTA  
KOY  
KEX  
KSL  
KFMB  
WLW  
3WE  
WHIO  
WTMJ  
WCCO-AM  
WNAB

WEIM  
WHAG  
WGIR  
WATR  
WNEU  
WSBA  
WABZ  
WCHV  
WIS  
WNDB  
WFTL

WSLI  
WLVA  
WTAR  
WRVA  
KOB  
KFQD  
KUGN  
KMED  
KLO  
KOLO  
KRKK

WAKR  
WHBY  
WKIQ  
WHBC  
KGGF  
WFDF  
WACI  
WOOD  
KXIC  
WKHM  
KWOS

KFOR  
WDIF  
KMRJ  
WQUA  
WSGW  
WJON  
WSTV  
WIBW  
KRMG  
WHIZ  
WDBO

*Maiden Voyage*  
RECORDS & TAPES



...independently distributed by Pickwick (Atlanta, Dallas, Houston, Los Angeles, Miami, Minneapolis, San Francisco, Seattle); Malvern (Boston, New York); Progress (Buffalo, Cincinnati, Cleveland, Detroit); Bib (Charlotte); M.S. (Chicago, St. Louis, Kansas City); Schwartz Bros. (Philadelphia, Washington/Baltimore); and Western Merchandisers (Denver).



**Walt  
Love**

# Black Radio

## A Little Organization Goes A Long Way

When you think about the radio biz, it really is a fun business! No, I promise not to bore you with an old radio yarn but I am about to touch on a subject that is universal — organization. So, you're probably saying to yourself, what does organization have to do with fun, not to mention radio?

Well, being the practical person that I am, I naturally equate success with fun, enjoyment, ultimate pleasure. Therefore, as a programmer I was constantly searching for methods, strategies, and techniques which would prove to be successful or would — putting it in radio language — “get us some good ratings.”

**“No matter the size of the market . . . there is certainly no room for leaders who . . . have great ideas but lack the knowledge and planning necessary for efficient operations.”**

In my search for the right way to do things, I found out — immediately — that there was certainly no room for disorganization in my scheme of plans.

A successful programmer must utilize every tool available, and certainly organization is one of those tools. Many a Program Director has had to knock off the last two spots in the production studio because his faithful personality, who said that he/she would voice the spots before leaving, got sidetracked along the way and forgot. Getting out the word and making sure the word is understood can be a difficult job. But simple scheduling and thoughtful distribution of authority can afford you the time needed for creativity. Organization can also, in its own mystical way, be contagious to those around you, and with this epidemic of plans comes efficiency, which — more than likely — means favorable results.

### All-Night Horror Story

Here's a horror story you can all appreciate — when your late evening air personality call-



ed at 11:58pm and said, “I hate to tell you this but my replacement isn't here yet.” Were you the programmer who had to go in and do the all-night show or were you the programmer who had an S.O.P. (Standard Operating Procedure)?

Once again, I give the advantage to organization. It is certainly much easier to come up with a well-thought-out plan of action to assure yourself of ample notification and even more importantly, a notification system to put into immediate action for the retrieval of a relief personality.

Recently I spoke with Barry Mayo, presently Program Director of WGCI/Chicago, and soon to become Assistant Program Director of WXLO/New York. He had the following to say regarding organization and management: “A lot of talented managers fall short because they attempt to do everything themselves, and the only true way to be successful is to be organized enough to delegate authority to good, talented people around you. However, you can't delegate responsibility

because the ultimate responsibility is always yours.” According to Mayo, “The final key is for you (the manager) to be organized enough to check up on those people you have given authority to.”

No matter the size of the market — medium, major or small — there is certainly no room for leaders who in-

**“A lot of talented managers fall short because they attempt to do everything themselves.”**

— Barry Mayo

some cases have great ideas but lack the knowledge and planning that are necessary for efficient operations. If leaders lack direction and alternatives, what can be expected from those who follow?

### Time For Creativity

Now that we have singled out the importance of organized management, there is time to work on those “brainstorm” ideas for programming. After all, a well-organized staff deserves the leadership of a program director who understands that certain musical mix, chooses the perfect morning personality, critiques air-checks constructively, finds the most modern public affairs programs, knows the correct “oldies” to utilize at the most appropriate time, etc., etc.

Organization is important for your staff as well. Recently when I asked Harry Osibin, Program Director at 93FM/Cleveland, what type of show preparation he required of his air personalities, he responded, “I am in favor of my air personalities involving themselves in the day-to-day activities of the community. I encourage them to read the newspaper, watch the news, see a movie, attend concerts and generally have an idea of what's going on in town.”

Ironically, just thinking of effective approaches and strategies requires organization. In fact, according to Barry Mayo, “Programming is another word for organization. I started my show off today with Frank Sinatra — ‘Chicago, My Kind Of Town.’ That's not something you would expect to hear, but it was planned to come off that way — predictably unpredictable. This comes as a result of organization.”

There you have it — a brief but, I hope, informative account in favor of preparation, structure and last, but not least, creativity. Remember, the days of skimming the surface are over.

**Radio + Organization =  
Success + Fun**

## Action

• I guess the news of the week for Black radio was the pride we all experienced in the announcement of Barry Mayo, PD at WGCI/Chicago, heading to his hometown New York City to become the Assistant PD at WXLO. Could this possibly be a sign of things to come?

• Just a reminder that the BMA conference is scheduled to open on May 23 through the 27th in Los Angeles. Henry Allen, President of Cotillion Records and Sr. VP of Atlantic will be honored as the recipient of the Annual BMA Presidential Award on May 25 at a special dinner tribute.

• Pam Robinson moves from KACE/Los Angeles to KJLH/Los Angeles as a staff announcer.



**DENIECE IN HOUSTON** — CBS Records and Charles Bush Enterprises recently held a champagne listening party at Houston's Pizzaz for Denisee Williams. Pictured (l-r, back) are CBS's Charles Miller, KYOK's Ricky Williams, Ruth Tillis, and KCOH's Don Samuels; (l-r, front) CBS's Emilian V. White and Luke Lewis, Denisee Williams, KYOK PD Rick Roberts, and KYOK's David Franklin.

• It's ARB time, with WBLS/New York slipping from a 7.1-6.4 . . . Boston's WILD showed some life by moving from a 1.2-1.7 . . . Philadelphia shows WDAS-FM making a big move 5.3-6.2. The other Black stations look this way: WDAS-AM (B/T) 1.4-1.2, WCAU-FM 3.6-2.6, and WHAT up 1.1-1.4 . . . In Washington, DC, WKYS is still strong 7.0-6.9, WHUR 4.7-5.1, WOOK 3.5-3.2 . . . Tampa/St. Petersburg's WRXB shows some movement 7-1.0 and WTMP was stable 2.1-2.0 . . . Cleveland might become a battleground soon with WDMT 5.3-5.8, WABQ 1.5-1.3, WJMO looking better 2.7-3.2 and WZAK-93FM all vying for that important black audience . . . Detroit has a definite fight between WJLB 3.1-3.0 and newcomer WLBS 3.2-2.8, WCHB 1.8-1.9, and WGPR 1.6-1.8 . . . Chicago will be interesting as always: WGCI 6.0-4.9, WBMX 2.9-3.1, WJPC 2.3-2.6, and WVON 1.6-1.7 . . . Houston's KMJQ remains the market leader 10.8-11.0, KCOH went 1.0-1.3 . . . In Los Angeles, KACE went 1.3-1.2, KJLH 1.4-1.1, KKGO 1.2-1.4, and KDAY 1.9-1.7 . . . San Jose rounded out the ARB's this round with KSOL 5.7-5.5 and KBLX 1.7-2.8.

• Dr. George Hill has formed an eight-week course of study entitled, “Exploring Black Radio In Los Angeles,” which meets Thursday nights from 6:30-10pm at Los Angeles Southwest College. The reason for mentioning this to all of you around the country is that Dr. Hill would like to hear from you if you would like more information on how it may be possible to do the same in your respective cities at a particular higher institution of learning. Call Dr. Hill at (213) 518-0258 or (213) 777-2225 ext. 248.

# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

- CHAKA KHAN**  
"What Cha' Gonna Do For Me" (WB)
- GAP BAND**  
"Yearning For Your Love" (Mercury/PolyGram)
- STEPHANIE MILLS**  
"Two Hearts" (20th)
- RAYDIO**  
"A Woman Needs Love (Just Like You Do)" (Arista)
- CHANGE**  
"Paradise" (RFC/Atlantic)
- ATLANTIC STARR**  
"When Love Calls" (A&M)
- STANLEY CLARKE/GEORGE DUKE**  
"Sweet Baby" (Epic)
- RICK JAMES**  
"Give It To Me Baby" (Gordy)
- ISLEY BROTHERS**  
"Hurry Up And Wait" (T-Neck)
- LAKESIDE**  
"Your Love Is On The One" (Solar/RCA)
- GRACE JONES**  
"Pull Up To The Bumper" (Island)

## CLIMBERS

Following are listed in order of their airplay activity.

- SMOKEY ROBINSON** "Being With You" (Tama) 59% reporting. Hot at WWIN, WKND, WILD, KMJQ, WJJS, WTMP, WENN, WATV, WEDR, WGIV, KOKY, WDAI, WVOL, WJLB, KAEZ, KPRS, KMJM, KYAC, KDIA. Medium at WOWI, WVEE, WKWM, WBMX, KDKO.
- SHALAMAR** "Make That Move" (Solar/RCA) 56% reporting. Hot at WXYV, WDAS, WJJS, WOIC, WOWI, WHRK, KOKY, WDAI, KMJQ, WJLB, WJMO, WVON, KSOL, KDIA, KDAY. Medium at WTMP, WGIV, WVEE, WCIN, WKWM, WBMX, KPRS, KDKO.
- BILL SUMMERS & SUMMERS HEAT** "Call It What You Want" (MCA) 51% reporting. Hot at WKND, WAMO, WILD, WXYV, WTMP, WEDR, WVEE, WHRK, WJMI, KMJQ, WKWM, WDAO. Medium at WJJS, WOWI, KOKY, WDAI, WVOL, KPRS, KAEZ, WJMO, KSOL.
- RUFUS** "Tonight We Love" (MCA) 51% reporting. Medium activity at WAMO, WXYV, WENN, WEDR, WOWI, WVEE, WHRK, KOKY, WDAI, WJLB, WKWM, WJMO, KAEZ, WBMX, KPRS, KSOL. Hot at WKND, WJJS, WLOU, WCIN, KYAC.
- CAMEO** "Freaky Dancin'" (Chocolate City/PolyGram) 49% (+10) reporting. Added at WAMO, WJMI, WVOL, WDAO, KPRS, KDAY, KDKO. Medium at WWIN, WKND, WXYV, WDAS, WTMP, WLOU, WAO, WGIV, WOIC, WHRK, WKWM, WJMO. Hot at WDAI.
- FRANKIE SMITH** "Double Dutch Bus" (WMOT) 44% reporting. Hot at WAMO, WENN, WAO, WEDR, WOWI, WHRK, WJMI, WDAI, WBMX, WVON, WTLC, WJMO, KDAY. Medium at WWIN, WVOL, KMJQ, KSOL.
- TAANA GARDNER** "Heartbeat" (West End) 39% (+17) reporting. Added at WTMP, WLOU, WKWM, KPRS. Medium at WAMO, WXYV, WAO, WEDR, WVEE, WHRK. Hot at WWIN, WKND, WILD, WDAS, WVON, WBMX.
- JACKSONS** "Can You Feel It" (Epic) 39% reporting. Medium at WDAS, WJJS, WENN, WGIV, WOIC, WVEE, KOKY, WVOL, KMJQ, WTLC, KPRS, KSOL. Hot at WWRL, WLOU, WKXI, WOWI.
- WALTER JACKSON** "Tell Me Where It Hurts" (Columbia) 37% (+13) reporting. Added at WTMP, WOIC, WKWM, KAEZ, KDAY, WJMI. Medium at WWIN, WKND, WJJS, WLOU, WKXI, WHRK, WDAI, WTLC, WVON.
- ONE WAY** "Push" (MCA) 37% (+5) reporting. Added at WLOU, WDAO, WCIN. Medium at WKND, WTMP, WEDR, WOIC, WKXI, WJLB, WKWM, WVON, KAEZ, KDKO. Hot at WATV, KMJQ.
- SISTER SLEDGE** "Next Time You'll Know" (Cotillion) 37% (+3) reporting. Added at WDAI. Medium at WXYV, WDAS, WTMP, WLOU, WOIC, WKXI, WHRK, KOKY, KPRS, WJMO, WJLB. Hot at WAO, WGIV, WDAO.
- SIDE EFFECT** "Make You Mine" (Elektra) 37% (+3) reporting. Added at KOKY, WVON, KPRS, KSOL. Medium at WKND, WAMO, WILD, WXYV, WATV, WLOU, WGIV, WHRK, WDAI, WVOL. Hot at KAEZ.
- BERNARD WRIGHT** "Just Chillin' Out" (GRP/Arista) 37% reporting. Added at KSOL, WXYV. Medium at WAMO, WILD, WLOU, WAO, WHRK, WDAI, WVOL, KMJQ, WDAO, WJMO, WBMX, KPRS. Hot at WKWM.
- LEE RITENOUR** "Is It You" (Elektra) 34% (+5) reporting. Added at WJJS, WDAO, WJMO, KYAC. Medium at WAMO, WILD, WXYV, WDAS, WKXI, WHRK, WJMI, WDAI, WTLC, KPRS.
- RANDY BROWN** "If I Don't Love You" (Chocolate City/PolyGram) 34% (+2) reporting. Added at WDAI, WJJS, KSOL. Medium at WKND, WXYV, WENN, WLOU, WKXI, WVEE, WHRK, WTLC. Hot at WGIV, WTMP, WDAO.
- CHAMPAIGN** "How 'Bout Us" (Columbia) 34% reporting. Hot at WAMO, WDAS, WJJS, WENN, KOKY, KPRS, KMJM, KYAC. Medium at WWIN, WTMP, WVEE, WVOL, KMJQ, WVON.
- STARPOINT** "Keep On It" (Chocolate City/PolyGram) 34% reporting. Hot at WXYV, WVEE, WHRK, WJMO, WDAO, WCIN. Medium at WAMO, WENN, WOWI, WDAI, WJLB, WBMX, KPRS, KDKO.
- STEVIE WONDER** "Lately" (Tama) 34% reporting. Medium at WKND, WAMO, WWRL, WDAS, KOKY, WVOL, KMJQ, WJLB, WJMO, KDKO, KSOL. Hot at WJJS, WLOU, KPRS.
- MASS PRODUCTION** "Turn Up The Music" (Cotillion) 32% (+10) reporting. Added at KAEZ, KOKY, WOIC, WLOU, WKND. Medium at WTMP, WAO, WKXI, WOWI, WJMI, WKWM, WDAO, WTLC.

- QUINCY JONES** "Al No Corrida" (A&M) 32% reporting. Medium at WWIN, WILD, WGIV, WVEE, KMJQ, WVON, KAEZ, KPRS. Hot at WWRL, WOWI, WJLB, WCIN, KDIA.
- JERMAINE JACKSON** "You Like Me Don't You" (Motown) 32% reporting. Medium at WATV, WAO, WGIV, WVEE, WHRK, KOKY, WJMO, KYAC. Hot at KMJM, KMJQ, WVOL, WENN, WAMO.
- CON FUNK SHUN** "Lady's Wild" (Mercury/PolyGram) 32% reporting. Added at KSOL. Medium at WENN, WATV, WEDR, WGIV, WKXI, WVEE, KOKY, WDAI, KMJQ, KAEZ, KDKO. Hot at WLOU, WJMO, WTLC.

## NEW & ACTIVE

- BILLY OCEAN** "Night (Feel Like Getting Down)" (Epic) 29% (+14) reporting. Added at WGIV, WVEE, WHRK, WVOL, WJLB, KDAY, KDKO, WENN. Medium at WKXI, WDAI. Hot at WVON, WWRL.
- STRIKERS** "Body Music" (Prelude) 29% (+5) reporting. Added at WVOL, WJMO, WBMX. Hot at WKND, WILD, WOIC, WDAO. Medium at KDAY, WGIV, WAO, WAMO, WDAS.
- AURRA** "Are You Single" (Salsoul) 27% (+10) reporting. Added at WJJS, WDAI. Medium at WILD, WAMO, WDAS, WENN, WGIV, WBMX, KDKO. Hot at WWIN, WAO.
- FATBACK BAND** "Take It Any Way You Want It" (Spring/PolyGram) 27% (+7) reporting. Added at WTMP, WAO, WHRK, WBMX. Medium at WGIV, WOIC, WVOL, WDAO, KDKO. Hot at WLOU, WATV.
- DONNA WASHINGTON** "Scuse Me While I Fall In Love" (Capitol) 27% (+5) reporting. Added at WTMP, KDIA, KDAY. Medium at WKND, WHRK, WLOU, WAO, WGIV, KDKO, WTLC. Hot at WKXI.
- SKYY** "Superlove" (Salsoul) 27% reporting. Added at KYAC. Medium at WWIN, WAMO, WXYV, WJJS, WOWI, WDAI, WKWM, WDAO, WJMO. Hot at WLOU.
- KLIQUE** "Love's Dance" (MCA) 27% reporting. Added at WKND, WHRK, WTMP, WLOU, WKWM, KYAC, WJMI. Medium at WAO, WGIV, WTLC, KDKO.
- MAZE** "Running Away" (Capitol) 24% (+4) reporting. Added at WAMO, WTMP, WENN, WGIV, WCIN, WKWM, WDAO, KAEZ, KYAC. Medium at WOIC.
- JOE SIMON** "Are We Breaking Up" (Posse) 24% reporting. Added at WGIV. Medium at WWIN, WKXI, WTMP, WENN, WAO, WOIC, WVON, WJLB, WDAO.
- SANDRA FEVA** "Tell 'Em That I Heard It" (Ventura) 24% reporting. Added at WWIN, KOKY. Medium at WKND, WKXI, WJJS, WENN, WAO, WEDR, WJMO, WMWM.
- GINO VANNELLI** "Living Inside Myself" (Arista) 22% (+5) reporting. Added at KSOL. Medium at WXYV, WDAS, WTMP, WHRK, KOKY, WVOL, KYAC. Hot at WJLB.
- GINO SOCCIO** "Try It Out" (Atlantic) 22% reporting. Added at WVEE, WHRK. Medium at WATV, WOIC, WJMI, WVON, WDAO, WTLC. Hot at WWRL.
- PEABO BRYSON** "Turn The Hands Of Time" (Capitol) 20% (+3) reporting. Medium at WJJS, WTMP, WKXI, KMJQ, WJMO, WVON. Hot at WCIN, WJMI.
- SWITCH** "You And I" (Gordy) 20% (+3) reporting. Added at KDAY. Medium at WKND, WJJS, WKXI, WDAI, WTLC, WJMO, KAEZ.
- MICHAEL JACKSON** "One Day In Your Life" (Motown) 20% reporting. Added at KOKY, WJJS. Medium at WWIN, WXYV, WTMP, WJLB. Hot at WDAI, KYAC.
- RANDY CRAWFORD** "When I Lose My Way" (WB) 20% reporting. Added at WEDR, WHRK, WENN, WLOU, WCIN. Medium at WAMO, WAO, Hot at WTLC.
- JERRY KNIGHT** "Turn It Out" (A&M) 20% reporting. Added at KDAY. Medium at WKND, WATV, WAO, WJMI, WDAI, WJLB, WDAO.
- SUN** "Reaction Satisfaction" (Capitol) 20% reporting. Medium at WKND, WILD, WTMP, WENN, WATV, WOWI, WBMX. Hot at WKWM.
- ARETHA FRANKLIN** "Come To Me" (Arista) 20% reporting. Added at WWIN, WKND, WDAS, WGIV, WDAO. Medium at WTMP, WOIC, WOWI.
- ULLANDA McCULLOUGH** "Bad Company" (Atlantic) 17% reporting. Added at WVEE. Medium at WILD, WDAS, WJJS, WKXI, KYAC. Hot at WAO.
- BETTY WRIGHT** "What Are You Going To Do With It" (Epic) 17% reporting. Medium at WAMO, WXYV, WJJS, WATV, KOKY, KPRS. Hot at WTMP.
- MICHAEL WYCOFF** "One Alone" (RCA) 17% reporting. Medium at WXYV, WJJS, WTMP, WLOU, WHRK, WDAO, WJMO.
- HEAVEN & EARTH** "I Really Love You" (WMOT) 17% reporting. Added at WATV, WAO, KAEZ. Medium at WAMO, WDAS, WTLC. Hot at WKXI.
- SPINNERS** "Long Live Soul Music" (Atlantic) 17% reporting. Added at WDAS. Medium at WJJS, WGIV, WOIC, WDAI, WDAO, WTLC.
- DEBRA LAWS** "Very Special" (Elektra) 17% reporting. Added at WKND, WAMO, WLOU, WKXI, WDAO, WBMX. Medium at KYAC.
- BARRY & GLODEAN WHITE** "I Want You" (Unlimited Gold/CBS) 17% reporting. Added at KDKO, WDAO, KPRS, WVEE. Medium at WTMP, WJMI, WVOL.
- BRENDA RUSSELL** "If You Love" (A&M) 15% reporting. Added at WEDR, KYAC. Medium at WXYV, WHRK, WBMX. Hot at WJLB.
- KOOL & THE GANG** "Jones Vs. Jones" (De-Lite/PolyGram) 15% reporting. Added at WDAS, WJLB, KAEZ, KPRS, KMJM. Medium at WATV.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- HEATH BROTHERS** ..... Expressions Of Life (Columbia)
- DAVID SANBORN** ..... Voyeur (WB)
- JEFF LORBER FUSION** ..... Galaxian (Arista)
- QUINCY JONES** ..... The Dude (A&M)
- JIMMY McGRUFF** ..... City Lights (Jam)
- DEXTER GORDON** ..... Gotham City (Columbia)
- NOEL POINTER** ..... All My Reasons (Liberty)
- JOE SAMPLE** ..... Voices In The Rain (MCA)
- DAVE GRUSIN** ..... Mountain Dance (GRP/Arista)
- JAY HOGGARD** ..... Rain Forest (Contemporary)

### NEW & ACTIVE

- RANDY CRAWFORD** ..... Secret Combination (WB)
- STEPHANE GRAPPELLI/DAVID GRISMAN** ..... Live (WB)

EAST: WHUR/Washington, D.C., Oscar Fields: WEAH/Baltimore, MD, Michael Singleton: WYBC/New Haven, CT, Jonathan Braslow: WCLM/Atlanta, GA, Requeya Ward: WTJZ/Newport News, VA, Larry Hollowell: MIDWEST: WBBY/Columbus, OH, Terry Wilson: WJZZ/Detroit, MI, Dorian Pastor: WEST: KJLH/Los Angeles, CA, Lawrence Tenter: KKKO/Los Angeles, CA, Sal Levine: KADN/Denver, CO, Charlotte Height

# Black Radio

Hottest

May 15, 1981

| EAST                 | SOUTH   | MIDWEST  | WEST                         |
|----------------------|---|--|------------------------------|
| Chaka Khan<br>Raydio | Raydio<br>Chaka Khan<br>Lakeside<br>Smokey Robinson | Chaka Khan<br>Raydio<br>Gap Band<br>Atlantic Starr | Chaka Khan<br>Atlantic Starr |

## Regionalized Adds & Hots

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

### EAST

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Aretha Franklin  
Patrice Rushen  
Unlimited Touch  
Grace Jones  
Leprachaun  
Young & Co.  
Sandra Fava  
Noel Pointer  
Dennis Brown  
Mike Cruz

**HOTTEST**  
Taana Gardner  
Smokey Robinson  
Atlantic Starr  
Bill Summers  
Raydio  
Gap Band  
Strikers  
Deniece Williams  
Chaka Khan  
Rufus

**WXVY**  
Baltimore, MD  
Tim Watts

**ADDED**  
Noel Pointer  
Rufus "Secret"  
Bernard Wright

**HOTTEST**  
Starpoint  
Change  
Robert Winters & Fall "Magic"  
Bill Summers  
Stanley Clarke/George Duke  
Atlantic Starr  
Kleer  
Stephanie Mills  
Raydio  
Shalamar

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Tom Browne  
Aretha Franklin  
Kool & the Gang  
Leda Grace  
Diane Brooks  
Controllers  
Spinners  
Eather Williams

**HOTTEST**  
Chaka Khan  
Raydio  
Atlantic Starr  
Bill Summers  
Isley Brothers  
Change  
Kleer  
Taana Gardner  
Shalamar  
Champaign

**WAMP**  
Pittsburgh, PA  
J.C. Floyd

**ADDED**  
Duba Laws  
Maze  
Cameo  
Sadane "Sit"

**HOTTEST**  
Chaka Khan  
Frankie Smith  
Atlantic Starr  
Champaign  
Raydio  
Stephanie Mills  
Gap Band  
Bill Summers  
Stanley Clarke/George Duke  
Jermaine Jackson

**WILD**  
Boston, MA  
Steve Crumley

**ADDED**  
Kenil Burke  
Robert Winters & Fall "When"  
Klymaxx  
Fantasy  
Sadane "Sit"

**HOTTEST**  
Taana Gardner  
Smokey Robinson  
Raydio  
Chaka Khan  
Rick James  
Leprachaun  
Bill Summers  
Strikers  
Change  
Firefly

**WAMD**  
Pittsburgh, PA  
J.C. Floyd

**ADDED**  
Duba Laws  
Maze  
Cameo  
Sadane "Sit"

**HOTTEST**  
Chaka Khan  
Frankie Smith  
Atlantic Starr  
Champaign  
Raydio  
Stephanie Mills  
Gap Band  
Bill Summers  
Stanley Clarke/George Duke  
Jermaine Jackson

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
One Way  
Aretha Franklin  
Maze  
Debra Laws  
Barry & Glodean White  
Lee Ritenour  
Cameo

**HOTTEST**  
Bill Summers  
Gap Band  
Lakeside  
Starpoint  
Atlantic Starr  
Stanley Clarke/George Duke  
Randy Brown  
Sister Sledge  
Strikers  
Chaka Khan

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Maze  
Marvin Gaye "Heavy"  
Taana Gardner  
Barrett Strong  
Walter Jackson  
Klique  
Whispers "Can"

**HOTTEST**  
Chaka Khan  
Raydio  
Bernard Wright  
Gap Band  
Rick James  
Atlantic Starr  
Mantra  
Stephanie Mills  
Sun  
Bill Summers

**WCIN**  
Cincinnati, OH  
Michael Roberts

**ADDED**  
One Way  
L.V. Johnson  
Randy Crawford  
Mantra  
Maze

**HOTTEST**  
Chaka Khan  
Kleer  
Rufus  
Peabo Bryson  
Raydio  
Stanley Clarke/George Duke  
Atlantic Starr  
T.S. Monk "Bon"  
Starpoint  
Quincy Jones

**KPRS**  
Kansas City, MO  
Dell Rice

**ADDED**  
Deniece Williams  
Side Effect  
Cameo  
Barry & Glodean White  
Cheryl Lynn  
Slave  
Ramsey Lewis  
Unlimited Touch  
Delegation  
Sho Nuff  
Kool & The Gang "Jones"  
T-Connection "Groove"  
Taana Gardner

**HOTTEST**  
Smokey Robinson  
Champaign  
Stavie Wonder  
Grover Washington Jr.  
Atlantic Starr  
A Taste Of Honey  
Gap Band  
Chaka Khan  
Sadane  
Raydio

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Billy Dcean  
Future Flight  
Sylvester  
Kool & The Gang "Jones"  
Candi Staton  
Archie Bell  
Leprachaun  
Heath Brothers

**HOTTEST**  
Smokey Robinson  
Chaka Khan  
Quincy Jones  
Deniece Williams "Two"  
Raydio  
Gino Vannelli  
Shalamar  
Blackbyrds  
Brenda Russell  
Lani Hall

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Grace Jones  
Lee Ritenour  
K.I.D.  
Strikers

**HOTTEST**  
Gap Band  
Raydio  
Atlantic Starr  
Frankie Smith  
Chaka Khan  
Starpoint  
Stephanie Mills  
Lakeside  
Shalamar  
Con Funk Shun

### SOUTH

**WATV**  
Birmingham, AL  
Bill Glover

**ADDED**  
Sylvester  
Robert Winters & Fall "When"  
Clay Hunt  
Leon Bryant  
Heaven & Earth  
Deniece Williams "Conscience"  
Fantasy

**HOTTEST**  
Lakeside  
Fatback Band  
Debra Laws  
Smokey Robinson  
One Way  
Gene Dunlap  
Ohio Players "Try"  
Grace Jones  
Gap Band  
Mystic Merlin

**WENN**  
Birmingham, AL  
Dave Donnell

**ADDED**  
Sadane "Sit"  
Maze  
Gap Band "Humpin"  
Billy Ocean

**HOTTEST**  
Frankie Smith  
Atlantic Starr  
Chaka Khan  
Jermaine Jackson  
A Taste Of Honey  
Smokey Robinson  
Champaign  
Raydio  
Teana Marie  
Bar-Kays

**WTMP**  
Tampa, FL  
Debbie Parker

**ADDED**  
Grandmaster Flash "Wheels"  
Fatback Band  
Bill Withers  
Chi-Lites  
Taana Gardner  
Klique  
Delegation  
Donna Washington  
Maze  
Walter Jackson

**HOTTEST**  
Bill Summers  
Chaka Khan  
Betty Wright  
Dee Dee Sharp Gamble "Love"  
Raydio  
Lakeside  
Randy Brown  
Stephanie Mills  
Smokey Robinson  
Stanley Clarke/George Duke

**KMJO**  
Houston, TX  
Ross Holland

**ADDED**  
None

**HOTTEST**  
Smokey Robinson  
Bill Summers  
Grover Washington Jr.  
Jermaine Jackson  
One Way  
Chaka Khan  
Raydio  
Lakeside  
Atlantic Starr  
Shalamar

**WJJS**  
Lynchburg, VA  
Donnie Deane

**ADDED**  
Aurra  
Mighty Fire  
Billy Preston  
Michael Jackson  
Stanley Clarke/George Duke  
Randy Brown  
Heath Brothers  
Lee Ritenour  
Archie Bell

**HOTTEST**  
Raydio  
Smokey Robinson  
Atlantic Starr  
Champaign  
Rufus  
Chaka Khan  
Lakeside  
Gap Band  
Shalamar  
Stevie Wonder

**WDIC**  
Columbia, SC  
Bob Walters

**ADDED**  
Whispers "Can"  
Mass Production  
Barrett Strong  
Walter Jackson

**HOTTEST**  
Rick James  
Raydio  
Shalamar  
Lakeside  
Gap Band  
Rose Royce  
Change  
Isley Brothers  
Strikers  
Stephanie Mills

**WADK**  
Atlanta, GA  
Carl Connors

**ADDED**  
Fatback Band  
Cheryl Lynn  
Heaven & Earth  
Thelma Houston

**HOTTEST**  
Aurra  
Frankie Smith  
Raydio  
Chaka Khan  
Rick James  
Change  
Ullanda McCullough  
Sister Sledge  
Stanley Clarke/George Duke  
Lamont Dozier

**WOWI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Gap Band "Humpin"  
Isley Brothers "Tonight"

**HOTTEST**  
Frankie Smith  
Raydio  
Atlantic Starr  
Deniece Williams "Two"  
Quincy Jones  
Jacksons  
Lakeside  
Shalamar  
Kool & The Gang "Take"  
Fantasy

**WXXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Marvin Gaye "Heavy"  
Debra Laws

**HOTTEST**  
Rose Royce  
Chaka Khan  
Raydio  
Isley Brothers  
Rick James  
Jacksons  
Heaven & Earth  
Donna Washington  
Ann Peebles  
L.V. Johnson

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Walter Jackson  
Klique  
Cameo

**HOTTEST**  
Frankie Smith  
Sho Nuff  
Bill Summers  
Rick James  
Peabo Bryson  
Isley Brothers  
Change  
Linx  
Jones Girls  
Ben E. King

**KDKY**  
Little Rock, AR  
Lyn Henry

**ADDED**  
Side Effect  
Sandra Fava  
Michael Jackson  
Mass Production

**HOTTEST**  
Smokey Robinson  
Atlantic Starr  
A Taste Of Honey  
Champaign  
Raydio  
Shalamar  
Gap Band  
Chaka Khan  
Rick James

**WHRK**  
Memphis, TN  
Ron Olsen

**ADDED**  
Grace Jones  
Fatback Band  
Ohio Players "Skinny"  
Randy Crawford  
Billy Dcean  
Klique  
Gino Soccio

**HOTTEST**  
Starpoint  
Change  
Stanley Clarke/George Duke  
Bill Summers  
Lakeside  
Atlantic Starr  
Frankie Smith  
Kleer  
Raydio  
Shalamar

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
Clockwork "Get"  
Count Coolout  
Michael McGloirly  
Bohannon  
Randy Crawford  
Brenda Russell  
Jimmy Cliff  
Slave

**HOTTEST**  
Frankie Smith  
Atlantic Starr  
Mel Shaper  
Robert Winters & Fall "Magic"  
Chaka Khan  
Aretha Franklin "Foot"  
Funkadelic "Connections"  
Smokey Robinson  
Bill Summers  
Raydio

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Billy Ocean  
Ullanda McCullough  
Frederick Knight  
Abba "On"  
Barry & Glodean White  
Gino Soccio  
Noel Pointer  
Grandmaster Flash  
Slave  
Bohannon

**HOTTEST**  
Shalamar  
Robert Winters & Fall "Magic"  
Gap Band  
Chaka Khan  
Raydio  
Jermaine Jackson  
Smokey Robinson  
Rick James  
Grover Washington Jr.  
Starpoint  
Lakeside

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Billy Dcean  
Future Flight  
Sylvester  
Kool & The Gang "Jones"  
Candi Staton  
Archie Bell  
Leprachaun  
Heath Brothers

**HOTTEST**  
Smokey Robinson  
Chaka Khan  
Quincy Jones  
Deniece Williams "Two"  
Raydio  
Gino Vannelli  
Shalamar  
Blackbyrds  
Brenda Russell  
Lani Hall

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Grace Jones  
Lee Ritenour  
K.I.D.  
Strikers

**HOTTEST**  
Gap Band  
Raydio  
Atlantic Starr  
Frankie Smith  
Chaka Khan  
Starpoint  
Stephanie Mills  
Lakeside  
Shalamar  
Con Funk Shun

### WEST

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Switch  
Jerry Knight  
Donna Washington  
Thelma Houston  
Walter Jackson  
Billy Ocean  
Cameo

**HOTTEST**  
Rick James  
Stanley Clarke/George Duke  
Frankie Smith  
Atlantic Starr  
Chaka Khan  
Shalamar  
Isley Brothers  
Deniece Williams "Two"  
Change  
Greg Phillinganes

**KYAC**  
Seattle, WA  
Larry J

**ADDED**  
Brenda Russell  
Maze  
Sky  
Klique  
Lee Ritenour  
Ben E. King  
Lamont Dozier  
Robert Winters & Fall "When"

**HOTTEST**  
Raydio  
Smokey Robinson  
Chaka Khan  
Champaign  
Michael Jackson  
Zingers  
Rufus  
Atlantic Starr  
Kool & The Gang "Take"  
Gap Band

# Opportunities

## Openings

### EAST

**WCHS-AM/Charleston, WV** needs news person. Send T&R to Ed Esposito, News Director, 1111 Virginia S. East, Charleston, WV 25324. EOE M/F (5-15)

**WYNS/Lehighton** will be looking for jock with news experience for great starter job in radio. T&R to Chuck Henry, WYNS, Box 115, Lehighton, PA. EOE (5-15)

**Newsperson...with P.H.D. (Paul Harvey Delivery)...Central Pennsylvania's hottest Country facility...good people, direction, company.** T&R: Bob Paiva, WCMB, Box 3433, Harrisburg, PA 17108. (5-15)

**Production Director...big voice, strong production...some copywriting...excellent stations.** Contact Bob Paiva, WCMB/WFSM/Harrisburg, PA, (717) 763-7020. (5-15)

**WJET/Erie, PA** opening for night jock who does more than read liners. T&R to Jim Cook, PD, 1636 Ash St., Erie, PA 16503. EOE M/F (5-15)

**FM97/WLAN** is looking for midnight-5 personality. Send T&R to Mel Edwards, WLAN-FM, 252 N. Queen St., Lancaster, PA 17603. No calls please. EOE (5-15)

**ND to lead award-winning team.** Need intelligent, experienced, people-oriented manager who knows news. T&R to Gary Bruce, WLAM, Box 929, Lewiston, Maine 04240. (5-15)



### CKGM/Montreal conducting talent search

for first class morning entertainer at Montreal's top rated English AM radio station. Salary comparable to top 10 American market. First time this opportunity has been available for 9 years. We're looking for someone who wants to settle down and work with a great radio station in a unique environment. The European Style Setting of Montreal. Applications welcomed from Canadian and American citizens. Send tape & resume to ROBERT G. HALL, PD, CKGM, 1310 Greene Ave., Montreal, Quebec, Canada H3Z-2B5

**WCTC/WMGQ full-service AM, Pop/Adult FM** needs personality. Two years experience. T&R to Jay Meyers, Box 100, New Brunswick, NJ 08903. EOE M/F (5-8)

**WHCN seeking Production Director.** Organization, copywriting, on-air talent, Aircheck, production, writing samples to Daniel Francis Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (5-8)

**WIOQ/Carlisle** seeks afternoon news anchor. Call Vince Grande, (717) 243-1200 (10-noon). (5-8)

**Help sell time on North Jersey's dominant album rocker, WDHA, and dominant News/Talk station, WMTR.** Send resumes to Al Wunder, Box 1250, Morristown, NJ 07960. EOE M/F (5-8)

**Maine adult-oriented personalities with strong communicative skills** needed in Northern Maine. Contact Colonial Broadcasting, Box 1535, Tresque Isle, ME 04769, or call (207) 789-7611. EOE M/F (5-8)

**50,000 watt FM Country WOKQ** covering Boston metro needs organized production/DJ. Two years experience. T&R to Bob Walker, WOKQ, Dover, NH 03820. EOE (5-8)

**Wanted: Morning man for 50kw top 50 market station.** T&R to Neil Young, WPTR, Box 12279, Albany, NY 12212. EOE M/F (5-8)

## MAJOR FM BROADCAST GROUP

with contemporary music stations in America's major markets is seeking talented professionals to fill positions in programming and music direction. Grow with us.

Send detailed description of background along with career ambitions. Replies strictly confidential.

**RADIO & RECORDS**  
1930 Century Park West  
# 233  
Los Angeles, CA 90067

An equal opportunity employer

## Openings

### TALENT SEARCH ENTERS 16th WEEK

WHCN/Hartford's number one AOR needs young, imaginative, 6-10pm talent. If you're hot, RUSH tape and resumes to Daniel Francis Hayden, PD, WHCN Radio, 1039 Asylum Ave., Hartford, CT 06105. EOE

**Production pro needed for expanding operation.** One of America's finest radio facilities. Send samples and resumes to TJP, 30 Kathy St., Kendall Park, NJ 08824. EOE (5-8)

**Central Jersey's Information Source** would like to chat with available news pros. T&R to Walt Sodie, ND, WCTC, Box 100, New Brunswick, NJ 08903. (5-8)

### WTIC-FM/Hartford, Connecticut

has an immediate opening for an Adult/Contemporary morning personality. Forward tape and resume to: Arnold L. Chase, PD, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103. EOE M/F

**WIOQ/Philadelphia** looking for bright, aggressive overnight personality. T&R to Program Manager, WIOQ, 2 Bela Plaza, Bela Cynwyd, PA 19004. No calls. EOE (5-8)

**Number one rated station in New Hampshire** looking for afternoon drive personality and part-timers. No beginners. Call John Rogers, PD, (603) 825-5481. EOE M/F (5-8)

## SOUTH

**Las Acree** is looking for his air replacement 9-noon. T&R to PD, WMC-AM, 1980 Union Ave., Memphis, TN 38104. No calls. (5-15)

**The new 8-95FM** needs high-energy, Top 40 communicator. T&R to Steve St. John, P.O. Box 5425, Beaumont, TX 77702. EOE M/F (5-15)

**WMC-AM/Memphis** looking for qualified News Director. T&R to Lea Acree, WMC/Memphis, 1960 Union Ave., Memphis, TN 38104. No calls. (5-15)

**Looking for PD.** Send T&R to Bob Lima, Operations Manager, New South Communications, Box 4806, Biloxi, MS 38631. EOE M/F (5-15)

## ON AIR TALENT

Continental Radio is seeking super air talent, programming and production people for its expanding adult contemporary satellite network and FM flagship station in Norfolk, VA. Continental Radio is the commercial subsidiary of the Christian Broadcasting Network, an evangelical Christian ministry. If you can qualify and feel led, please send resume, picture, tape and references, (no calls please) to:

**CBN Personnel**  
CBN Center  
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

**National Sales Director.** Leading syndication company looking for right person. Must have extensive experience. Bert McLendon Broadcasting, 2008 Jackson, Dallas, TX 75201. (214) 698-0470. (5-15)

**The 50,000 watt legend of Little Rock, KAAY,** is accepting T&R from the nation's best communicators. Send to Steve Kelly, P.O. Box 1790, AR, 72203. (5-15)

**Possible future openings/3 years experience** required. Remember adult rock? T&R to Thom Robinson, K106-FM, Box 70, Ft. Knox, KY 40121. No calls. EOE M/F (5-15)

**100,000 watt FM facility** seeks engineer. New transmitter, etc. Resumes to Benny Hahn, GM, KYKS, Box 2209, Lufkin, TX 75901. Or call (713) 839-4455. EOE M/F (5-15)

**News: Two openings.** Hot voices and creative writing. Seasoned hustler. T&R to Brad Harris, WTMA, P.O. 31089, Charleston, SC 29407. (5-15)

**WBCY-FM, a Jefferson-Pilot Broadcasting station** is searching for a nighttime Adult Rock personality. Tapes, resumes, and cover letters (No calls), to Mr. Bob Kaghan, WBCY Program Director, #1 Julian Price Place, Charlotte, NC 28208. EOE (5-15) •

**Sunbelt, group-owned AM** looking for strongest engineer in the country. MW-5 experience a plus. Immediate opening. First phone required. Resume, references and salary requirement to GM, WDAE, 504 Reo Street, Tampa, Florida 33609. EOE M/F (5-22) •

**News anchor/reporter for Florida's capital.** T&R to Jerry Webb, WTNT, Box 1047, Tallahassee, FL 32301, or call (904) 399-6143. EOE (5-8)

## Openings

**XL103** has midday opening. Contact B.J. Odom, OM, Route 5, Box 50, Manchester, KY 40962, or (806) 598-5102. EOE (5-8)

**Second newperson wanted.** This could be your first job. T&R to WWXL (XL103), B.J. Odom, OM, Route 5, Box 50, Manchester, KY 40962, or (806) 598-5102. EOE (5-8)

**Operations Manager/morning announcer** with good voice. Need for Beautiful Music station in Mississippi. Good fringes. Call Michael Dailey, (601) 693-2661. (5-8)

**PM drive/MD communicator** needed for 50 kw adult news/information station. Call Kemp Miller, WAPI, Birmingham, (205) 933-9274. (5-8)

**Live by the sea.** AOR seeks polished announcers for future openings. T&R to Bruce Garraway, WNOR, Norfolk, VA 23510. No calls. EOE M/F (5-8)

**Sportscaster needed.** Aggressive, no cheerleaders or wire copy readers. T&R to Jon Matthews, KSRR, 1201 Fannin Bank Building, Houston, TX 77030. No calls. (5-8)

**Q101/Meridian, MS** looking for talented individual to handle afternoon drive and production. Call Larry O'Neil, (601) 693-2381. (5-8)

**Eagle 97** looking for creative news man or woman to "chat" news, product features, vignettes. Christopher Haze, KEGL, 4801 W. Freeway, Ft. Worth, TX 76107. (817) 731-6301. EOE M/F (5-8)

**Production Director; growth job** in Sunbelt for young person with voices, creative commercials. High quality, winning, contemporary class C. Call Ken (713) 755-6155. (5-8)

**ABC 6&O** accepting T&R for possible opening. Send to Ted Carson, KSRR, 1201 Fannin Bank Building, Houston, TX 77030. No calls please. (5-8)

**Country 10, WNOE/New Orleans,** needs talented Production Director to also assist in promotions. Includes air shift. Call Joe Patrick, (504) 529-1213. (5-8)

**Air staff needed** for new FM rocker. T&R to Reggie Jordan, Box 9, Kingsport, TN, 37662. No calls. EOE M/F (5-8)

**Stereo 101, WNOE-FM/New Orleans,** still looking for talented PD. 2 years minimum as PD. Call Eric Anderson, (504) 529-1212. (5-8)

**KZOM, #1 AOR,** has full-time opening for experienced News Director. Send T&R to KZOM, Route 3, Box 483-E, Orange, TX 77630. (5-8)

**Q107, Amarillo's FM rocker,** looking for air talent. T&R to Steve Anthony, Box 31090, Amarillo, TX 79120. EOE (5-8)

**WWSA/WCHY** needs production person/weekend jock. Stable, team worker, natural sound. T&R to Randall Bush, Box 1247, Savannah, GA 31402. EOE M/F (5-8)

## MIDWEST

**WKKN/Rockford, IL** needs morning-drive personality. Send T&R to WKKN, 1901 Reidfarm Rd., Rockford, IL 61111. Or call Curtis King, (815) 877-3075. EOE M/F (5-15)

**KSMN/Mason City, IA** looking for announcer/news for Country format. Send tapes to Tom Huber, Box 1446, Mason City, IA 50401. (5-15)

**KDVV seeks morning news personality,** male or female. Contact Andy Velez, KDVV, P.O. Box 1478, Topeka, KS 66601. EOE M/F (5-15)

**Immediate opening for solid air pro/production** w/2 in personality radio. T&R to Kert Radel, WFIN, 101 W. Sandusky, Findlay, OH, 45840. (5-15)

## SATELLITE MUSIC NETWORK

Seeking qualified air personalities for Pop/Adult and Country formats. Must be a communicator and able to relate to a national audience. Minimum 5 years experience in major markets. We'll begin broadcasting from Chicago in August. Send tape and resume to:

**George Williams**  
c/o Burkhart/Abrams  
& Associates  
6500 River Chase Circle, East  
Atlanta, GA 30328

**Near-genius, producer-writer** needed for radio works of art. Excellent salary, benefits and environment. Send T&R, writing samples to: WDF, Box 10,000, Marion, OH 43302. EOE M/F (5-15)

**Wanted: afternoon-drive talent.** Experience needed. Send T&R to Dan Brannan, KFVR, Box 1738, Bismarck, ND 58502. EOE M/F (5-15)

**Announcers for all-news Midwest AM.** Strong delivery a must. Salary \$650 monthly. T&R to Media Consultants, 2504 Regent Court, Lafayette, IN 47905. EOE M/F (5-15)

## Openings

**New Urban Contemporary format** provides immediate openings for on-air/production talent. Send T&R to William Lofton, WGFT, One Federal Plaza West, Youngstown, Ohio 44503. (5-15)

**Sports Director/DJ needed.** 10,000 watt KGGF in Coffeyville, KS needs somebody to take charge. T&R to Bill Miller, Box 853, Coffeyville, Kansas 67337. (5-15)

**WWQM/Madison, WI** is looking for a creative, personable morning man/host. Send T&R to Mark Winston, WWQM, Box 4408, Madison, WI 53711. EOE M/F (5-8)

**KATT/Oklahoma City** now accepting T&R to possible future AOR announcer opening. Contact Jeff Freund, PD, KATT, Box 25787, Oklahoma City, OK 73125. EOE (5-8)

**WJJD/Chicago** looking for world's best morning man. T&R to John David Spangler, WJJD-FM, 180 N. Michigan Ave., Chicago, IL 60601. EOE M/F (5-8)

**WJJD/Chicago** looking for the perfect 7-midnight Country entertainer. Must know music and stars. T&R to John David Spangler, 180 N. Michigan Ave., Chicago, IL 60601. EOE M/F (5-8)

## MANAGER OF ADVERTISING AND PROMOTIONS BROADCAST OPPORTUNITY TOP 10 MARKET

Major Midwest radio station has rare opportunity for advertising/promotions professional. Position requires previous experience with an established track record in audience promotion, creative direction, and marketing related to retail business development.

Excellent benefits. Salary commensurate with ability. Send resume with samples of work including but not limited to VTR's of TV produced, print materials (station ads to sales collateral items) and client presentations to:

**RADIO & RECORDS**  
1930 Century Park West  
# 232  
Los Angeles, CA 90067  
EOE M/F

**WKDQ/Evansville, IN** needs CHR personality for 50kw FM. T&R to Bobby Magic, OM, or Gabe Hobbs, PD, Box 418, Henderson, KY, 42420. (812) 422-6995. EOE M/F (5-8)

**10,000 watt Country station** in state capital needs experienced newperson. T&R to Mark Swendsen, KGFX, Box 1197, Pierre, SD 57501. EOE M/F (5-8)

**U-93, Indiana's No. 1 CHR,** seeking pro-talent immediately. Super-solid organization, join winning team, work with pros. Kris Robbins, PD, U-93, Box 1616, South Bend, IN 46634. (219) 233-7111. EOE M/F (5-8)

**Immediate opening experienced PM-drive air talent.** Rush me T&R or call: Don Nordine, 1704 S. Cleveland, Sioux Falls, SD 57103. (605) 336-6600. EOE M/F (5-8)

**KGGO/Des Moines** rockin' best has future openings. Good salary and benefits for right person. Send T&R to Larry Moffitt, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (5-8)

# Opportunities

## Openings

Grown-up communicators needed in Oklahoma City. Cover letter, T&R to KLTE, 2814 Quail Plaza Dr., Oklahoma City, OK 73120. (5-8)

WIRL still looking for right, aggressive, excellent-sounding morning news person. Aircheck to Ira Bitner, Box 3335, West Glen Station, Peoria, IL 61614. No calls. EOE M/F (5-8)

## WEST

Country KUUY/Cheyenne has PM drive opening. Experienced communicators only. Top salary. T&R: Richard Lee, Box 928, Cheyenne, WY, or call (307) 632-0551. EOE M/F (5-15)

Immediate day slot at Country AM. Strong production a must. T&R to Roger Shannon, KPLS, Box 8004, Santa Rosa, CA 95406. (5-15)

KBNB/Bend, OR has immediate opening for experienced morning jock. Thinking and entertaining a must. T&R to Chip Lewis, Box 5037, Bend, OR 97701. EOE (5-15)

If you are ready for big time radio and can do morning drive, rush T&R: John L. Walker, KYNO AM/FM, 2125 N. Barton, Fresno, CA 93703 (5-15)

KDON-AM Country/Salinas, CA looking for professional announcers for now and future. 1st phone. Mike Noonan, KDON, Box 81480, Salinas, CA 93912. (5-15)

Experienced AM drive/PD needed. Salary close to \$20,000/year. Adult-oriented format. Call Paul Ehlig KBOZ/Bozeman, MT, (406) 586-5486. (5-15)

If you know rock and roll and want to perform a creative all night show, contact Rich Hawk, KILQ/Colorado Springs, CO, (303) 634-4896. EOE (5-15)

Denver calls! Two rare openings... KIMN, one of America's legendary radio stations, seeks two people: Program Director and morning drive anchor. (Combination morning man/Program Director leaving after 4½ years.) Stable track record a consideration. We seek articulate, imaginative people who love radio and will join us with a determination to deliver their best, every day. Send resumes and inquiries to Steve Keeney, GM, KIMN, Box 14008, Denver, CO 80214. (5-22)

KJLH/Los Angeles seeks Chief Engineer. Interested parties should contact Don Mizell, GM, (213) 299-2992. (5-15)

KCBQ Country, has opening for ND. 10 years experience and comparable market. T&R to Bob McKay, Box 1629, San Diego, CA 92112. EOE M/F (5-15)

## Openings

Concerned Communications is looking for air talent for future opening. Send T&R to Jason W. Fine, Box 1056, Yuba City, CA 95991. EOE (5-15)

Bay Area Country/Rocker KFAT accepting T&R for future full-time and weekend positions. David Chaney, Box 2033, Gilroy, CA 95020. EOE M/F (5-15)

News Director for #1 station in Klamath Falls, OR. Must be aggressive and hard-working. T&R to Box 1150, Klamath Falls, OR 97601. EOE M/F (5-8)

Promotion Director needed at Seattle station. Must have 3 years experience. Send resume and salary requirements to Paul Sullivan, 10245 Main St., Bellevue, WA 98004. EOE M/F (5-8)

PD, 1st class license for Country in Colorado. Growth area to teach young staff. T&R to Larry Millhouse, Box 1210, Rifle, CO, 81650. EOE M/F (5-8)

Full and part-time announcers needed for contemporary Country. T&R to Kent Byus, KYAK, 2800 E. Dowling Rd., Anchorage, Alaska 99507. No calls. EOE M/F (5-8)

Wanted: Assistant Program Manager for KARM-KFJG/Fresno. Contact Bill Weaver: (408) 274-1170. (5-8)

New Northwest station KKNW seeking experienced Sales Manager/account executive. Salary commensurate with experience. Resumes to Robert Um-macht, GM, Box C-1510, Lynnwood, WA 98038. EOE M/F (5-8)

T&R needed for immediate opening. Send to KSLY, Box 1400, San Luis Obispo, CA 93406. EOE M/F (5-8)

KOOK/Billings has full-time opening. Good production a must. Rush T&R to Jack Stevens, PD, Box 1276, Billings, MT 59102. (5-8)

Anchorage CHR/Top 40 station looking for future personalities. Good bucks and benefits. T&R to Randy Robbins, KENI, Box 1180, Anchorage, AK 99510. No calls. EOE M/F (5-8)

Rare openings. One full-time, one part-time. Tape only to Rich Robbin, KHYT, 2820 South 8th, Tucson, AZ 85713. EOE M/F (5-8)

Experienced Pop/Adult oriented jock needed. T&R to Larson Bennett, KDOT, P.O. Box 960, Provo, UT 84601. (5-8)

KICE, Country, FM-100 looking for afternoon drive personality. Good production. T&R to Mark Robbins, PD, Box 751, Bend, OR 97701 (5-8)

KRDR/Gresham, OR needs evening air talent, plus production. Immediate opening. Send T&R to Don Lane, Box 32, Gresham, Oregon 97030. (503) 667-1230. EOE M/F (5-8)

Afternoon drive personality. 5 day week, top pay for top announcer at KFQD/Anchorage. T&R to Jim Scott, 9200 Lake Otis Pkwy., Anchorage, AK 97707 or call (907) 344-9822. (5-8)

Needed: morning communicator, good production. Abilities. No beginners or calls please. KERR, Box 48, Polson, MT 59860. (5-8)

## Positions Sought

Experienced, dedicated, persistent news reporter/Director. Three time A.P. award-winner. Prefer West or Midwest. Call MARK, (915) 581-9361, afternoons or evenings. (5-15)

CHR, Pop/Adult and AOR. 4 years experience. Excellent knowledge of AOR. One-to-one communicator with good production. Will consider all. BRIAN, (417) 781-1654. (5-15)

B/A broadcasting seeks programming opportunity. Promotion, advertising, announcing, production experience. Married, stable. Available in July. RICK, (601) 226-1699. (5-15)

**COFFEE & JAZZ** Golden Mike Award Winner for music programming. Featured in Billboard. Now in 3rd year of continual sponsorship. Sponsors, including banks, claim new business from up to 50 miles away, traceable solely to "Coffee & Jazz." A big mail producer with 25-40 audience, male/female. Contact Bob Coffee, 57 Read St., Winthrop, Mass. 02152. (603) 924-6176. Seek larger market!

Major market MD and assistant PD and on-air personality now employed, looking for better situation. Call ALEXIS, (415) 785-4045 or (415) 921-5243 and leave message. (5-15)

Experienced ND, seeking relocation to medium or major market. California only. 17 years in broadcasting. Eager to talk. PAUL DENNETT, (806) 327-3879. (5-15)

News veteran. 12 years medium market, now ND in small Southwest market. Looking to Northwest. Bilingual, Spanish. Call (506) 434-1176. Available June 15. (5-15)

Experienced, aggressive, dependable newsmen, looking for major/medium market reporters position in West or Southwest only. Award-winning. I love field work. Call ROGER, (304) 925-8880. (5-15)

## Positions Sought

CHARLIE FOXX, 15 years experience medium and major market, looking for programming position only. Will consider small market. Call (304) 233-1470. (5-15)

One of the Carolina's top creative writer/producers looking. Call (803) 583-2711 days, (803) 576-4652 nights. (5-15)

CKLW gunslinger. Ready to be your #1 entertainer. Excellent references. Major market pro. For T&R contact (519) 258-7966. (5-15)

Marketing professional with radio background. Programming, research, announcing, production, sales automation experience. Small market PD or assistant in larger. DAN, (312) 381-4888. (5-15)

Number one with adults 18-49 B.D., now doing afternoon drive at soft AOR. Seeking new position in major market. (714) 274-1926. (5-15)

After years of trying, I still can't get a tan! Take me away from sunny Florida. MD, production and promotion experience. Call JIM, (804) 433-2608. (5-15)

Hard working, creative 26 year old Berkeley grad, seeking work in entertainment industry. Astute in film, music development and production. Available immediately. WILLIE KUTNER, (213) 396-8050. (5-15)

Active announcer looking to work for your station in upper Midwest. 3½ years experience and 2½ in automation systems. T&R at (218) 233-7752. (5-15)

Current on-air personality looking. Experience: KORK (MD), KUTE102. Call MARK, (702) 731-3253. (5-15)

Help! Well-known major market morning personality and PD in process of regrouping. No offer overlooked. Any market size. (609) 397-8318. (5-15)

Urban affairs specialist seeks reporting or assignment editor position in Midwest. Strong reporter/writer. Political Science degree. MIKE, (616) 465-5449. (5-15)

Baltimore's AL ST. JOHN, currently looking to expand radio career. Talented major market pro with 8 years experience. WKTK-FM, WLTL-FM. (301) 656-2641. (5-15)

Consultant, CHR and Pop/Adult. Money beck guarantee: Your ratings go up, or your money back... 100% of it! Call (813) 538-9211, after 5:30 EST. (5-15)

KEITH ROBERT, formerly nighttime rocker of B97-FM, WNOE/New Orleans ready to break loose with winning results. Available yesterday. (504) 248-8588. (5-15)

Attention Boston: Available immediately. Major market on-air experience, medium market. Program/Music/Promotion Director. 150% commitment to right station. LAURA, (617) 277-2656. (5-15)

**LANNY WHEELER is looking WHK/3WECleveland & st. louis! 9 YRS. IN RADIO and TV::: CALL NOW.....(216) 493-4966**

5 year man desires radio position in Cincinnati, Knoxville, Parkersburg. Currently PD and full-time announcer. Call DAVE, (606) 341-8137 after 5pm. (5-15)

Experienced, good production, tight board, creative, aggressive and enthusiastic. Programming assistant at WOIC/S.C. Call RON FOLKS, (803) 798-5584. 8-15 Braisgate Apts. Cole, S.C. 29210. (5-15)

Master Operations Manager with the sense to pull a team together to make you #1, seeks General Manager position. (517) 263-8233. (5-15)

Looking for upward career move. 7 years experience including OM, MD, automation. Prefer Pop/Adult West of the Mississippi. BILL REED, (316) 227-7161 or (316) 226-4343. (5-15)

It's time you got what's coming to you... A personality who never quits. Plus experience and versatility. Call BARRY, (616) 432-5258. (5-15)

Street reporter/writing position sought by aggressive, experienced, newsmen. Prefer East, Midwest, South or Rocky Mountain areas. No anchor positions please. (503) 772-3357, afternoons. (5-15)

FRED MOORE, 15 years experience CHR and Black, seeking winning station; on-air/programming. 24 hours: (314) 948-1374 or 230 Riverbluff Dr. #201, St. Louis, MO 63301. (5-15)

Major market announcer Detroit, seeking employment. College educated, program and morning/afternoon drive experience. Call MIKE, (313) 557-0303. (5-15)

PD/jock with music/news background. 10 years experience, looking for medium market or progressive small market station to program. CHUCK, (215) 436-2647 or (215) 377-1150. (5-15)

A flair for news... EARL FLEER, veteran News Director at 10,000 watt KGGF, looking to relocate. Call (316) 251-8909. (5-15)

## Positions Sought

An air personality named LEB wants to move farther West. He has fun on his show and enjoys radio. Call (915) 949-1103 for the real! (5-15)

3 year pro looking for full-time position in Northeast or Mid-Atlantic. I have CHR, Pop/Adult and Jazz experience. Call RICK at (302) 629-7226. (5-8)

AOR announcer, 8 years experience. Will relocate. (808) 788-7198. Ask for TOM. (5-8)

Enthusiastic newscaster, 4 years radio experience including Contemporary DJ, skilled production and sales. Will relocate. T&R ready to go. BRUCE NESMITH, (312) 366-7841. (5-8)

Mature female air personality. Country, R&B, Pop/Adult, AOR and Jazz. Let's talk. (213) 934-6707. Before 8am or after 8pm. PHYLLIS. (5-8)

L.A. main man desires same or PD-ship West Coast. 13 year pro all formats. Award-winner. News/public affairs. Call JIM, work, (714) 558-4206. (5-8)

(817) 261-3799. Call this number if you're looking for solid morning ratings and revenue. Major market experience and success. All markets considered. (5-8)

PD with experience in live radio and live-sounding automation. Major market turnaround and sales all part of my background. (213) 848-1386. (5-8)

Your next PD or OM has 8 years Pop/Adult major market experience in Cincinnati, Columbus and Tempe-St. Petersburg. Call VANCE DILLARD, (813) 885-5775. (5-8)

CRAIG McILVEEN, (714) 621-3631, looking for small market in Western states. Prefer AOR but will consider any format. (5-8)

SAM CORNISH, former PD of AOR KRST/Albuquerque, now looking part/full-time AOR job in Northern California, Oregon or Washington. 6 years experience. (415) 344-3116. (5-8)

Kid from Brooklyn currently KIKK/Tucson growing, witty, versatile, award-winning club DJ. TV exposure, Rock, Country. Going anywhere. STEVEN ELBERG, (602) 885-8381. Afternoons (5-8)

PD and drive man ready to turn your staff around. 10 years experience station numbers doubled in last book. (717) 258-5324 (5-8)

Bright, enthusiastic female News Director, KDON, L.A. City College, seeks assistant position in news, sales, production. Willing to relocate. GRACE NOR-THCROSS, (213) 789-4840. (5-8)

Looking for a GM who is looking to win. PD ready to progress and relocate. Call (904) 253-1701. Southeast preferred. (5-8)

Former Production Manager of KMET. 8 years radio experience with keen interest in music. Contact GUS KRUEGER, (213) 876-1672. (5-8)

Experienced Chicagoland Pop/Adult personality available for good opportunity in June. Desires to perform my best for growing organization. Call BOB KING, noon-8. (312) 420-3437 (5-8)

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

### Frequency Rates \*

|         |         |         |
|---------|---------|---------|
| 1 Week  | 2 Weeks | 3 Weeks |
| \$12.00 | \$20.00 | \$25.00 |

\* Must run consecutive weeks.

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (96 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

## Radio & Records

### SUBSCRIPTION SERVICE

ONE YEAR — \$170

Mailed First Class

Please enclose payment with order

Overseas subscribers  new subscription

\$300 per year  renewal

U.S. funds please  payment enclosed

Initial here \_\_\_\_\_

TELEPHONE: (213) 553-4330

CHANGE OF ADDRESS AND RENEWAL:  
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

Mr./Mrs./Ms. \_\_\_\_\_ (please print)  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

MAIL TO: RADIO & RECORDS  
1930 Century Park West, L.A., CA 90067

# Opportunities

## Positions Sought

Unemployment is no fun. B.J. KEITH, formerly with KFRC and other winners. For good numbers call this number: (415) 886-2999. (5-8)

Sales and Promotions Director seeks straight sales job in a medium or major New England market. (203) 563-6494 after 7pm. (5-8)

Hed to bite so many bullets lately that I've gotten lead poisoning. CHR, humorous, dependable jock seeks stable announcing position. Decent bucks. ROB, (312) 894-3987. (5-8)

Competitive, hard-working gal seeks a spot in Northeast/Mid-Atlantic area. Experienced announcer and MD. First phone and B.A. in Mass Communications. Prefer Country. RANDI ROBBINS, (703) 886-2894. (5-8)

Air personality, MD, PD, competitive Ohio small market, wants winning medium market Contemporary. Midwest Southeast. BRAD, (419) 678-3138, after 10am. (5-8)

PD, 6 years experience and college degree. Good communicator for Pop/Adult format. Went position in the South. GARY NORMAN, 3104 Chippewa, Muncie, IN 47302, (317) 289-0721. (5-8)

High energy rocker ready to lasso teens for your corral. Sizzling production, voices, phones, involvement. Own mobile DJ unit. DAN MCKAY, (504) 896-8112. (5-8)

I have life, liberty, but no pursuit of happiness. Program or News Director in medium market. Now in Jackson, Tennessee. ROB RYAN, (901) 424-0662. (5-8)

Sportscaster/DJ, looking for Southwest college market. 5 years experience. JOHN HENDRY, (915) 643-4073. (5-8)

CHRIS THOMAS, KX104/Nashville, seeking new challenge. Available late May. For T&R call (615) 865-1306, after 8pm. (5-1)

## Changes

### RADIO

Andrea Roberts has joined the 1010-WINS/New York, NY sales staff as an Account Executive.

Lynn Wilson, Manager of Business Administration at WLUP-FM, has been promoted to Manager of the Hefel Corporation.

Jon Brent joins KCBS-FM/San Francisco, CA, from KYNO/Fresno, CA.

Phyllis Katz named Account Executive at WKHK-FM/New York, NY.

Ingrid Morgan appointed Account Executive at WKHK-FM/New York, NY.

Jeff Wheatley, formerly with WPQZ-AM/Clarksburg, WV, to staff announcer at WMRF AM&FM/Lawiston, PA.

Mike Rose joins KOCY/Oklahoma City, OK as an Account Executive.

### RECORDS

Ciedra White appointed Local Promotion Manager, Atlanta, Black Music & Jazz Promotion, Columbia Records.

Jeff White named Director, Financial Analysis & Budgets, CBS Records.

Stanley H. Schneider appointed Assistant General Attorney, Records Section, CBS Laws Department.

John Madison appointed Branch Manager, Chicago, CBS Records.

George "Luke" Lewis named Branch Manager, Houston, CBS Records.

## Changes

Michael Weisberger appointed Director, Consumer Panel Research, CBS Records.

Gary Casson named Director, Business Affairs, CBS Records.

Jon Pennella appointed A&R Administration Assistant, West Coast, PolyGram Records.

Hilda Williams has been promoted to Manager, Black Music A&R Administration, RCA Records.

### INDUSTRY

Karen Durkot joins the Boston Market team as Field Merchandiser for WEA.

Rich Hegerich promoted to a Sales position at WEA.

Merc Edward Weisberg appointed Field Merchandiser, Florida, WEA.

Merc Ruthenbeck has been transferred to service Hollywood/Brentwood, WEA.

Richard Stevens has been promoted to Field Merchandiser, WEA.

Mike Freeman has been transferred to service San Fernando Valley market, WEA.

Renee Fuhrman has been promoted to Inventory Person at WEA.

Joe Owens named Director of Communication and Marketing for the Triumph rock group.

### Miscellaneous

Master Creations Radio, Inc., needs immediate current Pop single/album product service. MCR, Box 1264, Mount Dore, FL 32757. Rick Painter, (904) 383-7400. (5-15)

## Miscellaneous

KUDL/Kansas City, KS needs record service for Pop/Adult format. Send to Clint O'Keefe, MD, 6230 Eby, Shawnee Mission, KS 66202. (5-15)

PRN wants comedy material for national syndication. Topical humor, satire, skits or crazy production. Short samples to Tom Powell, PRN, Box 172, Bronx, NY 10451. (5-15)

WFIN/Findlay, OH, Pop/Adult needs record service from all labels. Contact Kert Radel, 101 W. Sandusky, Findlay, OH, 45840. (5-15)

WHMQ/Findlay, OH needs increased Country record service from all labels. Contact Don Andrews, 101 W. Sandusky, Findlay, OH 45840. (5-15)

KQ95/Aberdeen, SD's 100,000 watt CHR, needs record service from all labels. Steve Knoll, PD, 3980 S. Dakota St., Aberdeen, SD 57401. (5-15)

New FM rocker needs LP service. Old and new. WKIN, P.O. Box 9, Kingsport, TN 37662. (5-8)

XL103/Manchester, KY now AOR overnights. Need service from all labels. (806) 598-5102. (5-8)

Bix Flags Magic Mountain seeking music service, all formats for dance pavilions. Contact: Jay Scott Levin, Box 5500, Valencia, CA 91356. (806) 256-4854. (5-1)

KRGI-FM/Grand Island, NE needs Country record service from all labels. Contact: Orv Koch, 625 Stuart Building, Box 80209, Lincoln, NE, (402) 475-4204.

The Red Onion, operating seven discos in Los Angeles, needs record service from all labels. Pat Garrett, 1139 East Dominguez Street, Suite H, Carson, CA 90746. (5-1)

New modern Country formatted station needs all record service: Majors and independents. I'll listen to everything. KRRP, P.O. Drawer 910, Couchette, LA 71109. (5-1)

Serious collector has shot at Guinness world record. Send station T-shirts to: T-Shirt Collection, c/o Robin Benson, 42 Colebrook Rd., London SW18 5QT, England.

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# THE BACK PAGE

## BREAKERS

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

### GEORGE HARRISON

#### All Those Years Ago (Dark Horse/WB)

87% of our reporters on it in the first week, setting a new record. 185 adds also sets a new record for first week acceptance. Moves: Up 6, Same 3, Down 0, Adds 185 including WNBC, WIFI, 96KX, F105, PRO-FM, Q107, KRBE, 94Q, Q105, WLS, WDRQ, KBEQ, WOKY, KEARTH, 13K, KPLZ, KOPA. See Parallels, charts at number 28.

### AIR SUPPLY

#### The One That You Love (Arista)

75% of our reporters on it. Moves: Up 82, Same 25, Down 0, Adds 60 including WFIL, WIFI, F105, PRO-FM, JB105, WDRQ, KS95-FM, KXOK, WZZP, Q102, WZUU, KEARTH, KFI, KEZR, KPLZ, KIMN, Q103. See Parallels, charts at number 29.

### SANTANA

#### Winning (Columbia)

61% of our reporters on it. Moves: Up 90, Same 26, Down 3, Adds 18 including Q102, Q103, B104, WHFM, Q106, WFMF, WRJZ, KJ100, WLOL-FM, KSTT, WZOK, WMEE, KJRB, WACZ, KFXD. See Parallels, charts at number 30.

### JESSE WINCHESTER

#### Say What (Bearsville/WB)

60% of our reporters on it. Moves: Up 68, Same 40, Down 0, Adds 28 including WTRY, WAQY, V100, KSTAR, KQ94, WSGN, WSKZ, WAYS, KZ93, WNCI, KIDD, KGGI, WGUY, WXLK. See Parallels, will debut on chart next week.

## 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.

### ELTON JOHN "Nobody Wins" (Geffen) 125/15

Moves: Up 77, Same 33, Down 0, Adds 15, WIFI, WCAO, WXKS-FM, Z93, WZZP, WZUU, KFI, WLOL-FM, KOFM, WRBR, WNCI, WOHO, WDJX, WISE, WRKR.

### PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 118/14

Moves: Up 71, Same 33, Down 0, Adds 14, WBEN-FM, WROR, KVIL, WGCL, WZUU, KFI, WFLY, WAEB, 14Q, KELP, WTX, WIKS, Y94, K96.

### QUINCY JONES "Ai No Corrida" (A&M) 106/5

Moves: Up 77, Same 24, Down 0, Adds 5, JB106, WIKS, WMEE, WJBQ, WISE, WBEN-FM 6-4, Z93 18-14, WZUU 27-22, KOPA 28-12, WKEE 28-23, KSET-FM 1-1, WBBQ 25-20, KTKT 8-6, WSGA 14-10.

### CLIFF RICHARD "Give A Little Bit More" (EMI America) 102/10

Moves: Up 66, Same 26, Down 0, Adds 10, WBEN-FM, WZUU, 14Q, KSTAR, G100, KX104, KJ100, WRBR, KRQ, WTSN, JB105 23-17, KBFM 14-11, KCPX 26-20, WFLB 9-8, KKXL 16-13.

### JIM PHOTOGLO "Fool In Love With You" (20th) 101/19

Moves: Up 47, Same 34, Down 1, Adds 19 including PRO-FM, KRBE, CKLW, 13K, KPLZ, WOLF, WFLY, 14Q, KQ94, WAXY, WOKI, WCSC, WLOL-FM, KYNO-FM, FM102.

### ALAN PARSONS PROJECT "Time" (Arista) 92/13

Moves: Up 52, Same 27, Down 1, Adds 13, CKGM, KPLZ, WKRZ-FM, KSTAR, G100, KRAV, FM103, KMJK, WJBQ, WFLB, KILE, KKLS, WSPT.

### T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb) 87/1

Moves: Up 67, Same 17, Down 2, Adds 1, KTSB, WROR 26-18, KVIL 24-21, KXOK 14-10, WOKY 17-11, KEZR 16-12, KEEL 26-21, FM100 17-12, WNOX 16-13, WGH 13-8, KSTT 14-8, WNCI 26-21, KIOY 4-3, WJBQ 22-17, WEAQ 8-7.

### SHEENA EASTON "Modern Girl" (EMI America) 85/28

Moves: Up 30, Same 27, Down 0, Adds 28 including WBEN-FM, WIFI, WCAO, Z93, WHB, KIIS-FM, WOLF, WBBF, WBLI, WFMF, WVLK, KIOA, KERN, KTKT, WHHY.

### BILLY & THE BEATERS "I Can Take Care Of Myself" (Alfa) 73/5

Moves: Up 42, Same 26, Down 0, Adds 5, WICC, KHFI, KEEL, WJDJ, WCGQ, JB106 33-30, KIQQ 39-36, WAQY 26-22, WSGN 26-21, KIOA 29-22, KIOY 22-19, WACZ 17-14, WXLK 26-20, KELO 23-17.

### .38 SPECIAL "Hold On Loosely" (A&M) 73/0

Moves: Up 36, Same 18, Down 0, Adds 0, WBEN-FM 24-20, 96KX 10-10, 94Q 9-8, WLS-FM 9-7, K104 15-11, WHHY 24-20, WOKI 9-8, KJ100 6-4, KZ93 8-6, KKXX 2-1, KLUC 12-10, KSEL 17-12, KDVV 10-8.

### STANLEY CLARKE/GEORGE DUKE "Sweet Baby" (Epic) 65/15

Moves: Up 30, Same 20, Down 0, Adds 15, KVIL 94Q, WZZP, KFRC, WJDJ, WERC, WISM, KERN, WJBQ, WGUY, KILE, KOIZ-FM, KVOL, KSLY, KCBN.

## Radio & Records

# NATIONAL AIRPLAY/30

## May 15, 1981

| THREE WEEKS AGO | TWO WEEKS AGO | LAST WEEK |
|-----------------|---------------|-----------|
| 12              | 5             | 2         |
| 2               | 1             | 1         |
| 7               | 3             | 3         |
| 8               | 7             | 4         |
| 9               | 8             | 5         |
| 19              | 13            | 11        |
| 11              | 10            | 8         |
| 26              | 19            | 16        |
| 13              | 12            | 10        |
| 1               | 2             | 6         |
| -               | 21            | 15        |
| 15              | 14            | 12        |
| 17              | 15            | 13        |
| 28              | 24            | 22        |
| 3               | 6             | 9         |
| 20              | 18            | 17        |
| 4               | 4             | 7         |
| 25              | 22            | 20        |
| 24              | 22            | 19        |
| 27              | 25            | 24        |
| 16              | 16            | 18        |
| -               | -             | 27        |
| 29              | 26            | 25        |
| -               | -             | 30        |
| 30              | 27            | 26        |
| -               | -             | 28        |
| -               | -             | 29        |
| -               | -             | 27        |
| -               | -             | 27        |
| -               | -             | 27        |
| -               | -             | 27        |

|    |    |    |    |  |
|----|----|----|----|--|
| 1  | 2  | 6  | 10 | GROVER WASHINGTON JR./Just The Two Of Us (Elektra) |
| -  | 21 | 15 | 11 | TASTE OF HONEY/Sukiyaki (Capitol)                  |
| 15 | 14 | 12 | 12 | FRANKE & THE KNOCKOUTS/Sweetheart (Millennium)     |
| 17 | 15 | 13 | 13 | PHIL COLLINS/I Missed Again (Atlantic)             |
| 28 | 24 | 22 | 14 | NEIL DIAMOND/America (Capitol)                     |
| 3  | 6  | 9  | 15 | SHEENA EASTON/Morning Train... (EMI America)       |
| 20 | 18 | 17 | 11 | CHAMPAIGN/How 'Bout Us (Columbia)                  |
| 4  | 4  | 7  | 17 | J. TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)   |
| 25 | 22 | 20 | 11 | DOTTIE WEST/What Are We Doing In Love (Liberty)    |
| 24 | 22 | 19 | 11 | CHRISTOPHER CROSS/Say You'll Be Mine (WB)          |
| 27 | 25 | 24 | 21 | GARY U.S. BONDS/This Little Girl (EMI America)     |
| 16 | 16 | 18 | 21 | WHO/You Better You Bet (WB)                        |
| -  | -  | 27 | 22 | TOM PETTY &.../The Waiting (Backstreet/MCA)        |
| 29 | 26 | 25 | 23 | DON McLEAN/Since I Don't Have You (Millennium)     |
| -  | -  | 30 | 24 | RICK SPRINGFIELD/Jessie's Girl (RCA)               |
| 30 | 27 | 26 | 25 | JEFFERSON STARSHIP/Find Your Way Back (RCA/Grunt)  |
| -  | -  | 28 | 23 | LEE RITENOUR/Is It You (Elektra)                   |
| -  | -  | 29 | 27 | DARYL HALL & JOHN OATES/You Make My... (RCA)       |
| -  | -  | 27 | 24 | GEORGE HARRISON/All Those Years... (Dark Horse/WB) |
| -  | -  | 27 | 23 | AIR SUPPLY/The One That You Love (Arista)          |
| -  | -  | 27 | 30 | SANTANA/Winning (Columbia)                         |

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

### MOST ADDED

GEORGE HARRISON "All Those..." (Dark Horse/WB)  
 AIR SUPPLY "The One That You Love" (Arista)  
 MARTY BALIN "Hearts" (EMI America)  
 HALL & OATES "You Make My Dreams" (RCA)  
 MANHATTAN TRANSFER "Boy From..." (Atlantic)

Complete Regionalized Listings on Pages 30 and 31.

### HOTTEST

KIM CARNES "Bette Davis Eyes" (EMI America)  
 STARS ON 45 "Medley" (Radio/Atlantic)  
 REO SPEEDWAGON "Take It On The Run" (Epic)  
 SMOKEY ROBINSON "Being With You" (Tamla)  
 RAYDIO "A Woman Needs Love..." (Arista)  
 GINO VANNELLI "Living Inside Myself" (Arista)

Parallel Listings Begin on Page 32.

### GET WET "Just So Lonely" (Boardwalk) 65/0

Moves: Up 33, Same 32, Down 0, Adds 0, WKBW 25-16, WBEN-FM 29-22, WIFI 27-23, KFI 25-23, KIQQ 36-30, WOLF 36-30, WKEE 34-26, KSET-FM 26-22, KINT 29-26, WSGN 17-14, KCPX 27-24, WACZ 27-23, WXLK 26-22.

### ROSANNE CASH "Seven Year Ache" (Columbia) 61/16

Moves: Up 34, Same 11, Down 0, Adds 16, WFIL, KOPA, WTX, BJ105, WBCY, WSEZ, WAKX, WNCI, WDJX, KIOY, 95XIL, WFLB, WANS-FM, KILE, WRKR, KQDI.

### JOEY SCARBURY "Theme From 'Greatest American Hero' (Believe It Or Not)" (Elektra) 58/28

Moves: Up 12, Same 18, Down 0, Adds 28 including JB105, KYXX, KPLZ, WKRZ-FM, WKEE, KBFM, Y103, WRJZ, WSEZ, WISM, K96, WIGY, 95XIL, KKXL, KSLY.

## Others Getting Significant Action

### CAROLE BAYER SAGER "Stronger Than Before" (Boardwalk) 47/29

Moves: Up 4, Same 14, Down 0, Adds 29, WKBW, WXKS-FM, WGCL, KRLA, WHYN, WJDJ, WAAY, WBBQ, WVIC, WLOL-FM, WNAM, KYNO-FM, WISE, KILE, KATI.

### JOE WALSH "A Life Of Illusion" (Elektra) 47/23

Moves: Up 9, Same 15, Down 0, Adds 23 including WXKS-FM, B104, WFLY, Q106, WKEE, KEGL, KXX106, WSKZ, WCSC, WAKX, Z104, WLAM, WCGQ, KBOZ, KRCL.

### AC/DC "Dirty Deeds Done Dirt Cheap" (Atlantic) 47/3

Moves: Up 27, Same 17, Down 0, Adds 3, WFMF, WMEE, 92X, KRBE 4-3, B104 11-9, KJ100 16-12, Z104 9-6, WIKS 17-13, KKXX 18-12, KIDD 17-11, FM103 17-10, Z102 22-15, WSPT 11-8, KRCL 7-4.

### MARTY BALIN "Hearts" (EMI America) 45/44

Moves: Up 0, Same 1, Down 0, Adds 44 including JB105, 94Q, KEARTH, KIIS-FM, KJR, KYXX, KPLZ, KOPA, WAEB, WOKI, KRAV, KMJK, KTKT, 95XIL, WFOX, KSLY.

### OAK RIDGE BOYS "Elvira" (MCA) 43/21

Moves: Up 16, Same 6, Down 0, Adds 21 including WIFI, KFI, KIQQ, WFBR, WKEE, KNUS, KQ94, WAKX, WNCI, 95XIL, KOIZ-FM, KFVR, KRCL.

### STEVE WINWOOD "Arc Of A Diver" (Island) 42/8

Moves: Up 19, Same 15, Down 0, Adds 8, WICC, Y103, WISM, WDJX, WLAM, WCIR, WKXY, KBOZ, KRBE 29-26, KEZR 29-24, KOPA 30-27, KXX106 24-19, WBCY 27-24, WVIC 37-34, KLUC 30-27.

### BILLY SQUIER "The Stroke" (Capitol) 40/15

Moves: Up 11, Same 14, Down 0, Adds 15, WIFI, WLS-FM, WGCL, KIQQ, WHFM, WTRY, KHFI, KQ94, WVIC, WDJX, KENO, WFBG, WKXY, KATI, KOOK.

### MANHATTAN TRANSFER "Boy From New York City (Atlantic) 34/31

Moves: Up 0, Same 3, Down 0, Adds 31 including WFIL, WXKS-FM, KIQQ, KEZR, KJR, WBLI, Y103, WCSC, WNCI, KIDD, KHYT, 95XIL, FM99, KKLS, KWLO.

### JERMAINE JACKSON "You Like Me Don't You" (Motown) 32/4

Moves: Up 15, Same 10, Down 3, Adds 4, KFI, WTX, KX104, KRCL, KRLY 6-5, KEARTH 20-15, KFMK 12-9, KBFM 6-1, KEEL 33-27, Y103 8-8, KHYT 24-20.