

Radio & Records

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Star Time For Owens

Longtime Los Angeles air personality and national celebrity Gary Owens was awarded a star of his own on the Hollywood Walk Of Fame last Wednesday (5-20), located between the commemorative squares of Betty White and Walt Disney. Joining a number of celebrities for the festivities were the UCLA marching band and a kazoo/hand-over-the-ear marching band, among the more readily comprehensible forms of entertainment. Pictured at the unveiling of the star are (l-r, front) Hollywood Chamber of Commerce President Bill Welsh, Arieta and Gary Owens, and Walk of Fame Committee head Bill Hertz; (l-r, middle) voicemaster Mel Blanc, Henry Gibson, and "Three's Company" 's Jenille Harriston; (l-r, third row) Mad magazine's Sergio Aragones, Mickey Mouse, "WKRP In Cincinnati" 's Tim Reid, Daphne, "M*A*S*H" producer John Rappaport, and "WKRP" 's Richard Sanders. Jonathan Winters and Arte Johnson are reportedly crouching concealed somewhere in the vicinity of Mickey Mouse and Tim Reid, while columnist James Bacon looks away above Rappaport and Sanders. This week Gary Owens takes a significant new career step; see Street Talk (Page 14) this issue for details.

MARTIN NAMED PD

KWST To Adopt "Mass Appeal" Format

Tim Sullivan, VP/GM of Century Broadcasting's KWST/Los Angeles, announced that the station would drop its current AOR format effective June 25 in favor of a "mass appeal" music format. Sullivan told R&R, "We believe

there is a real need for a mass appeal FM station in the Los Angeles market. While there are numerous Adult/Contemporary stations in the city, we feel that KWST will have a personality and identity of its own."

Sullivan also appointed Chuck Martin as KWST Program Director, replacing Ted Ferguson, who resigned to pursue other interests. The hiring of Martin renews a professional relationship with Sullivan, as the two worked as a programming/management team at KHJ/Los Angeles in 1978 and 1979. Martin said, "It is with great pleasure that I resume my association with Tim Sullivan, whom I respect and admire as a true professional. I thank Tim and Century Broadcasting for this great opportunity to program KWST, a station with top potential as a



Chuck Martin

KWST/See Page 12

WMAL Hit With \$20 Million Sexual Harassment Suit

A former administrative assistant to WMAL/Washington Executive VP Andy Ockershausen has filed a \$20 million sexual harassment suit against Ockershausen, WMAL, and station owner ABC.

Marie Castro-Arrien, who was fired last October, alleges that, with WMAL and ABC's "cooperation, knowledge and assent" she was "sexually molested, propositioned, caressed, fondled, pinched, insulted, humiliated, ridiculed, harassed, embarrassed, intimidated, slandered, defamed and degraded by Ockershausen."

She further alleges that Ockershausen disparaged her ethnic background and religion and, when she resisted his advances, falsified her job evaluations, resulting in her dismissal.

WMAL Claims Plaintiff "Disgruntled"

WMAL attorney Stuart Gerson told R&R, "This reads as the complaint of a disgruntled former employee, and she certainly is a former employee. She made no complaint while she was working at WMAL, and she certainly has

WMAL/See Page 12

Bank Assumes Control Of United Broadcasting

A Maryland bank, Suburban Trust Co., has been appointed temporary guardian of all property owned by 81-year-old Richard Eaton, President and 100% owner of the United Broadcasting group.

The Montgomery County, MD Circuit Court ordered the transfer because it appears that "Richard Eaton is unable to manage his property and affairs effectively because of mental disability or other mental weakness or disease." According to United VP Gerald Hroblak, ultimate ownership of the group will be determined by the will of Mr. Eaton, whom he described as "very ill."

Predicting "very minimal"

change in the day-to-day operation of United, Hroblak told R&R, "The bank is not familiar with the operation of broadcast properties and will be somewhat dependent on those of us who are running the corporation to maintain the status quo." United has filed a petition with the FCC seeking involuntary transfer of control of United's licenses to Suburban Trust.

Asked about the license revocation proceeding pending against United's WOOK(OK100)/Washington, Hroblak told R&R, "We'll continue with all the expectation of winning." United lost the license to WOOK-AM/Washing-

UNITED/See Page 12

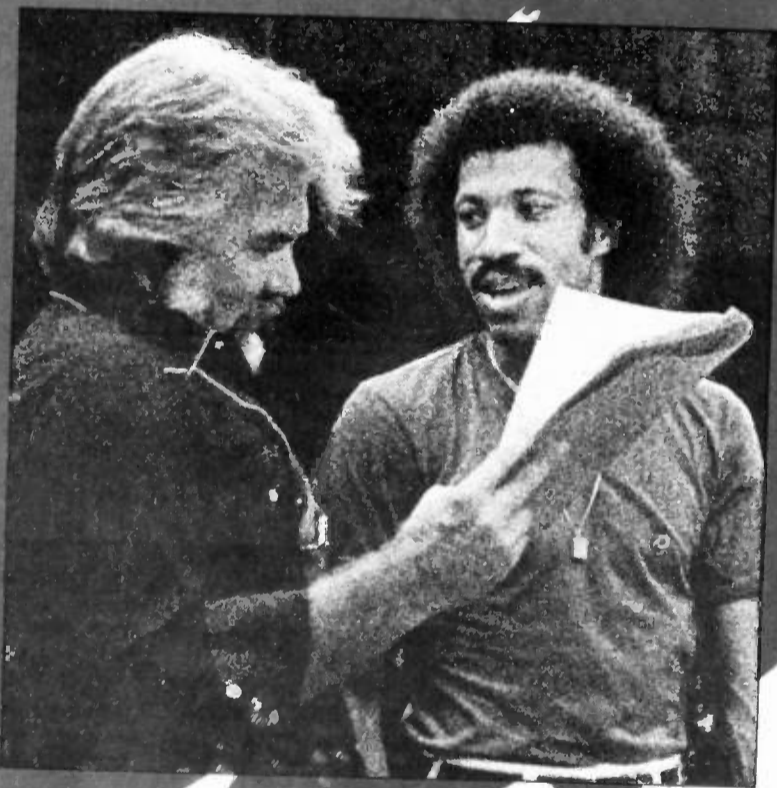


KX Country Raises Quarter Million For Vietnam Memorial

Country stations WPKX & WVKX/Washington, DC raised \$256,126.35 in a 51-hour radiothon to generate funds for a national memorial to Vietnam veterans. The gesture, the first fundraising attempt by a broadcaster, is the single largest contribution to the cause by a large margin. The stations simulcast during the weekend-long radiothon, featuring alltime country hits and guests like Virginia Lt. Governor Charles Robb, ex-hostage Bruce Laingen, and country artists Jan Howard and Leon Everette, among others. Station staffers, including VP/GM Bill Sherard (lower left) and guest star Everette (third from left, top row) are pictured upon surpassing the quarter-million mark.

A preview of this special collaboration
by these two gifted artists is now available
for your consideration.

“I Don't Need You”



Kenny Rogers &
Lionel Richie, Jr.

Kenny Rogers

From the forthcoming album *Share Your Love*. Produced by Lionel Richie, Jr.
Management: Ken Kragen/Kragen & Co.

Lionel B. Richie, Jr. — Appears courtesy of Commodores Entertainment Corp. & Motown Records & Brockman Music.



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Bill Gamble New WSUN Programmer

Bill Gamble has been appointed Program Director of Plough's WSUN/St. Petersburg. Gamble was most recently National PD for the General Cinema chain: WEFM/Chicago, WIFJ/Philadelphia, and WHUE-AM-FM/Boston. He had been with the company for about four years.

Don Hibbits, VP/GM of the Country station, told R&R, "We're very happy to have Bill with us. This business has become very research-oriented, and we feel Bill will be the person to help us continue in that direction. With his background he will be a very valuable asset to WSUN."

Gamble commented, "Needless to say I'm very excited about it. Country music's going to be a great challenge. I've enjoyed it for a long time, but this is the first opportunity I've had to program a Country radio station."

He continued, "When I came to WSUN, I was very pleased to find out how healthy the station is. You hear all the talk about AM radio dying out, but this station is doing just fine. I plan to continue the excellent work that Gary Kines did." (Former PD Kines was named GM of sister station WQAM in March.) Gamble concluded, "WSUN has a great research department, a good staff. If anything, I plan to just fine-tune it a little bit."

Moody Named KSOL Operations Manager

Bernard Moody has been named Operations Manager for KSOL/San Mateo, CA, coming from his previous post as Program Director at WJMO/Cleveland. Prior to his arrival at WJMO, Moody was affiliating with WOOK/Washington and WSID/Baltimore.

In making the announcement, KSOL General Manager Ken Shubat told R&R, "We're very pleased to appoint Bernard as KSOL Operations Manager from his current position as Program Director for our sister station WJMO." Shubat added that while there would be no immediate changes forthcoming, KSOL would name a new Program Director within the next two weeks.

LETTERS

Frustrated With Arbitron

Dear R&R:

Very seldom has there been a moment of total incoherent anger in this business of radio for me, but yesterday, after shredding my auto seat covers, sinking teeth into the padded dash while grabbing both door handles in rush-hour traffic, I rethought the statements of Arbitron's brief afternoon blockbuster visit to KHOW.

To Arbitron's usual smiling blank look while they suggested again a third book for the Denver market, I repeated KHOW's and the broadcasters' position of "no, two 12-week sweeps for the market is sufficient," which drew a reply of, "It doesn't matter if the radio stations want it or not, when Arbitron decides to do it, we'll just give it to the agencies!"

Now, maybe sickness has taken me out a couple

LETTERS/See Page 12



KYYX & KXA

Make Seattle An Ice Burg

With summer coming, KYYX & KXA decided to think ahead about ways to keep the city cool, and came up with a refreshing idea — importing an iceberg. Air personalities Ryan & Ryan flew to Juneau, Alaska's Mendenhall Glacier and lassoed a one-ton chunk of ice, pickaxed it down to manageable chunks, and had it flown to Seattle. There, in a promotion cosponsored by the stations with Alaskan Airlines and A&W, residents will be able to drink their root beer with glacier ice this summer, and a large segment will be on display at various area businesses. Pictured are a quartet of hardy KYYX/KXA icepickers in a drag race with a large chunk of ice.

FCC Awards Licenses For Dark Omaha AM & FM

Five years after Central States Broadcasting was ordered to shut down KOIL & KEFM/Omaha, an FCC law judge has awarded the revoked licenses to two separate broadcast groups.

KOIL's facilities were awarded to Nebraska-Iowa Broadcasting, while the former facilities of KEFM were granted to Webster-Baker Broadcasting. In narrowing down a crowded field of applicants, FCC law judge Frederic Coufal made his final decision on the basis of questions involving minority hiring and ownership, integration of ownership and management, and local residence of owners.

Webster-Baker was judged the most qualified of all the applicants because it has no other broadcast interests, proposes 100% part-time or fulltime integration of ownership in management and because all its owners are longtime Omaha residents.

In the race for second most qualified, the judge found two applicants to be closely matched, but he ruled in favor of Nebraska-Iowa because of its past and proposed future local residence of stockholders and because it proposed more minority principals than the runner-up.

In his decision, the judge wrote, "To award two licenses to Webster-Baker would offend Commission policy respecting diversity of ownership of the news media. Webster-Baker prefers the FM license and Nebraska-Iowa the AM license. No reason is perceived why those preferences should not prevail."



BMA In Action

The Black Music Association's annual convention was held this past weekend in Los Angeles, discussing, among other things, black music's place in the coming communications revolution, and the goals and purposes of the organization itself. At left, BMA board member Ewart Abner (left) congratulates keynoter Jerry Butler on his speech, while at right, pictured are (l-r) Unlimited Gold President Rod McGrew, BMA cofounder Kenneth Gamble, Unlimited Gold founder Barry White, and "Soul Train" host Don Cornelius.

WABC/KOB BATTLE OVER CLEAR CHANNEL REOPENED

40-year controversy over 770 AM dial position enters new phase of contention.

Page 4

A FINAL LOOK AT THE WINTER BOOKS

This week, concluding our series of closer examinations of the Winter book markets, Houston, Boston, and Washington, DC come under focus.

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WMET IN THE WINNERS' CIRCLE

Wrapping up the AOR series of winners' profiles, PD Tom Teuber describes how WMET beat WLUP in the most recent ratings.

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WELCOMING NEW BLACK RADIO REPORTERS

As part of a continuing improvement process, R&R adds seven deserving new Black-formatted reporters.

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HOW ACTUAL SHOULD AN ACTUALITY BE?

Dressing up an on-location news story with artificial effects to make it sound more "real" may be questionable practice — but sometimes the real thing sounds too contrived.

A news reporter's dilemma.

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Washington Report

PROponents TESTIFY IN STRONG TERMS

Performers Royalty Pressure Mounts For Radio

Recording industry and musicians' union representatives called before a House Subcommittee to make the case in favor of Rep. George Danielson's (D-CA) performers royalty bill (H.R. 1805) last week (5-20) said the royalties are needed to preserve musicians and the recording industry, which they see as being endangered by new technologies. Opponents will testify June 10.

"Musicians have to eat," testified American Federation of Musicians President Victor Fuentelba, who contends musicians are being put out of work because the use of sound recordings is "spreading like wildfire." Under questioning from Chairman Robert Kastenmeir (D-WI), however, Fuentelba conceded performers royalties would not create any new jobs, but only provide added revenues to employed musicians.

Gortikov Says Radio Should Pay For Its 'Programming Mainstay'

The President of the Recording Industry Association of America,

Stanley Gortikov, estimated the bill would raise between \$19 million and \$26 million a year from radio stations, discos, and other commercial users of recordings. Saying that records furnish 75% of radio programming, Gortikov told the Subcommittee, "Radio must pay for sports and all other programming, but nothing for its programming mainstay — records."

In a detailed 65-page analysis, Gortikov charged broadcasters with arguing "ad nauseam" that performers royalties are unfair because airplay helps sell records. He countered by noting that 53% of all records aired are oldies which don't generate sales and that only three to six of the 700 tunes released each week make it onto the radio playlists. "Only a few records on the air help sales, but all of them help broadcasters," Gortikov testified.

Calling performance royalty a right only denied to artists on

sound recordings, Gortikov illustrated his point by holding up a record and a video cassette of the same Blondie performance. "The videocassette earns royalties, but the record doesn't," he maintained.

Record Industry's Very Existence Threatened?

"New technology threatens the very existence of the recording industry. We are not far from the day when communications technology may significantly reduce record sales," said Gortikov, who predicted the availability of recent releases on cable by 1982.

"Soon to come will be the complete in-home jukebox, where the consumer, by the mere push of a button, will be able to select a recording from a vast bank of recorded music. Without the full copyright protection of a performance right, performing artists and record companies face a bleak and uncertain future," Gortikov said in his written statement.

LETTERS TO SENATE ADVOCATE 9 kHz

Early Lee Warning On AM Station Shutdowns

R&R has obtained a closely held exchange of letters between then-Chairman Bob Lee of the FCC and Senate Foreign Relations Committee Chairman Charles Percy (R-IL), in which Lee warns that failure to adopt 9 kHz channel spacing could force the shutdown of existing U.S. stations.

"To negotiate with only the spectrum available with 10 kHz spacing, the U.S. possibly could lose some existing stations," Lee wrote in an April 3 response to a letter in which Percy, whose committee would have to vote on any 9 kHz treaty, posed nine specific questions about reduced AM spacing. In his letter, Percy says this fall's Region 2 conference, where the issue will be decided, "could greatly influence the future AM radio broadcasting services that are received by the American public." He goes on to raise questions about the benefits of 9 kHz and the adequacy of U.S. preparations for the Region 2 conference.

In his response, Lee said some of the 12 new channels reduced spacing would create "can be used for resolving serious existing

interference problems between the U.S. and other countries." After warning of possible station closings, Lee said the new channels would be used for new stations only after being used "where appropriate to establish or maintain quality service with existing U.S. stations."

Responding to other questions, Lee said any new stations would "generally" be limited to one kw, although no final decision has been made. He also said the comparative studies of 9 and 10 kHz spacing now underway by the Panel of Experts in Geneva will produce results that are "quite hypothetical and theoretical."

"It is my view," Lee concluded, "that the Commission's recommendation on channel spacing should be based upon what is best for the U.S., which may not coincide with the best interests of other countries as demonstrated by the comparative study."

WABC AND KOB WAGE WAR

770 mHz AM Fight Drags On

The 40-year-old battle continues between WABC/New York and KOB/Albuquerque over which station should operate with Class I-A non-directional facilities on their shared clear channel, 770 mHz. In the late 1970's the case appeared closed, with court decisions in WABC's favor and KOB operating as a Class II-A, with directional antennas to protect WABC's nighttime skywave contour.

But KOB managed to reopen the saga earlier this year by petitioning the FCC for a rulemaking decision to take the Class I-A designation away from New York and reassign it to Albuquerque. Simultaneously, KOB filed an application to operate as a I-A should the rulemaking go through.

FCC Catches All Parties Off Guard

The FCC managed to catch all the combatants off guard when, in late April, it announced that KOB's application for I-A operation had been accepted for filing, leading many to believe it would be considered and processed, even though the I-A status for 770 is still assigned to New York.

"I think the Commission staff just made a mistake," ABC lawyer Robert Coll told R&R. Even KOB attorney Frank Fletcher said he wondered whether the acceptance would stand.

FCC Says Acceptance Routine, No Processing Until Rulemaking Complete

At the Commission, AM acting Policy & Rules chief Tom

Johnson, acknowledging "some confusion" over the acceptance, assured R&R that any further action on KOB's application will have to await results of the rulemaking proceeding. "The application was filed as a minor change application and, as such,

as soon as it comes in the door it's considered accepted for filing," said Johnson. "It has not had an engineering review and no action will be taken pending review by the Policy and Rules Division regarding their petition for rulemaking," Johnson told R&R.

Meanwhile, the decades-old contest has been complicated by new applications for local service on 770 by groups in Waxahachie, TX and Lafayette, LA.

FCC: At A Glance

Mimi Mum On 9 kHz

In her Senate confirmation hearing last week, FCC nominee Mimi Weyforth Dawson said she'll reserve judgment on 9 kHz pending results of several "outstanding studies." Dawson, top aide to Sen. Bob Packwood, said she has a "strong sense of management" and believes the "policy vacuum" at the FCC will be corrected by Congress setting "clear guidelines." Dawson will replace Bob Lee, whose term expires June 30.

Fowler Staffing Bureaus

Continuing to move quickly to take control of the Commission, Chairman Fowler has made a number of appointments: General Counsel is Steve Sharp, a Washington lawyer, once legal assistant to Commissioner Margita White; Deputy GC is Peggy Reid, who was Acting GC under Bob Lee; Office of Public Affairs will be headed by Bill Russell, moving over from a Washington PR firm; Office of Plans and Policy is headed by Peter Pitsch, a regulatory lawyer with Montgomery Ward. Acting

OPP head under Lee, Kalman Schaefer, returns to international affairs at FCC with expanded role. Washington lawyer Gary Epstein takes over Common Carrier Bureau and William Johnson is promoted from the ranks to acting head of the Cable Bureau.

RKO Decision To Be Studied

In closed session last week, the Commission decided to study further RKO's request that it ask the court to send back to the FCC the decision stripping RKO of three television licenses.

Trade Association News

RTNDA To Honor Cronkite

CBS newsman Walter Cronkite will receive RTNDA's Paul White Memorial Award September 12 at New Orleans convention. Group has also lined up CBS newsman Ed Bradley as speaker, and plans classes for stations considering computerizing their newsrooms.

Paes Heads Ohio AP Broadcasters

Helen Paes of WBBW/Youngstown has been elected President of the Ohio Associated Press Broadcasters Assn. Ed Cox of WHBC/Canton was named President-elect.

Fowler To Address IRTS

Kicking off its first newsmaker luncheon of the season, International Radio & Television Society has lined up FCC Chairman Mark Fowler for September 23 in New York City.

Freeman New Alabama AP Broadcasters Head

New President of Alabama Associated Press Broadcasters is Bob Freeman, WERC/Birmingham. Speakers for group's annual meeting were Tom Petit, NBC News, and Chuck Scarborough, WNBC/New York.

NAB's Ellis Joins Press Board

Dwight Ellis, NAB VP for Minority and Special Services, has been elected to the board of the National Press Foundation, which promotes excellence in journalism. Ellis is also President of the Capital Press Club, largest black media organization in the U.S.

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WXKS : KISS 108 : Boston

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JEFF KING : KPLZ : Seattle, WA

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(Ind) : The Fleetwood Mac Special (ABC) : The ELO Special (ABC) : Hot Rocks (Ind) : The Eagles Special (ABC) : Ray Scott's Countdown to Kickoff
(Ind) : Kenny Loggins Special (RKO)...to name a few!

The Creative Factor INC

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Wendy's Earmarks \$45 Million For Local Radio Ads

Wendy's, America's third-largest fast-food chain, will be spending almost \$45 million on local radio advertising in the upcoming months — a 100 percent increase over last year's ad budget. The radio spots, targeted to air in 214 ADI's, sport catchy music, a touch of humor, and surprise endings. Interestingly, most of the radio ads will be 60 seconds in length.

Portable "Typecorder" Blends Text & Tape

Sony's "Typecorder" weighs less than three pounds, and its compact

(1 1/2x8 1/2x11-inch) size allows it to fit into your briefcase. While you do type on it, the unit goes far beyond the capabilities of a normal typewriter. For one, it's silent. For two, it doesn't require an AC outlet (you can use it in this manner, but it also works off of batteries). For three, it doesn't use paper. Instead, the "Typecorder" uses microcassettes to save text (up to 120 pages on a single microcassette).

Here's how it works: as you type, letters appear on a 40-character LCD display line. Special edit keys allow you to correct errors instantly, adding or deleting words as you go along. The device also features a special "steno" key that, when pressed, converts every other key into a complete word. For example, press "steno" and "a" and the word "about" appears instantly upon the LCD display.

When a line is completed, it's stored within the unit's internal memory while you go on typing. When you've finished, you simply press a button and the text is transferred onto

magnetic tape via a built-in microcassette recorder (which can also double as a dictation recorder, using the unit's built-in microphone).

Additional Adaptors Available

To get a draft of your work you can either connect the "Typecorder" to a printer or to a paper punch — a machine that punches holes in a paper tape that can be automatically read by teletypewriter systems. Or, the "Typecorder" can be connected to a special typewriter actuator device that affixes to a standard electric typewriter. The "Typecorder" 's output activates the internal solenoids of the actuator, which, in turn, press the keys of the electric typewriter.

Using an acoustic coupler, you can send data from the "Typecorder" over a phone line to a remote office printer. You can also connect the "Typecorder" to a word-processing computer (either directly or via phone lines). This latter arrangement allows you to control formatting (lines per page) or justification (right and left margins). All this for only \$1400.



"Skywriter" Toy Trips Light Fantastic

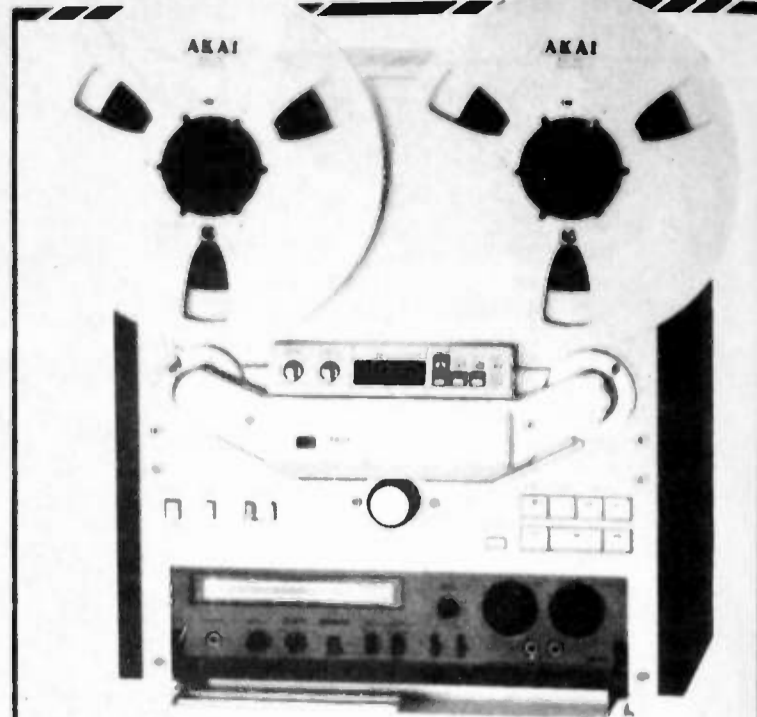
"The Skywriter," manufactured by Ideal, is one of the most unusual toys to be introduced in a while (even if it doesn't quite produce the effect illustrated in the accompanying photo). The device is basically a wand with a 43-key alphanumeric keyboard connected to a high-intensity light display.

To operate, you simply type in a message (up to 40 characters), press start, and wave the wand back and forth in an arc. The letters appear in the display one at a time, but because of the way in which your mind retains images from your eyes, the letters seem as if they are written in the air simultaneously.

As mentioned, the message doesn't hang in the air the way words written by skywriting airplanes do, but a phrase as short as your station's call letters should be no problem. All in all, a clever promotional item. Price: \$19.95.



Sony's "Typecorder"



Akai Intros High-Bias Reel-To-Reel Tape Deck

Akai recently introduced an open reel tape deck, the "GX-747," capable of handling the newly-developed high-density "EE" (Extra Efficiency) tapes. The "GX-747" (pictured) and its consumer companion model, the "GX-77," were developed in response to demand for open reel tape decks that could provide high performance at lower tape speeds.

The "GX-747" can accommodate both 10 1/2-inch and 7-inch reel-to-reel tapes, and when using the "EE" capability, can create master tapes for transfer to metal cassettes. The unit features six separate heads and three motors as well as automatic reverse in both the record and playback modes. In addition, the "GX-747" sports an automatic tension-arm lock method for easy tape loading. Pitch control and fine bias adjustment are included as well.

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While more students said they used drugs to lose weight or "to get through the day," the report concluded that the level of drug use among America's youth is "probably still greater than any industrialized nation in the world."

WESTWOOD ONE SALUTES

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

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

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IN JUST ONE YEAR, THANKS TO YOU,



97 WYNY FM RADIO IS:

- #1 IN ADDING MALE LISTENERS!
- #1 IN ADDING FEMALE LISTENERS!
- #1 IN ADDING MEN 18-49!
- #1 IN ADDING WOMEN 18-49!
- #1 IN ADDING MEN 25-49!
- #1 IN ADDING WOMEN 25-49!
- #1 IN ADDING AVERAGE 1/4 HOUR!
- #1 IN ADDING CUME!

All of which means that 97 WYNY is doing more things right: playing all the right songs, all the right artists, all the right groups. We're giving our listeners more reasons to listen to us and our advertisers more reasons to advertise with us.

So, if you're already a WYNY listener or advertiser—CONGRATULATIONS!

And if you're not—maybe you ought to be. (Call 664-4717; ask for WYNY Sales.)



DAN DANIEL
6-10 AM Mon-Sat

BILL ST. JAMES
10 AM-2 PM Mon-Fri
3 PM-7 PM Sat

RANDY DAVIS
2 PM-6 PM Mon-Fri
10 AM-3 PM Sat

STEVE O'BRIEN
6-10 PM Sun-Fri

MARGARET JONES
10 PM-2 AM Mon-Fri
10 PM-Midnight Sun

ED BAER
1:30-6 AM Mon
2-6 AM Tues-Thurs
8:30 AM-1 PM Sun

97 WYNY FM RADIO

A PROUD MEMBER OF THE NBC FM GROUP

NEW YORK'S FASTEST-GROWING RADIO STATION!

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Washington Report

PROPOSERS TESTIFY IN STRONG TERMS

Performers Royalty Pressure Mounts For Radio

Recording industry and musicians' union representatives called before a House Subcommittee to make the case in favor of Rep. George Danielson's (D-CA) performers royalty bill (H.R. 1805) last week (5-20) said the royalties are needed to preserve musicians and the recording industry, which they see as being endangered by new technologies. Opponents will testify June 10.

"Musicians have to eat," testified American Federation of Musicians President Victor Fuentelba, who contends musicians are being put out of work because the use of sound recordings is "spreading like wildfire." Under questioning from Chairman Robert Kastenmeir (D-WI), however, Fuentelba conceded performers royalties would not create any new jobs, but only provide added revenues to employed musicians.

Gortikov Says Radio Should Pay For Its "Programming Mainstay"

The President of the Recording Industry Association of America,

Stanley Gortikov, estimated the bill would raise between \$19 million and \$26 million a year from radio stations, discos, and other commercial users of recordings. Saying that records furnish 75% of radio programming, Gortikov told the Subcommittee, "Radio must pay for sports and all other programming, but nothing for its programming mainstay — records."

In a detailed 65-page analysis, Gortikov charged broadcasters with arguing "ad nauseam" that performers royalties are unfair because airplay helps sell records. He countered by noting that 53% of all records aired are oldies which don't generate sales and that only three to six of the 700 tunes released each week make it onto the radio playlists. "Only a few records on the air help sales, but all of them help broadcasters," Gortikov testified.

Calling performance royalty a right only denied to artists on

sound recordings, Gortikov illustrated his point by holding up a record and a video cassette of the same Blondie performance. "The videocassette earns royalties, but the record doesn't," he maintained.

Record Industry's Very Existence Threatened?

"New technology threatens the very existence of the recording industry. We are not far from the day when communications technology may significantly reduce record sales," said Gortikov, who predicted the availability of recent releases on cable by 1982.

"Soon to come will be the complete in-home jukebox, where the consumer, by the mere push of a button, will be able to select a recording from a vast bank of recorded music. Without the full copyright protection of a performance right, performing artists and record companies face a bleak and uncertain future," Gortikov said in his written statement.

LETTERS TO SENATE ADVOCATE 9 kHz

Early Lee Warning On AM Station Shutdowns

R&R has obtained a closely held exchange of letters between then-Chairman Bob Lee of the FCC and Senate Foreign Relations Committee Chairman Charles Percy (R-IL), in which Lee warns that failure to adopt 9 kHz channel spacing could force the shutdown of existing U.S. stations.

"To negotiate with only the spectrum available with 10 kHz spacing, the U.S. possibly could lose some existing stations," Lee wrote in an April 3 response to a letter in which Percy, whose committee would have to vote on any 9 kHz treaty, posed nine specific questions about reduced AM spacing. In his letter, Percy says this fall's Region 2 conference, where the issue will be decided, "could greatly influence the future AM radio broadcasting services that are received by the American public." He goes on to raise questions about the benefits of 9 kHz and the adequacy of U.S. preparations for the Region 2 conference.

In his response, Lee said some of the 12 new channels reduced spacing would create "can be used for resolving serious existing

interference problems between the U.S. and other countries." After warning of possible station closings, Lee said the new channels would be used for new stations only after being used "where appropriate to establish or maintain quality service with existing U.S. stations."

Responding to other questions, Lee said any new stations would "generally" be limited to one kw, although no final decision has been made. He also said the comparative studies of 9 and 10 kHz spacing now underway by the Panel of Experts in Geneva will produce results that are "quite hypothetical and theoretical."

"It is my view," Lee concluded, "that the Commission's recommendation on channel spacing should be based upon what is best for the U.S., which may not coincide with the best interests of other countries as demonstrated by the comparative study."

WABC AND KOB WAGE WAR

770 mHz AM Fight Drags On

The 40-year-old battle continues between WABC/New York and KOB/Albuquerque over which station should operate with Class I-A non-directional facilities on their shared clear channel, 770 mHz. In the late 1970's the case appeared closed, with court decisions in WABC's favor and KOB operating as a Class II-A, with directional antennas to protect WABC's nighttime skywave contour.

But KOB managed to reopen the saga earlier this year by petitioning the FCC for a rulemaking decision to take the Class I-A designation away from New York and reassign it to Albuquerque. Simultaneously, KOB filed an application to operate as a I-A should the rulemaking go through.

FCC Catches All Parties Off Guard

The FCC managed to catch all the combatants off guard when, in late April, it announced that KOB's application for I-A operation had been accepted for filing, leading many to believe it would be considered and processed, even though the I-A status for 770 is still assigned to New York.

"I think the Commission staff just made a mistake," ABC lawyer Robert Coll told R&R. Even KOB attorney Frank Fletcher said he wondered whether the acceptance would stand.

FCC Says Acceptance Routine, No Processing Until Rulemaking Complete

At the Commission, AM acting Policy & Rules chief Tom

Johnson, acknowledging "some confusion" over the acceptance, assured R&R that any further action on KOB's application will have to await results of the rulemaking proceeding. "The application was filed as a minor change application and, as such,

as soon as it comes in the door it's considered accepted for filing," said Johnson. "It has not had an engineering review and no action will be taken pending review by the Policy and Rules Division regarding their petition for rulemaking," Johnson told R&R.

Meanwhile, the decades-old contest has been complicated by new applications for local service on 770 by groups in Waxahachie, TX and Lafayette, LA.

FCC: At A Glance

Mimi Mum On 9 kHz

In her Senate confirmation hearing last week, FCC nominee Mimi Weyforth Dawson said she'll reserve judgment on 9 kHz pending results of several "outstanding studies." Dawson, top aide to Sen. Bob Packwood, said she has a "strong sense of management" and believes the "policy vacuum" at the FCC will be corrected by Congress setting "clear guidelines." Dawson will replace Bob Lee, whose term expires June 30.

Fowler Staffing Bureaus

Continuing to move quickly to take control of the Commission, Chairman Fowler has made a number of appointments: General Counsel is Steve Sharp, a Washington lawyer, once legal assistant to Commissioner Margita White; Deputy GC is Peggy Reid, who was Acting GC under Bob Lee; Office of Public Affairs will be headed by Bill Russell, moving over from a Washington PR firm; Office of Plans and Policy is headed by Peter Pitsch, a regulatory lawyer with Montgomery Ward. Acting

OPP head under Lee, Kalman Schaefer, returns to international affairs at FCC with expanded role. Washington lawyer Gary Epstein takes over Common Carrier Bureau and William Johnson is promoted from the ranks to acting head of the Cable Bureau.

RKO Decision To Be Studied

In closed session last week, the Commission decided to study further RKO's request that it ask the court to send back to the FCC the decision stripping RKO of three television licenses.

Trade Association News

RTNDA To Honor Cronkite

CBS newsman Walter Cronkite will receive RTNDA's Paul White Memorial Award September 12 at New Orleans convention. Group has also lined up CBS newsman Ed Bradley as speaker, and plans classes for stations considering computerizing their newsrooms.

Paes Heads Ohio AP Broadcasters

Helen Paes of WBBW/Youngstown has been elected President of the Ohio Associated Press Broadcasters Assn. Ed Cox of WHBC/Canton was named President-elect.

Fowler To Address IRTS

Kicking off its first newsmaker luncheon of the season, International Radio & Television Society has lined up FCC Chairman Mark Fowler for September 23 in New York City.

Freeman New Alabama AP Broadcasters Head

New President of Alabama Associated Press Broadcasters is Bob Freeman, WERC/Birmingham. Speakers for group's annual meeting were Tom Petit, NBC News, and Chuck Scarborough, WNBC/New York.

NAB's Ellis Joins Press Board

Dwight Ellis, NAB VP for Minority and Special Services, has been elected to the board of the National Press Foundation, which promotes excellence in journalism. Ellis is also President of the Capital Press Club, largest black media organization in the U.S.

It's an Original!

"It's all new, not a repackaging of an old idea,
it's a totally new concept!"



"...Perfect programming for the '80s!
...Highly professionally produced."

LARRY KNIGHT : WGBS - Miami

"People like the music mix—the concept
of old and new... the callers like the
feature information, the approach of the
show, and John Leader."

DONNA BRAKE : WSM-FM : Nashville

"We had no trouble selling the show
even before it was on the air! Call me for
the success story!"

KEN ORCHARD : KVVQ : Victorville, Calif.

"20/20 is great... it works... especially
... the features are great... this is
exactly where radio is going: information
with entertainment. And when the
information is entertainment related,
it's perfect."

SONNY JOE WHITE
WXKS : KISS 108 : Boston

"Everybody had a '20/20' station when
they grew up... what a great memory!"

JEFF KING : KPLZ : Seattle, WA

"With the abundance of syndicated
programming available to stations now,
20/20 stands out in my mind as one of
the best."

ALAN RICHMOND : KNAX : Fresno

"... within 24 hours we had our first
sponsor!"

PAUL STAGG : WCCO-FM 103 : Minneapolis

"... It's a fresh, brand new program for
the 80's!"

RON MAESTRI : KUDO : Las Vegas

"... Fits right in with our format
... we're very excited about this
new program."

BOB POLK : KOOL : Phoenix

"Incredible. Better than anything of
its kind!"

MIKE METZGER : KAKZ : Wichita, Kansas

"This is absolutely the most on target
syndicated program we've run!"
"Love it!"

GEORGE BROWN : WSJS :
Winston-Salem, N.C.

"I can't think of any show that is
better. A great, great sales tool —
it pays for itself...!"

KEN EDWARDS : KJLA : Kansas City

- 20:20 Musicworld • 20 Hits Past : 20 Hits Present • 3 Hours Weekly • Hosted by JOHN LEADER •
- Magazine-Countdown Format • Pop-Adult/Contemporary Target • Coming soon to your listening area! •

ADD SOME ORIGINALITY TO YOUR AIR. CALL (213) 467-5111

Other CFI Creations : The Elton John Special (ABC) : The Rod Stewart Special (RKO) : The Beach Boys Special (ABC) : The John Lennon Special (Ind)
Olivia Newton John Special (RKO) : The Frankie Valli Special (ABC) : The Anne Murray Special (Ind) : The Bob Seger Special (ABC) : The Love Makers
(Ind) : The Fleetwood Mac Special (ABC) : The ELO Special (ABC) : Hot Rocks (Ind) : The Eagles Special (ABC) : Ray Scott's Countdown to Kickoff
(Ind) : Kenny Loggins Special (RKO)...to name a few!

The Creative Factor INC

6255 SUNSET BOULEVARD, SUITE 1006 : HOLLYWOOD, CALIFORNIA 90028



Wendy's Earmarks \$45 Million For Local Radio Ads

Wendy's, America's third-largest fast-food chain, will be spending almost \$45 million on local radio advertising in the upcoming months — a 100 percent increase over last year's ad budget. The radio spots, targeted to air in 214 ADI's, sport catchy music, a touch of humor, and surprise endings. Interestingly, most of the radio ads will be 60 seconds in length.

Portable "Typecorder" Blends Text & Tape

Sony's "Typecorder" weighs less than three pounds, and its compact

(1½x8½x11-inch) size allows it to fit into your briefcase. While you do type on it, the unit goes far beyond the capabilities of a normal typewriter. For one, it's silent. For two, it doesn't require an AC outlet (you can use it in this manner, but it also works off of batteries). For three, it doesn't use paper. Instead, the "Typecorder" uses microcassettes to save text (up to 120 pages on a single microcassette).

Here's how it works: as you type, letters appear on a 40-character LCD display line. Special edit keys allow you to correct errors instantly, adding or deleting words as you go along. The device also features a special "steno" key that, when pressed, converts every other key into a complete word. For example, press "steno" and "a" and the word "about" appears instantly upon the LCD display.

When a line is completed, it's stored within the unit's internal memory while you go on typing. When you've finished, you simply press a button and the text is transferred onto

magnetic tape via a built-in microcassette recorder (which can also double as a dictation recorder, using the unit's built-in microphone).

Additional Adaptors Available

To get a draft of your work you can either connect the "Typecorder" to a printer or to a paper punch — a machine that punches holes in a paper tape that can be automatically read by teletypewriter systems. Or, the "Typecorder" can be connected to a special typewriter actuator device that affixes to a standard electric typewriter. The "Typecorder" 's output activates the internal solenoids of the actuator, which, in turn, press the keys of the electric typewriter.

Using an acoustic coupler, you can send data from the "Typecorder" over a phone line to a remote office printer. You can also connect the "Typecorder" to a word-processing computer (either directly or via phone lines). This latter arrangement allows you to control formatting (lines per page) or justification (right and left margins). All this for only \$1400.



"Skywriter" Toy Trips Light Fantastic

"The Skywriter," manufactured by Ideal, is one of the most unusual toys to be introduced in a while (even if it doesn't quite produce the effect illustrated in the accompanying photo). The device is basically a wand with a 43-key alphanumeric keyboard connected to a high-intensity light display.

To operate, you simply type in a message (up to 40 characters), press start, and wave the wand back and forth in an arc. The letters appear in the display one at a time, but because of the way in which your mind retains images from your eyes, the letters seem as if they are written in the air simultaneously.

As mentioned, the message doesn't hang in the air the way words written by skywriting airplanes do, but a phrase as short as your station's call letters should be no problem. All in all, a clever promotional item. Price: \$19.95.



Sony's "Typecorder"



Akai Intros High-Bias Reel-To-Reel Tape Deck

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Reps



Katz Radio

Bob McCurdy has been appointed Manager for the firm's Minneapolis sales office, coming from his previous post as an account exec with Katz's Chicago office. Prior to joining Katz, McCurdy served as Regional Sales Manager with **WNDE-WFBQ/Indianapolis**, having begun his broadcast industry career as an account exec with **WLEE/Richmond**.



Radio

Advertising Reps

Frank Fallon joins the **Westinghouse Broadcasting Company** (Group W) unit as an account exec, coming from his previous post as an account exec with **KDKA/Pittsburgh**. Prior to his arrival at KDKA in 1979, Fallon served as an account exec with **WKTQ/Pittsburgh**.



MAJOR MARKET RADIO SALES

Barry Gorline has been named to an account exec position with the rep's Los Angeles office, having previously served as the Manager for the Los Angeles office of the **H-R/Stone** rep firm.



Bernard Howard & Company, Inc.

WRVR-FM/Memphis has announced its affiliation with the rep.



McGAVREN GUILD RADIO

"Big Music America" has retained **McGavren Guild** to represent the Houston-based national talent search contest, currently offered to stations nationwide.

People

Houston

Lillian Lang has been promoted to Group Sales Director for the **Amaturo Group Inc.**, having previously served as Manager/Special Projects for the firm. Lang's prior broadcast industry experience includes having held senior sales executive posts with **WABC** and **WHN/New York**, and **WTRK-TV/Houston**, as a national salesperson with the **Christal Company**, and as a media planner with **Grey Advertising** and **Ogilvy & Mather**.

Santa Ana, CA

Dave Armstrong has been named Station Manager at **KWIZ-AM-FM**, coming from an account exec post at sister station **KLOK/San Jose**. A 16-year broadcasting veteran, Armstrong previously held positions at **KFJZ/Ft. Worth**, **WRIE/Erie, PA**, and **WKSN/Jamestown, NY**.

Los Angeles

Tom Roe has been appointed General Sales manager for **KHTZ**, coming from an account exec post at **KLOS**.

Iowa City

Ellot Keller (President), **David Haney** (Exec. VP), **Robert Norton Jr.** (VP), **Robert Downer** (Secretary), **Elizabeth Haney** (Asst. Secretary and Treasurer), and **Steven Richardson** (Asst. Treasurer) have been re-elected to the abovementioned corporate officer positions for **KRNA Inc.** — formerly **Communicators Inc.** — owner of **KRNA**. Downer, David Haney, Keller, Norton, and Richardson were also re-elected Directors of **KRNA Inc.**

New York

Lana Mercogliano has been promoted to Retail Sales Manager at **WNBC**, coming from her previous post as an account exec with the station. Prior to joining **WNBC**, Mercogliano held sales posts at **WVJN-AM-FM** and at **WINS**.

Jerome Gilels has been named Retail Sales Manager for **WXLO**. Gilels most recently served as Local Sales Manager for **WBBF/Rochester**, having begun his radio industry career as Sales Manager at **WOUR/Utica**.

Sales

KLRA/Little Rock has been sold by **KLRA Inc.** to the **Little Rock Media Corporation** for \$2.2 million.

WWGS-WCUP/Tifton, GA have been sold by the **Tifton Broadcasting Corp.** and **Beautiful Music Inc.**, respectively, to the **WWGS/WCUP Partnership** for

\$1.175 million. The FM outlet went for \$775,000 alone.

WLVN/Lockport, NY has been sold by **Hall Communications Inc.** to **Culver Communications Inc.** for an undisclosed amount, subject to **FCC** approval, according to broker **Keith Horton**.

Nets



Mutual

Dick McGeary has been named Vice President/Western Sales Manager for the net. A 20-year broadcasting veteran, McGeary most recently served as VP/GM at **KHJ/Los Angeles**, having begun his career as an account exec with the **Katz Television Network**.



ABC FM

The **Marshall Tucker Band**, recorded live in Dallas, will be featured on the net's "King Biscuit Flower Hour," airing May 31.

CBS RADIO

The net will kick off its three 20-part special broadcasts focusing on the background and careers of three separate major entertainers with "Between The Lines: **Paul Anka**," scheduled to air in July, 1981. Hosted by **WCBS-AM** Executive News Producer **Peter Bekker**, the program coincides with Anka's 25th anniversary in show business.



WAAF/Worcester, MA, **KSJO/San Jose, CA**, **WOKL/Eau Claire, WI**, **KLIZ/Breinerd, MN**, and **WSWF/Lehigh Acres, FL** have announced their affiliation with the net.

UPI

Stan Sabik has been named Director/News, Operations & Programs for the **United Press International (UPI) Audio Network**. A 15-year veteran of the wire service, Sabik headed UPI's New York bureau since 1977.



Gannett

Andrew Bragg has been appointed Controller for the **Gannett Satellite Information Network (GANSAT)**. Most recently, Bragg served as Manager/Budget & Finance Analysis for the **Washington Star**, having previously held a financial analyst's position with **Time Inc.**

Program Suppliers

Drake-Chenault

Tom Thacker has been appointed to the executive staff of the firm's current "The History Of Country Music" special feature project. A 26-year veteran of the entertainment industry, Thacker's radio background includes serving as an air personality, MD, PD, and General Manager, in addition to his having been a record producer, label exec, and promotion person.

Global Satellite Network



ROCKLINE-UP — Following **Ted Nugent's** recent appearance on the **Global Satellite Network's "Rockline"** show, the **Motor City Madman** (center) posed with the program's principals. Shown shouldering the responsibility are, from left: **KLOS/Los Angeles PD Tommy Hedges** (whose station airs the show in L.A.), **KLOS** air personality and "Rockline" host **B. Mitchel Reed**, "Rockline" Producer **Eddie Kritzer**, and Assistant Producer **Cindy Tollin**.

TM Programming

Steve Hibbard has been named consultant for **TM's** Beautiful Music format and **Ron Walton** has been appointed consultant for the firm's Stereo Rock format. Hibbard comes to his new post following five years as Operations Manager at **WYYD/Raleigh**, while Walton most recently served as Program Director for **WCGQ/Columbus, GA**. Both men will be based at **TM's** Dallas offices.

Westwood One

The "Off The Record Specials," **Westwood One's** latest weekly rock series, have been secured for national sponsorship by **Budweiser**, **Levi's** shoes and boots, and the **U.S. Navy** for the remainder of 1981. The first show in the series, premiering June 15, will feature **Rolling Stones** guitarist **Keith Richards**, with the **Police**, the **Jefferson Starship**, **Pat Benatar**, **Van Halen**, **Heart**, and **REO Speedwagon** scheduled for upcoming weeks.

Charlie & Harrigan Present

KXOA/Sacramento and **WZNG/Cypress Gardens, FL** are the latest stations to sign on for the daily airing of the custom-taped "Charlie & Harrigan Morning Show."

NewScript

"Mother Jones Audio," the weekly 4½-minute public affairs program produced by **Mother Jones** magazine, will now be heard via the following stations: **WBCN/Boston**, **KMEL/San Francisco**, **KZOK/Seattle**, **KKSN/Portland, OR**; **KFMF/Chico, CA**; and **KALO/Beaumont, TX**.

Timberline Productions

WGAN/Portland, ME has renewed its agreement to carry "Super Gold," the three-hour weekly oldies program hosted by **Chuck Buell**.



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KJJR
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Ratings & Research

"What comes next now that Quarterly Measurement has been introduced?"

Final Look At Winter Books

This week's column will conclude our series looking at the results of the Winter '81 ratings sweeps in the top 10 metros. We'll look at Boston, Houston, and Washington DC below. Keep in mind that all of these markets experienced their first Quarterly Measurement sweeps in the recent 10-week winter survey.

Boston

As has been the pattern in many of the major markets whenever QM was first introduced, there appears to have been an oversample. Arbitron may place extra sample to compensate for not knowing what the diary return may be like in weeks not previously surveyed under long QM sweeps. In Boston, the oversample resulted in an in-tab disparity, compared to the O/N '80 results, with 38% more diaries (approximately 600 more) returned this time. In the men 25-34 cell, there was an increase of usable diaries from 145 to 221, with other demos also showing increased in-tab, leading to more stable estimates.

The big news in Boston in the past book was the continued surge of AOR leader WCOZ. The station scored quite a coup, topping the market 12+, with an 11 share in the metro. Since the bulk of the audience is in the 12-24 demos, we used the Market-Buy-Market© computer system to track what has happened over the last three books to this key demo:

Time Spent Listening Report Boston Metro

Persons 12-24	Monday-Sunday	6am-Midnight
WCOZ	Minutes Per Day Listened	
J/A'80	O/N'80	Winter'81
97	99	110

In addition to the steadily rising TSL, the station has also experienced a notable cume jump. Since the summer book, the 12-24 cume for WCOZ has risen by almost 120,000, to just over 480,000. Healthy numbers in any book!

Washington, D.C.

Oversample also transpired in DC it appears, but not by as much as Boston. In Washington there were 18% more diaries (approximately 300 extra) returned in a usable form this sweep versus the fall. Most affected were teens and women 25-44. There were 90 more teen in-tab diaries (317 vs. 227), while in women 25-44 the figure was 100 more returned diaries (492 vs. 392). Stations appealing to either the teen or prime female targets had more cume possibilities this sweep, and the

higher diary return means slightly more reliable estimates.

One of the more intense battles in the nation has been taking place recently between perennial CHR leader WPGC-AM-FM and challenger WRQX, ABC's FM. WRQX has spent tons of promotional dollars in the last year or so, while WPGC has been trying to counter. In the winter results WRQX opened a gap between itself and WPGC. Let's see what might have contributed.

From a cume viewpoint, WPGC-AM-FM (the AM is a daytimer) lost some ground among the target 18-34 year-olds. The stations saw their cume slip approximately 20% in this demo, comparing fall to winter data, while WRQX gained and surpassed the combined WPGC-AM-FM total 18-34 cume. On the Time Spent Listening front, WRQX showed upward movement also:

Time Spent Listening Report

Washington, D.C. Metro

Adults 18-34	Monday-Sunday	6am-Midnight
	Minutes Per Day Listened	
	O/N'80	Winter'81
WRQX	52	73
WPGC-FM	71	61

For this analysis we used the Market-Buy-Market system to delve into just the two full-time stations.

It will bear watching to see if WPGC is able to recoup, and to see just how long this monumental battle can continue.

Houston

Diary return in the Houston metro was good in most cases, but two demos suffered slightly. Men 18-24 had cume values that averaged over 1500 (over 1000 is considered high for most demos in most markets), as did women 65+. The other cells saw relatively stable return figures.

Over the last year three stations have really prospered in Houston. CHR entity KRBE, Country KIKK-FM and Black KMJQ have all posted significant gains since the J/F'80 sweep. Let's see what might have helped.

Looking at the core 18-34 demos, we can see below that KIKK-FM has shown the largest growth in terms of TSL:

Time Spent Listening Report

Houston Metro

Adults 18-34	Monday-Sunday	6am-Midnight
	Minutes Per Day Listened	
	J/F'80	Winter'81
KMJQ	131	125
KIKK-FM	85	100
KRBE	51	62

Q&A

In response to a column several weeks ago on the production changes Arbitron is making to try to get all the Quarterly Measurement books out before Labor Day, Jeff King, PD of KPLZ/Seattle, wonders, "In chronic slogan conflict situations such as the '101' problem here, is it fair research for Arbitron to be eliminating callbacks to resolve slogan conflicts?"

I guess "fair" depends on your perspective. From Arbitron's point of view, the eliminating of callbacks during production, and the reliance on "ascription" to resolve slogan or call letter confusion is an improvement in that it shortens the time necessary to get your books out. However, as I've pointed out in several of my columns, ascription is not necessarily a panacea and thus there may be a question as to the validity inherent in market data involving slogan or call letter conflicts. We'll have to see how it looks when the books come out, Jeff, to determine if ascription has been "fair" to the stations involved.

Week In Review

Arbitron Considers Alternative Pricing

The recent meeting of Arbitron and the Radio Advisory Council produced several major highlights. Foremost was the agreement by Arbitron to follow Council suggestions and review the company's current pricing policy. The Council proposed that Arbitron consider using "political rates... or the highest rate actually charged by a station" as the basis for subscription to the Arbitron service, as opposed to the current reliance on the highest open minute rate published in SRDS. Stations have suffered as a result of having pulled their rates from SRDS in order to avoid Arbitron rate increases. Arbitron promised the Council that the firm would "respond shortly on the feasibility of an alternative pricing structure."

Other key items addressed at the Atlanta meeting included a Council proposal that Arbitron reinstate five-year contracts; the Council expressing concern over monthly reports involved in Quarterly Measurement; the broadcasters asking Arbitron to see that summer ratings reports remain optional for stations in markets where such reports might be published; and a resolution asking Arbitron to research the idea of publishing data based on four-week cume.

Birch Report Has New Address

Owing to building damage caused by a torrential downpour, the Birch Report has moved its offices. The firm's new location is 3200 N. University Drive, Coral Springs, FL 33065. Phone number remains as before.

Cume is a factor that must be considered here also. In the 18-34 demos KMJQ has jumped 33% in the last year, to just over 230,000. KIKK-FM has grown 18% to land right at the 200,000 level. KRBE has risen 24% in the last year, to score just under 190,000 18-34 year-olds.

Besides the worthwhile growth in 18-34 cume for all three stations, both KRBE and KMJQ have shown impressive teen strength. KRBE and KMJQ now rank 1-2 in the teens, with almost half the market between them.

What Next?

Broadcasters in these three markets, and those in other areas where QM was used for the first time, must be wondering, as did the Peggy Lee song, "Is That All There Is?" What comes next, now that Quarterly Measurement has been introduced? Well, for one thing, you can expect that the oversamples may be reduced, since this is an expensive proposition for Arbitron. What will happen should that take place is that estimates may get slightly less stable. Demos which are notoriously poor for returning diaries may crop up again as problems, and stations that appeal to young males, for instance, may see fluctuations in their numbers.

Now that the winter books are out, the industry is holding its breath waiting for the spring data. Beginning in July we'll see those numbers. In the meantime I hope to see you — here next week!

**Jhan
Hiber**



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COVER

"It Didn't Take Long"

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|------------|-------------|
| KRBE on | WDJX on |
| KIQQ on | KERN add |
| KEZR add | KNBQ on |
| WHFM add | KYSN on |
| WJDX on | KCPX deb 34 |
| KXX106 add | FM103 on |
| WSGN on | WFBG on |
| WAAY add | 14WK add |
| Y103 on | WISE add |
| BJ105 on | KVOL add |
| KX104 add | KENI on |
| 92Q on | KBOZ on |
| WGH on | KOOK on |
| WRVQ on | KFXD on |
| | KRLC on |

Produced by Peter Coleman



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Letters

Continued from Page 3
of days, possibly the body's running a quart low or maybe a brick short, but isn't it the radio stations that are paying Arbitron Radio those big dollars to keep the doors swingin' on hinges? Doesn't Arbitron's attitude give the same feeling you felt after finding out the new kid peddler on the sales staff said to the agency, "I'll just go around you to the client!" ... Wasn't that the same day your sales manager threw himself on the spindle reaching for oxygen?

When are we going to break the news to Arbitron that we're not working for them? When are we going to stop running around town the day after issue waving the new numbers? When are we going to stop "leaking" numbers to newspapers for their interpretation? We, in the radio biz, are making numbers everything; numbers are a part of it, but they aren't all of it! We seem to keep coming up with paint but we're running out of corners!

ARBITRON... CAN YOU HEAR US UP THERE?

Sam Sherwood
VP/GM
KHOW-AM-FM/Denver

Tribute To Les Sand

Dear R&R:

I read with great sadness the news of the death of Les Sand. But to me, for a very special reason, two paragraphs of copy did not do justice to a very special man.

It was about three years ago that I met Les. I was working in a department store after graduating college. As is the case for many of us trying to break into our first station, I was having little success. We began to talk, and he showed interest in my struggle.

During the next few weeks we met, while I sat open-mouthed at his awards and photographs of his career, he talked about radio and his life. He listened to my tapes and critiqued them. And all the time I had this sense that this man was giving something to someone that he was never lucky enough to have... the wisdom and good advice of someone who really cared.

For this complete stranger to treat me this way was more than gratifying, it was to instill in me a feeling about our business. That feeling keeps me going no matter how bad things get. You see, as long as I can say I knew men like Les Sand, then I can say my career has been worth it.

I hope all of your readers are as lucky as I am.
David Kruh
WVNH/Salem, NH

WMAL

Continued from Page 1
stated her claim in the most colorful language. We, of course, deny the allegations and intend to fight and will answer appropriately. About 20 days from now our answer will be filed in court."

In the suit filed in D.C. Superior Court, Castro-Arrien is seeking \$10 million in damages from Ockerhausen and a similar amount from WMAL and ABC. The Washington Post reported that a similar complaint filed with the D.C. Human Rights Office resulted in a finding of "probable cause" to believe the allegations are founded, but the complaint was withdrawn because Castro-Arrien could not press the lawsuit and the complaint at the same time.

United

Continued from Page 1
ton, in 1975 for airing lottery information and false advertising, and for lack of supervision and failure to correct technical violations. In 1975 United was also denied renewal of WFAB/Miami.

In addition to WOOK, United owns 100% of WSID & WLPL/Baltimore; WINX/Rockville, MD; WJMO & WLYT-FM/Cleveland; WMUR-TV/Manchester, NH; plus cable television properties in New England and a weekly newspaper in New Jersey. United owns 95% of KALI/San Gabriel, CA; KSOL-FM/San Mateo, CA; and KECC-TV/El Centro, CA. Subject to FCC approval, United has agreed to sell WMUR, KECC, and WJMO.

KWST

Continued from Page 1
leader in the Los Angeles radio market."

Martin's appointment was effective immediately. The announced format shift, coupled with Ferguson's departure, led to speculation that other staff changes were imminent. KWST has been an AOR station since 1974.

Ferguson told R&R, "When I came in, KWST had a 7; I'm leaving it with a 1.6. I'm reasonably satisfied with the progress we made under the circumstances. I think we were on the right track; with more time I think we would have become more successful. But that's the biz."



KRLY JUMPS FOR JELLO — Not once, not twice, but this is the third annual KRLY/Houston Jello Jump held to raise money for the Leukemia Society. 94 lucky people sloshed through the ooze to find keys which would open a 1981 car.

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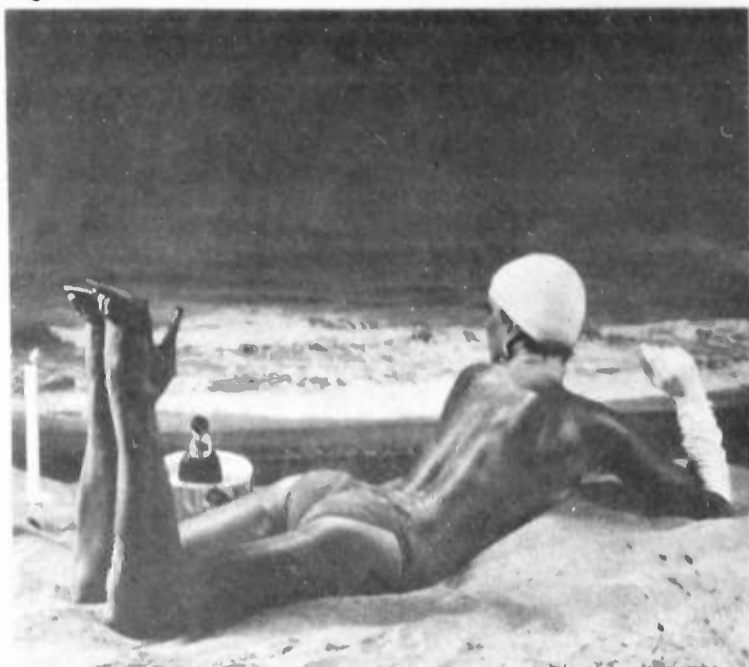
KEZR
KJR
KPLZ

WHHY 24-21
KELO 15-12
WTRU 25-22

WNCI 26-23
KCPX 24-21
WJBQ 31-26

KXX106 24-20
WSGN 27-24
Z104 29-26

WKRZ-FM 27-24
KSET-FM 29-25
WTIX 35-32



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| KMGN (MAGIC98) — Bakersfield | KLBS — Los Banos/Merced |
| KOZZ — Reno | KLRB — Carmel |
| KCPX — Salt Lake City | KFM — Chico |
| KTYD — Santa Barbara | KTCL — Fort Collins |
| KWXL — Albuquerque | KKRL — Carroll |
| WAZU — Springfield | KUUL — Madera |
| Q104 (KIDQ) — Boise | KSPN — Aspen |
| WXKE — Fort Wayne | KSKI — Sun Valley |
| WKWF — Key West | KQDS — Duluth |
| KSHE — St. Louis | KIDE — Hoopa |
| KMOD — Tulsa | KXFM — Santa Maria |
| KILQ — Colorado Springs | KZEL — Eugene |
| 91X (XTRA) — San Diego | WCKO/FM102 — Ft. Lauderdale |
| WBAB — Long Island | WXTQ — Athens, Ohio |
| WLIR — Long Island | WNCS — Montpelier |
| KKDJ — Fresno | WPDH — Poughkeepsie |
| KKSN — Portland | KRKN — Anchorage |
| WEZX — Scranton, Pa. | K102 — Modesto, Ca. |
| KBOS — Tulare | WBWB (97WB) — Bloomington, Ind. |
| WNEW — New York | |



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| KUKI — Ukiah | KRSB — Roseburg |
| KIQY — Lebanon | KPOD — Crescent City |
| KSTN — Stockton | KFXM — San Bernardino |
| WVAQ — Morgantown | KYSN — Colorado Springs |
| KMLS — Santa Rosa | |

PERPETUAL
PROMOTION



STREET TALK

The announced format shift for KWST/Los Angeles (see Page 1) is only the beginning. As R&R went to press, station personalities Steve Downes, J.J. Jackson, Rich Dalton and Dusty Street had all exited. Ex-PD Ted Ferguson announced that he would join KIQQ/Los Angeles "in the areas of promotion and research." (Ted had programmed WDRQ/Detroit with KIQQ's GM George Wilson a few years back, which made the rapid placement easier.) Reportedly, ex-KHJ jock Bobby Ocean will be a part of the new "mass appeal" KWST staff and remaining KWST jocks China Smith and Raechel Donahue will be asked to stay on. Film at 11.

Is it true that the Peaches record chain has filed for bankruptcy?

WKYS/Washington PD Donnie Simpson has reportedly turned down a million-dollar five-year offer from a New York station to sign a new three-year pact with the NBC Washington outlet. However, we hear that WKYS air personality Glenn Holtzer is about to move over to WJMD as morning man.

Chicago jock Bill Evans (Mr. Bill) informed WMET management last Friday (5-20) at 5pm that he was resigning to join WLUP, which he did exactly one hour later. WMET was quickly granted a restraining order, keeping Evans off the Loop for at least 10 days. Amazingly, over the long Memorial Day weekend handbills saying "Free Mr. Bill" appeared all over the city, and WLUP was encouraging listeners who wanted to hear Mr. Bill on WLUP to write or call in. The two stations will be back in court soon in hopes of resolving the Mr. Bill situation, but it's doubtful that the courts can settle the overall AOR conflict going on in the city. These two stations are really battling.

Street Talk is that KIIS-FM/Los Angeles is very close to a final deal with a new PD for the station. The announcement could come as soon as next week.



"The old program director told us you have a good head on your shoulders, boy... so, as a departing gift, we'd like to present it to you in one of these lovely baskets..."

Trading Post Right On Target

WBTM/Danville, VA has a reputation for moving items that are hard to sell on its daily "Trading Post" show, and the show's host, Ned Richardson, figured that he'd heard it all in 25 years of fielding callers, until a few weeks ago.

A woman caller dialed up the swap show with something to sell. It was blue steel, 3½ feet long, and fired about a thousand rounds of ammunition a minute. Just a friendly Danville housewife trying to unload a machine gun.

Richardson told her, "Lady, you're violating the law if you have a machine gun... unless it's filled with lead." The lady laughed.

However, the local and federal authorities didn't think the incident was the least bit funny. A quick call to the station to determine the lady's phone number and the search was on. The weapon turned out to be a vintage, pre-World War II German aircraft machine gun worth over \$5000. And as if that weren't enough... the gun had been stolen from the Smithsonian Institute. Once again WBTM's "Trading Post" had lived up to its reputation.

Look for Gary Owens to leave his afternoon airshift at KMPC/Los Angeles around mid-June. The speculation that Gary would exit the station has been fairly widespread recently, but the whole story is very positive. Gary will be named Creative Director for KMPC's parent company Golden West Broadcasting and will become directly involved with all GWB radio and television properties. At a time when KMPC has shifted away from music programming, Gary's new position with the company should allow him to express his creative expertise in a way KMPC's format could not properly showcase. Congratulations to Gary.

Chuck Buell has not left KIMN/Denver for Las Vegas. The confusion may have arisen from Chuck's nightly appearance on KMJJ via his syndicated show. Chuck is also appearing on several other stations around the country with a syndicated oldies show produced by Timberline Productions. And, if you've flown Continental Airlines lately, yes, that's Chuck on your headset there too. This guy is very busy.

Fred Story, PD of WRJZ/Knoxville for the last year, will exit the station June 12 to join the staff of WBCY/Charlotte. The move will reunite Fred with his former boss at WRJZ, Bob Kaghan, who is PD at WBCY. Curtis Parham will be acting PD at WRJZ until a permanent replacement is named.

And finally, WZAK/Cleveland PD Harry O reports that he held a jock meeting recently to discuss the recurring problem of sloppy boardwork. He called it, "The Potsdown Conference."

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THE BACK PAGE
BREAKERS



Sheena Easton "Modern Girl"

Produced by Christopher Neil.

NEW & ACTIVE

SHEENA EASTON "Modern Girl" (EMI America) 116/15
Moves: Up 48, Debuts 23, Same 30, Down 0, Adds 15, PRO-FM, WZUU, KFI,
WICC, Q106, 14Q, V100, KELP, WERC, WRJZ, KOFM, WIKS, KGGI, 14WK,
KSLY.



Cliff Richard "Give A Little Bit More"

Produced by Alan Tarney.

WABC deb 36	WHFM 31-25	KSTT 30-26
WKBW 22-17	WAEB 8-6	KIOA deb 29
WBEN-FM 28-18	KBFM 17-13	WNAM add
WFIL 22-20	KEEL 25-22	KCPX 17-15
WIFI 28-25	KQ94 deb 30	KLUC 16-10
WCAO 23-20	KXX106 27-23	WHY 22-19
WXKS-FM deb 30	WERC 21-17	WCGQ 22-19
JB105 10-7	WAAY 11-8	WFLB 7-6
WZZP add	KX104 deb 27	FM99 23-19
KFRC 35-33	WNOX 24-20	KKXL 10-9
KOPA 11-10	KJ100 27-22	KATI 27-21
WOLF 18-9	WLOL-FM 12-11	KBOZ 30-24



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Roger Taylor's "Let's Get Crazy" E-47151



Roger Taylor, drummer for Queen, goes off on a solo flight and gets real "crazy."

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| WIMZ | WPYX | WMMS | KMET |
| WBCN | WLIR | WMJQ | KLOS |
| WCCC | WBAB | WSYR-FM | KROQ |
| WHCN | WAVA | WLAV-FM | KSJO |

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TV's Top Ten Spenders Slowing Down

Six of the top ten TV advertisers reduced their 1980 expenditures in the medium or increased them at a rate significantly lower than the rise in commercial time cost (9.5% last year), according to a **Television Bureau of Advertising** survey. However, the other four all increased their spending 15% or more, with the leading advertiser, **Procter & Gamble**, adding 15% to reach \$486.3 million. The top ten advertisers and their 1980 budgets in millions (with percentage change in parentheses) were: 1) Procter & Gamble, \$486 (+15) 2) **General Foods**, \$278 (+1) 3) **American Home Products**, \$157 (+2) 4) **Ford Motor**, \$154 (+28) 5) **PepsiCo**, \$144 (+22) 6) **General Motors**, \$140 (+0.2) 7) **General Mills**, \$137 (-4) 8) **Bristol-Myers**, \$125 (-8) 9) **McDonald's**, \$120 (-5), and 10) **Phillip Morris**, \$119 (+20).

Note: Because of delays caused by the Monday Memorial Day holiday, the latest **Nielsen** TV ratings were unavailable by press time; they will appear with next week's ratings in the June 6 issue.



DICK CLARK EYES KIM CARNES — Kim Carnes is interviewed on the "American Bandstand" set for her June 6 appearance on the show.

Westinghouse Forms Satellite Program Company

Westinghouse Broadcasting has formed **Group W Satellite Communications** to supply program services to cable subscribers, planning to produce and sell programming in early 1982 via five transponders leased on the **Westar IV** satellite scheduled to be launched around that time.



CULTURAL COMMENTATORS — Pictured during a taping of KHJ-TV/Los Angeles's "Midmorning Show" discussing literary and musical trends are (l-r) author **Gore Vidal**, **Polygram** VP **Russ Regan**, and **ASCAP** VP **Arthur Hamilton**.

Music On TV

Don McLean and the **Spinners** are on "American Bandstand" May 30... "Solid Gold" features cohost **Barry White** and guests **Gary U.S. Bonds**, the **Dirt Band**, **Terri Gibbs**, **Pure Prairie League**, **Conway Twitty**, and **Carl Wilson** the week of May 29... **Side Effect** is on "Soul Train" May 30... **John O'Banion** appears on "Merv Griffin" June 3.

VIDEOSCOPE:

VCR SALES UP 150% FROM '80 LEVELS: Videocassette recorder sales to retailers numbered 78,571 units during April of 1981, an increase of 150 percent over figures for April of 1980, according to statistics compiled by the Marketing Services Department of the Electronic Industries Association's Consumer Electronics Group. Meanwhile, VCR sales during the first 17 weeks of 1981 totalled 347,085 units, an 83 percent increase over the comparable period of 1980... **RCA EXPANDS VIDEODISC CATALOG BY 26 TITLES:** RCA announced it will add 26 titles from a variety of sources to its videodisc catalog by summer. Among the films to become available will be the previously announced Oscar-winning "Ordinary People," "Airplane," "The Pink Panther," "Goldfinger," "Chinatown," "North Dallas Forty," "American Gigolo," "The War Of The Worlds," "Farewell My Lovely," "Harold & Maude," "The Great Escape," "Fantastic Voyage," and "The Shootist." Music-related programming will include "The Last Waltz" (featuring the Band and additional luminaries), the Elvis Presley vehicle "King Creole," "Paul Simon In Concert," "Richard Pryor — Live In Concert," and "Don Kirshner Presents — Rock Concert (Volume 1)," the latter a compilation of performances from the TV show... **"DUMBO" COMES TO HOME VIDEO:** Walt Disney's 1941 animated feature "Dumbo" will be available to the home video market beginning in June. "Dumbo" will be offered via rental only from authorized Disney home videocassette dealers. In addition, Disney Home Video will issue 11 more titles on a sale or rental basis, including "The Absent-Minded Professor" and three collections of cartoon shorts featuring Mickey Mouse, Donald Duck, and Chip 'n' Dale...

The Gary Owens column will return next week.

THE FIRST THING ON YOUR MIND
IS THE SECOND SINGLE FROM

.38 SPECIAL "FANTASY GIRL"

AM 2330



WILD-EYED SOUTHERN BOYS IS
GOLD AND CLOSING ON PLATINUM. THOSE
WILD-EYED SOUTHERN BOYS ARE
BUSTING LOOSE ALL OVER AMERICA.

"FANTASY GIRL" THE SINGLE TO WATCH FROM
.38 SPECIAL.

Produced by Rodney Mills · Production Associates: Don Barnes and Jeff Carlisi
Management: Mark Spector/David Passick · Agent: Terry Rhodes



WILD-EYED SOUTHERN BOYS ON A&M RECORDS & TAPES

SP 4835



.38 SPECIAL TAKES AIM — Atlanta is like a second home to A&M recording artists .38 Special. Shown backstage at a recent concert appearance (l-r) are Donnie Van Zant, 94Q/Atlanta MD Jeff McCartney, and .38 Special group member Don Barnes and son Jason.



FM102'S RECORD RUN — Sacramento's FM102 held a 102-second record run in conjunction with Tower Records recently, turning loose a contest winner for 102 seconds to gather up all the LP's she could. Pictured at the store are (l-r) several Tower employees, FM102's Mark Preston (center), the winner, and former FM102 PD (now at 13K/San Diego) Jeff Lucifer.



WLAM SUPERWALK — WLAM/Lewiston broadcast live at the starting point for the station's March of Dimes Superwalk. Listeners preparing for a long march watch Chris Layne do his show. The station raised over \$30,000 in the 17-mile walk.



RUN FOOL RUN — KEZR/San Jose sponsored its third annual "Fool's Parade & Run" for the benefit of the Children's Cancer Research Institute. Over 1500 participated. Shown here (l-r): Operations Manager Pete Shannon, PD Bob Harlow, Promotion Director Ellen White, and the Fool (morn'ing man) Steve Behm.



DO YOU TAKE THIS CONEHEAD? — WKBO/Harrisburgh offered \$5000 to find out what outrageous stunt people would do for the money. A couple, engaged to be married, took early vows to be wed in conehead outfits to earn the prize money. Pictured between the happy couple is PD Tim Burns.

BRAD MESSER



The Sounds Of Radio News

We're used to using the sounds of news in our broadcasts. The band in the downtown parade. The bugler playing "Taps." A noisy street demonstration.

We know getting sound into newscasts is important and we know why, but occasionally there's discussion about whether using sound effects might be deceptive. I have a couple of examples which seem to defy black-and-white yes-or-no categorizing.

You may find this one hard to believe but it happened. A station equipped its mobile news units with wireless FM mikes, so the reporter could walk over to his story, key the hand-held wireless (which activated the mobile unit's two-way), and go on the air live from nearly anyplace. It was a fine setup and sounded clean, but the station began getting calls from listeners saying things like, "How come you guys say you're at the scene? Anyone can hear you're just reporting from a room!"

There were some debates about whether it would be deceptive to rework that clean signal to sound truly remote. The final decision was to play a closed-loop cart of static under most from-the-scene reports so they'd sound like what they were. There is no doubt an element of deception in that, but whether it is perfectly acceptable to fake anything even as benign as static is questionable to some journalists.

Another example. I once heard a newsroom supervisor's end of a telephone conversation with a correspondent in Paris. "I know you're in Paris, and you know where you are, but your features don't sound like they're from Paris. Do something about it next time, please!" In his next flight of feature reports the correspondent had laid down a background track of Paris street sounds, and outcued himself "from a little sidewalk cafe on the Champs de Elysees." Yep, it sounded like it came from Paris, but the guy filed the reports from a hotel room while playing a cassette of sound effects. Right or wrong? Moral or Reprehensible? You tell me. I come up with a slightly different answer each time I consider it.

Nickname Follow-Up

A few weeks ago I brought up the subject of nicknames given bosses by their employees, and asked for volunteers to reveal the secret behind-their-back nicknames of supervisors at their stations. Hey, you guys are gross! We can't even print stuff like that. Thanks anyway, though.

CALENDAR

Superman Couldn't Get Up Rapidly

MONDAY, JUNE 1: The first of the underwear characters appeared in a comic book 43 years ago today, when Superman made his debut in issue No. 1 of Action Comics in 1938. During the first few years Supe could leap but not really fly, and when his creators decided to give him the power of full flight, they worked into it gradually: he had to push himself off from buildings to get started.

Andy Griffith is 55. Pat Boone is 47. In several states in the South this is a holiday, Jefferson Davis's birthday.

The Birth Of Radio

TUESDAY, JUNE 2: The Marconi brothers of Bologna, Italy, perfected a device to send radio signals in 1885, but couldn't convince the federal government of its potential. So Guglielmo Marconi packed up his wires and batteries and went to England, where the invention was appreciated, and later came to America for demonstrations. He received the U.S. Patent for the radio in 1896, 85 years ago today.

One year ago former U.S. Attorney General Ramsey Clark and nine fellow travelers were in Iran, defying the Carter travel ban, trying to negotiate the release of our hostages.

Marvin Hamliach is 37. Stacy Keach is 40. Sally Kellerman is 44. Moon-mission Commander Charles "Pete" Conrad is 51.

The Russians Are/Aren't Attacking

WEDNESDAY, JUNE 3: A year ago today the first publicized instance of false alarms occurred in the Early Warning defense network of the United States. A hundred B-52 bombers had their engines warming up, the Presidential flying command post plane was prepared for takeoff, and the U.S. missile communications network got extra-busy . . . all within the three minutes it took for humans to override the system and decide the attack warnings were false. This false alarm and others are used as a selling point for the defense system now, in arguments that say humans remain in charge, and machines or computers will never push our big Attack Button by mistake by themselves.

New York City hired the first Meter Maids today in 1960, to save money: qualified police officers could be put back on the beats, and less expensive specialists could hand out parking tickets.

Tony Curtis is 56. Banker Bert Lance is 50.

White House, Built, Burned

THURSDAY, JUNE 4: 181 years ago today the White House became a turnkey job, ready for President and Mrs. Adams to move into (1800). Twelve years later the U.S. and Great Britain went to war, and in 1814 the British burned our White House and the Capitol building.

Today in 1942 the Japanese Fleet was attacked near the Midway Islands in the Pacific by U.S. forces, in the Battle of Midway. America lost two ships and 100 aircraft, the Japanese lost seven large ships and 275 planes, in the critical Pacific encounter.

Gordon Waller (Peter & Gordon) is 36. Bruce Dern is 45. Dennis Weaver is 57. Charles Collingwood is 64.

The First Drive-In Theater

FRIDAY, JUNE 5: Forty-eight years ago this weekend the first drive-in movie theater opened at Camden, New Jersey. The 1933 movie fans could see "Wife Beware!" for a dollar-a-car, and six hundred people showed up for the first night.

Israel and Egypt began fighting what turned out to be the brief Six-Day War 14 years ago today, and when it ended Israel's territory had expanded 600 percent.

Harry Nilsson is 40. Bill Moyers is 57.



EARTH NEWS

THIS WEEK:
JACK BURNS
of ABC's "Fridays"

NEXT WEEK:
CAROLE BAYER SAGER

Call Jim Brady (213) 392-8611
2623 Main Street Santa Monica, CA 90405

These Stations Know What Chaka's "Gonna Do" For Them:

WABC 22-11	KSET-FM 22-19
WKTU	KINT deb 39
WFIL add	WTIX add
WXKS-FM 10-9	B97 deb 27
KRLY 19-T6	WFMF on
Q105 add 25	WJDX 16-14
Y100 add 25	WAXY 27-26
KNUS 29-21	92Q deb 28
KEARTH 20-18	WQRK add
KRLA 9-9	KERN add
KFI add 29	KYNO-FM deb 29
KIIS-FM 10-9	FM102 28-20
KIQQ 31-27	KGGI 26-19
WPGA add 31	KHYT deb 23
95SGF on	F99 on



CHAKA KHAN

"What Cha' Gonna Do For Me"

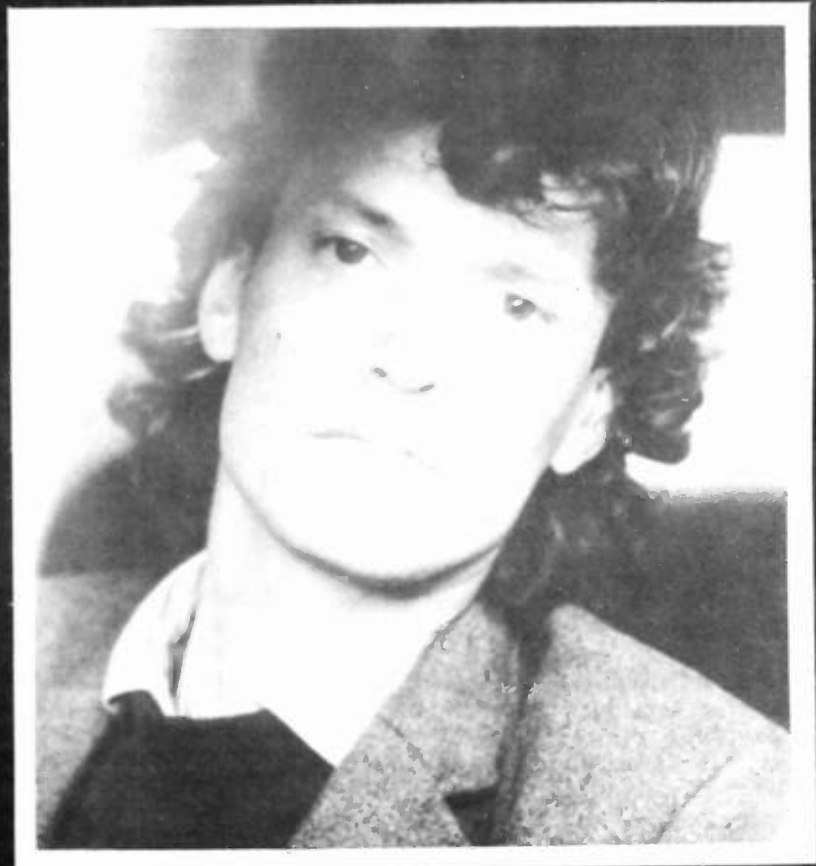
Produced by Arif Mardin



ON WARNER BROS. RECORDS

ALL THESE STATIONS HAVE BOARDED THE "ARC"...

KRBE	KEGL	WVIC	WFOX
KBEO	KINT	KIOA	WCGQ
KSFX	KBFM	KWEN	WISE
CFTR	KLAZ	WNAM	WFLB
CHUM	WJDX	WDJX	WANS-FM
CKGM	KXX106	WISM	WXLK
KEZR	Y103	KKXX	FM99
KOPA	CK101	K96	WKXY
WOLF	WSKZ	KLUC	WTRU
WFLY	WOKI	KTKT	KKLS
WICC	WBCY	WLAM	KBOZ
WPST	WRVO	14WK	KOOK
WAQY	KJ100	WCIR	KRLC
WKEE	WVLK	WACZ	



"ARC OF A DIVER"

STEVE WINWOOD

PRODUCED BY STEVE WINWOOD



ON ISLAND RECORDS

Manufactured and Distributed by Warner Bros. Records



Joel
Denver

RECORD INDUSTRY LEADERS



One-Format Hits Getting Rare

Just as radio has started to specialize over the last several years, so has the record industry. Realizing the need for increased airplay to achieve the same levels of sales as in previous years, labels have concentrated more on crossover hits than ever before.

There was a time that CHR, AOR, A/C, Black, and Country all had hits that sold well but were indigenous only to their respective formats. Today we are seeing fewer of these one-format hits. I talked with five record executives for their opinions about the lack of one-format hits.

Frank Dileo, National Promotion Director, Epic/Portrait/Associated Labels

"I don't think that we as an industry can afford to gear ourselves into a one-format hit situation anymore. You need to have as many elements of the audience included as possible, and that means exposure on more than one format to have a huge hit."

Frank did point out an exception on his own label. "Molly Hatchet is a good example of an artist that's had little CHR airplay, but because of the large AOR acceptance has sold a lot of product. We realize at this point in time it might be difficult for Molly Hatchet to have a top 10 single, but any airplay from CHR helps to sell albums."

Along the same lines, Frank touched on REO Speedwagon. "There was a time they were in the same position as Molly Hatchet. REO sold a lot of albums, but no hit singles. We stuck with them and CHR finally adopted them and we've had a big level of success with them, even on the A/C level. I really don't think REO would be a CHR hit act today if it hadn't had an extensive AOR base."

Careful work with the A&R department is essential for the promotion department. "My own A&R department will discuss everything with me that is of hit single potential. We try and pick one that will be accepted by a majority of stations and formats, and will not compromise the artist's sound or hardcore audience," explained Frank.

Many times record companies have been accused of promoting singles they know will never cross, causing hard feelings on the part of some programmers. Frank commented, "You never know. Records have become hits because someone becomes a hero and takes a shot. Even if you only get a record halfway up the charts it still has laid a base for the artist in a new format and has helped to sell some albums."

Summing up his feelings, Frank said, "Music is music and I wish we didn't have to categorize it so much. Pure CHR records sell very little and the same goes for A/C. Combine the two formats with a hit record and you will sell a lot of product."

Scott Kranzberg, VP/Promotion, Boardwalk Records

Citing an example of a one-format hit record, Scott Kranzberg remarked, "Had the Get Wet single 'Just So Lonely' been spread to other formats besides CHR, it would have been a much bigger hit. We only had a small scattering of A/C stations playing the record, and with the fractionalization of radio, it's almost impossible to have a hit record that sells with only one format giving it airplay. Looking at the R&R National Airplay/30 in the May 22 issue, there's not one record on that chart not getting airplay on more than one format."

Scott went on to explain why multiformat penetration is necessary. "To become a sales monster, you have to realize that people don't listen to just one or two stations anymore. With this in mind you have got to spread and increase the frequency of impressions, by getting as many stations to play the record as possible.

"The only exception to this would be in Miami or Buffalo. You can get a pure CHR record on Y100 and it will be a smash. In Buffalo, get it on WKBW and WBEN-FM and it can be a smash without any other format. The Rovers went #1, and so did George Burns's record. They only got airplay on 'KB' and 'BEN.'"

What is the combination of formats that generates the biggest sales? "I would think it would be the CHR-AOR combination with the CHR-A/C combination a close second," Scott offered. "Labels are becoming more aware of this all the time and becoming more selective in their signings.

"Unless you have this two-format combination, you might get a lot of airplay and still lose money on the project. Nell Bogart and the A&R department at Boardwalk are critically aware of these facts and are making the artists and producers aware of these things. Black companies have been using the crossover principle for years, and now it is more important than ever for white records to crossover too," concluded Scott.

Skip Miller, VP/Promotion, Motown Records

"I never did agree with the one-format hit," stated Skip Miller. "Today you have more educated people in radio and promotion. Record company bottom lines are predicated on hits that sell, and radio stations want hits that win rating points. A programmer is like an A&R person to a promotion person and a promotion person is like a marketing expert to a programmer."

Defining his ideas a bit further, Skip added, "A programmer is trying to create a sound and we are trying to sell a sound. Programmers now can take record company information and apply it to their formats and criteria to determine crossover potential better than ever."

Motown Records is the most successful black record company. The reason according to Skip is "a longstanding crossover policy at Motown. Get a hit on Black radio and spread it to CHR and hopefully A/C too. When we hit all three, these become our biggest hits. Our artists that consistently hit more than one format, record after record, are naturally the most successful."

Skip pointed out a good example of a crossover that was big before it hit other formats. "Marvin Gaye's 'Got To Give It Up' was over a million units before CHR or A/C ever thought of playing it. This is rare. When they did, sales went through the roof.

"Today with the costs involved with production and market penetration, it becomes imperative to take every record and spread it as far as you can. If the ratio of successfully spread hits is increased even one percent, it makes a huge difference in the label's growth."

Realistically, it's impossible to cross every record into every format, but Skip noted, "I will try and cross anything that shows hit potential. If I am successful, I



Scott Kranzberg

will try again and again. If you don't keep bringing that artist back to the audience, they will soon forget who it is."

Burt Stein, VP/Promotion, Elektra/Asylum Records

Echoing everyone's previous sentiments, Burt Stein added, "A record that only gets played on one format is really in trouble. I'm now going through the process of deciding what the next John O'Banion single should be. If his last record had gotten more A/C play it would have been bigger."

Like Scott's Get Wet record, John O'Banion received mostly CHR airplay. "I really believe that PD's are looking for those records that not only sound good, but can be heard on more stations in town for reasons of familiarity. Those records that work on CHR and A/C are the most valuable airplay records. They are the mainstream hits of the business.

Burt went on to describe the ideal situation. "If you as a record company constantly supply the best of R&B, AOR, CHR, A/C, and Country to every other format, the potential for profit is unlimited, as more of these records will go Top 10 on the R&R CHR Chart. CHR is the catch-all format. It is the mass appeal format that is the key to making money."

If this is the case, then why are companies still releasing product with narrow appeal? Burt replied, "I don't have an answer to what others are doing, but I can speak for E/A. We are working closer with A&R and letting them know what we can get played. It is our decision to run with it.

"A good point to keep in mind is that 90% of the top 10 hits are multiformat hits. Chart position is relative in many cases to what other product is out there, but saleswise there isn't a lot of difference between a #12 and a #30 single at some stations. Once a record truly becomes top 10, the sales really become appreciable," explained Burt.

E/A has had success lately crossing jazz over to CHR with Grover Washington Jr. and most recently with Lee Ritenour. Burt commented, "I think you will always see a discernable difference in product in the E/A family to provide enough variety to radio to prevent our music from sounding too homogenized."

Jack Forsythe, VP/Promotion, Chrysalis Records

"The most successful, and by successful I mean largest-selling singles are those that help sell albums and get airplay on more than one format. It is the job of promotion to expose the product to the largest amount of people possible. With today's varied formats it's imperative for each promotion person to know the specific musical needs of each station they work with."

Jack continued, "Records no longer just cross from Country to CHR and A/C, they also cross from AOR to top tracks-type stations and from Black to Urban Contemporary to Soft Rock to A/C depending on market conditions. You need more than one format. Pat Benatar did well with AOR, but when CHR kicked in, the sales were incredible. The artist's crossover po-



Burt Stein



Frank Dileo



Skip Miller



Jack Forsythe

Sweet Dreams From *Epic* Records

STANLEY CLARKE/ GEORGE DUKE "Sweet Baby"

F105 add	KIQQ 28-22	WAKX 23-19	KRLC 26-24
WXKS-FM add	KFRC 37-28	KKXX 31-29	WFIL on
JB105 add 35	KEZR 24-21	KERN deb 33	KVIL on
KRLA add	KYYX 21-18	KNBQ deb 29	WZZP on
13K add	KPLZ 25-24	K96 15-12	KFI on
WFLY add	WFBR 15-13	KLUC deb 25	Q103 on
Q106 add 30	WHFM 35-30	KZZP 26-23	WOLF on
KHFI add	K104 21-19	KHYT 27-21	KQ94 on
B97 add	WAQY 21-18	KTKT deb 30	KLAZ on
BJ105 add 39	WKEE 38-33	WJBQ 40-34	WRJZ on
KSTT add	KSET-FM 8-4	WGUY 35-34	WVLK on
KRAV add	KELP 30-23	WHEB deb 29	WIKS on
YES-95 add 37	KINT 3	WFBG 25-20	KIDD on
WDJX add	KBFM deb 24	14WK deb 28	KGGI on
KJRB add	WTIX 30-25	WCIR 23-18	KMJK on
KRO add	WJDX 28-27	95XIL 33-25	95SGF on
WHY add	WERC deb 27	WFOX 30-27	WXLK on
WANS-FM add	WSGN 23-22	WISE 36-34	KQIZ-FM on
KKXL add	WAXY 28-25	WFLB 20-16	KVOL on
KWLO add	Y103 11-9	FM99 16-12	KKRC on
WBEN-FM 26-16	WBBO 27-25	KILE 40-35	WTRU on
WIFI 30-28	WAYS 21-19	KSEL 19-16	KSLY on
Z93 28-24	WCSC 24-22	KPUR deb 30	KATI on
94Q deb 29	WQRK 20-16	KCBN deb 39	KQDI on
KEARTH 25-22	WVIC deb 36	KDZA deb 28	KFXD on
KIIS-FM 28-24	WLOL-FM 20-19	KBOZ deb 26	WAAY on



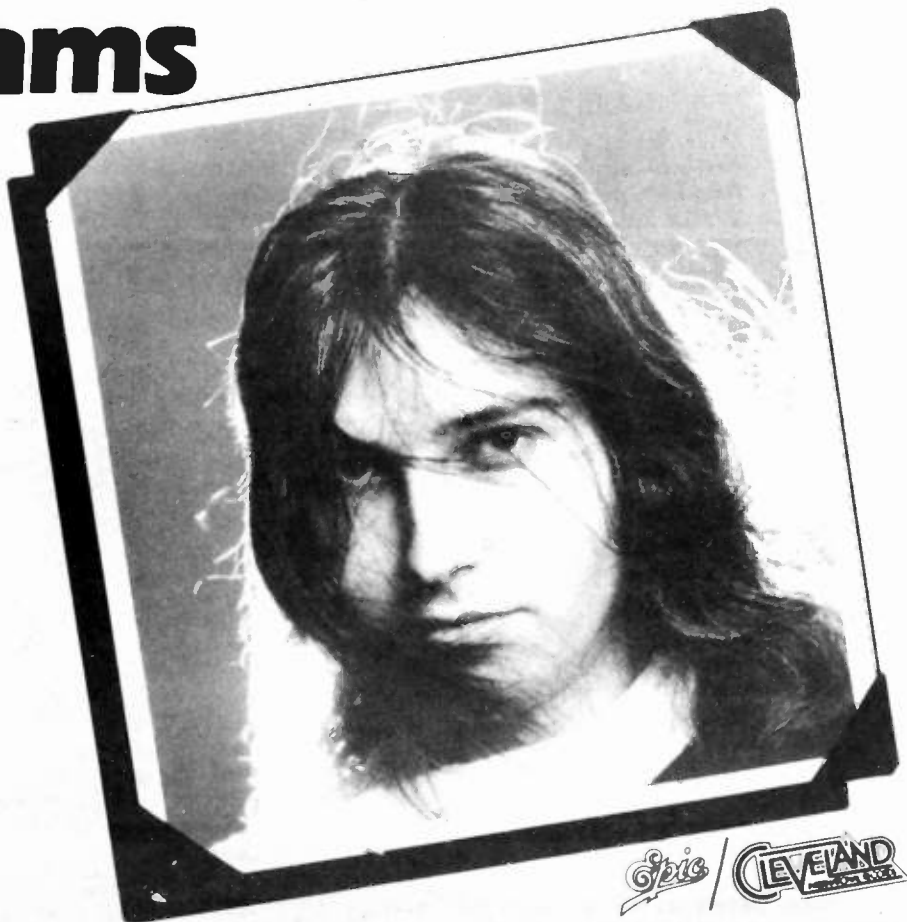
Produced By
Stanley Clarke
And George Duke

Epic

JIM STEINMAN "Rock & Roll Dreams Come Through"

Q105 add 27	WFBG add	WIFI on	WKXY on
KEZR add	95SGF add	CFTR on	KENI on
KYYX add	WANS-FM add	CHUM on	KQDI on
WHFM add	KSEL add	WGCL on	KYYA on
WAEB add	WRKR add	B104 on	KOOK on
Q106 add	KDZA add	KINT on	
WKEE add	KRLC add	KLAZ on	
B97 add	WFLY 29	BJ105 on	
Y103 add	WICC 30-27	WBBO on	
WCSC add	WPST deb 32	WOKI on	
WVLK add	WAQY deb 32	WBCY on	
WAKX add	CK101 31-26	WGH on	
KERN add	KJ100 deb 29	KWEN on	
KTKT add	FM103 deb 26	KCPX on	
WGUY add	WISE 31-15	WFOX on	

Produced By Jimmy Iovine And Jim Steinman



Epic / **CLEVELAND**

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"

(WS8-02054)

The debut single from the

CAROLE BAYER SAGER

album

Sometimes Late At Night

(FW-37069)

Produced by Burt Bacharach & Brooks Arthur.

ONE OF "MOST ADDED"

- | | | | |
|---------------|---------------|---------------|-------------|
| WKBW 25-18 | WKRZ-FM 28-26 | WVIC deb 40 | WISE on |
| WBEN-FM 36-22 | WKEE 40-38 | WLWL-FM 36-31 | WFLB 31-24 |
| WFIL on | WHYN 29 | WAKX on | WANS-FM on |
| WIFI 29-26 | KINT 35-32 | WNAM on | FM99 deb 33 |
| WCAO on | KHFI add | WDJX on | WKXY on |
| WROR add 26 | KBFM deb 30 | KERN add | KILE deb 36 |
| WXKS-FM on | WTIX add | KYNO-FM on | KQIZ-FM add |
| JB105 on | KEEL on | KIOY 30-29 | KVOL on |
| KVIL on | KLAZ on | KGGI 27-26 | KKXL add |
| Z93 deb 30 | WJDX deb 30 | KNBQ on | KFYR add |
| 94Q 29-27 | KXX106 on | KYSN deb 29 | WTRU add 25 |
| WGCL on | WERC 29-25 | KCPX 32-27 | KKLS add |
| KRLA on | WGSN 26 | WJBQ deb 37 | KENI on |
| KFI on | WAAY on | 13FEA deb 29 | KDZA on |
| KIIS-FM on | Y103 on | WFBG deb 28 | KATI deb 27 |
| KIQQ 37-35 | BJ105 on | 14WK on | KQDI on |
| KEZR on | WBBQ on | WCIR on | KBOZ on |
| KYYX on | KX104 on | WACZ on | KYYA add |
| KPLZ on | WNOX on | WHHY on | KFXD add |
| WOLF on | WCSC 28-26 | Z102 29-23 | KRLC on |
| WHFM 33-26 | WGH on | WSGA add 32 | |
| WFLY on | WVLC on | WFOX on | |

A/C NEW & ACTIVE

CAROLE BAYER SAGER "Stronger Than Before" (Boardwalk) 48/20 add WCR, WTMA, KLD, KMB, KERO, KJLN, KJLD, WFTY, WJBR, KLSB, WJAZ, WJLQ, WHYY, WASH, WONS, SALT, WYOB, WCOV, WYLU, KWOB, KMOB, WYOB, WASH, WTA, WQAP, KJLN, KLSB, WJAZ, WJLQ, WFTY, WYOB, KJLN



One-Format Hits

Continued from Page 20

tential is enhanced or halted by the products racial, demographic, and lifestyle appeals.

"At Chrysalis we try and get artists with a broad-based appeal to spread their material to other formats. When this doesn't happen, we look at it as a base for growth for future projects. Everything won't crossover, but we try.

"One important aspect of the business has changed," continued Jack, "You don't see many labels signing single or album deals. Today they are signing artist deals, with the emphasis on the artist and quality

product. It's important to establish an artist in as many formats as quickly as possible because of a monetary investment of time and energy from radio stations."

After reading these comments, you may gather that with few exceptions, the days of the one-format hit are over. Look for record companies to put more emphasis on crossover hits than ever before. Study the retail sales picture of your competitors and what impact they have in these areas to help you determine the crossover potential in time for your station to take advantage of the familiarity of the records before they are burned out.

Bits

KBEQ/Kansas City is giving away tickets to see Rodney Dangerfield at the Uptown Theater. Tickets are being given out to listeners to sit in the "respect section" where they get good seats and a split of champagne, and the "no respect section" where the seats are in the last row of the balcony with nothing to drink.

KTSA/San Antonio is giving out gold to cars displaying the station bumper sticker. Gold prizes prizes range in value from \$35 to \$250. If the listeners indicate KTSA is the only station they listen to, they qualify for a 1-oz. bar of pure silver.

WAQY/Springfield is having a contest called "Beat The Heat" . . . heat meaning police. The station is giving away radar detectors in a hi/lo type game. Guess the imaginary speed of the WAQY driver and win.

KFRC/San Francisco has been awarded the San Francisco State "Broadcast Media Award" for the station's special "John Lennon - The Man, The Memory," which included an interview with John & Yoko hours before his tragic death.

Dystrophy Beach Party to help raise money for the charity.

94Q/Atlanta recently broadcast the James Taylor concert in Atlanta, which the station actively promoted as part of the welcoming activities . . . WHYN/Springfield reports it's getting hundreds of cards a week in from listeners wanting "A Day Off With Pay."

WCIR/Beckley is distributing 50,000 "Dr. Pepper Drastic Plastic Cards" for discounts and participation in various station promotions.

KPLZ/Seattle and the Washington Dairy Farmers are holding a contest to find out what listeners can compose for some "Moo Music." Most of the lyrics are set to old standards, but morning man Mark Ellis's favorite is "Moo River," which is udderly ridiculous!

Q101/Meridian raised \$12,200 in the March of Dimes Superwalk this year, \$2400 more than last year . . . KWOD-106/Sacramento handed out 600 apple pies in the "Mother Of The Year Contest." The grand prize winner won a weekend cruise for two and a year's free maid service. Listeners registered at sponsors.

KZFM/Corpus Christi is distributing the "Super Card," good for discounts all over town. The station is getting set for the third annual KZFM Muscular

Motion

Dwaine Luna, most recently of KNBQ/Tacoma, joins KLUF/Lufkin, TX as Assistant MD and 6-10pm rocker . . . Ron Chase, former PD of KPUR/Amarillo, lands at the William B. Tanner Co. of Memphis, working in the production department . . . Christopher Lance leaves KOGO/San Diego. He also worked at Magic 91 and 13K/San Diego and can be reached at (714) 563-8073.

Chris Monroe has been named Programming Assistant at KS95-FM/Minneapolis . . . Kenny Randall departs his 7-midnight show at WFFM/Pittsburgh to resume his Poli Sci studies at the University of Hawaii . . . Chad Hunt gives up his Assistant PD slot at WDJX/Dayton to become MD at WNAP/Indianapolis. Dennis John Bailey steps down from those duties at WNAP.

Larry Mondello, KSLQ/St. Louis Production Director, has announced he will depart June 15 . . . Tom Jeffries resigns as PD of KTAC/Tacoma, being replaced by Bruce Cramer . . . Rock 104(KHOP)/Modesto welcomes 9am-1pm man Ken Paige, formerly morning man and PD at KBOS-FM/Tulare.

Karyn Casi leaves her overnight shift and research duties at KDWZ/Grand Forks to become overnights and PSA Director at WCOU/Lewiston . . . KSTAR/Houston 6-10pm man Randy Catfish McFarlane comes over from KILT-FM/Houston . . . Barry Beck, middays at KOOK/Billings, moves to KQWB/Fargo.



KCBN GETS GOLD - KCBN/Reno is awarded a gold record for playing Billy Joel's "It's Still Rock 'N' Roll To Me." CBS rep Burt Baumgartner (left) is pictured presenting the gold to KCBN MD Larry Irons.



HOT LEGGED LOVELIES - KQ94/Little Rock and a local club got together to find "Ms. Legs of Arkansas." Pictured are the semifinalists with KQ staffers (bottom) Beau Ryder; (top, l-r) Michael York, CBS's Tom Cheltas, PD Steve Kelly, and Long Tom Sleeker.

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

THIS YEAR'S MASTERS OF CEREMONIES:



George Williams
(Burkhart/Abrams)



George Wilson
(KIQQ)



John Young
(Z93)



Jim Morrison
(94Q)

Moderators:



JERRY GREENBERG
(Radio/Record Hot Box)



GEORGE WILLIAMS
(Program Directors Panel)



CHARLES GIDDENS
(Radio Management Panel)



LES GARLAND
(Morning Man's Panel)

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
JIM BROWN

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

NAME _____
ADDRESS _____
CITY _____
COMPANY/STATION _____

There are only 200 rooms at the Marriott on a first serve basis.
Room Reservations (404) 766-7900
Badges & Tickets are mandatory for admittance to all functions — strictly enforced.

Radio Presenters:

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

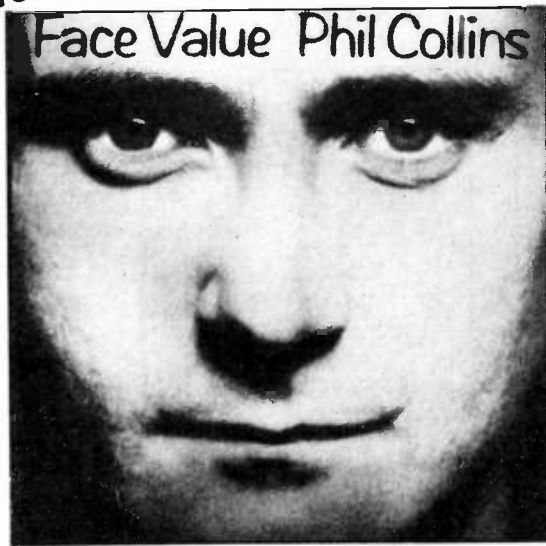
PHIL COLLINS, "IN THE AIR TONIGHT" IS ON THE AIR!

3824

By popular demand, "In the Air Tonight," is being released as the new single from Phil Collins' gold album, "Face Value."

Q107 add
KRBE add
WLS on
WLS-FM on
KBEQ 20-14
CKLW LP cut

B104 add
WICC add
WPST add
KLAZ add
KXX106 add
Y103 40-35
WBBQ add



WBCY on
WRVQ on
KJ100 add
WAKX add
KWEN deb 30
WZOK add
WNAM add

WDJX add
WGRD add
95SGF add
WISE add
FM99 add
WRKR add

and Tapes.

On Atlantic Records
Produced by Phil Collins SD 16029





RCA CAN'T BREAK THE HABIT OF BREAKING RECORDS!!!



THE BACK PAGE BREAKERS.

Millennium RECORDS

FRANKE & THE KNOCKOUTS
"SWEETHEART"



THE BACK PAGE BREAKERS.

Millennium RECORDS

DARYL HALL & JOHN OATES
"KISS ON MY LIST"

A NUMBER ONE RECORD!

"YOU MAKE MY DREAMS"
R&R BREAKER



THE BACK PAGE BREAKERS.

Millennium RECORDS

DON McLEAN

"CRYING"

A TOP 5 RECORD

"SINCE I DON'T HAVE YOU"
R&R BREAKER



THE BACK PAGE BREAKERS.

RICK SPRINGFIELD
"JESSIE'S GIRL"



THE BACK PAGE BREAKERS.

Millennium RECORDS

JEFFERSON STARSHIP
"FIND YOUR WAY BACK"



More To Come . . .



JIM PHOTOGLO
"FOOL IN LOVE WITH YOU"



STEPHANIE MILLS
"TWO HEARTS"



ALABAMA
"FEEL SO RIGHT"
FROM THE GOLD LP



DILLMAN BAND
"LOVIN' THE NIGHT AWAY"

YOU CAN DEPEND ON **RCA** TO DELIVER!!

EAST Most Added Hottest

Moody Blues, Marty Ballin, Juice Newton, Kim Carnes, George Harrison, Stars On 46

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

Moody Blues, Marty Ballin, Pointer Sisters, Kim Carnes, Stars On 45, George Harrison

EAST

PARALLEL TWO

14Q/Worcester, MA Gary Nolan... WBBR/Rochester, NY Dave Mason... WICC/Bridgeport, CT Bob Mitchell... WKBO/Harrisburg, PA Betsy Kaye... WFLY/Albany, NY Buzz Phillips... WKKE/Huntington, WV Gary Miller... WDLF/Syracuse, NY Bob Mitchell... WPST/Trenton, NJ Tom Taylor... WTRV/Albany, NY Bill Cahill... WAEB/Allentown, PA Jeff Frank... WFBR/Baltimore, MD Andy Szulinski

PARALLEL THREE

WBLI/Long Island, NY Bill Terry... WVIC/FM/Hartford, CT Rick Donahue... Q106/York, PA Steve Gallagher... WFCR/Beckley, WV Jim Martin... WFWM/Rochester, NY Marc Cronin... WQWY/Bangor, ME Jim Randall... WJ8Q/Portland, ME Mike O'Neil... WTSN/Dover, NH Jim Sebastian... WJAM/Lewiston, ME Chris Layne... B106/Baltimore, MD Jan Jeffries... 95XII/Parkersburg, WV Terry Lee Collins

SOUTH

PARALLEL TWO

92Q/Nashville, TN Scooter Davis... WJDX/Jackson, MS Bob Rall... B1106/Orlando, FL Tom West... WCIR/Beckley, WV Jim Martin... WFSQ/Altoona, PA Tony Booth... KTSB/San Antonio, TX J.J. Rodriguez... WAKY/Louisville, KY Marsha Witten... WAYS/Charlotte, NC Mark Kessler... WBBQ/Augusta, GA Bruce Stevens... 95XII/Parkersburg, WV Terry Lee Collins

SOUTH

PARALLEL TWO

WHRQ/Memphis, TN Mike Scelzi... WKIX/Raleigh, NC Ron McKay... WJ104/Nashville, TN Jun Anthony... WSGN/Birmingham, AL Sandra Newby... Y103/Jacksonville, FL Scott Sherwood... WAXY/Ft. Lauderdale, FL Rick Shaw... WELP/El Paso, TX Raymond Mesa... WNOX/Knoxville, TN Scott Major... WSKZ/Charlottesville, TN Oavid Carroll... WQH/Norfolk, VA Bob Canade

SOUTH

PARALLEL TWO

WJ104/Nashville, TN Jun Anthony... WSGN/Birmingham, AL Sandra Newby... Y103/Jacksonville, FL Scott Sherwood... WAXY/Ft. Lauderdale, FL Rick Shaw... WELP/El Paso, TX Raymond Mesa... WNOX/Knoxville, TN Scott Major... WSKZ/Charlottesville, TN Oavid Carroll... WQH/Norfolk, VA Bob Canade

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SOUTH

PARALLEL THREE

KILE/Galveston, TX Scott Taylor... KSET/Lubbock, TX Stan Castle... WCGQ/Columbus, GA Joe McClure... WFLB/Fayetteville, NC Larry Cannon... WISE/Asheville, NC John Stevens... WFOV/Gainesville, GA Hank Dole... FM99/Tallahassee, FL Jack Norris

SOUTH

PARALLEL THREE

WKKY/Berwyn, FL Tony Williams... WJ104/Nashville, TN Jun Anthony... WSGN/Birmingham, AL Sandra Newby... Y103/Jacksonville, FL Scott Sherwood... WAXY/Ft. Lauderdale, FL Rick Shaw... WELP/El Paso, TX Raymond Mesa... WNOX/Knoxville, TN Scott Major... WSKZ/Charlottesville, TN Oavid Carroll... WQH/Norfolk, VA Bob Canade

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- Y100/Miami, WDRQ/Detroit, CKLW/Detroit, KXOK/St. Louis, KSLO/St. Louis, KC101/New Haven, WHYN/Springfield, KNUS/Dallas, KSTAR/Houston, KFMK/Houston, WGRD/Grand Rapids, KEYN-FM/Wichita, WISM/Madison, WMEE/Ft. Wayne, KTAC/Tacoma, WACZ/Bangor, WIGY/Bath, KKLS/Rapid City, WEAQ/Eau Claire

Two New For Radio!!

**REO
SPEEDWAGON**



*“Don’t
Let
Him
Go”*

Produced by Kevin Cronin, Gary Richrath & Kevin Beamish



**THE
JACKSONS**



*“Walk
This
Way”*

Produced by The Jacksons

Management: Weisner-Demann Entertainment and Joe Jackson



EMMYLOU HARRIS



"I Don't Have To Crawl"

Produced and Arranged by
Brian Ahern for Happy Sack Productions



ON WARNER BROS. RECORDS

"WASTIN' TIME"
IS
WASTIN' NO TIME!

KBEQ
KEZR
WAAY

KWEN
KKXX
FM103
WCGQ

KVOL
KENI
KRLC



**TOM
JOHNSTON**
"WASTIN' TIME"

PRODUCED BY MICHAEL OMARTIAN

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: *If 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

212 REPORTERS
224 LAST WEEK

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

Regional	100/25	44%	National	Summary
Reach	E 33%		Up	51
M 21%			Debuts	20
S 56%			Down	0
W 19%			Adds	25

MARTY BALIN
Hearts (EMI America)
LP: Balin

Regional	160/46	71%	National	Summary
Reach	E 51%		Up	21
M 37%			Debuts	38
S 44%			Down	4
W 76%			Adds	65

EXAMPLE

100/25 — 100 CHR reporting stations on this week including 26 new adds

44% — Percentage of this week's reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 31 — Number of stations moving it up on their charts

Debuts 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

B

Regional	100/25	44%	National	Summary
Reach	E 33%		Up	51
M 21%			Debuts	20
S 56%			Down	0
W 19%			Adds	25

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

Regional	191/9	90%	National	Summary
Reach	E 95%		Up	150
M 85%			Debuts	18
S 98%			Down	0
W 84%			Adds	9

13

Regional	100/25	44%	National	Summary
Reach	E 33%		Up	51
M 21%			Debuts	20
S 56%			Down	0
W 19%			Adds	25

P1 P2 P3

EAST	WBNS 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12
WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

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

Regional	74/4	36%	National	Summary
Reach	E 41%		Up	22
M 39%			Down	0
S 84%			Adds	4

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

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

Regional	170/7	83%	National	Summary
Reach	E 49%		Up	10
M 28%			Debuts	16
S 82%			Down	0
W 85%			Adds	7

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

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

Regional	77/10	63%	National	Summary
Reach	E 29%		Up	14
M 28%			Debuts	16
S 82%			Down	0
W 85%			Adds	7

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

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

Regional	207/0	98%	National	Summary
Reach	E 94%		Up	16
M 80%			Debuts	15
S 98%			Down	0
W 98%			Adds	0

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

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

Regional	104/20	49%	National	Summary
Reach	E 43%		Up	16
M 24%			Debuts	16
S 29%			Down	0
W 24%			Adds	20

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

NEIL DIAMOND
America (Capitol)
LP: Jazz Singer

Regional	178/0	84%	National	Summary
Reach	E 84%		Up	16
M 84%			Debuts	16
S 84%			Down	0
W 84%			Adds	0

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

BHEENA EASTON
Modern Girl
LP: Bheena Easton

Regional	116/15	65%	National	Summary
Reach	E 55%		Up	16
M 47%			Debuts	23
S 62%			Down	0
W 62%			Adds	15

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

D. HALL & J. OATES
You Make My... (RCA)
LP: Voices

Regional	181/5	85%	National	Summary
Reach	E 90%		Up	16
M 90%			Debuts	15
S 90%			Down	0
W 90%			Adds	5

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

GEORGE HARRISON
All Those... (Dark Horse/WB)
LP: Some Where In England

Regional	208/5	96%	National	Summary
Reach	E 96%		Up	16
M 96%			Debuts	15
S 96%			Down	0
W 96%			Adds	0

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

ELTON JOHN
Nobody Wins (Geffen)
LP: Elton John/The Fox

Regional	138/9	65%	National	Summary
Reach	E 75%		Up	16
M 75%			Debuts	15
S 75%			Down	0
W 75%			Adds	9

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

P1 P2 P3

EAST	WABC 17-12	SOUTH	WFLX 17-12	WEST	WABC 17-12
WJAX 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12	WTVT 17-12

SANTANA Winning (Columbia) LP: Zebop! 160/5 71% National Summary

RICK SPRINGFIELD Jessie's Girl (RCA) LP: Working Class Dog 148/6 68% National Summary

BILLY BOUIER The Stroke (Capitol) LP: Don't Say No 181/13 28% National Summary

DOTTIE WEST What Are We Doing... (Liberty) LP: Wild West 136/4 64% National Summary

JESSE WINCHESTER Say What (Bearsville/WB) LP: Talk Memphis 143/4 67% National Summary

STEVE WINWOOD Arc Of A Diver (Island) LP: Arc Of A Diver 62/3 25% National Summary

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, WEST) listing radio stations and their frequencies.

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JOEY SCARBURY Greatest American Hero (Elektra) LP: Believe It Or Not! 100/20 47% National Summary

STARS ON 45 Medley (Radio/Atlantic) LP: Stars On Long Play 172/2 81% National Summary

JIM STEINMAN Rock & Roll Dreams Come Through (Epic/Cleveland Int'l) LP: Bed For Good 50/22 28% National Summary

STEVE WINWOOD Arc Of A Diver (Island) LP: Arc Of A Diver 62/3 25% National Summary

STEVE WINWOOD Arc Of A Diver (Island) LP: Arc Of A Diver 62/3 25% National Summary

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Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, WEST) listing radio stations and their frequencies.

Others Getting Significant Action

FRANKIE SMITH "Double Dutch Bus" (WMOT) 25/5 (Continued from Back Page) Moves: Up 5, Debuts 3, Same 8, Down 3, Adds 6, WKTU, KYNO-FM, KIDD, FM102, KHYT, WKXS-FM d-27, KRLY on, KRLA 2-2, KFI d-28, KHIS-FM 3-3, KFRC 22-19, 2102 2-2, WXLK 20-13, FM99 36-30, KVOL 30-25. STEPHANIE MILLS "Two Hearts" (20th) 25/4 Moves: Up 11, Debuts 2, Same 7, Down 1, Adds 4, KFI, WFBR, K104, KQ34, WKTU on, KRLY 20-17, Q106 17-16, WCKX 10-7, KRLA on, KHIS-FM 22-18, KSET-FM 11-7, BJ106 on, WCSC on, FM99 26-20. JERMAINE JACKSON "You Like Me Don't You" (Motown) 25/1 Moves: Up 12, Debuts 2, Same 9, Down 1, Adds 1, WLOL-FM, KVIL on, KRLY 6-6, KEARTH 11-9, KFI d-21, KHIS-FM 8-6, KIQG 8-8, 897 30-28, KEEL 22-18, CK101 33-28, KX104 28-16, KIDD 30-27, FM102 23-16, KGGI 9-7, KILE 34-29. PHIL COLLINS "In The Air Tonight" (Atlantic) 24/17 Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 17 including Q107, KRBE, B104, WICC, WPST, KLAZ, KXX106, WBBQ, KJ100, WAKX, WNAM, WDJX, WISE, FM99, WRKR. BARBRA STREISAND "Promises" (Columbia) 24/3 Moves: Up 11, Debuts 3, Same 7, Down 0, Adds 3, WROR, WSEZ, YES-96, KS96-FM on, KJR 20-18, KINT 32-28, WERC 30-28, Y103 33-30, BJ106 36-30, KOFM 29-24, WOHM 28-24, K96 25-22, WTSN 25-21, 14WK on, KBQZ 23-19. DILLMAN BAND "Loving The Night Away" (RCA) 24/3 Moves: Up 4, Debuts 2, Same 16, Down 0, Adds 3, WFIL, WZZA, WVIC, WIFI on, KRBE on, KS96 on, KFI on, KYXK on, WTXI 40-37, BJ106 d-38, WLOL-FM 16-12, WZOK on, WFLB 22-19, KELO on, KWLO 14-8. GAP BAND "Yeaming For Your Love" (Mercury/PolyGram) 23/1 Moves: Up 5, Debuts 3, Same 14, Down 0, Adds 1, KILE, WKTU on, KRLY 10-10, WCKX 26-21, KRLA on, KIQG 22-20, KSET-FM 16-10, KINT on, KQ34 on, KX104 29-17, KYNO-FM on, K620 on, KHYT 8-8, KVOL 10-10. RUSH "Tom Sawyer" (Mercury/PolyGram) 22/3 Moves: Up 6, Debuts 4, Same 9, Down 0, Adds 3, WFLY, WVIC, WKXY, Q107 on, KRBE d-26, WLS-FM d-30, KBQE 22-18, B104 25-22, WPST 32-29, KEGL 29-21, KHFI 16-13, KXX106 on, KDVV 27-16. TOMMY JAMES "You're So Easy To Love" (Millennium) 21/0 Moves: Up 7, Debuts 3, Same 11, Down 0, Adds 0, WFL on, WFL on, KFRC 38-36, WFBR on, KINT d-38, WTXI d-40, KIQY 26-23, KCPX 33-29, 94Q on, KFI on, WFBL 16-13, KILE 26-24, WRKR on, KENI 23-21, KYVA 21-16. JOE DOLCE "Sheddap You Face" (MCA) 19/1 Moves: Up 10, Debuts 2, Same 5, Down 1, Adds 1, KOFM, WKTU 15-13, KS96-FM on, WOKY on (dpl, KEARTH d-19, KFI 15-4, KHIS-FM d-17, KIQG 9-6, 13K on, KELP 28-21, WHEB on, WSGA 29-28, WRKR 18-13. JOHN SCHNEIDER "It's Now Or Never" (Scotti Bros.) 18/6 Moves: Up 1, Debuts 2, Same 9, Down 0, Adds 6, WFLI, WVCC, WFFM, KMFI, KZZX, KFYR, JB105 33-29, WZZP on, KFI on, KIQG on, KFRC on, KYXK on, KIDD d-28, KYVA on. LOVERBOY "The Kid Is Not Tonta" (Columbia) 17/4 Moves: Up 3, Debuts 2, Same 8, Down 0, Adds 4, WAQY, WAKX, KYSN, KENI, KRBE 26-23, KRJ on, K104 1-1, V100 on (dpl), KXX106 on, WOKI on, WRVQ d-23, KWEN on, 96XIL 25-18, KDVV on (dpl), KRLC 20-17. RICK JAMES "Give It To Me Baby" (Gordy) 16/3 Moves: Up 9, Debuts 1, Same 3, Down 0, Adds 3, WPGC, KSET-FM, 897, WKTU on, WKXS-FM 13-6, KRLA 3-3, KIQG 30-26, WBBQ 19-12, KYNO-FM 7-3, KGGI 15-9, KHYT 24-13, WSGA 17-13, KVL 23-20. PHOEBE SNOW "Mercy, Mercy, Mercy" (Mirega) 17/1 Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 1, WOLG, KFI on, WTXI d-36, KJ100 on, WVIC on, KWEN on, YES-96 on, KKKX on, KCPX 36-33, 14WK on, KVOL on, WSPt on, KENI on. RANDY MEISNER "Gotta Get Away" (Epic) 16/0 Moves: Up 5, Debuts 4, Same 7, Down 0, Adds 0, KRBE d-30, KBQE 19-18, K104 36-29, KLAZ on, Y103 d-39, JB105 9-9, WLOL-FM 34-29, KWEN d-28, FM99 on, KKKX on, WTRU on, KENI 30-20. SHALAMAR "Make That Move" (Solar/RCA) 16/0 Moves: Up 6, Debuts 2, Same 8, Down 3, Adds 0, KRLY 12-11, KFI on, KRGA 6-6, KSET-FM 10-9, KINT d-40, WAXY 14-24, WVIC on, KYNO-FM 23-17, FM102 20-12, KLLG 13-11, WXLK d-30. MICHAEL JACKSON "One Day In Your Life" (Motown) 16/0 Moves: Up 10, Debuts 0, Same 3, Down 2, Adds 0, WABC, KIOY, WFLB, KILE, WTRU, KRBE d-29, KXX106 on, WCSC on, KJ100 d-31, WAKX on, WFOJ on, WANS-FM on, KBQZ on. TOM JOHNSTON "Westin' Time" (WB) 10/2 Moves: Up 2, Debuts 2, Same 4, Down 0, Adds 2, WCGQ, KENI, KBQE 26-21, KEZR on, WAAY on, KWEN on, KKKX on, FM103 d-27, KVOL d-28, KRLC 27-23. POINT BLANK "Let Me Stay With You Tonight" (MCA) 10/0 Moves: Up 5, Debuts 1, Same 2, Down 0, Adds 0, KRBE 7-2, K104 12-9, KINT 33-31, KX104 on, KWEN 15-14, 96XIL 28-23, KILE 33-37, KQIZ-FM d-28, KPUR on, KENI on.

THE PICTURE PAGES

Polygram Promotion Conference



Polygram's Promotion Department met for two days' worth of conferences in New York recently. Pictured (l-r, front) are Larry Tollin, Linda Walker, George Meier, Zenzale Johnson, VP Bill Cataldo, Jim Del Balzo, VP Danny Davis, Exec. VP/GM Bob Sherwood, Janice Tully, Vince Pellagrino, Cynthia Cox, Jack Ashton, and Fred DiSipio Jr.; (l-r, middle row) Sylvia Chanler, Joe Grossman, and Jim Sotet; (l-r, rear) VP Jerry Jaffe, Dorine Gallagher, Rhonda Creighton, David Kragoskow, VP Don Colberg, Rish Wood, Frank Leffel, and Randy Roberts.

Polyrock Broadcasts Live To France



RCA's Polyrock performed live in the studio for a satellite broadcast to Radio France. Pictured after the performance are (l-r) group's Tommy Robertson, co-manager Bob Schwaid, RCA's Joe Cohen, group's Lenny Aaron, co-managers Theresa Levy and Peter Leek, Radio France's Jean-Francois Valle, group's Cathy Oblasney, Billy Robertson, and Joey Yanece, Radio France's Antonia De Portago, and group's Curt Cosentino.

Kihn Folks In Reseda



Beserkley's Greg Kihn Band played the Country Club in Reseda (near Los Angeles), and were greeted backstage by Elektra/Asylum executives. Pictured (l-r) are E/A's Bill Smith, group's Gary Phillips, E/A VP George Steele, Kihn, E/A VP Burt Stein, group's Larry Lynch, Dave Carpender (above) and Steve Wright, and E/A VP Bryn Bridenthal.

Holliday In Atlanta



A&M's Doc Holliday visited Atlanta on a promotion tour. Pictured in town are (l-r, rear) A&M's Greg Steffen, group's John Samuelson and Ric Skelton, A&M's Alan Oken, group's Bruce Brookshire and Eddie Stone, A&M's David Fitch and Johnny Schuler; (l-r, front) manager Bill Cain and group's Herman Nixon.

Portrait Deals With Union



Portrait Records has signed Union, led by Randy Bachman, to a contract, with a debut LP in June. Pictured toasting the signing are (l-r) EIP/A VP Larry Douglas, Portrait VP/GM Lennie Petzo, Bachman, EIP/A Sr. VP/GM Don Dempsey, CBS VP/GM West Coast Myron Roth, and Union manager Graeme Waymark.

Redbone At The Savoy



Emerald City's Leon Redbone appeared at New York's Savoy recently. Pictured backstage (l-r) are Emerald City principal Charlie Greene, Norby Walters agency's Jonny Podell, Atlantic VP Tunc Erim, Redbone, Atco's Paul Yaskel, Atlantic's Judy Libow, Atlantic VP Cheryl Mitchell, and Atlantic's Lou Sicurezza.

Liberty Signs Wray



Bill Wray has been signed to Liberty Records, with his label debut released in May. Pictured (l-r) are EMIA/Liberty VP Mark Levinson, label President Jim Mazza, Wray, EMIA/Liberty VP's Joe Petrone and Don Grierson, and Wray's advisor John Frankenheimer.

MCA Takes Note Of Cliff



MCA's Jimmy Cliff played the Roxy in Los Angeles, with MCA executives visiting backstage. Pictured (l-r) are Cliff's manager Don Taylor, MCA VP's Santo Russo and Pat Pipolo, Cliff, MCA President Bob Siner, and MCA VP Denny Rosenkrantz.

THE PICTURE PAGES

Mathis City Of Hope Honoree



Columbia artist Johnny Mathis will be honored with the "Spirit of Life" award by the City of Hope's Music Industry Chapter at a July 9 Century Plaza dinner, with the Johnny Mathis Research Fellowship to be established as well. Pictured at a kickoff luncheon heralding the affair are (l-r) City of Hope MIC officials Gil Friesen and Harold Childs of A&M, CBS's Bruce Lundvall, Alfa's Bob Fead, EIA's Joe Smith, Mathis, EIA's Mel Posner, and Ed Bleu.

Talented Teens Set For Waldorf



Inner City Broadcasting Vice Chairman Hal Jackson's annual Talented Teens International pageant enters its second decade with contest festivities to be held at New York's Waldorf Astoria August 1-8. Pictured (l-r) are 1980 winner Annette Jones, Jackson, and "Soul Train" host Don Cornelius.

Foreigner Forerunner At Atlantic



Atlantic regional promotion executives were treated to an advance audition of the new Foreigner album while in New York for planning meetings. Pictured (l-r) are label's David Fleischman, Bruce Tenenbaum, and Bob Clark, Foreigner manager Bud Prager, group's Rick Willis, ESP Inc.'s Diane Wright, and Atlantic's Steve Evanoff (rear), John Tope, Michael Prince, and Dave Mackay.

EMI America Signs Tosh



Reggae artist Peter Tosh, a founding member of the Wailers with the late Bob Marley, has been signed to EMI America for the U.S., with an album due in June. Pictured (l-r) are EMI/Liberty VP Don Grierson, label President Jim Mazza, Tosh, manager Herbie Miller, label's Gary Gersh, and Rolling Stones Records (Tosh's label worldwide) executive Art Collins.

Polygram Rainbow Connection



Polydor's Rainbow played with labelmates the Pat Travers Band at the Capitol Theatre in New Jersey, and were greeted backstage by Polygram executives. Pictured (l-r, front) are Polygram VP's Jules Abramson, Lou Simon, Jerry Jaffe, and Jim Lewis; (l-r, rear) Rainbow member Roger Glover, Don Airey, Bob Rondinelli, Joe Lynn Turner, and Ritchie Blackmore.

Lorbernard Fusion



Arista and GRP artists the Jeff Lorber Fusion and Bernard Wright played together at New York's Savoy. Pictured (l-r) after the show are Lorber's manager Jeffrey Ross, Lorber, Wright, Arista's Sherry Winston, GRP President Larry Rosen, and Wright's manager Weldon Irvine.

E/P/A Shows Up at Carl's



Caribou artist Carl Wilson of the Beach Boys played solo at Los Angeles's Roxy recently in support of his debut album. Pictured backstage (l-r) are E/P/A's Lori Holder, VP Larry Douglas, Wilson, E/P/A's Mike Alhadeff and Polly Anthony, Wilson's cowriter Myrna Smith, manager Jerry Schilling, and E/P/A's Myrna Williams.

McLauchlan To E/A



Canadian artist Murrey McLauchlan has been signed by Elektra/Asylum, with a single out shortly and an album to follow. Pictured (l-r) are Finkelstein-Fiedler Co.'s Bernie Finkelstein (McLauchlan's management), E/A Sr. VP Kenny Buttice, McLauchlan, producer Bob Ezrin, and E/A Chairman Joe Smith.

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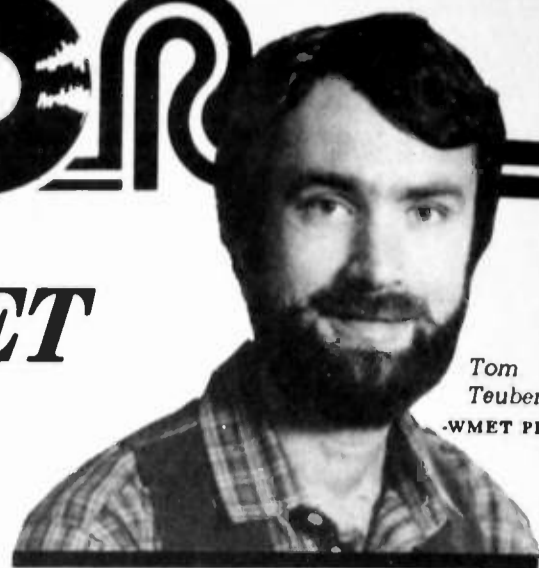
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Jeff Gelb

AOR



Tom Teuber
-WMET PD

Winners' Circle Profile: WMET

This week we conclude our series of discussions with the programmers at some of the AOR's nationwide who were part of an overall AOR success story this past ratings period. WMET/Chicago has programmed AOR music for over two years, always facing very stiff direct competition from WLUP, which regularly bested WMET in the Arbitron ratings until the Winter results came in. In a ratings period when WLUP spent \$500,000 in a guess-the-songs contest, WMET still beat its rival 4.0 to 3.4. It remains a close race, but WMET's hard-fought battle and resultant victory over the Loop deserves closer examination.

Spearheading WMET's programming is Tom Teuber, who has over a decade's AOR experience, including PD posts at WCMF/Rochester and WLVQ/Columbus. His comments on how he molded WMET into a winner provide important insights for other programmers in highly competitive AOR arenas.

R&R: What shape was the station in when you took over as PD last August?

TT: One of the reasons I took the job was because I thought the station was in pretty good shape already, and had a lot of unrealized potential. It had started humming when Bruce Holberg came in as GM in January 1980. His programming background was evident by the station's sound when I arrived.

Consistency is the one major thing I think I've accomplished in the past year. When you turn on WMET you know you're going to hear good rock and roll. It was programming a lot of the same music then as now, but doing so differently; not quite as mainstream then as now. A few artists like Bob Seger and Billy Joel are getting more exposure now; we've broadened the mainstream base of music heard on WMET.

R&R: Did your experience as a Superstars PD have some weight in your being hired to compete against a Superstars affiliate (WLUP)?

TT: You'd have to ask Bruce Holberg about that. Aside from my years of experience as a programmer in various markets, one advantage I had as a candidate is that I'm a Chicago native.

"I've always viewed having a consultant as like having a subscription to another trade publication: one more source of information."

born and raised here for almost 20 years. That sort of street knowledge is, I feel, really important. Our Sports and News Directors are from Chicago, as are some of the jocks. It gives you an edge in a market as big and hard to get a handle on as Chicago.

I learned a lot from having a consultant, but I never just took the consultant's advice verbatim. I've always viewed having a consultant as like having a subscription to another trade publication: one more source of information. You talk to people, read as much as you can, gather as much information as possible and then you act on it. A station is only as good as the decisions made by the people running it.

R&R: Do you prefer working with or without a consultant?

TT: I have a consultant of a sort in Bruce Holberg. Because of his programming background, there's instant communication and understanding of programming problems.

I've heard horror stories about GM's calling hot lines and chewing out jocks on the air — we don't have that situation here. Bruce's main programming contribution is an open door to his office at all times. I've worked with GM's from sales departments with whom I had to make appointments to see. Bruce lets me run my own department, but I keep him informed at all times of what's going on. Sometimes it's his idea that gets on the air, sometimes mine. There's a real good give-and-take.

R&R: Are you a research-oriented PD?

TT: I gather as much information as I can by reading trades, talking to people and keeping my eyes and ears open. I jot down constant notes. But in terms of making decisions based on computer printouts, no, I've never been into that.

We do very little research here, and I'd like to do more. I didn't have the opportunity to set up a programming budget; I inherited one when I got here. One thing I want to discuss for next year is some money for some kind of research.

What scares me about it are the PD's who claim they make all their decisions based on

"What's important to our audience changes literally moment by moment."

computer printouts. Ears and gut should always play a factor in the decision-making process; I will go to my grave believing that.

R&R: Do you talk to the other Metromedia AOR PD's for their programming input?

TT: We don't talk regularly, but if I have a problem and think Sam Bellamy or Charlie Kendall can help, I can always pick up a phone and call them. There again, that takes the place of having a consultant.

R&R: How do you make your music choices?

TT: I have a real good MD in Dave Benson, who has great ears. We have the same give-and-take I talked about in reference to Bruce Holberg.

Artist familiarity helps, and so does the sound of the record. If it's very different from the way our station sounds we won't jump on it the first week; we may be cautious there. Kim Carnes is a good example. We were cautious on that one, followed its progress at other stations here and across the country, then added it and discovered there were no negatives. Instincts come into play here. After awhile you can hear a hit record, and you play it.

R&R: Who has the shorter playlist: yourselves or WLUP?

TT: I believe the Loop has the shorter playlist. In overall musical sound, the stations are very similar. The major differences come in what goes between the records — I put a great deal of emphasis on what goes on between the music sets. Any radio station, regardless of format, has to be a part of its community; it has to be involved in what's happening locally to take advantage of radio's immediacy. If the Chicago Cubs are opening their baseball season, that's the thing we should talk about for that day. If there are tornado warnings, we should be talking about that. Every morning we determine the day's most important events, and either talk about them or shape them into instant promotions. That attitude, more than just the music,

"Ears and gut should always play a factor in the decision-making process; I will go to my grave believing that."

has been a large part of the reason for our success.

When I got here, there was an obsession with our head-to-head format competitors, the Loop. One of the first things I asked my jocks to do was listen to WGN (T). They've had double digit shares in this market for as long as I've been here, and their listeners are not all 70 years old. There's a reason for that: WGN has been involved in this community for years. It was a real eye-opener for our staff and changed their orientation of the community.

When President Reagan was shot, between 3 and 7pm that day we suspended all commercials and put in about 1½ hours of news content. Some of my competitors pretty much continued business as usual that day. I don't care if you're listening to an AOR station; when the President of the United States has been shot, that's the most important thing going on.

R&R: You've been in a pretty heated promotional battle with WLUP.

TT: When I came here I stressed the positive; I said, 'Let's take care of WMET and let the other stations take care of themselves. Let's go back to the basics and just do good radio: play the best music, do the best promotions and the best job of serving our audience.' I think that had a lot to do with our success: we paid attention to us, not to somebody else.

R&R: Except in the cases of the "Loopsongs" contest and their current Tom Petty concert promotion.

TT: Neither one was really heard on the air. In the case of "Loopsongs," it took up little airtime and was never mentioned directly. If someone didn't know what we were doing he just thought we were playing good tunes on the radio. In the case of the Tom Petty promotion, we're doing nothing on the air. The concert does not exist for us; it's their promotion.

We're concentrating on making our programming as good as it can be. If there's a battle between the two stations, it's a psychological one. I don't think it comes across on the air.

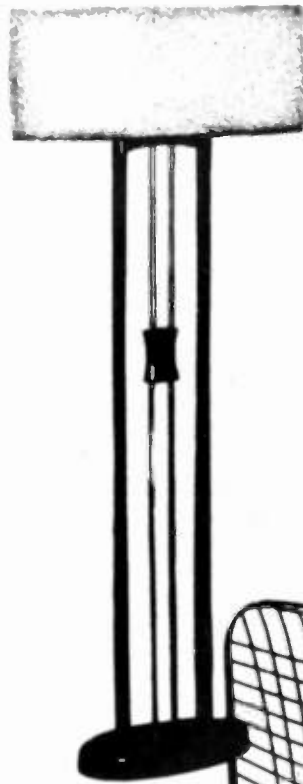
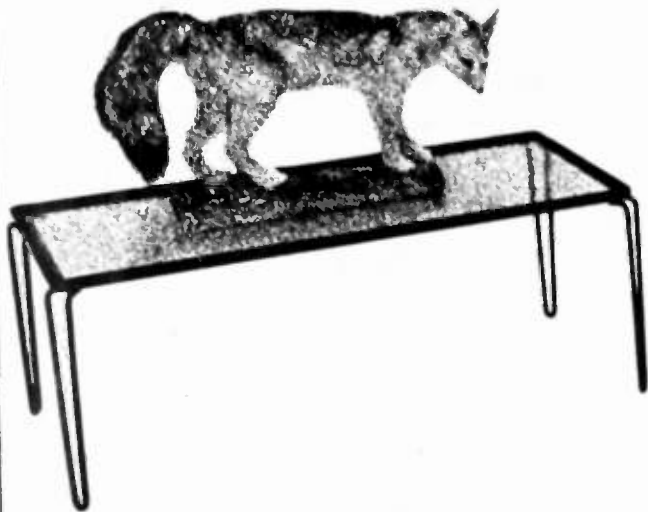
R&R: Who else do you consider your competition?

TT: WLS-AM has been in this market for 21 years playing rock and roll. They call themselves the "original rocker." Now they're also on FM. They're very much a competitor; I know we share listeners with them. We share some listeners with WXRT as well, though they've never really had the numbers of the other stations.

R&R: How do you promote WMET?

TT: We try to get out and be visible as much as possible. Last Labor Day, for example, we asked listeners to invite us to their parties. Every single air staffer went to parties that weekend with free root beer and partied with people. In a market this size, where media figures are placed on pedestals, people were amazed when we showed up.

Elton John *The Fox*



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Jeff Gelb

Winners' Circle Profile: WMET

Continued from Page 38

Last summer's Chicagofest was a turning point for the station. WMET broadcasted live daily and met a ton of people. It's a one-on-one situation which, over a period of time, starts to pay off. We show up at concerts, at Comiskey Park, Wrigley Field, movies, people's parties, and over time, it comes across that we're just ordinary people who are into the same things our listeners are.

We've done TV advertising; I think it's really important and effective. We've dabbled in billboards, but in a market this size you really have to do a lot to be effective. We run ads for specific promotions in some music-oriented publications.

One always looks for ways to increase his promotional budget no matter what company he works for. But I really believe you win with programming. When it's better than your competitors', people are going to listen to you.

R&R: What's your biggest problem as a programmer?

EVOLUTION

WQUT/Johnson City, TN has switched from AOR to CHR. Everyone's staying on... Meantime, KFIV-FM/Modesto has switched from CHR to AOR, and from automation to live jocks. Ron Stephens programs, and Bill Stairs is the MD... In a flurry of Chicago changes, Mitch Michaels has exited middays at the Loop, and Sky Daniels has switched from nights to afternoon drive. WLUP Promotion Director Bernie Lucas has announced he'll soon exit to KTXQ/Dallas as Promotion Director... Brooke Jones has replaced Paul Vincent as MD of KMEL/San Francisco (Paul retains his airshift)... KKSJN/Portland has hired Greg Lee as MD... Herschel has joined WDVE/Pittsburgh for afternoons from the former WRVR/New York... WRIF/Detroit's Director of Advertising and Promotions Ruth Whitmore has exited for a TV post... Paul Harris has joined WHCN/Hartford for nights from WRCN/Long Island... Kurt Drow has joined KILO/Colorado Springs from neighboring KSPZ... Mike Yunis has been appointed Promotion Director for M105/Cleveland... Bob Ealee is new to KTYD/Santa Barbara as Production Director and weekend air talent.

Promotion Of The Week



LIGHT UP WITH THE LASER: KLZR/Lawrence, KS, which calls itself "The Laser" or "Laser Rock" on the air, had 500 logo-embossed candles created as gifts for listeners. The candles were made locally by Waxman Candles at a per-unit cost of \$1.25.

TT: Two: time, and getting a handle on the changing lifestyles and demos. What's important to our audience changes literally moment by moment. I can't base decisions on three-year-old data. People think differently than, for instance, when I was in college. I have to keep in tune with those changes; I'd say that's the number one challenge facing any PD today. It's the kind of thing I'd like to be able to use research for.

R&R: What other programming elements do you feel contributed to the station's success?

TT: We do some comedy, especially (though not exclusively) in mornings. We've had good luck with the last National Lampoon album, particularly the "Mister Rogers" take-off. We've also used some Rodney Dangerfield bits.

This is a big sports town, and we're doing much more in that area than ever before. Plus, Roger Ebert, one of the two Chicago film critics on "Sneak Preview" (PBS-TV), does movie reviews for our morning show.

We're a Source affiliate, and find their programming very much in line with a lot of the things I've talked about. They can, for example, help us cover significant news events. We also use their longform programming and music specials.

We carry a healthy dose of syndicated material, mainly concert stuff. The main value of such shows is as an imagebuilder; we have the reputation as the station with the concerts.

R&R: Where to from here, Tom?

TT: We're looking for continued, slow,

COLOR

PETTY CASH: Q107/Toronto, in conjunction with the latest Tom Petty album on Backstreet/MCA, is asking listeners to guess the amounts of "petty cash" on view at a local record store. The correct response nets its guesser the amount of cash and a video/AM-FM system, while runners-up get Petty album catalogues.

CREATE A LOGO: WMAD/Madison wants to redesign its logo, and has asked listeners to help. The person who submits the best logo design will win a \$1300 stereo.

KZAP'S SUMMER FUN: KZAP/Sacramento's getting the jump on summer with a series of promotions. In one that's called a "bake-off," jocks are visiting area beaches to give away albums to people with fine tans. In another, the station is giving away a raft a day for 100 days.

HEADIN' OUT TO THE HIGHWAY: In conjunction with that Judas Priest track from its latest Columbia release, WPYX/Albany has invited listeners to register at record stores and motorcycle shops to win a bike bag. That qualifies them for a drawing to win a new Kawasaki.

MYSTERY LICKS: WILS-FM/Lansing tied together song riffs for a "mystery licks" contest. Listeners wrote down their guesses as to what songs the riffs came from and submitted the guesses to a local record store. Each correct entry became eligible to win a 101-second record run.



KBPI'S CONCERT CONNECTION: KBPI/Denver is sponsoring a series of summer rock concerts with Barry Fey and Feyline Presents. Pictured is KBPI News Director Kathy Miller speaking with Fey for an on-air report on his upcoming shows.

steady growth. I look back at my Columbus experience, taking what was a Beautiful Music station to the #1 place in the market. When we went in we never intended to be #1 in the city; we were looking to be #1 18-34. After we attained that goal, we started looking for other goals, and it suddenly seemed possible to try for a higher level of success.

I'm not going to set my sights too low here. I'm impatient, but I realize everything can't happen overnight. All our trends are pointed in the right direction, so we're just working on keeping them going.

UPDATE

WLPX/Milwaukee's major summer promotion, "Young Milwaukee Night" at the County Stadium, drew over 30,000 to a combined rock concert-baseball game (certainly the evening's highlight had to come when MD Bobbin Beam took to the stage to sing the national anthem)... A major summer AOR promotion sends listeners on expenses-paid concert trips. Among the current crop of such promotions are KLOS/Los Angeles's trip to see the Pretenders in London, KGB-FM/San Diego's and WBCN/Boston's to view the Who in England, and WLIR/Long Island's to catch the Grateful Dead in Austin... Great news for WPLJ/New York from Mediatrend, which gave the ABC AOR its best book ever: a 7.0, making WPLJ #2 in the market... WCOZ/Boston is handing out free plastic logo pins from its van. The pins enable listeners to take advantage of substantial record price discounts at Boston area shops... WKLS/Atlanta's second annual rock 'n' roll flea market comes up this weekend, with more than 65 professional dealers of rock trivia items, plus rock films and live concerts... WRNW/Briarcliff Manor's sponsoring an outdoor benefit rock concert toplined by Good Rats. The show's free but the station's selling food and T-shirts for MDA... KXOA-FM/Sacramento sponsored a benefit chili cookoff that gathered 5000 iron-stomached fans... Congrats to WIZD/W. Palm Beach's Scott Fisher, who just announced his engagement to Julie Witt from area TV station Channel 34... WTUE/Dayton turned its Homegrown promotion into a major event by interviewing each of the album's bands before premiering their cuts on the air. The bands are also scheduled to perform live concerts that will be aired by WTUE... WCOZ/Boston sponsored a benefit race for the city's Children's Hospital... WOVV/Ft. Pierce MD Schuyler is scheduled to wed Nanci Powell on June 7th... New R&R AOR reporter WBYG/Kankakee needs jazz service for its special programming. Contact MD Christie Kayhill at (815) 939-4541.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WGVL/Gainesville presented Point Blank, Loverboy for free... WAQX/Syracuse presented U2 for \$2.95... KVRE/Santa Rosa presented Norton Buffalo for free.

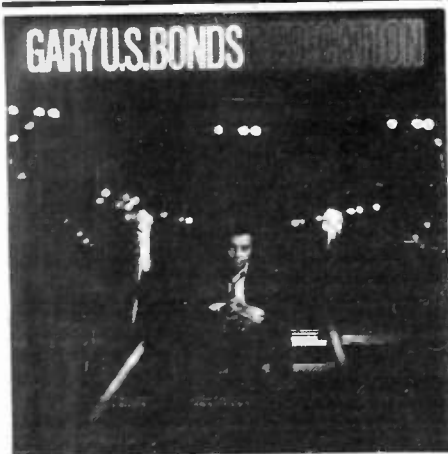
BROADCASTS: L.A. on WMMS/Cleveland... U2, Ghost Riders on KBCO/Boulder.

CONVERSATIONS: Styx, Gallagher on WHKC/Evansville... Robbie Dupree on WPDH/Poughkeepsie... 20/20, Garland Jeffreys, Willie Nile on KEZY-AM/Anahelm... Madness on WQBK/Albany... Jam, Bram Tchalkovsky on Q107/Toronto... Tom Johnston on WDHA/North Jersey... Jerry Garcia on WPLR/New Haven... Greg Kihn on WLVI/Columbus... Jerry Garcia, Jim Steinman on WNEW-FM/New York... Pilmsouls, Robert Gordon, Madness, Garland Jeffreys on KNAC/Long Beach... Greg Kihn on WSYR/Syracuse... Ghost Riders on KFMQ/Lincoln... U2, Bram Tchalkovsky, Russell & Cooper on WKZL/Winston-Salem... Ted Nugent on KMGH/Bakersfield... David Lindley, Norton Buffalo on KVRE/Santa Rosa... Split Enz on KWXL/Tucson... Nazareth, Krokus on KUPD/Phoenix... David Lindley, Teardrop Explodes, Willie Nile, Marty Ballin, Tom Johnston, Rick Springfield, Gary U.S. Bonds, Dave Edmunds on KTIM/San Rafael... U2 on CHUM-FM/Toronto, KSJO/San Jose... David Johansen on WMMS/Cleveland.



AOR

AMERICA



Gary U.S. Bonds Dedication #10

Features "This Little Girl," "Jolé Blon'," "Your Love,"
"Daddy's Coming Home."

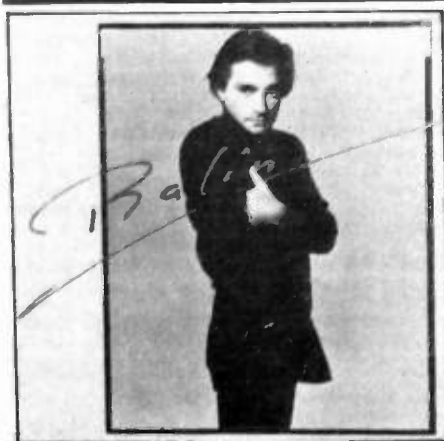
Produced by Miami Steve, Bruce Springsteen & Garry Tallent.

Kim Carnes & Hate Boys Mistaken Identity

#15

Features "Bette Davis Eyes," "Draw of the Cards,"
"I Break the Rules."

Produced by Val Garay.



Marty Balin Balin Debuts #35

Features "Hearts," "I Do Believe," "Lydia,"

Produced by John Hug. Engineered by Tom Flye. A Great Pyramid Ltd. Production.



Radio & Records AOR NATIONAL AIRPLAY/40

Chart Summary

May 29, 1981

171 REPORTERS

Album cuts are listed in order of airplay preference.

5/8	5/15	5/22	5/29	Artist	Album	Chart
6	5	1	1	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)	"Waiting" "Woman" "Night"
1	1	2	2	WHO	Face Dances (WB)	"Day" "Bet" "You" "Do"
21	7	5	3	JOE WALSH	There Goes The... (Asylum)	"Life" "Rivers" "Things" "Know"
4	4	3	4	SANTANA	Zebop! (Columbia)	"Winning" "Searchin'" "Over"
2	2	6	5	PHIL COLLINS	Face Value (Atlantic)	"Air" "Missed"
3	3	4	6	JEFFERSON STARSHIP	Modern Times (RCA/Grunt)	"Find" "Stranger" "Save"
-	-	11	7	GEORGE HARRISON	All Those Years... (Dark Horse/WB)	45
-	-	22	8	VAN HALEN	Fair Warning (WB)	"Mean" "Unchained" "Movies"
15	9	8	9	BILLY SQUIER	Don't Say No (Capitol)	"Stroke" "Dark" "Night" "Lover"
14	12	10	10	GARY U.S. BONDS	Dedication (EMI America)	"Grl" "Jole" "Buick"
5	6	7	11	RUSH	Moving Pictures (Mercury/PG)	"Tom" "Limelight" "Red" "Signs"
13	15	9	12	AC/DC	Dirty Deeds Done Dirt... (Atlantic)	Title "Feel" "Balls" "Child"
19	17	16	13	OZZY OSBOURNE	Blizzard Of Oz (Jet)	"Train" "Know"
16	18	13	14	GREG KIHN BAND	Rockinroll (Beserkley)	"Breakup" "Womankind" "Hurtin'"
30	22	21	15	KIM CARNES & HATE...	Mistaken Identity (EMI America)	"Bette" "Cards" "Rules"
10	8	12	18	STEVE WINWOOD	Arc Of A Diver (Island)	Title "Chance" "Train" "Woman"
33	23	18	17	TOM JOHNSTON	Still Feels Good (WB)	"Madman" "Stage" "Time"
24	21	20	18	RICK SPRINGFIELD	Working Class Dog (RCA)	"Jessie's Grl"
17	19	17	19	PRETENDERS	Extended Play (Sire)	"Message" "Talk" "Porcelain"
11	11	15	20	.38 SPECIAL	Wild-Eyed Southern... (A&M)	"Fantasy" "Hold" Title
8	10	14	21	STYX	Paradise Theater (A&M)	"Time" "Rockin'" "Snowblind"
37	27	25	22	DAVE EDMUNDS	Twangin... (Swan Song)	"Saturday" "Talk"
7	13	19	23	REO SPEEDWAGON	Hi Infidelity (Epic)	"Run" "Heart" "Don't" "Guys"
-	31	29	24	JIM STEINMAN	Bad For Good (Epic)	"Dreams" "Pants" Title "Raving"
-	-	33	25	TUBES	The Complete Backward... (Capitol)	"Talk" "Sushi" "Amnesia"
-	-	32	26	SECRET POLICEMAN'S...	Various Artists (Island)	"Fooled" "Pinball"
18	20	27	27	JUDAS PRIEST	Point Of Entry (Columbia)	"Hlway" "Go" "Rockin'"
23	24	28	28	POINT BLANK	American Excess (MCA)	"Nicole" "Stay" "Heart"
9	16	23	29	ERIC CLAPTON	Another Ticket (RSO)	Title "Blow" "Stand"
-	39	36	30	SPLIT ENZ	Waiaia (A&M)	"Step" "Act" "Ghost"
20	25	26	31	APRIL WINE	Nature Of The Beast (Capitol)	"Queen" "Town" "Between"
-	-	34	32	MARSHALL TUCKER BAND	Dedicated (WB)	"Silverado" "This" "Rumours"
12	14	24	33	KAMPUCHEA	Various Artists (Atlantic)	"Sister" "Lucille"
27	26	31	34	FRANKE & THE KNOCKOUTS	Franke & The... (Millennium)	"Sweetheart" "Come" "Runner"
-	→	→	35	MARTY BALIN	Balin (EMI America)	"Hearts" "Spotlight" "Lydia"
-	→	→	36	MOODY BLUES	Long Distance... (Threshold/PG)	"Gemini" "Voice" "Meanwhile"
25	28	30	37	LOVERBOY	Loverboy (Columbia)	"Turn" "Hot" "Lady" "Matter"
-	→	→	38	PURE PRAIRIE LEAGUE	Something In... (Casablanca/PG)	Title "Right" "Don't" "Fire"
-	→	→	39	JOHNNY VAN ZANT...	Round Two (Polydor/PolyGram)	"Right" "Rain" "Shutdown"
-	→	→	40	ELTON JOHN	The Fox (Geffen)	"Barriers" "Nobody" "Heart"

New Entry →

PETTY maintained his lead in hits and total reports to stay at the top. WHO held rock steady in second place. WALSH moved into third place as he grew in hits. SANTANA remained strong in hits, while COLLINS held his total reports. The HARRISON single jumped into top ten with 147 reports. VAN HALEN had a great week of instant conversions from adds into hits. SQUIER did well in hot reports. BONDS held his own. OZZY and CARNES showed significant progress this week. JOHNSTON inched up as SPRINGFIELD continued his steady climb. EDMUNDS, STEINMAN, TUBES and SECRET all had a good week of increased airplay activity. PRIEST and POINT held their own as ENZ and TUCKER climbed. BALIN debuted with strong reports for all rotations. MOODYS debuted as a combination of album reports (38) and mentions of the 12-inch single (37). PPL. VAN ZANT and ELTON all debuted. The albums in Significant Action came closest to charting this week.

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	5/29	5/22	5/15	5/8	5/1
1 ELTON JOHN	75/71	0/0	0/0	0/0	0/0
2 JOHNNY VAN ZANT...	69/60	28/18	17/17	0/0	0/0
3 MOODY BLUES	38/38	1/1	0/0	0/0	0/0
4 JOE VITALE	29/29	0/0	0/0	0/0	0/0
5 MARTY BALIN	70/28	53/49	7/7	0/0	0/0
6 TUBES	91/27	90/87	7/7	0/0	0/0
7 PETER FRAMPTON	22/22	0/0	0/0	0/0	0/0
8 SPIDER	21/21	0/0	0/0	0/0	0/0
9 WHITESNAKE	30/20	23/23	0/0	0/0	0/0
10 GHOST RIDERS	22/19	9/2	9/1	11/1	7/0
11 SECRET POLICEMAN'S...	86/78	74/39	65/64	5/1	3/0
12 PLASMATICS	18/16	2/2	2/0	2/0	2/0
13 DAVE EDMUNDS	83/73	87/70	83/25	71/60	18/18
14 SQUEEZE	33/12	29/29	3/3	0/0	0/0
14 ROBBIE DUPREE	12/12	0/0	0/0	0/0	0/0

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

MEDIUM

Artist	5/29	5/22	5/15	5/8	5/1
1 TOM JOHNSTON	109/74	110/80	101/88	87/28	63/0
2 GREG KIHN BAND	112/69	112/72	107/82	118/73	117/82
3 OZZY OSBOURNE	104/63	89/65	102/69	88/88	104/72
4 BILLY SQUIER	134/59	123/67	120/74	119/79	114/88
5 JIM STEINMAN	81/68	73/47	65/33	65/2	7/0
6 DAVE EDMUNDS	83/68	87/68	83/44	71/8	18/2
7 TUBES	81/68	80/3	7/0	0/0	0/0
8 SECRET POLICEMAN'S...	85/68	74/28	65/1	5/2	3/2
9 PRETENDERS	90/60	102/81	101/68	108/58	100/48
10 SPLIT ENZ	68/49	68/41	61/28	40/0	1/0
11 VAN HALEN	135/46	137/8	22/0	0/0	0/0
12 GARY U.S. BONDS	128/46	118/61	118/67	118/67	118/68
13 .38 SPECIAL	83/43	86/35	108/36	122/04	133/37
14 JUDAS PRIEST	64/43	69/46	69/67	87/81	104/70
15 POINT BLANK	82/43	71/49	83/63	83/70	82/67

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	5/29	5/22	5/15	5/8	5/1
1 TOM PETTY &...	168/748	168/740	162/36	82/8	1/0
2 WHO	168/138	163/137	163/147	166/100	168/161
3 SANTANA	148/118	148/116	148/108	162/108	165/96
4 JOE WALSH	168/112	164/98	141/71	148/4	18/0
5 PHIL COLLINS	148/112	148/116	168/122	165/128	164/128
6 JEFFERSON STARSHIP	142/107	148/118	168/114	162/124	163/120
7 VAN HALEN	138/82	137/70	120/8	88/0	88/0
8 RUSH	110/82	116/88	126/163	128/112	143/120
9 GARY U.S. BONDS	128/77	118/84	114/88	118/83	118/88
10 BILLY SQUIER	134/73	123/65	120/47	118/33	114/24
11 AC/DC	108/72	104/77	103/74	106/78	108/78
12 KIM CARNES & HATE...	102/70	81/62	86/67	86/25	87/17
13 STEVE WINWOOD	88/67	107/78	120/87	131/88	146/112
14 STYX	81/81	86/74	108/87	128/107	143/128
15 REO SPEEDWAGON	74/67	84/84	104/80	122/108	137/115

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

AOR BREAKERS

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

No albums or singles qualified for AOR Breaker status this week.

Significant Action

DAVID LINDLEY	El Rayo-X (Asylum)	Total: 47. A-9, M-33, H-5
DREGS	Unsung Heroes (Arista)	Total: 45. A-1, M-28, H-7, J-9
SS JOHNNY & JUKES	Reach Up & Touch... (Mercury/Pg)	Total: 44. A-1, M-34, H-9
COLD CHISEL	East (Elektra)	Total: 42. A-2, M-34, H-6
WILLIE NILE	Golden Down (Arista)	Total: 42. A-0, M-33, H-9
LES DUDEK	Gypsy Ride (Columbia)	Total: 38. A-4, M-28, H-6
ADAM & THE ANTS	Kings Of The Wild Frontier (Epic)	Total: 35. A-1, M-26, H-8
BILLY & THE BEATERS	Billy & The Beaters (Alfa)	Total: 35. A-1, M-29, H-5
KROKUS	Hardware (Ariola)	Total: 33. A-0, M-25, H-8
SQUEEZE	Eastside Story (A&M)	Total: 33. A-12, M-18, H-3

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

JAZZ ON AOR

1 DREGS	Unsung Heroes (Arista)	"Cruise" "Pick" "Park" "Food"
2 DAVID SANBORN	Voyeur (WB)	"Goodbye" "All" "Wako" "One"
3 LEE RITENOUR	"Rit" (Elektra)	"Mr. Briefcase" "Sympathy"
4 S. CLARKE G. DUKE	Clarke/Duke Project (Epic)	"Louie" "Baby"
5 JEFF LORBER FUSION	Gelaxian (Arista)	"Mountain" "Lady"
6 CHUCK MANGIONE	Tarentella (A&M)	Title
7 JOHN KLEMMER	Hush (Elektra)	"Hummingbird"
8 GROVER WASHINGTON JR.	Winelight (Elektra)	Title "Just" "Memory"
9 WAYNE JOHNSON	Arrowhead (Inner City)	Title
10 DIMEOLA, McLAUGHLIN, DeLUCIA	Friday... (Columbia)	"Suite"

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

REGIONAL AOR ACTIVITY

EAST

104 WBK FM
518-482-5555

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WVAJ
Binghamton
807-772-8850

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

MOST ADDED

JOHNNY VAN ZANT BAND
Round Two (Polydor/Pg) 21/21

ELTON JOHN
The Fox (Geffen) 18/18

MOODY BLUES
Long... (Threshold/Pg) 14/14

JOE VITALE
Plantation Harbor (Asylum) 10/10

SPIDER
Between The... (Dreamland) 8/8

MEDIUM

TOM JOHNSTON
Still Feels Good (WB) 26/23

GREG KHN BAND
Rockin'roll (Baserkley) 28/21

DAVE EDMUNDS
Twangin... (Swan Song) 30/19

OZZY OSBOURNE
Blizzard Of Oz (J&R) 26/18

TUBES
The Complea... (Capitol) 25/16

JIM STEINMAN
Bad For Good (Epic) 24/16

THE HOTTEST

TOM PETTY & THE HEARTBREAKERS
Hard... (Backstreet/MCA) 39/39

WHO
Face Dances (WB) 36/33

PHIL COLLINS
Face Value (Atlantic) 35/31

SANTANA
Zebop! (Columbia) 35/31

JOE WALSH
There Goes... (Asylum) 38/29

104 WBK FM
Albany
518-785-9800

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

104 WBK FM
Boston
617-268-1111

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

i-95fm
Bridgeport
203-579-9995

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

FM 104
Harrisburg
717-238-1402

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WBLM
Lewiston-Portland
207-783-2065

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

104 WBK FM
Albany
518-785-9800

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

104 WBK FM
Boston
617-268-1111

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

97Rock
Buffalo
716-881-4555

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WCCC
Hartford
203-549-3458

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WBLM
Long Island
516-485-9200

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

98Rock
Baltimore
301-889-0096

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

98Rock
Boston
617-262-8900

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WECM
Claremont
603-542-7735

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WHCN
Hartford
203-247-1080

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WBLM
Long Island
516-485-9200

Added:
DAVID LINDLEY (Asylum)
DREGS (Arista)
SS JOHNNY & JUKES (Mercury/Pg)
COLD CHISEL (Elektra)
WILLIE NILE (Arista)
LES DUDEK (Columbia)
ADAM & THE ANTS (Epic)
BILLY & THE BEATERS (Alfa)
KROKUS (Ariola)
SQUEEZE (A&M)

WPLI 104
Long Island
516-277-1570

PO: GARY GREGG
ASSIST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WPLJ 95.5
New York
212-887-7777

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WYSP 94 ROCK
Philadelphia
215-688-9460

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

92M JQ
Rochester
716-232-7550

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

CHUM FM
Toronto
416-926-6666

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

98.3 FM
Manchester
803-625-8915

PO: JIM STEINMAN
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

105.5 FM WJHA
North Jersey
201-328-1055

PO: BOB LINDNER
ASST. PD: MARY CHENOWETH

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

107
Pittsburgh
412-582-5900

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

107
Scranton
717-981-1842

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

105
Washington, D.C.
703-534-0320

PO: GARY GREGG
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WPLR
New Haven
203-777-6817

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

104
Ottawa
813-583-1919

PO: STEVE COLLIER
ASST. PD: GREG KIRKWOOD

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

104
Pittsburgh
412-382-2144

PO: MIKE PERKINS
ASST. PD: MIKE ROSENBERG

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

95X
Syracuse
315-682-9538

PO: ED LETHBRIDGE
ASST. PD: ANDREW BARNETT

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

101
Washington, D.C.
202-826-9932

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WQOW
West Virginia
304-722-3308

PO: DAVID HERRAY
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WQOW
Philadelphia
215-667-8100

PO: ALEX DENNIS
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WPDZ 100.3
Poughkeepsie
914-471-1500

PO: MIKE HARRIS
ASST. PD: STEVE SCHWARTZ

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

94.7
Syracuse
315-472-9797

PO: GARY GREGG
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WVAF
Worcester
617-752-5611

PO: DAVID HERRAY
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WVAF
New York
212-986-7000

PO: LARRY HERRAY
ASST. PD: JOSEPH PANTALONE

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WIOQ
Philadelphia
215-581-0933

PO: CHARLIE RENDALL
ASST. PD: JOE ROYDEN

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

WOME 96
Rochester
716-288-3200

PO: TRIP REID
ASST. PD: TED EDWARDS

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

G107
Toronto
416-967-3445

PO: GARY GREGG
ASST. PD: MICHAEL HERRAY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

SOUTH

Rock
Atlanta
404-325-0980

PO: ALAN WARD
ASST. PD: BOB BAYLEY

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

96.7
Austin
512-474-6543

PO: CRAIG DONAHUE
ASST. PD: JOHN LOGAN

Headline
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Medium
DORIS (Capitol)
JIM STEINMAN (Epic)
PETER DINKlage (Capitol)
SANTANA (Columbia)

Single
DORIS (Capitol)

MOST ADDED

JOHNNY VAN ZANT BAND
Round Two (Polydor/PG) 17/14

ELTON JOHN
The Fox (Geffen) 13/13

MARTY BALIN
Balin (EMI America) 16/9

TUBES
The Complete... (Capitol) 18/6

SECRET POLICEMAN'S BALL
Various Artists (Island) 17/5

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 that added it this week.

MEDIUM

BILLY SQUIER
Don't Say No (Capitol) 30/15

TOM JOHNSTON
Still Feels Good (WB) 20/15

JEFFERSON STARSHIP
Blizzard Of Oz (J&P) 22/13

GREG KINN BAND
Rockin'roll (Baserkley) 18/13

JIM STEINMAN
Bad For Good (Epic) 16/13

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 rotation this week.

THE HOTTEST

TOM PETTY & THE HEARTBREAKERS
Hard... (Backstreet/MCA) 32/27

JEFFERSON STARSHIP
Modern Times (RCA/Grun) 30/23

WHO
Face Dances (WB) 29/22

SANTANA
Zebop! (Columbia) 27/21

JOE WALSH
There Goes... (Asylum) 31/20

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 hot rotation this week.

SOUTH

Beaumont 713-727-0229
TEXAS ROCK
PO: BILL DEWEY
NO: MARK BELMONT
...
PO: JOHN COFFMAN
...
NO: STEVE WOODWARD
...
PO: GARY WILSON
...
NO: GARY WILSON

Birmingham 205-870-9900
...
PO: DAN BRYAN
...
NO: DAN BRYAN

Corpus Christi 512-855-4641
...
PO: BOB FAZIO
...
NO: BOB FAZIO

Dallas-Ft. Worth 214-528-5500
KTXQ ALBUM ROCK
PO: TOM OREN
NO: DRAKE HALL
...
PO: STEVE WOODWARD
...
NO: STEVE WOODWARD

Gainesville 904-378-3806
WCAI
...
PO: GARY WILSON
...
NO: GARY WILSON

Louisville 502-585-5178
LRS 102
...
PO: JOHN COFFMAN
...
NO: JOHN COFFMAN

The Q KLAQ 90.5 fm El Paso 915-544-8864
...
PO: BRIN MICHAELS
...
NO: BRIN MICHAELS

Houston 713-526-4591
WZZR rock 105
...
PO: CHRIS MILLER
...
NO: CHRIS MILLER

Jackson 801-982-1062
ZZZ 102
...
PO: DAVID PERVIS
...
NO: DAVID PERVIS

Jacksonville 904-842-1055
ROCK 103
...
PO: BOB FAZIO
...
NO: BOB FAZIO

Lexington 806-252-8694
ALP
...
PO: GARY WILSON
...
NO: GARY WILSON

Louisville 502-585-5178
LRS 102
...
PO: JOHN COFFMAN
...
NO: JOHN COFFMAN

Louisville 502-589-4400
WDF
...
PO: GARY WILSON
...
NO: GARY WILSON

Lubbock 806-747-1224
FMAX
...
PO: BOB FAZIO
...
NO: BOB FAZIO

Memphis 901-728-0080
WZZR rock 105
...
PO: CHRIS MILLER
...
NO: CHRIS MILLER

Miami 305-581-1580
wjhe
...
PO: SOREY FOX
...
NO: SOREY FOX

Miami 305-872-2500
LOVE 4
...
PO: RICH PETERS
...
NO: RICH PETERS

Montgomery 205-264-2288
Y102 THE FM
...
PO: PHIL COLLINS
...
NO: PHIL COLLINS

Montgomery 205-832-4295
95 Rock
...
PO: NEAL HEARN
...
NO: NEAL HEARN

Nashville 615-244-9532
KDF 3
...
PO: DAVID HALL
...
NO: DAVID HALL

Norfolk 804-661-1194
Z99
...
PO: JOHN HEINER
...
NO: JOHN HEINER

Orlando 305-645-1802
WDIZ ROCK 100
...
PO: BOB FAZIO
...
NO: BOB FAZIO

Pensacola 904-438-7543
TK 101
...
PO: MARK SAWYER
...
NO: MARK SAWYER

Raleigh 919-832-8311
WQDR
...
PO: DANIEL HUNTER
...
NO: DANIEL HUNTER

Richmond 804-282-9731
XL 102
...
PO: LYLE GOTTIEB
...
NO: LYLE GOTTIEB

Roanoke 703-387-0234
WFLD
...
PO: RIC JOHNSON
...
NO: RIC JOHNSON

San Antonio 512-223-6211
99.5 KISS
...
PO: TIM SPENCER
...
NO: TIM SPENCER

Tampa 813-224-0742
98 ROCK
...
PO: MARK STEVENS
...
NO: MARK STEVENS

Tampa 813-878-0455
95
...
PO: AL PETERSON
...
NO: AL PETERSON

Tulsa 918-664-2810
KMOD
...
PO: BILL BRUM
...
NO: BILL BRUM

West Palm Beach 305-481-0099
99.1D
...
PO: SCOTT FRIED
...
NO: SCOTT FRIED

Winston-Salem 919-725-0556
WKZL FM 107
...
PO: DOUG PIER
...
NO: DOUG PIER

Winston-Salem 919-725-0556
WKZL FM 107
...
PO: DOUG PIER
...
NO: DOUG PIER



**Jim
Duncan**

News Notes

The first half of 1981 has been the busiest of my career. As things begin to settle in to a somewhat normal pace, it will be a pleasure to communicate with you again on a more regular basis. I should be a little easier to get in touch with. Special thanks to Carolyn Parks, our Associate Editor, and all of the super people here at R&R for making it easy for me to be involved in some projects through the R&R Entertainment division... I know it's old news, but I wanted to welcome Ted Cramer back to Country radio. As you know, Ted is the new PD at WMAQ/Chicago (R&R 5-15)... Bill Gamble is the new PD at WSUN/Tampa-St. Petersburg (see Page 3)... Larry Yurdin has been named PD for KFAT/Gilroy, CA. KFAT owner/GM Harvey Levine has been in the hospital for some tests. Hope he is feeling up to par real soon... Congratulations to Jay Allan on being promoted to Operations Director/PD at WTHI/Terre Haute, IN (R&R Street Talk 5-22)... Jim Powell has been given the PD nod at WYDE/Birmingham. In case you hadn't heard, Mike Malone recently exited WYDE to return to the PD job at WUNI/Mobile. Mike had been at WUNI as PD for some 13 years prior to making a change to WYDE... Michael J. Stewart from KBET/Reno is the new MD at KCEY/Modesto, CA... On June 8 WSAI/Cincinnati celebrates 58 years on the air... Good luck to "Country Joe" Flint and his family on the opening of a new record store in Salt Lake City. Joe is PD at KSOP/Salt Lake City... Richard Mock is the new News Director at KCBQ/San Diego... I hear KCKC/San Bernardino has been sold by owner Doug Trenner for a reported \$3.5 million... Tom Keller has moved crosstown from WHFM to afternoons at WNYR/Rochester, NY... John Potts from WADC/Parkersburg, WV is now doing morning drive on WVAM/Altoona, PA... Trish Hennesey moves from evenings to afternoon drive on WPOC-FM/Baltimore... Mark Thomas departs the PD job at WNRS/Ann Arbor to WCXI/Detroit as MD. New WNRS OD is Gregg Michaels, who is also the station's morning man.

Country

CONTESTS, CONCERTS, & CONVERSATIONS

Bee There Or Bee...

WHUM/Reading, PA PD John Knight sent R&R this picture of the WHUM prize



patrol car and official mascot, the "HUMble Bee." During the station's recent bumper sticker promotion it gave away \$15,000 in cash prizes. Sounds like a honey of a deal... Some of the recent Country radio vehicle contests are visualized on this page... to keep Cleveland area listeners on the move, WHK is giving away mini-tuneups. The funny thing about the contest is that it is on the evening Carolyn Carr show... Alabama, Sylvia, and Vern Gosdin will star in the WLWI-FM/Montgomery 4th of July picnic... It took KBUF/Garden City, KS listeners seven weeks to guess that the sound of a cap being taken off of a bottle was the "secret sound" in that station's recent \$1050 contest... WKHK-FM/New York is in the middle of its 10-week presentation of the "History Of Country Music," a 51-hour special tracing the roots of the music from the early days on the WLS/Chicago Barndance to the present... From our moonlighting department: Geno Khan, weekend air personality on WCXI/Detroit, has been cast in a new film, "The Sad, Sad Tale Of Duncan MacDougan." Khan is helping to write and produce the film, being put together by the Glasgow Film Club... WFTP/Ft. Pierce, FL PD/morning man Robert Michale Greene has been travelling with the Gary Stewart show as pianist. Green appeared with Stewart at the new "world's largest nightclub," Billy Bob's in Fort Worth, TX... During Ronnie Milsap's recent performance in Jacksonville, FL, WQIK-FM

presented him with a prestigious award and a WQIK ball cap. Milsap and WQIK's Frank Theis are seen on



stage... WTSO/Madison took part in the recent Statler Brothers concert in Wisconsin... This weekend KSON and the Children's Asthma League of San Diego present the fifth annual Breath of Life Radiothon... During the Memorial Day weekend KSWT and KSKX/Topeka, KS held the first Muscular Dystrophy Association Radiothon... Recently, KRMD-AM-FM/Shreveport, LA raised over \$41,000 during the St. Jude's Radiothon... The mayor of Bakersfield, KUZZ, and station owner-entertainer Buck Owens got together to send a letter to television host Johnny Carson explaining they didn't appreciate his recent jokes about Bakersfield. The letter was done on a roll of teletype paper with the ceremony being held in the KUZZ parking lot. Listeners were asked to come to the station and sign the roll... RCA recording artist



Sylvia is seen here with KPLE/Temple, TX PD Lynn Woolley at a local western wear store. Sylvia did an autograph session prior to her concert in Temple... The annual Jimmie Rodgers Memorial is going on all this week in Meridian, MS. Van Mac of WOKK reports the talent will include Merle Haggard, Conway Twitty, Freddie Hart, Mel McDaniel, Ernest Tubbs, and many others. The station will be broadcasting most of the events during the week. Masters of ceremonies include R&R Nashville Editor Biff Collie, WWL/New Orleans personality Charlie Douglas, and WJEZ/Chicago airman Jay Marvin... Al Hamilton of KEBC/Oklahoma City says he will make available a list of songs and the various dances that can be done to each to interested stations. Just send a self-addressed stamped envelope to Al at KEBC, 5101 South Shields Blvd., Oklahoma City, OK 73143... By the way we're always looking to hear from you at R&R. Send news and photos to R&R Country, 1930 Century Park West, Los Angeles, CA 90067...

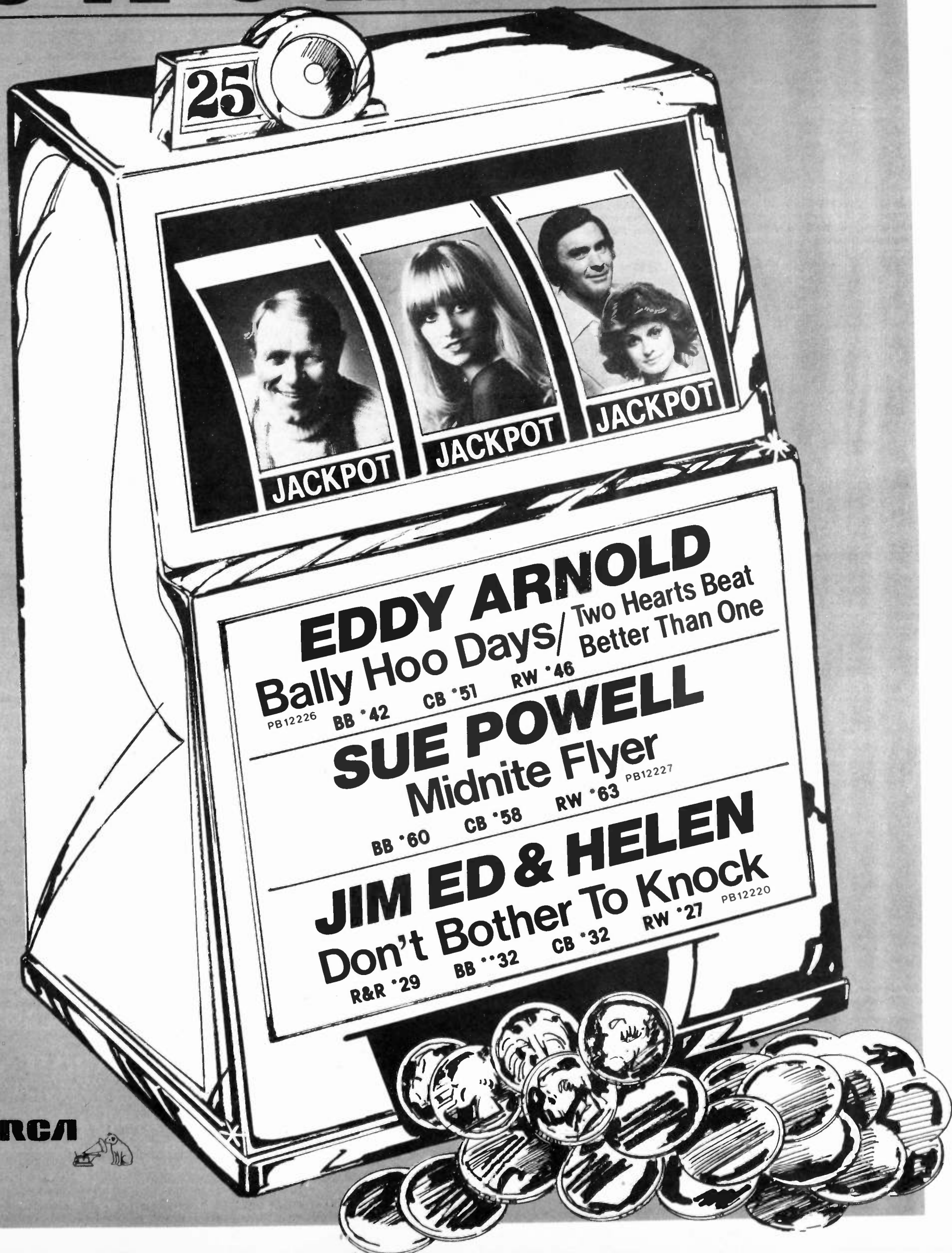


HOT TICKET TRUCK - KLAC/Los Angeles is currently running a promotion to give away this Datsun pickup truck. In cooperation with 100 local Stop-n-Go markets, "Hot Tickets" are distributed. The lower ID number is worth prizes of cash and appliances when someone hears his or her number on KLAC. Instant cash winners are determined by getting three of the same dollar amounts on a card. The grand drawing will be held sometime in June. KLAC air personalities Gene Price, Don Hinson, Sammy Jackson, Art Nelson, Deanne Crowe, Harry Newman, and Larry Scott are seen with the big prize.



BALLOON BEGINNING - In Parkersburg, WV, WKYG unveiled its "Lazy Days of Summer" promotion grand prize, a customized Chevrolet pickup, with the help of a hot-air balloon. PD Jack Randall and Parkersburg Mayor Al Smith are seen after the short flight that lifted the canopy covering the truck. Also seen is the official WKYG bumper sticker. The station will be spotting the stickers throughout the summer in its "heavy Chevy." A drawing will be held at the end of the promotion to determine the grand winner. By the way, the station did a broadcast from the balloon during the unveiling ceremonies.

JACKPOT!



RCA



Country Pictures



HANDOUT IN SPRINGFIELD — RCA's Randy Owens, lead singer of the group Alabama, is seen lending his handprint to the KTTS/Springfield, MO "Sidewalk Of Stars." The sidewalk contains some 60 concrete handprints of many country stars. Pictured with Randy is KTTS Program Manager Don Paul.



MURPHEY VISITS KIKN — Michael Murphey dropped by KIKN/Corpus Christi while in town for a performance and was interviewed about his film "Hard Country." Pictured (l-r) are air personality Hollywood Kelly, Murphey, PD Jimmy Louis, and (front) air personality Jim Patterson.



CONWAY'S A HEARTTHROB — Conway Twitty (center) is shown accepting a special set of his recent radio special, "Heartthrob: Then And Now," which was broadcast nationwide on 326 stations. Making the presentation are Opryland Radio Productions' Tony Lyons (left) and Ty Coppinger (right).



Biff Collie

Inside Nashville

60,000 FANS gathered this week (May 24-30) in the home of James Charles Rodgers, who, though he died at age 35 of tuberculosis, made friends for country music which still are multiplying. The Jimmie Rodgers Memorial Festival first started in Meridian, MS in 1953 when Ernest Tubb, Hank Snow, and Ralph Peer came and dedicated a new highway marker to the memory of their idol and friend. Tubb and Snow's lives were typecast at least in part because of Rodgers's singing and his songs; Peer was the itinerant music man who wandered through the hills, valleys and plains of the Eastern and Southeastern United States in the 1920's and 30's in search of new songs and new voices to sing them. Peer's job was to find and record "unique" talent and music and put it on record, which he did for the Victor Talking Machine Co. (now RCA). Two of the "unique" talents he found were James Charles Rodgers and A.P., Sarah, and Maybelle Carter, all of whom he recorded in a second floor unrented building in Bristol, TN. The Carters were from that area (Poor Valley, VA); Rodgers had moved around and landed there at that time after the doctor told him to get off the railroad because of illness (tuberculosis). Meridian, Mississippi in 1981 is still a "small town," with most everybody knowing most everybody else. The Rodgerses, the Williamsons, and the McWilliams families are the heart of the music community here, with Elsie McWilliams, the big sister of Carrie (Mrs. Jimmie) Rodgers, who wrote many of Jimmie Rodgers's songs for him, having been commissioned to write one. Elsie is 85 next week. Those of us who were here at the roadside marker dedication in 1953 relish the same warmth the town offered us then. This week has been a series of shows, reunions, parties, homecomings and something new for this occasion, TV tapings. The giants of the industry who've performed will be included in a Home Box Office TV special, and radio coverage on 50 or more Country stations, which I predict will next year become a radio network coverage. The nightly concerns and special dances this past week have showcased over 30 recording stars and point up the importance of this affair to the performing community. I expect to see a TV special from this week as well. Meridian's Jimmie Rodgers Memorial Festival is taken seriously by the population and the business community and the civic involvement here is a major reason why the event is experiencing rapid growth.

UPDATE: The Miss Universe Pageant did a tribute to Meridian and the Jimmie Rodgers Festival on TV last week. NBC-TV will salute Roy Acuff with a two-hour special next fall, to be taped September 21-24 at Opryland (Acuff's playground) and the Opry House. It'll be a Cates Bros. production, with guest stars like Dolly, Emmylou, Kenny, etc. honoring this somebody special. Acuff says, "I doubt if I'm well enough known to warrant this kind of national attention, but if they surround me with enough biggies perhaps it'll be

alright." ... Charlie Daniels guesting on Robert Klein's NBC-TV special (5-29), was taped last year, Charlie said. For the third consecutive year, the Oak Ridge Boys will host the "Stars For Children" benefit concert June 13 at Reunion Arena in Dallas. Performers will include the Bellamy Brothers, Rosanne Cash, Roy Clark, and Larry Gatlin. By the way, did you know Richard Sterban of the Oaks once did the low bass notes on the Elvis Presley concerts? Sterban is seen doing the same in the new movie "This Is Elvis" ... Willie Nelson was given another first when he was named an honorary convict of the Missouri State Penitentiary after a recent 3-hour performance. Talk about a captive audience ... Roger Miller is now doing radio spots for AT&T and its "Reach Out" campaign. Miller is seen here during a recent performance on the "John Davidson"



television show. Johnny Paycheck taped a "Dukes of Hazzard" episode which will be seen next fall. On June 8 "Uncle" Len Ellis (he owns WLJE in Valparaiso, IN) will bring a busload of listeners to Fan Fair '81. Not unusual at all, except that Len Ellis brought the first load of country music fans to Nashville in 1956. As a bonus, Len took the bus around through some neighborhoods where his friends the stars lived, to show his listeners some Nashville stars' homes. Backstage at the Opry that night he confided to George Hamilton IV about his plan; the following year George conducted the first commercial tour of homes. WSM bought him and John D. Loudermilk (his partner) out later; today there are about 50 tour companies who do extremely well, especially during tourist season, thanks to the idea created by Uncle Len Ellis. Len's on the CMA Board of Directors this year. "Hee Haw" opens the first (and only, they say) Hee Haw Theatre in Branson, MO this summer, with "Hee Haw" stars to perform there during the summer. Waylon Jennings booked at the Riviera Hotel in Las Vegas next week (May 28-June 3). Country Music Foundation's Bill Ivey (he's Executive Director) elected President of NARAS, the third Nashvilleian to head the national recording organization. Jan Rhees Marketing moves to new offices at Suite 200, 900 Division St., Nashville 37203, 615-255-5455.

COUNTRY USA

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Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Includes station names like Bellamy Brothers (WB/Curb), Oak Ridge Boys (MCA), etc.

EAST

Table listing radio stations in the East region (e.g., WQXR, WJAZ, WYNY) and their current programming.

MIDWEST

Table listing radio stations in the Midwest region (e.g., WBLR, WOH, KFOJ) and their current programming.

SOUTH

Table listing radio stations in the South and West regions (e.g., KBYR, WYDE, WIBC-AM/FM) and their current programming.

WEST

Table listing radio stations in the West region (e.g., WKRC, KREZ) and their current programming.

Table listing radio stations in the West region (e.g., KREZ, KREZ, KREZ) and their current programming.

NUMBER OF REPORTING STATIONS THIS WEEK: 117

Hottest Tracks: "Ride The Train" ALABAMA (RCA), "Party Time" T.G. SHEPPARD (WB/Curb)

"My Baby Thinks He's A Train" DAVID FRIZZELL & SHELLY WEST - Carryin' On The Family Names - (WB) "Darling, Will You Marry Me Again" BOBBY GOLDSBORO - Bobby Goldsboro - (Curb) "Grown Eyed Woman, Nashville, Blues" CON HUNLEY - Don't It Break Your Heart - (WB) "This Ol' Cowboy's Going Home" CHARLY McCLAIN - Surround Me With Love - (Epic) "He's Back" "Sleepin' With The Radio On" RONNIE MILSAP - Out Where The Bright Lights Are Glowing - (RCA) "Dear Friend" WILLIE NELSON - Somewhere Over The Rainbow - (Columbia) "Who's Sorry Now" "I'm Gonna Sit Right Down And Write Myself A Letter" JUICE NEWTON - Juice - (Capitol) "Ride 'Em Cowboy" "Country Comfort"

OAK RIDGE BOYS - Fancy Free - (MCA) "Another Dream Just Came True" "I Would Crawl All The Way (To The River)" "She's Gone To L.A. Again" "Somewhere In The Night" 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) "Crazy Love" "Nobody's Better Than You" T.G. SHEPPARD - I Love 'Em All - (WB/Curb) "Party Time" "We Belong In Love Tonight" "Face The Night Alone"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

- ALABAMA - Feels So Right - (RCA) "Ride The Train" "Fantasy" "Johnny Anderson" John Anderson 2 - (WB) "The Same Old Girl" MOE BANDY & JOE STAMPLEY - Hey Joe, Hey Moe - (Columbia) "Get On My Case" "Country Boys" "Drunk Front" ED BRUCE - One To One - (MCA) "I Take The Chance" ROSANNE CASH - Seven Year Ache - (Columbia) "Blue Moon With Heartache" "You Don't Have Far To Go" "Hometown Blues"

Most Requested:

- OAK RIDGE BOYS "Elvira" (MCA) BARBARA MANDRELL "I Was Country..." (MCA) MEL McDANIEL "Louisiana Saturday Night" (Capitol) DOTTIE WEST "What Are We Doin' In Love" (Liberty) JOHN ANDERSON "I'm Just An Old Chunk..." (WB) EDGEL GROVES "Footprints In The Sand" (Silver Star)



**Jeff
Green**

Close-up On A/C

During the recent transition from Pop/Adult to Adult/Contemporary, the A/C picture file has filled up with some interesting photos. This week we present a collection of current promotional shots to recognize what's going on in A/C radio and encourage all you budding photographers out there to submit your station's pictures to us at R&R.

Simply send your photos to my attention: Jeff Green, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067. Black & white shots are preferred, but color shots with good contrast will also work. Either way, we're looking forward to seeing you and your station in R&R.



BIRTHDAY BELLY BONUS — Al Kline, morning coanchor on WGBS/Miami's Kelly & Kline Show, was taken by surprise recently when a bellygram arrived during his air shift complete with a birthday bonus: a live belly dancer. Kelly & Kline kept listeners posted on what the exotic dancer was doing in the studio between music and traffic reports.

Progress

WSB/Atlanta names Atlanta Board of Education and Morehouse College President Dr. Benjamin E. Mays the 1981 recipient of the inspirational service Shining Light Award. WSB VP/GM Elmo Ellis has been named a National Trustee of the Foundation of American Women in Radio & Television . . . Keith Allen Jonasson has been promoted from his weekend shift to middays at KOMO/Seattle . . . Michael W. Terry joins KFMB/San Diego as morning news anchor and staff member. Prior to KFMB, Terry was news anchor/reporter for WTMJ/Milwaukee . . . WASH-FM/Washington, DC makes three new appointments: Mike Pintek as morning news anchor, formerly of WKBO/Harrisburg; Ed Rodriguez takes evenings, moving over from Production Director; Josh Cohen named Production Director, previously of WXAM/Charlottesville . . . Brad Lusk appointed General Sales Manager at KARZ(K960)/Phoenix. Lusk comes from the Station Manager's post at KSPZ-FM/Colorado Springs . . . Hubert Jessup joins WHDH/Boston as evening talkmaster. He continues his work as TV producer-host. Special congratulations to WLVL-AM/Lockport, NY General Manager Hank Nevins and his wife Mary, who are proud new parents of their second child, Maria Luciana.

Adult /C Contemporary



TALK ABOUT VISIBILITY! — KUGN-AM-FM/Eugene, OR presents its staff and double-decker "bus-bus," used for remotes, station promotions, trips to Portland concerts and other special occasions.



REMEMBER WHEN? In celebration of the 50th anniversary of the city's classic Centre Theatre, WISN/Milwaukee relived the memories with a display of WISN artifacts and fashioned station personnel Marty Well and Bree Beauvatt in period dress.



UP, UP & AWAY — Wearing a slightly oversized free station T-shirt, a young kite flyer attempts to get his free WFYR/Chicago kite airborne during their recent kite fly. Also given out were Kentucky Fried Chicken sandwiches and Pepsi to the first 1000 participants.



SAY CHEESE! The air staff of WHEN/Syracuse congratulates their recipe contest winner, whose broccoli-cheese pie won her a wine and cheese party for herself and 25 friends. From left are overnight personality Peter King, critic at large Doug Brode, afternoon drive Jay Flannery, the winner, air traffic reporter Captain Scott King, morning personality Ray Diorio and Joe Gallagher, mid-days.



RADIO FEELS SO GOOD — A&M recording artist Chuck Mangione, in town for a Special Olympics benefit concert, stopped by WMAL/Washington for an interview with evening personality Felix Grant, who has featured jazz and blues nightly on WMAL for over 26 years.

OUTCUE

An Offer No PD Can Refuse

A Midwestern secondary was looking for an inexpensive promotion. So, when "denied" time off to visit his mother, KMJR/Pittsburgh, KS morning man Bruce Elliot went to the airwaves to plead his case. Circulated petitions to 'get Bruce free' immediately collected over a thousand signatures. Hundreds of letters from several states flooded in, but the station stood firm. Finally, the clincher came when a funeral wreath arrived from a local mortuary with a warning that if Bruce wasn't allowed a couple of days to see his mom . . . ahem! "No problem. Mr. Elliot! Take all the time you need!"

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**CHUCK MANGIONE live double album
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On A&M Records and Tapes

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**Walt
Love**

Black Radio

NEW REPORTERS

Introducing: The Magnificent Seven

As a first step in improving the quality of our music information for Black radio, we've added seven new reporters, all carving significant niches in their markets via ratings and/or unique programming.

This week let's meet them. Going from East to West, Radio & Records first welcomes WKYS/Washington, DC which continues to do a great job of entertaining Washington's masses. Also, WHUR, just changed over to be a reporter for our mainstream music rather than as a Jazz-only reporter, reflecting its total musical approach. With the addition of these two giants in the Capital area I'm sure our music chart can only do better. WKYS is programmed by Donnie Simpson (PD/MD), his Music Coordinator is Joe Alfenito. WHUR

is programmed by Jesse Fax and his Music Director is Oscar Fields.

Next is WDMT/Cleveland, which as I'm sure you've noticed has done quite well in the market. WDMT is programmed by PD Jeff Kelly, and his Music Director is veteran air personality Freddie James, whose hometown happens to be Cleveland. There are two Southern additions, WAIL-FM/New Orleans and WBLX-FM/Mobile, AL. WAIL is programmed by Barry Richards (PD/MD), a native of Washington, DC. WBLX-FM is programmed by Carmen Brown, and her Music Director is Michael Jay Alexander. Carmen is a veteran air personality who has performed on KSLQ and KMJM, both in St. Louis.

KXAM/Phoenix is a real story in itself; located in the once wild, wild West, KXAM's area is now the land

of new beginnings for many from much colder climates. In the warmth of the Southwestern sun, KXAM, an AM radio station in search of a black audience, has found that same audience plus a Mexican-American audience that loves black music. Chris Robbins is the Program Director and Rick Nuhn is the Music Director. In the winter ARB they did very well, scoring a 4.6 share.

Finally, we have KJLH/Los Angeles, which was a Jazz reporter, but we have witnessed the transformation of KJLH into the mainstream of the ratings war with the inclusion of styles other than Jazz in its music repertoire. KJLH is programmed by Lawrence Tanter, who is also the Music Director. We now have additional reporters to add more accuracy to Radio & Records' music information.



WDMT WARMS UP STEPHANIE — Stephanie Mills recently visited chilly WDMT/Cleveland and was warmed up by (l-r) Music Director Freddie James, Program Director Jeff Kelly, and Artie Dunning of RCA.



YOKOKURA VISITS KJLH — Jazz artist Yutaka Yokokura stopped by KJLH/Los Angeles to chat with Station Manager Dolores Gardner (right) about his "Love Light" LP.

Action

• Wedding bells are ringing at 1580 KDAY/Los Angeles, for Ms. Andrea Phillips, a member of the air staff. Andrea will be wed on June 21, at 1pm at St. Eugene's Catholic Church, and by the way she's marrying a gentleman named Christopher Roundtree who's not connected with the broadcasting industry. Andrea will be leaving KDAY to reside with her new husband in the state of Texas.

• KXAM/Phoenix had a big holiday weekend with its listeners in the form of a special music presentation. It played music from the 60's through 1981, featuring groups like the Supremes, the Bar-Kays, and George Benson once an hour. On Sunday the 24th KXAM held a family picnic and invited the public to pack a lunch and join the staff for some fun in the sun. On Memorial Day KXAM counted down the "Funkiest 50" of all time. Program Director Chris Robbins said, "I wanted to do something different than all the other stations in Phoenix. We went to a city park and had a good old time!!"

• WJMO/Cleveland has an interesting promotion going on now that some of you might find interesting. It's called the "\$50 Hours," and listeners are asked to remember the hours during the day in which the radio

station will give away \$50.

• KMJQ/Houston had a great idea; here's what went down. Stevie Wonder had a birthday on May 13, and the good folks down in Houston decided to send him the following Braille-gram birthday greeting: "Stevie, KMJQ/Magic 102FM and a multitude of beautiful people in the city of Houston dispatch this missive to acknowledge you as a shining symbol of love, unity, purpose and creativity . . . particularly in your efforts to make the Reverend Dr. Martin Luther King Jr.'s birthday the national holiday it should be. We all sincerely want to say . . . Happy Birthday Stevie, on this your birthday. We really love you." More than 500 listeners were able to call in and have their names included on the greeting. There was also this addendum: "Stevie, wanted to express empathy in the untimely death of Bob Marley. For you it is the loss of a friend . . . for us all, the loss of a vibrant spirit. Once again, it is you who is left to keep jammin' and jammin' and jammin'. Peace be with you." A duplicate Telex was also forwarded to Stockholm, Sweden where Stevie was on concert tour on his birthday. "The Majic Braille-gram Birthday Greeting" was the brainchild of Majic 102FM midday personality Ms. H.F. Stone.



ATLANTIC STARR IN DETROIT — A&M's Atlantic Starr swung through Detroit recently, where they met and autographed an album for Tom Collins, Operations Manager of WJLB.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

STEPHANIE MILLS
 "Two Hearts" (20th)
CHAKA KHAN
 "What Cha' Gonna Do For Me" (WB)
RICK JAMES
 "Give It To Me Baby" (Gordy)
CHANGE
 "Paradise" (RFC/Atlantic)
STANLEY CLARKE & GEORGE DUKE
 "Sweet Baby" (Epic)
CAMEO
 "Freaky Dancin'" (Chocolate City/PolyGram)
RAYDIO
 "A Woman Needs Love (Just Like You Do)"
 (Arista)
GAP BAND
 "Yearning For Your Love" (Mercury/PolyGram)
GRACE JONES
 "Pull Up To The Bumper" (Island)
TAANA GARDNER
 "Heartbeat" (West End)

CLIMBERS

Following are listed in order of their airplay activity.

ISLEY BROTHERS "Hurry Up And Wait" (T-Neck) 58% reporting. Medium at WAMO, WXYV, WILD, WBLX, WATV, WTMP, WDIA, WVOL, WAIL, WDMT, WTLC, WJMO, KAEZ, WVON, WBMX, KPRS, KLIP, KDKO, KSOL. Hot at WDAS, WJJS, WKXI, KOKY, WOIC, WCIN, WDAO, WJLB, KXAM, KDAY.

BILLY OCEAN "Night (Feel Like Getting Down)" (Epic) 54% (+25) reporting. Added at WKND, WKYS, WJJS, WDAO, WBMX. Medium at WILD, WDAS, WHRK, WBLX, WGIV, WKXI, WOIC, WVOL, WENN, WAIL, WDMT, WCIN, WWS, WKWM, WVON, KXAM, KDKO. Hot at WWRL, WDIA, WTLC, KDAY, KJLH.

BILL SUMMERS & SUMMERS HEAT "Call It What You Want" (MCA) 54% (+3) reporting. Added at WENN. Hot at WAMO, WKND, WAIL, WJMI, WEDR, WHRK, WBLX, WATV, WTMP, WVEE, WDIA, KOKY, WVOL, KMJQ, WJMO, WKWM, WDAO, KAEZ, KDIA, KSOL. Medium at WXYV, WJJS, WDMT, WBMX, KPRS, KXAM.

LEE RITENOUR "Is It You" (Elektra) 50% (+16) reporting. Added at KSOL. Medium at KXAM, KDAY, KJLH, KPRS, WBMX, WDAO, WWS, WCIN, WDMT, WJMO, WAIL, KOKY, WKXI, WDIA, WJJS, WBLX, WHRK, WDAS, WILD, WAMO, WWRL. Hot at WXYV, WJMI, WVEE.

MAZE "Running Away" (Capitol) 50% (+13) reporting. Added at WJMI, WBLX, WJJS, KOKY, WTLC. Medium at WAMO, WKND, WXYV, WDAS, WAIL, WLOU, WHRK, WDIA, WKXI, WOIC, KMJQ, WENN, WDMT, WCIN, WKWM, WDAO, KAEZ, WBMX. Hot at WATV, KJLH.

FRANKIE SMITH "Double Dutch Bus" (WMOT) 50% reporting. Added at KPRS. Hot at WAMO, WVOL, WENN, WAIL, WJMI, WHRK, WBLX, WANT, WVEE, WDIA, WPDQ, KOKY, WJMO, WVON, WBMX, KDIA, KSOL. Medium at WWIN, KMJQ, WEDR, WATV, WKXI, WDMT, WWS.

SHALAMAR "Make That Move" (Solar) 50% reporting. Hot at WKYS, WDAS, WHRK, WATV, WJJS, WVEE, WVOL, KMJQ, WDMT, WWS, WJLB, WBMX, KLIP, KDIA, KSOL. Medium at WBLX, WTMP, WDIA, WGIV, KOKY, WCIN, WKWM, KMJM, KPRS, KXAM.

DEBRA LAWS "Very Special" (Elektra) 48% (+21) reporting. Added at WDIA, WGIV, WVOL, KMJQ, WKWM, WVON, WBMX. Medium at WKND, WXYV, WKYS, WILD, WLOU, WHRK, WATV, WAO, WKXI, WENN, WWS, WDAO, KAEZ, KJLH.

ATLANTIC STARR "When Love Calls" (A&M) 48% reporting. Hot at WHUR, WDAS, WBLX, WJJS, WANT, WPDQ, KMJQ, WENN, WJMO, WCIN, KAEZ, KMJM, WVON, KPRS, KXAM, KSOL. Medium at WAMO, WWIN, WKYS, WVEE, KOKY, WWS, KLIP, KDKO.

ONE WAY "Push" (MCA) 46% reporting. Added at WXYV, WVEE, WDIA, WJMO, WTLC. Medium at WAMO, WKND, WLOU, WHRK, WBLX, WPDQ, WOIC, WENN, WKWM, WDAO, KAEZ, KLIP, KDKO. Hot at WEDR, WTMP, WKXI, KMJQ, WJLB.

FATBACK BAND "Take It Any Way You Want It" (Spring/PolyGram) 42% (+15) reporting. Added at WJLB, WVON, WBMX. Medium at WILD, WEDR, WHRK, WBLX, WTMP, WVEE, WAO, WKXI, WOIC, WVOL, WJMO, WDMT, WDAO, KXAM, KDKO. Hot at WLOU, WGIV, WENN.

STRIKERS "Body Music" (Prelude) 42% reporting. Added at WBLX. Medium at WAMO, WXYV, WDAS, WJJS, WVOL, WAIL, WJMO, WDMT, WBMX, KDIA, KSOL. Hot at WAIN, WILD, WVEE, WGIV, WAO, WOIC, WENN, WDAO, KDAY.

LAKESIDE "Your Love Is On The One" (Solar) 40% reporting. Hot at WHRK, WATV, WVEE, WGIV, KOKY, WDMT, KAEZ, WBMX, KLIP, KDKO, KSOL. Medium at WWIN,

WKYS, WDAS, WBLX, WTMP, WJJS, WVOL, KMJQ, WAIL.

STACY LATTISAW "Love On A Two Way Street" (Cotillion) 40% reporting. Added at WKYS, WILD, WDAS, WWRL, WKND, WWIN, WGIV, WAO, WPDQ, WOIC, WVOL, KMJQ, WEDR, WHRK, WANT, WDIA, WTLC, KAEZ, WVON, KLIP.

MASS PRODUCTION "Turn Up The Music" (Cotillion) 38% (+6) reporting. Added at WXYV, WHRK, WKWM, WBMX. Medium at WKND, WDAS, WLOU, WJMI, WEDR, WJJS, WGIV, WAO, WPDQ, WKXI, WOIC, WDAO, WTLC, KDKO. Hot at WTMP.

DONNA WASHINGTON "Scuse Me While I Fall In Love" (Capitol) 38% (+4) reporting. Added at WBLX, WENN, WDMT. Medium at WWRL, WKND, WILD, WLOU, WHRK, WDIA, WGIV, WKXI, WJMO, WKWM, WJLB, WBMX, KDAY, KSOL. Hot at WXYV, WAO.

SISTER SLEDGE "Next Time You'll Know" (Cotillion) 38% reporting. Added at WBLX. Medium at WXYV, WDAS, WHRK, WTMP, WJJS, WDIA, KOKY, WOIC, WDMT, WCIN, WBMX, KPRS, KDAY, KSOL. Hot at WGIV, WKXI, WDAO, WJLB.

AURRA "Are You Single" (Salsoul) 38% reporting. Added at WKYS, WLOU, WOIC, WDAO. Medium at WAMO, WKND, WDAS, WEDR, WJJS, WDIA, WKXI, WJMO, WKWM, KAEZ. Hot at WWIN, WXYV, WILD, WGIV, WAO.

THELMA HOUSTON "If You Feel It" (RCA) 36% (+21) reporting. Added at WWRL, WKND, WJJS, WDMT, WCIN, WTLC. Medium at WXYV, WILD, WDAS, WEDR, WHRK, WBLX, WAO, WKWM, WBMX, KXAM, KJLH.

WALTER JACKSON "Tell Me Where It Hurts" (Columbia) 36% (+2) reporting. Added at WBLX, WDAO, KSOL. Medium at WWRL, WKND, WWIN, WJMI, WDIA, WOIC, WAIL, WJMO, WJLB, WTLC, WVON, WBMX, KJLH. Hot at WLOU, WKXI.

SIDE EFFECT "Make You Mine" (Elektra) 36% reporting. Medium at WAMO, WKND, WXYV, WILD, WLOU, WHRK, WATV, WJJS, KOKY, WVOL, WJMO, WDMT, WCIN, WBMX, KXAM, KSOL. Hot at KAEZ, KDAY.

RANDY BROWN "If I Don't Love You" (Chocolate City/PolyGram) 34% (+2) reporting. Added at WBLX, KOKY, WJMO. Medium at WKND, WXYV, WHRK, WVEE, WDIA, WAIL, WCIN, WKWM, WBMX, KLIP, KSOL. Hot at WLOU, WTMP, WKXI.

KLIQUE "Love's Dance" (MCA) 32% (+10) reporting. Added at WXYV, KOKY, WVOL, WCIN. Medium at WKND, WJMI, WTMP, WVEE, WJMO, WJLB, WTLC, WBMX, KPRS. Hot at WGIV, WAO, KJLH.

SANDRA FEVA "Tell 'Em That I Heard It" (Venture) 32% (+8) reporting. Added at WDAO, WTLC. Medium at WWRL, WILD, WEDR, WATV, WAO, WKXI, KOKY, WVOL, WENN, WJMO, WKWM, WJLB, KAEZ, WBMX.

MICHAEL JACKSON "One Day In Your Life" (Motown) 30% (+6) reporting. Added at WJMO, KSOL. Medium at WWIN, WXYV, WKYS, WDAS, WTMP, WJJS, WDIA, KOKY, WAIL, WJLB, WBMX, KLIP. Hot at WWRL.

BERNARD WRIGHT "Just Chillin' Out" (GRP/Arista) 30% reporting. Medium at WAMO, WILD, WLOU, WATV, WJJS, WDIA, KMJQ, WJMO, WDMT, WDAO, WBMX, KXAM, KSOL. Hot at WCIN, WKWM.

NEW & ACTIVE

GINO SOCCIO "Try It Out" (Atlantic) 28% reporting. Added at WDMT. Medium at WXYV, WILD, WAIL, WWS, WDAO, WVON, KXAM, KJLH, KDKO. Hot at WWRL, WHUR, WJMI, WTLC.

OHIO PLAYERS "Skinny" (Boardwalk) 26% (+11) reporting. Added at WJMI, WVON, KDAY, KPRS. Medium at WEDR, WHRK, WGIV, WAO, WOIC, WDAO, WTLC, KDKO. Hot at WENN.

DENIECE WILLIAMS "It's Your Conscience" (ARC/Columbia) 26% (+6) reporting. Added at WAMO, WLOU, WAO, WAIL, WDAO. Medium at WJMI, WEDR, WHRK, WKXI, WOIC, KJLH. Hot at WWRL, WHUR.

JACKSONS "Can You Feel It" (Epic) 26% (+2) reporting. Added at WKWM. Medium at WDAS, WBLX, WJJS, WPDQ, WVOL, WJMO, WJLB, KPRS, KLIP, KSOL. Hot at WVEE, WKXI.

GINO VANNELLI "Living Inside Myself" (Arista) 24% reporting. Medium at WDAS, KMJQ, WAIL, WBLX, WTMP, WPDQ, KOKY, WVOL, WJMO, WJLB, KPRS, KLIP, KSOL. Hot at WVEE, WKXI.

JOE SIMON "Are We Breaking Up" (Posse) 24% reporting. Added at WLOU, WCIN. Medium at WWIN, WTMP, WGIV, WKXI, WENN, WJLB, WVON. Hot at WAO, WDAO.

QUINCY JONES "Razzamatazz" (A&M) 24% reporting. Added at WAO, KMJQ, WAIL, WATV, WGIV, WVON, WDAO. Medium at WWIN, WVEE, WJMO, KJLH. Hot at WCIN.

CHERYL LYNN "Shake It Up Tonight" (Columbia) 24% reporting. Added at WXYV, WILD, WEDR, WATV, WOIC, WPDQ, WDIA, KPRS, KXAM. Medium at WVOL, WAO. Hot at KJLH.

GLADYS KNIGHT & THE PIPS "Forever Yesterday" (Columbia) 24% reporting. Added at WWRL, WWIN, WGIV, WAO, WOIC, WHRK, WBLX, WDIA, WVON, WJLB, KJLH, KDAY.

ARETHA FRANKLIN "Come To Me" (Arista) 22% (+5) reporting. Added at WAIL, WJMO. Medium at WWRL, WKND, WLOU, WTMP, WGIV, WOIC, WDAO, WJLB, WBMX.

HEAVEN & EARTH "I Really Love You" (WMOT) 22% reporting. Added at WXYV, WBMX, KDAY. Medium at WAMO, WDAS, WILD, WGIV, WAO, WKXI, KJLH. Hot at WTLC, KDAY.

UNLIMITED TOUCH "Searching To Find The One" (Prelude) 22% reporting. Added at WWRL, WEDR, KPRS. Medium at WJMI, WVEE, WDIA, WAO, WOIC, WENN, WWS. Hot at WTLC.

T-CONNECTION "Groove City" (Capitol) 22% reporting. Added at WILD, WKND, WEDR, WTMP, WTLC, WJMO, KPRS. Medium at WXYV, WLOU, KAEZ, WDAO.

TOM BROWNE "Let's Dance" (GRP/Arista) 20% reporting. Added at WTMP, WWS, WDAO. Medium at WKND, WAO, WPDQ, WOIC, KXAM, KDKO. Hot at WATV.

SYLVESTER "Here Is My Love" (Fantasy/Honey) 20% reporting. Added at WHUR, WAO, WPDQ, WKWM, KAEZ, KPRS, KJLH. Medium at WWRL, WOIC. Hot at WWS.

NOEL POINTER "All The Reasons Why" (Liberty) 18% reporting. Added at WAIL, WBMX. Medium at WKND, WDAS, WJMO, WTLC, KJLH. Heavy at WXYV, WJLB.

ARCHIE BELL "Any Time Is Right" (Becket) 18% reporting. Added at WAO, WENN, WLOU, WJJS. Medium at WAMO, WWIN, WEDR, WVEE, WDAO.

MARVIN GAYE "Heavy Love Affair" (Tamla) 18% reporting. Added at WJJS, KOKY, WDAO. Medium at WLOU, WATV, WAO, WKXI, WOIC, WJLB.

Black Radio

Hottest

May 29, 1981

EAST	SOUTH	MIDWEST	WEST
Taana Gardner Chaka Khan Stephanie Mills	Rick James Raydio Bill Summers Stephanie Mills Frankie Smith	Chaka Khan Raydio Change Gap Band	Chaka Khan Rick James Stephanie Mills

Regionalized Adds & Hats

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

EAST

WRND
Newford, CT
Eddie Jordan

ADDED
Billy Ocean
Thelma Houston
T-Connection
Stacy Lattisaw
Dionne Warwick
Robert Winters & Fall "When"

HOTTEST
Raydio
Gap Band
Chaka Khan
Rick James
Smoke Robinson
Stephanie Mills
Change
Bill Summers
Taana Gardner
Lina "Lying"

WILD
Boston, MA
Steve Crumbly

ADDED
Lina "Together"
Cheryl Lynn
Webster Lewis
Victoria Sosa
Stacy Lattisaw
T-Connection
Barry & Gladys White
Count Coolout

HOTTEST
Taana Gardner
Rick James
Raydio
Chaka Khan
Strikers
Change
Grace Jones
Fleety
Stephanie Mills
Aurea

WKYS
Washington, DC
Dorinda Simpson

ADDED
Stacy Lattisaw
Billy Ocean
Aurea
Frankie & The Knockouts

HOTTEST
Robert Winters & Fall "Magic"
Gap Band
A Taste Of Honey
Gap Band
Taana Gardner
Chaka Khan
Champagn
Grace Jones
Shalamar

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Sugarhill Gang
Stacy Lattisaw
Gangsters
Dionne Warwick
Richard "Dimple" Fields
Gladys Knight & Pips
James Parry
L.J. Reynolds
Leon Bryant
Odyssey

HOTTEST
Chaka Khan
Taana Gardner
Gap Band
Strikers
Rick James
Stephanie Mills
Grandmaster Flash
K.I.D.
Persuaders
Aurea

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Deniece Williams

HOTTEST
Chaka Khan
Frankie Smith
Raydio
Grace Jones
Stephanie Mills
Clarks/Duke
Taana Gardner
Bill Summers
Gap Band
Change

WWRL
New York, NY
Bob Law/Wanda Ramos

ADDED
Dionne Warwick
Gladys Knight & Pips
Stacy Lattisaw
Pointer Sisters
Zenith
Thelma Houston
Kool & The Gang
Slave
Unlimited Touch
War

HOTTEST
Grace Jones
Chaka Khan
Stephanie Mills
Billy Ocean
Whispers
Michael Jackson
Yutaka Yokokura
Robert Winters & Fall "When"
Deniece Williams
Gino Soccio

WHUR
Washington, DC
Oscar Fields

ADDED
Gene Chandler
Stargard
Sylvester

HOTTEST
Atlantic Starr "When"
Change
Debra Laws
Quincy Jones "Dude"
Kleser
Ullanda McCullough
Robert Winters & Fall "Magic"
Esther Williams
Deniece Williams
Gino Soccio

WXYV
Baltimore, MD
Tim Watts

ADDED
Barry & Gladys White
Heaven & Earth
Klique
Spinners
Cheryl Lynn
Dne Way
Mass Production
Lee Ritenour "Tell"
Ullanda McCullough "Dis/Warm"
Randy Brown "Tomorrow"

HOTTEST
Taana Gardner
Change
Lee Ritenour
Michael Wycoff
Clarks/Duke
Noel Pointer
Aurea
Stephanie Mills
Cameo
Donna Washington

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Odyssey
Stacy Lattisaw
Dionne Warwick
Skyy
Zenith
Peter Tosh
Ecstasy, Passion & Pain
Ullanda McCullough
Pointer Sisters
Lina "Together"

HOTTEST
Raydio
Chaka Khan
Atlantic Starr "When"
Rick James
Isley Brothers
Change
Taana Gardner
Shalamar
Grace Jones
Stephanie Mills

MIDWEST

WBMX
Chicago, IL
J.J. Jeffries

ADDED
Fatback Band
Billy Ocean
Noel Pointer
Mass Production
Debra Laws
Harvey Mason
Heaven & Earth
Spinners

HOTTEST
Raydio
Gap Band
Rick James
Stephanie Mills
Shalamar
Chaka Khan
Change
Lakeside
Clarks/Duke
Frankie Smith

WVON
Chicago, IL
Ron King

ADDED
Fatback Band
Stacy Lattisaw
Gladys Knight & Pips
Stargard
Ohio Players
Quincy Jones "Razz"
Change
Debra Laws
Dionne Warwick
Windy City
Brenda Russell "Something"

HOTTEST
Taana Gardner
Grace Jones
Deniece Williams "Silly"
Raydio
Atlantic Starr
Frankie Smith
Walter Hawkins
Quincy Jones "Dude"
Chaka Khan
Gap Band "Humpin'"

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Keni Burke
Patrice Rushan
T-Connection
ADC Band
Thelma Houston
Bobby Thurston
One Way
Taana Gardner
Grover Washington, Jr.
"Wynalight"
Stacy Lattisaw
Meza
Rose Royce
Fantasy
Sandra Fava

HOTTEST
Raydio
Unlimited Touch
Gino Soccio
Stephanie Mills
Cameo
Heaven & Earth
K.I.D.
Chaka Khan
Gap Band
Debra Laws

WVVE
Baylor, MI
Curtis Foss

ADDED
Robert Winters & Fall "When"
Tom Browne
Dave Grusin
Lina "Together"

HOTTEST
Raydio
Rick James
Allica Myers
T.S. Monk
Grover Washington, Jr. "Just"
Change
Whispers
Shalamar
Sylvester
Gino Vennelli

KFRB
Kansas City, MO
Dee Rice

ADDED
Cheryl Lynn
Slave
Ramsey Lewis
Unlimited Touch
Delegation
Sho Nuff
Kool & The Gang
T-Connection
Taana Gardner
Frankie Smith
Sylvester
Robert Winters & Fall "When"
Gene Chandler
Webster Lewis
Ohio Players
Mystic Merlin

HOTTEST
Smoke Robinson
Chaka Khan
Champagn
Stevie Wonder
Grover Washington, Jr. "Just"
Atlantic Starr "When"
A Taste Of Honey
Gap Band
Sadane
Raydio

WVWM
Grand Rapids, MI
Frank Grant

ADDED
Carl Carlton
Fantasy
Mass Production
Debra Laws
Sylvester
Jacksons
T.F.O.

HOTTEST
Rick James
Chaka Khan
Bernard Wright
Gap Band
Mentha
Stephanie Mills
Cameo
Bill Summers
Grace Jones
Raydio

WEST

KLUP
Fresno, CA
Kevin Lynn

ADDED
Stacy Lattisaw

HOTTEST
T.S. Monk "Bon"
Raydio
A Taste Of Honey
Verbrough & Peoples
Smoke Robinson
Shalamar
Rano "Ready"
Gap Band "Burn"
Chaka Khan
Lakeside

KDKO
Denver, CO
Byron Pitts

ADDED
None

HOTTEST
Rick James
June
Chaka Khan
Stephanie Mills
Taana Gardner
Stone City Band
Change
General Caine
Grace Jones
Lakeside

KDIA
Oakland, CA
Keith Adams

ADDED
None

HOTTEST
Frankie Smith
Raydio
Chaka Khan
Bill Summers
Deniece Williams "Strangers"
Rick James
Shalamar
Gap Band
Champagn
Stephanie Mills

SOUTH

WENN
Birmingham, AL
Dave Donnell

ADDED
Taana Gardner
Donna Washington
Archie Bell
Bill Summers

HOTTEST
Chaka Khan
Raydio
Rick James
Atlantic Starr "When"
Grace Jones
Strikers
Eddie Fisher
Cameo
Fatback Band
Ohio Players

WAIL
New Orleans, LA
Barry Richards

ADDED
Noel Pointer
Quincy Jones "Razz"
Greg Phillinganes
Deniece Williams
Aretha Franklin
War
Stone City Band

HOTTEST
Frankie Smith
Rick James
A Taste Of Honey
Bill Summers
Chaka Khan
Gap Band "Humpin'"
Cameo
Raydio
Rose Royce
Stephanie Mills

KMJQ
Houston, TX
Anne Lessor

ADDED
Whispers "Can"
Rick James
Quincy Jones "Razz"
Stacy Lattisaw
Debra Laws

HOTTEST
Bill Summers
Chaka Khan
Raydio
One Way
Grover Washington, Jr. "Just"
A Taste Of Honey
Atlantic Starr "When"
Peabo Bryson
Shalamar
Change

KOKY
Little Rock, AR
Lyn Henry

ADDED
Olene Ross
Marvin Gaye
Klique
Randy Brown
Meza

HOTTEST
Stephanie Mills
Frankie Smith
Smoke Robinson
A Taste Of Honey
Raydio
Gap Band
Chaka Khan
Lakeside
Rick James
Rufus

WFDQ
Jacksonville, FL
Nat Jackson

ADDED
Cheryl Lynn
Stacy Lattisaw
Sylvester
Ebonye Webb

HOTTEST
Frankie Smith
Gap Band
Hall & Dates
Raydio
Kim Carnes
Atlantic Starr "When"
Champagn
Taana Gardner
Smoke Robinson
Grace Jones

WANT
Richmond, VA
Ben Miles

ADDED
Stacy Lattisaw
Taana Gardner

HOTTEST
Chaka Khan
Raydio
Rick James
Atlantic Starr "When"
Smoke Robinson
Jerry Knight
Rose Royce
Frankie Smith
Jermaine Jackson

WKJL
Jackson, MS
Tommy Marshall

ADDED
None

HOTTEST
Chaka Khan
Jacksons
Rick James
Stephanie Mills
Isley Brothers
Gap Band
One Way
Sister Sledge
Randy Brown
Walter Jackson

WJJS
Lynchburg, VA
Dorinda Deane

ADDED
Taana Gardner
Cameo
Meza
Thelma Houston
Billy Ocean
Harvey Mason
T.S. Monk
Archie Bell
Stargard
Marvin Gaye
High Energy

HOTTEST
Atlantic Starr "When"
Chaka Khan
Gap Band
Rufus
Rick James
Shalamar
Change
Stephanie Mills
Isley Brothers

WQIC
Columbia, SC
Bob Walters

ADDED
Stacy Lattisaw
Cheryl Lynn
Gladys Knight & Pips
Leprauchan
Slave

HOTTEST
Rick James
Rose Royce
Chaka Khan
Chaka Khan
Strikers
Isley Brothers
Joe Simon
Cameo
Whispers "Can"
Stephanie Mills

WBLX
Mobile, AL
Carmen Brown

ADDED
Gladys Knight & Pips
Donna Washington
Strikers
Meza
Randy Brown
Walter Jackson
Webster Lewis "Kemo"
Carl Carlton
Sister Sledge

HOTTEST
Raydio
Bill Summers
Frankie Smith
Ban E. King
Clarks/Duke
Gino Soccio
Rick James
Stephanie Mills
Alton McClain & Destiny
Jones Girls
Lee Ritenour

WHRK
Memphis, TN
Ron Olsen

ADDED
Mass Production
War
Stacy Lattisaw
Gladys Knight & Pips
Ebonye Webb

HOTTEST
Grace Jones
Change
Clarks/Duke
Bill Summers
Lakeside
Stephanie Mills
Cameo
Frankie Smith
Raydio
Shalamar

WEDR
Miami, FL
Leo Jackson

ADDED
Cheryl Lynn
Ecstasy, Passion & Pain
Stacy Lattisaw
Atlantic Starr "Send"
Quincy Jones "Razz"
Reddings
Archie Bell
Sylvester
Harvey Mason
Deniece Williams

HOTTEST
Bill Summers
Chaka Khan
Change
Klique
Randy Crawford
Strikers
Stephanie Mills
Greg Phillinganes
Donna Washington
Jerry Knight
Joe Simon

WJMI
Jackson, MS
Carl Haynes

ADDED
Harvey Mason "Start"
Ohio Players
Reddings
Meza

HOTTEST
Bill Summers
Frankie Smith
Ban E. King
Clarks/Duke
Rick James
Stephanie Mills
Alton McClain & Destiny
Jones Girls
Lee Ritenour

WLOU
Louisville, KY
Bill Price

ADDED
Joe Simon
Aurea
Mystic Merlin
Archie Bell
Gangsters
Deniece Williams

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

WADK
Atlanta, GA
Carl Connors

ADDED
Gladys Knight & Pips
Stacy Lattisaw
Atlantic Starr "Send"
Quincy Jones "Razz"
Reddings
Archie Bell
Sylvester
Harvey Mason
Deniece Williams

HOTTEST
Chaka Khan
Change
Klique
Randy Crawford
Strikers
Stephanie Mills
Greg Phillinganes
Donna Washington
Jerry Knight
Joe Simon

WVEE
Atlanta, GA
Scotty Andrews

ADDED
One Way
Impressions
Stargard
Fantasy
Chuck Mangione
Ramsay Lewis

HOTTEST
Starpoint
Strikers
Lee Ritenour
Bill Summers
Lakeside
Frankie Smith
Jacksons
Shalamar
Raydio
Taana Gardner

KNJM
St. Louis, MO
Curt Winston

ADDED
Rick James
Chaka Khan

HOTTEST
A Taste Of Honey
Smoke Robinson
Raydio
Grover Washington, Jr.
Gap Band
Jermaine Jackson
Whispers "Love"
Blondie
Atlantic Starr "When"
Champagn

WDMT
Cleveland, OH
Freddie James

ADDED
Thelma Houston
Donna Washington
Gino Soccio

HOTTEST
Gino Vennelli
Shalamar
Rick James
Clarks/Duke
John Lennon
Stevie Wonder
Stephanie Mills
Chaka Khan
Lakeside
Change

WJLB
Detroit, MI
J. Michael McKay

ADDED
Terry Gibbs
Fatback Band
L.J. Reynolds
Keni Burke
T.F.O.
Gladys Knight & Pips
Chuck Mangione
Dionne Warwick
Jay Hoggard

HOTTEST
Raydio
Shalamar
Brenda Russell
Change
T.S. Monk
Grace Jones
Dne Way
Isley Brothers
Noel Pointer
Sister Sledge

WDAO
Dayton, OH
Turk Logan

ADDED
Walter Jackson
Billy Ocean
Sandra Fava
Aurea
Tom Browne
Deniece Williams
Slave
Quincy Jones "Razz"
Fantasy
Webster Lewis
Klymaxx
Marvin Gaye
T.S. Monk

HOTTEST
Bill Summers
Starpoint
Change
Clarks/Duke
Sister Sledge
Chaka Khan
Strikers
Isley Brothers
Grace Jones
Joe Simon

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Klique
Taana Gardner
Thelma Houston
Debra Laws
Joe Simon

HOTTEST
Chaka Khan
Rick James
Quincy Jones "Razz"
Stephanie Mills
Deniece Williams "When"
Clarks/Duke
Atlantic Starr "When"
Bernard Wright
Starpoint
Isley Brothers

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Sylvester
Carl Carlton
Dionne Warwick
Atlantic Starr "Send"
Leda Grace
Stacy Lattisaw

HOTTEST
Sho Nuff
Chaka Khan
Atlantic Starr "When"
Raydio
Change
Side Effect
Whispers "Love"
Bill Summers
Lakeside
Gap Band

KJLH
Los Angeles, CA
Lawrence Tarter

ADDED
Sylvester
Gladys Knight & Pips
Odyssey

HOTTEST
Meza
Billy Ocean
Cheryl Lynn
Klymaxx
Chaka Khan
Heath Bros
Rick James
Stephanie Mills
Clarks/Duke

KRAM
Phoenix, AZ
Rick Rubin

ADDED
Cheryl Lynn
Klymaxx

HOTTEST
Rick James
A Taste Of Honey
Chaka Khan
Robert Winters & Fall "Magic"
Deniece Williams "What"
T.S. Monk
Grace Jones
Isley Brothers
Atlantic Starr "When"
Grover Washington, Jr. "Just"

WATY
Birmingham, AL
Bill Glover

ADDED
B.B. King
Diana Ross
L.J. Reynolds
Cheryl Lynn
Quincy Jones "Razz"
Z.Z. Hill

HOTTEST
Bill Summers
Starpoint
Change
Clarks/Duke
Sister Sledge
Chaka Khan
Strikers
Isley Brothers
Grace Jones
Joe Simon

WVIA
Memphis, TN
Mark Christian

ADDED
Cheryl Lynn
Debra Laws
Ebonye Webb
Gladys Knight & Pips
Harvey Mason
One Way
Stacy Lattisaw

HOTTEST
Bill Summers
Frankie Smith
Gap Band
Raydio
Rick James
Stephanie Mills
Cameo
Billy Ocean
Grace Jones

WVDF
Nashville, TN
Fred Harvey

ADDED
Stacy Lattisaw
Debra Laws
Klique
Ebonye Webb

HOTTEST
Chaka Khan
Shalamar
Change
Stephanie Mills
Robert Winters & Fall "Magic"
Shalamar
Bill Summers
Gap Band
Chaka Khan
Raydio
Jermaine Jackson
B.B. King

WVTP
Tampa, FL
Debbie Parker

ADDED
T-Connection
Tom Browne

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

WVIV
Charlotte, NC
Jo Ann Graham

ADDED
Stacy Lattisaw
Carl Carlton
Robert Winters & Fall "When"
Quincy Jones "Razz"
Count Coolout
Debra Laws
Starpoint
Candi Staton

HOTTEST
Aurea
Rick James
Klique
Sister Sledge
Lakeside
Grace Jones
Thelma Houston

WVON
Chicago, IL
Ron King

ADDED
Fatback Band
Leprauchan
Strikers

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

WVON
Chicago, IL
Ron King

ADDED
Fatback Band
Leprauchan
Strikers

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

WVON
Chicago, IL
Ron King

ADDED
Fatback Band
Leprauchan
Strikers

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

WVON
Chicago, IL
Ron King

ADDED
Fatback Band
Leprauchan
Strikers

HOTTEST
Chaka Khan
One Way
Bill Summers
Betsy Wright
Clarks/Duke
Mass Production
Randy Brown
Stephanie Mills
Grace Jones
Rick James

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Ohio Players
Fleety
Heaven & Earth
Stone City Band
Gladys Knight & Pips
Leda Grace

HOTTEST
Clarks/Duke
Change
Isley Brothers
Greg Phillinganes
Stephanie Mills
Grace Jones
Strikers
Side Effect
Billy Ocean

KBOL
San Mateo, CA
Bernie Moody

ADDED
Michael Jackson
Lee Ritenour
Walter Jackson

HOTTEST
Shalamar
Frankie Smith
Rick James
Chaka Khan
Raydio
Atlantic Starr "When"
Bill Summers
Gap Band
Lakeside
Stephanie Mills

Opportunities

Positions Sought

3 years Country jock in medium market. Ready for step up. Heavy into Country music and production. Contact BUD, (301) 739-0664. (5-22)

2 1/2 years experience in A/C and BM field. Looking for A/C position at competitive station. Young, hard-working. Strong production, will relocate. TIM, (716) 898-8094. (5-22)

West Coast air talent/MD looking for new gig in medium or small market. Call MITCH HARDAGE, (503) 679-4545 or (503) 679-5997. (5-22)

8 year pro with experience in medium/major markets, looking to move to top 30 market. Call JOHN before 9am or after 5pm at (417) 882-6752. (5-22)

3 years experience, two AOR, top 50 market, morning and afternoon drive. College degree, good production, team player. Call STEVE, (513) 283-7322. (5-22)

7 years on-air experience, 1st phone and excellent recommendations. Seeking position with either soft AOR or C&W. Prefer Midwest. Call (812) 484-3185, THOMAS. (5-22)

I can program/promote and will prove it! 2 1/2 years experience. Prefer West, considering any. ED RYAN, Box 2375, Roseburg, OR 97470. (503) 672-6160. (5-22)

Newman seeks a change. Looking for street reporting/writing slot in radio or TV. Good track record. (503) 772-3357, afternoons. (5-22)

No wallpaper. Major market AOR pro will shoot himself if you don't act soon. PD, MD, promotions experience. LEE MICHAELS, (304) 485-7797. (5-22)

Positions Sought

(414) 282-8230 is the number to call for someone who gets his listeners involved. Major market experience. Prefer FL or CA. (5-22)

Just because I drive a Rolls Royce doesn't mean you can't afford me! Production my forte. Excellent news voice. Leave message for J.P. at (213) 999-0061. (5-22)

DJ with 2 1/2 years experience in small CA market seeks a full-time shift in the GA or FL area. Available immediately. DAVE, (404) 258-0528. (5-22)

Experienced MN sportscaster seeks minor league or college hockey P-B-P position. Will relocate. Call MARC afternoons, (218) 749-4983. (5-22)

A/C and AOR. Experienced DJ/MD from WPRO Providence, RI seeks MD/PD position in NE. Will do air-shift. Available now STANLEY BOMES, (617) 252-4715. (5-22)

Great mornings = instant ratings and revenues. Major market AM personality available now. Successful track record. No offers overlooked. Call (609) 737-1421. (5-22)

On-air MD, AOR, 2 years experience, looking to move up in any market. Call BOB, (616) 445-2326 or (616) 683-9370. (5-22)

Los Angeles, San Francisco, or other large markets. Production Director, artist interviewer. All work done in Los Angeles. Want to work for you. KEVIN, (213) 784-2484. (5-22)

Changes

RADIO

Jacqueline Spear named Account Executive for WIND/Chicago, IL.

J.S. Rashid joins WMET/Chicago, IL as Sales Account Executive.

Milo Siemenda named Account Executive at WPNT/Pittsburgh, PA.

Bill Mortimer, formerly with KCUB and KDO, takes over morning drive at KCEE/Tucson, AZ.

Mary Dabney joins U-102/Knoxville, TN as Production Director, from K-94/Elizabeth City/Virginia Beach, VA.

Peter Evans Conley has been named Account Executive at WGBS-WLYF/Miami, FL.

Changes

INDUSTRY

Evan Pace has been named West Coast Creative Manager for Chappell Music Company.

Miscellaneous

Need record service from all labels... CHR, Jazz, and AOR. Call Doug Peterson at (319) 352-1200, ext. 306/209. (5-29)

WNTY needs CHR singles and albums from all labels. WNTY, Box 990, Southington, CT 06489, or call Dick Bartholomew, (203) 628-0311. (5-29)

WQLO needs record service from labels specializing in oldies. Oldie catalogs etc. are appreciated. Send to: Mark Robertson, WQLO, 3040 Boundary St., Beaufort, SC 29902. (5-29)

WCOG/Greensboro needs Country record service from all major labels. Contact Bill Jones, WCOG, Box 8717, Greensboro, NC 27410. (5-22)

KYXX/Odessa wants LP service on all labels. 510 N. Lincoln, Odessa, TX 79762. (5-22)

KIIX/Ft. Collins, CO needs singles service from all labels for Country. Send to: Chuck Bailey, KIIX, Box 2204, Ft. Collins, CO 80522. (5-22)

WRFS/Alexander City, AL needs record service from all labels. Contact Bill Morgan, (205) 234-2568. (5-22)

RECORDS

Curt Kendall has assumed the position of National Plant Manager for Capitol Records.

Joel Quarles has been appointed Field Merchandiser for WEA, Cleveland.

Rodd Culp has been appointed Marketing Coordinator for WEA, Detroit.

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