

Radio & Records

ISSUE NUMBER 392

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FCC WARNING TO BROADCASTERS?

KRMQ Fined \$20,000

In a warning to the radio industry not to abuse its new deregulation freedoms, the FCC last week levied a maximum \$20,000 fine against KRMQ/Provo, UT for building its antenna 70 feet higher than authorized in its construction permit (CP). In addition, KRMQ owner Equivox Inc. was cited for constructing its transmitter nearly 100 feet from its approved location.

Equivox officials claimed ignorance of the FCC's rules and noted the changes were made at the request of the state of Utah, which asked that KRMQ's mountaintop facility include room for other stations.

KRMQ went on the air in December under a new rule allow-

ing a station to begin operating before applying for a license covering its CP. Previously, stations first had to apply for a license and have the FCC determine that they had built in accordance with their CP, prior to turning on the power.

The industry-wide notice was confirmed by Gordon Malick of the FCC Broadcast Bureau and by KRMQ attorney Marvin Rosenberg of Washington law firm Fletcher, Heald & Hildreth. However, Rosenberg professed "surprise" about the large fine handed his client. Malick told R&R the maximum fine was used because KRMQ's actions raised the possibility of serious AM interference

KRMQ/See Page 21

RKO To Debut All-Night Talk Show Program

The RKO Radio Networks will offer a national all-night interview/call in radio program, "America Overnight," beginning September 1. "America Overnight" is the second all-night program offered by RKO; "Night Time America," the young adult-

targeted music and feature program, premiered January 1. RKO will now broadcast both programs simultaneously on the Westar III satellite.

Tom Burchill, President of the RKO Radio Networks, stated, "Because we have two space segments on Westar III, RKO can offer an overnight stereo music program to young adult stations and a stereo talk show for stations who are more adult-oriented."

The six-hour program (12midnight-6am EDT) will originate from Dallas and Los Angeles, with Ed Busch, formerly of WFAA/Dallas-Ft. Worth, hosting the first three hours from Texas and Eric Tracy, formerly of KSFO/San Francisco, handling

RKO/See Page 21

EXITS SOUTHWESTERN

Bullet Establishes AOR Consultancy



Jesse Bullet

Jesse Bullet has resigned his position as National PD for Southwestern Broadcasting Inc. (SBI) to form an AOR consultancy called Jesse Bullet Inc. He told R&R the new firm will offer full-service consultation with direct computer tie-ins for detailed research on programming and music.

Bullet commented, "I've always felt I could do this if I had the capital. I'm very excited about it. I'll really miss the day-to-day operations at a radio station, but this is the next logical evolutionary step for me. There will be an interlocking financial relationship between Southwestern and my new company. They're great

BULLET/See Page 21

JACKSON, GRANT GO NATIONWIDE

ABC Launches Live Satellite Talk Network



ABC'S SATELLITE LIVE — Pictured at the Los Angeles announcement of ABC's new live satellite talk network are (l-r) ABC Radio Networks President Ed McLaughlin, ABC Radio President Ben Hoberman, air personalities Michael Jackson and Dr. Toni Grant, KABC VP/IGM George Green, and ABC Radio Enterprises VP Michael Hauptman.

New ABC Era

The ABC Radio Networks and ABC Radio Enterprises announced the formation of a new national talk network program service to debut in early 1982, originating from ABC Talk flagship KABC/Los Angeles. KABC personalities Michael Jackson and Dr. Toni Grant are the first to be offered, with further programming to be announced; up to 18 hours daily will be provided live via Westar III satellite, Transponder 4 facilities. Hours set are 10am-4pm and midnight-6am, with additional hours optionally available. Local stations may insert up to 14 commercial minutes in addition to four minutes of national ad time. ABC Radio VP/Programming Rick Sklar will oversee the talk service's operations, while KABC PD Wally Sherwin will be executive producer for the Jackson and Grant shows.

ABC Radio Enterprises VP Michael Hauptman and ABC Radio Networks President Ed McLaughlin jointly commented, "This new network service answers the growing need for quality talk programming. Unlike other national talk programs, it will be customized for each local station." ABC Radio President Ben Hoberman added, "This joint venture marks the beginning of a

At a Los Angeles press conference announcing the new project, psychologist Grant said she's planning to "give psychology away every day to the public" and that it was a "special joy" to go national with the endorsement of professional psychology organizations. Jackson said he was "very thrilled and flattered" and will "redouble his efforts to reach more people and bring them together."

KABC VP/IGM George Green commented, "We're delighted that two of our 'homegrown' personalities will be able to extend the fine service they provide to a national audience... We are proud to be part of this historic event." PD Sherwin added, "Los Angeles is the entertainment capital of the world, and extending these programs to new audiences around the country will further cement that position."

Garcia Exits WDRQ For WOMC PD Post



Bill Garcia

Bill Garcia resigned as Program Director of WDRQ/Detroit Monday (7-20) and accepted the program directorship of Metro-media's WOMC in the same city. Elaine Baker, General Manager of WOMC, told R&R, "Bill will be joining our staff as the new Program Director effective Monday (7-27). I'm very pleased to have Bill coming over to join us. He'll be a fine addition to the team

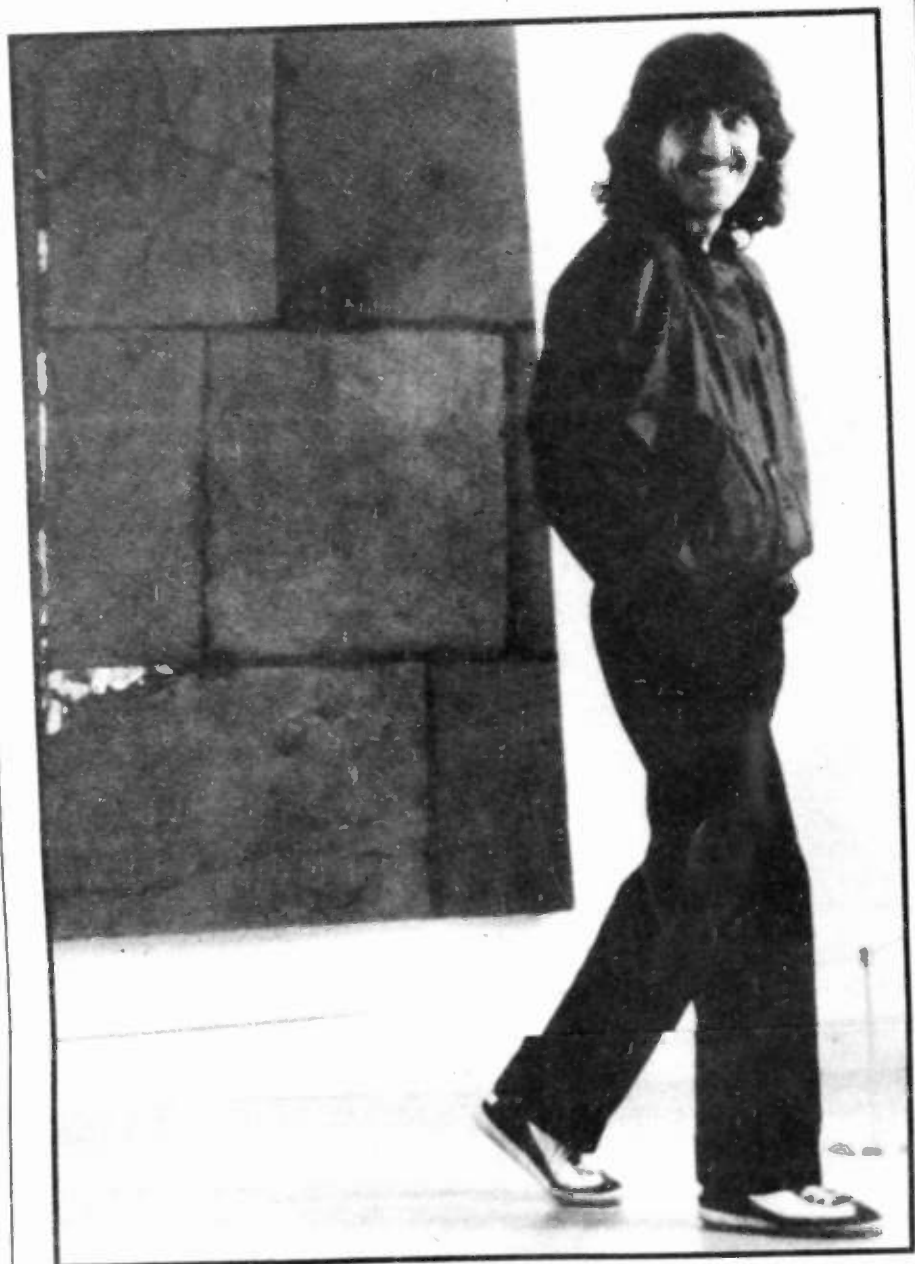
GARCIA/See Page 21

Postal Strike:

The R&R Alternative

Should a national postal strike be declared, R&R is committed to ensuring the least possible interruption of service to our readers. We've made provisions for direct shipment of the newspaper, which will be available in most key areas of the country. In the event of a strike, please call either our Los Angeles office at (213) 553-4330 or our Washington office at (202) 466-4960 for the closest location to pick up your R&R.

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Manufactured and Distributed by Warner Bros. Records

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The Night"**

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From**

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MESSINA**

**DUET WITH
PAULINE WILSON***

Produced by Jim Messina



(Appears Courtesy of Seawind and A&M Records) *

ON WARNER BROS. RECORDS



Art Laboe Gets Hollywood Star

Art Laboe, one of the first disc jockeys to play rock 'n' roll in Los Angeles and current KRLA Sr. VP, was honored last Friday (7-17) by the Hollywood Chamber of Commerce with his own star, placed in the sidewalk at the corner of Hollywood & Highland in the "Walk Of Fame." Laboe was honored by Mayor Tom Bradley, who declared it "Art Laboe Day." Friends and entertainment dignitaries paid him tribute following the ceremony at a luncheon. Laboe is pictured above behind his star; he joins Casey Kasem and Gary Owens as contemporary radio luminaries immortalized by a star.

Karl Named Sr. VP At Sunbelt Broadcasting

E. Karl has been appointed Senior Vice President at Sunbelt Broadcasting. Karl, most recently VP/GM for the Research Group, will be in charge of programming for Sunbelt's owned-stations and its Transtar satellite network, scheduled to debut this fall.

Sunbelt Broadcasting President Dwight Case commented, "E. Karl brings a wealth of programming expertise to our broadcast group. For the past 18 months he's been working with our stations as well as many of the client stations of our sister company, the Research Group. Many of his programming recommendations for his clients have proven to be very successful. As we expand into the top 50 markets, his knowledge and experience will be invaluable." Prior to his joining the Research Group, Karl served as National PD/Marketing Director for Nationwide Communications and Scripps-Howard Broadcasting.

Research Group President/Sunbelt Communications Exec. VP Bill Moyes added, "E. Karl has proven himself as a winner. We are delighted that he can take advantage of this opportunity to step up in our organization. We're also very happy his services will still be made available to Research Group exclusive clients when he's needed."



E. Karl

Tenore Appointed VP/GM At WITS

Frank Tenore has been appointed VP/GM at Mariner's WITS/Boston. Tenore, formerly VP/GM of WIF1/Philadelphia, had accepted the GM position at WGSO/New Orleans, but decided against the move for personal reasons (R&R 7-10, 7-17). He replaces Bob Richer, who left WITS for a position at Radio Advertising Reps.

Tenore told R&R, "I'm very excited. It's a very large, complex operation. I'm very happy to be back in Boston, which is my home. It's a tremendous opportunity for me and everybody who works here." He added, "We're planning some modifications in the near future, and we've moved into brand new offices and studios at Fenway Park in Boston."

PD SHOMBY RESIGNS

KMJK Switches To A/C From CHR

KMJK/Portland, OR will convert from a CHR format to Adult/Contemporary in mid-August, debuting the Churchill Radio One A/C format. PD John Shomby has resigned his position, effective with the switchover.

Shomby commented to R&R, "They asked me to apply to run the new operation, but I don't feel I could be 100% committed to the job. I feel that for the goals of dominance in the 25-44 demos, the station is moving in the right direction. The transition is being handled in a very classy manner. None of the announcers or other personnel are being dismissed. They have all been asked to stay on."

Shomby, who put the CHR format on the air at KMJK in 1979, was PD at WKXX/Birmingham before coming to Portland.

Bonneville Forms L.A.-Based Label

The Salt Lake City-based Bonneville International Corp., under the aegis of its Bonneville Productions arm, has launched Bonneville Records, an L.A.-based label. Mike McLean will head the newly-formed operation, with Jerry Lippert serving as Director of Marketing.

Lippert told R&R that Bonneville is currently in the process of trying to secure a distribution deal through a major label, with its first release anticipated within the next 90 days. Bonneville's focus will be on contemporary music; artists currently signed to the label are John Canaan, Judd Maher, Sonja Eddings, and the Brian Chatter Band. The latter is presently completing its debut album, produced by Shel Talmy. No tie-ins with the parent corporation's Beautiful Music division are planned at present.

McGee Becomes WCAU PD

Mike McGee has been named Program Director at WCAU/Philadelphia, coming from his previous post as Operations Manager/News Director for KCMO/Kansas City, a station he had been with for the past 11 years.

"I'm just as excited as hell," McGee told R&R. "I got here Monday (7-20) morning and we're hard at it. It's a wonderful opportunity and it's going to be a challenge." When asked what his immediate plans for the station were, McGee replied, "To work 18-hour days."

WCAU VP/GM Sherman Wildman commented upon McGee's promotion: "I couldn't be more excited about having Mike aboard. I think he's absolutely the perfect programmer at the right time. We made some of our major changes about four months ago and he's just gone through a News/Talk change at KCMO over the past year; obviously, he had just come through some of the things that we're experiencing. Mike comes to WCAU with a lot of innovative and exciting ideas about how to enhance what we're doing."

In the wake of McGee's departure, Tom Tradup has been elevated to acting Operations Manager/News Director for KCMO. Tradup most recently served as Assistant PD to McGee.

Duval Rejoins WIBC As PD

Jed Duval, PD at KIOA/Des Moines, has been named PD at WIBC/Indianapolis, returning to the Fairbanks A/C station where he once served as Assistant PD. Duval told R&R, "It feels very good to be going back. I look forward to working with (Fairbanks Exec. VP) Jim Hilliard and of course (station VP/GM) Roy Cooper and morning man Gary Todd. It's like going back home. Both my wife and I are from Indianapolis."

Duval continued, "It's an excellent station. I don't plan to make any major changes, just some fine-tuning. The station's success is built on very strong personalities who have had a long run. So the changes are going to be more in programming rather than in personnel. We're going to capitalize on the people's talents and make WIBC even more of a winner than it already is. The goal is to take WIBC back up to a 20 share."

"I have to say I have some hesitation about leaving Mid-America," Duval said, "because the people here have been extremely fair about everything, plus there are a lot of positive things happening at KIOA. It looks like it's on the road to ratings recovery. I have some regrets, but all things considered, I'm very pleased to be going to Indianapolis." Duval joins WIBC during the second week in August.

OKLAHOMA CITY STATIONS PROTEST SUBURBAN COMPETITOR'S INVASION PLAN

Stations feel KKLR's signal extension plan sets a threatening precedent.

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ORLANDO STATION MEETS HEATED REACTION TO RELOCATION

Eatonville, FL is suspicious of WORL's motives in seeking to change its city of license.

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REACTION TO "PAPER ADDS"

R&R's statement on the paper adds trend draws concerned responses.

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SOURCES FOR EASY LISTENING AIR PERSONALITIES

Contemporary format jocks ready to make the switch may just do the trick.

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MAKING JINGLES WORK FOR YOUR STATION

WASH/Washington's Bob Hughes contends that jingles can be helpful to a good air sound, and supplies some pointers.

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RADIO PERSPECTIVES ON RECORD PROMOTION

A PD and an MD discuss the best ways to interact with the record community.

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Washington Report

WILL ONE BAD AM SPOIL THE GROUP?

Misconduct Could Cost Faulkner Seven Licenses

"The guy has been slapped enough," Faulkner Radio's lawyer protested as the FCC pushed ahead last week with an inquiry into whether misconduct at WLLB/Carrollton, GA makes Faulkner unqualified to keep six other radio stations in Alabama and Georgia.

Faulkner lost the license of WLLB because its former VP/GM and part-owner improperly tried to delay an FCC grant of a new AM in Carrollton and was not candid with the Commission. The group's last hope of saving WLLB and averting a \$250,000 loss vanished recently when the Supreme Court refused to hear the case. The FCC may order the station off the air or continue letting Faulkner operate until a new license is chosen.

Attorney Marvin Rosenberg of Washington law firm Fletcher, Heald & Hildreth says the FCC

has never before yanked an entire group's licenses due to misconduct at a single station.

"They've already paid a sufficient penalty," Rosenberg said of Faulkner's majority stockholders. "And nobody has ever shown they've engaged in any improper practices."

In a 5-0 vote last week, the FCC ordered written and oral arguments on Faulkner's qualifications to keep WAOA/Opelika, AL; WFRI/Auburn, AL; WBC & WWSM/Bay Minette, AL; WGAA/Cedartown, GA; and WBTR/Carrollton, GA.

The Week In Review

- Seven radio licenses are at stake for Faulkner Radio as the FCC prepares to decide whether misconduct at one Faulkner station should cause the loss of the others.
- Suburban station's extension attempt arouses Oklahoma City opposition.
- Orlando station's proposed move to Eatonville sparks town protests.
- Radio deregulation survival chances look gloomy as House and Senate thrash out budget bill.



BMI BOARD NASHVILLE MEETING — A former FCC Commissioner and a prominent ex-radio manager were among the executives taking part in BMI's recent Board of Directors meeting in Nashville. Pictured (l-r) are Board Chairman (and ex-Commissioner) Bob Wells, VP Frances Preston, President Edward Cramer, and Director/Broadcast Relations Len Hensel, until recently VP/GM of WSM/Nashville.

Trade Association News

Deregulation Committee Gears Up

With reactivation of the NAB Radio Deregulation Committee under the leadership of Stuart Enterprises Pres. Dick Chapin, look for an attack on even more of the FCC's burdensome rules, such as lengthy delays in licensing of mobile remote units. Other members are: Monty Grau, KOMO/Seattle; Wade Hargrove, North Carolina Assn. of Broadcasters; Herb Saltzman, WVNJ/Livingston, NJ; Ted Snider, KARN/Little Rock; and Joe Tabback, KAZM/Sedona, AZ.

Bocock Wins NRBA Runoff

A tie for director in NRBA's Region 7 has been broken with a runoff election, won by Jim Bocock, GM at WSIX/Nashville. He's a former owner of WARV/Warwick, RI and former GM at WRXL & WRNL/Richmond, VA.

RPC To Use "Dial-It"

NAB's Radio Programming Conference has added a new Bell System opinion polling service to give RPC attendees the chance to register their opinions on key issues affecting the radio industry. "Dial-it" has a special 900 number associated with each possible answer to a given question. The caller votes by dialing the appropriate number.

Kentucky Group Lands Fowler

FCC Chairman Mark Fowler will address a banquet at the fall convention of the Kentucky Broadcasters Association in Lexington on October 8.

Oklahoma City Stations File Protests Against Suburban Rival's Extension

Five Oklahoma City stations are up in arms about KCLR/Edmond, OK's attempt to extend its signal into the city by putting a new FM translator just outside city limits.

"This would open up a precedent in the broadcast industry that would be mind-boggling," said

Ken Gaines, Senior VP of Insilco, owner of KTOK & KJYO/Oklahoma City. "Every little radio sta-

tion in these small suburban areas would be trying to broadcast into downtown Los Angeles, San Francisco or Chicago."

Also issuing protests are Summit Communications, owner of KOCY & KXXY, and KEBC licensee Electronic Broadcasting Co.

Opponents of the Class C Country-formatted station claim its proposed FM translator would improve its signal into the city, which is already good enough to help it earn a 2.6 share in the 1980 October/November ratings. KCLR officials declined to comment on the matter.

WORLD/Orlando Gets Cold Shoulder In Move Attempt

The nation's oldest black community, Eatonville, FL, is fighting to keep from becoming the principal city of license of Sudbrink Broadcasting's Black-formatted WORLD/Orlando.

"WORLD has no desire to become part of the community... much less to address our unique problems," the town told the FCC last week. Town officials feel WORLD is only seeking the change in order to qualify for nighttime service it could not get by staying in Orlando.

WORLD GM Harvey Tate confirmed to R&R that the station would keep its studio and transmitter in Orlando, requiring a waiver of FCC main studio rules, but said at least 50% of the station's nonentertainment programming would be devoted to Eatonville.

"The entire black community of the area we serve has desperately asked WORLD to be a 24-hour operation," said Tate, who added that local opposition did not develop until a new Town Council recently took office.

FCC: At A Glance

United's WBNX/New York Challenged

Renewals for United's WBNX/New York and Pillar Of Fire's WAWZ/Zarepath, NJ, which share 1380 kHz, have been thrown into question by the filing of a competing application. The challenger is Osborne Communications, which currently has interests in an Auburn, NY cable operation. In questioning United's qualifications, Osborne cites the denials of WFAB/Miami and WOOK-AM/Washington for various irregularities. Osborne challenges Pillar of Fire's qualifications on the ground that a shared time agreement under which WAWZ would operate only one hour per week has the same effect as selling out to United.

First Phone Out August 7

August 7 has been set as the date on which a First Class license will no longer be needed to install

or repair transmitters. After that date, no new applications will be accepted for First Phones, although existing First and Seconds will be renewed until the new General Operator license comes on line in the near future.

Hubbard's KOB Fights On

Once again, KOB/Albuquerque has asked the FCC to review its refusal to reassign the clear channel protected status of WABC/New York to Albuquerque. Another loss in the Commission will likely spark more court action in the 41-year-old battle for supremacy on 770 kHz.

Washington Street Talk

Bets Off On Deregulation Law

Nobody was predicting survival for radio deregulation as a House-Senate budget conference opened Tuesday. Both sides took hard stands, no agreement was reached, and further negotiations were left to staffers. At issue are five communications bills slipped into budget by the Senate and strongly opposed by the House. Last week, Reps. Dingell and Wirth (Communications Subcommittee Chairmen) labeled the Senate tactic a "flagrant abuse of the budget process."

More than 30 unions and public interest and religious groups Monday attacked the Senate's attempted "backdoor deregulation." Meanwhile, deregulation supporters pulled back — including NAB, after warnings that its lobbying had become counterproductive.

FCC Rumor Mill

It's more than speculation that Ed Cardona will be named Special Assistant to new FCC Commissioner Henry Rivera after swearing-in ceremonies at University of New Mexico August 10. Cardona's role under the Ferris administration was as the Director of the Industry EEO & Minority Enterprise Division. Another Ferris holdover, Dan Brenner, is staying on as Legal Assistant to the Chairman.

Dawson's Tough Reputation

FCC halls have been abuzz with word that new Commissioner Mimi Dawson is a shrewd operator and "a force to be reckoned with." The verdict after her first Commission meeting last week: Dawson was mild in open session, but in closed session fully lived up to her reputation.

More Sales Research

Look for RAB Finance Committee meeting next month to consider and approve new appropriations for research. Lack of funds was brought to the committee's attention, with the result being that the RAB staff has been asked to propose amount needed and areas of study.

Low-Power Radio

Likelihood is that a recent petition from Moody Bible Institute for low-power radio stations originating from 10-watt FM translators may surface at the Commission this fall, with insiders predicting a Notice of Inquiry.

SMN's Jennings Exits

Jason Jennings, former head of a San Francisco-based sales consulting firm, has left Satellite Music Network as head of affiliate recruitment. Former Jennings associate Barry Brady takes over. He had been a consultant and KSJO/San Jose Sales Manager.

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- Problem:** "How do I tell if listeners who prefer my station feel differently about certain songs on my playlist than do the listeners who prefer my competition?"
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- Problem:** "Because the demographic composition of my 6-10 AM audience is different than our 7-midnight audience, where can I find a way to weight each sample separately?"
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- Problem:** "How can I separate Oldies, Currents, and Recurrents for filing purposes without increasing my computer costs?"
Solution: Consult your MARS P•D•C Micro-Computer Printout!
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 - EXCLUSIVELY Cross-tabs according to core (primary) stations or formats that each respondent listens to (up to four station or format breakouts)
 - EXCLUSIVELY Target-cell weighting capability, allowing your sample to conform to population estimates, Arbitron audience composition percentages, or a specific demographic skew you feel would benefit your station (with a weighting-governor to prevent over-weighting)
 - EXCLUSIVELY Direct data-entry of each interview, to eliminate manual tabulation steps and prevent potential clerical errors
 - EXCLUSIVELY Two new ways to "feed" music to respondents (to avoid title-recall fatigue)
 - EXCLUSIVELY Expanded demographic and psychographic readouts (up to 16 sub-cells may now be examined in each printout)
 - EXCLUSIVELY A 200-page up-dated Operations Manual, spelling out step-by-step "paint by numbers" methods for complete turn-key operation.
 - EXCLUSIVELY Market Exclusivity available on Annual Contracts
 - EXCLUSIVELY Micro-Computer efficiency and affordability, on a micro-system specifically chosen for its low (2%) downtime. Your \$4,000 hardware purchase qualifies for investment tax credit.
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- ++ PLUS ++ P 2 M 2, an optional computer supplement software package, for use on the same hardware, which computerizes your music preprogramming (scheduling) process. The P2M2 program is custom tailored to conform to only your station's complex format: accommodating up to 1,000 songs, up to 16 rotational harmonics, up to 30 hourly events, up to 23 different format hours (with different stop-set placements, news lengths, etc.) . . . and MORE. P2M2 prints out a 24-hour music log in under 15 minutes, with computer precision and legibility.

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

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Mitsubishi Offers Linear-Tracking Vertical Turntable

In keeping with the trend toward compactness, **Mitsubishi** has introduced a vertical turntable, the "Interplay X-10." Not only does the vertical turntable take up less space than a horizontal, but the unit's linear tracking tonearm produces purer sound because the stylus travels straight across the record rather than swinging from a pivot point as conventional tonearms do.

Although several other manufacturers are producing units featuring linear tracking and/or vertical turntables, notably the **Revox "B790,"** the **Technics "SL-10,"** the **Yamaha "PX-2,"** and **Mitsubishi's** own "LT-5V," the **Mitsubishi "X-10"** incorporates an AM/FM stereo tuner and a cassette player as well.

The "X-10" radio features include preset tuning for up to six FM stations, while the cassette



unit sports the ability to skip up to nine songs on a tape, playing only the selections you wish to hear. This automatic play-only-what-you-want-to-hear function is dependent on there being a few seconds of silence between selections, however.

For further information, contact **Mitsubishi Electric Sales America Inc.** at 3030 East Victoria St., Compton, CA 90221. Price: about \$850 (speakers and cabinet included).

WCI Second Quarter Revenues Set Record

Paced by the continued success of its **Atrari** electronic games division, **Warner Communications Inc.** (WCI) posted record earnings during the second quarter of 1981. Net earnings for the firm soared 66 percent to \$42.6 million, up from \$25.6 million in the equivalent period of 1980. WCI's revenues for the second quarter of 1981 rose 50 percent to \$676.3 million, up from \$449.9 million.

WCI's net income for the first half of 1981 showed a 52 percent increase to \$92.1 million, up from \$60.6 million in the analogous period of 1980. Meanwhile, first half revenues jumped 46 percent to \$1.3 billion, up from \$876.9 million in 1980.

Record Division Posts Increases

The firm's record division racked up a five percent increase in net income during the second quarter of 1981, rising to \$13.7 million, up from \$13.1 million in the second quarter of the year-previous, while revenues for the record division advanced eight percent to \$180.5 million.

During the first half, net income for WCI's record division rose 16 percent to \$36.1 million, up from \$31 million, as revenues climbed 13 percent to \$382.1 million. These increases were attributed to growth in both foreign and domestic operations. The aforementioned **Atrari** electronic games unit saw net income skyrocket 142 percent to \$39.2 million during the second quarter, with revenues up 86 percent to \$203.5 million as well.

Press, Business Relations Surveyed

As far as business relations with the media go, the way things look depend upon which side of the desk you sit, according to a recent survey of chief executive officers, public relations directors, and business reporters conducted by **Research & Forecasts Inc.** for the **American Management Associations.**

The survey found that 36 percent of the business journalists believe executives "often lie" to reporters, while only seven percent of the PR directors believe this is true. As might be expected, 71 percent of the ex-

Concentrators Cut Leased-Line Phone Costs

Given the recent 16 percent increase in **AT&T's** leased phone line costs, several large corporations have begun to look for ways to save on their phone bills. One solution has been to move to firms which specialize in reselling **AT&T's** phone lines. A second has been to install private branch exchange (PBX) switches that automatically route outgoing long distance calls through the least costly phone line available, be it a private line or a **WATS** line.

A third solution is rapidly gaining in popularity. Called a concentrator, this device squeezes additional calls onto existing phone lines by inserting a second call into the natural pauses in conversation, then unscrambling them at the other end. **AT&T** invented the method, dubbed **Time Assigned Speech Interpolation (TASI)** in 1959, and has used these concentrators to cram more calls onto overseas cables ever since.

Until recently, however, it was too expensive to install this equipment on the shorter, domestic land lines. But with escalating rates and modern microelectronics, **TASI** can now be used for lines as short as 300 miles, making the distance at which **TASI** equipment saves firms money even shorter.

Big Growth Foreseen

A number of firms (the **Electronics Corp. of Israel,** the **Storage Technology Corp.,** and **Northern Telecom Inc.**) are currently manufacturing the concentrators, and are expecting business to boom this year. The **Electronics Corp. of Israel** estimates sales will top \$5 million in 1981, compared to \$1.8 million last year, while **Storage Technology** anticipates \$25 million in 1981 sales, up from \$9 million in 1980.

Concentrator prices range from \$49,000 for a model that transmits six conversations over four lines, to \$138,000 for a unit that squeezes 48 calls onto 24 circuits. Among current users, the **Westinghouse Electric Corp.** claims to be saving \$85,000 per month on the 50 lines that tie its Pittsburgh headquarters to its Los Angeles office. Similarly, the concentrator used to provide phone service between Orlando, FL-based **Disney World** and the Disney corporate offices in Burbank, CA is reportedly saving that firm almost \$7500 per month.

Similarly, almost 25 percent of the PR directors claim they are "very open" when discussing sensitive issues with the press. Exactly two percent of the journalists agree, probably because 35 percent of the PR directors queried feel that when a reporter calls they already have a "slant" to the story. Nearly 20 percent of the reporters agree with this.

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Sony Mobile Cartridge A New "Revolution" In Record Playing

A **Sony** prototype mobile cartridge, called the "Car Stereo," completely reverses the normal relationship between a record and a cartridge, and even eliminates the need for a turntable in the process.

The cartridge, lodged at the bottom of a battery-driven **VW** van, revolves around a stationary record placed on a flat surface. Just place the van and cartridge at the start of the track you want to hear, place the van's side antenna in the up position, and the van begins racing around the grooves and playing the record.

The fidelity may not be high enough to make you ditch your top-of-the-line component set, but as a portable novelty item and a dazzler for the kids, this van has got to be the max. At this point, it's still awaiting official introduction in Japan, but watch for it when it comes to America.

4TH LARGEST OUTDOOR ADVERTISER

Radio Stations Spend \$10 Million On Billboards In 1980

Radio stations spent \$10,052,500 on outdoor advertising in 1980, up about 2% from 1979's \$9.9 million, according to **Leading National Advertisers.** Despite the increased expenditures, radio actually slipped from the third leading user of outdoor advertising to fourth, as hotels and resorts spent \$10,574,800 in 1980, up from \$9.2 million in the year-previous.

Tobacco continued to lead the category with \$131.8 million spent (up substantially from 1979's \$117.5 million), with liquor remaining comfortably in second place, spending \$53.4 million in 1980. Liquor spent \$51.4 million in 1979.

The remainder of 1980's top ten outdoor advertisers, in descending order, were: restaurants & dining (\$9.1 million), airlines (\$8.8 million), domestic cars (\$8.7 million), car dealers (\$6.6 million), beer (\$6.3 million), and soft drinks (\$5.5 million). Total outdoor advertising volume during 1980 was \$700 million, an increase of 9% from 1979's levels.

Multimedia Marks 2nd Qtr. Earnings Increase

Multimedia Inc. has announced that earnings for the second quarter of 1981 increased 17 percent to \$6.8 million, up from \$5.8 million in the analogous period of 1980. Meanwhile, revenues for the firm rose 17 percent to \$50 million, up from \$42.7 million in the year-previous quarter.

During the first half of 1981, the company's earnings climbed 16 percent to \$11.2 million, up from \$9.6 million in the first half of 1980, while first half revenues swelled 19 percent to \$91.2 million, up from \$76.6 in the equivalent period of 1980.

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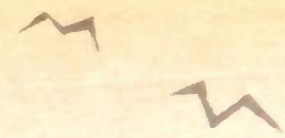
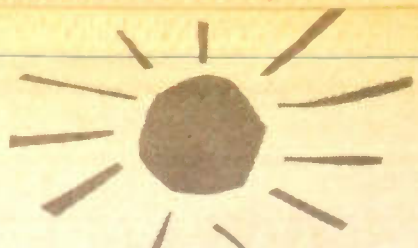


See Page 5!

5 YEARS AGO TODAY

Radio & Records

- ★ ROCHELLE STAAB NAMED VP/PROGRAMMING FOR BARTELL — Promoted from National Music Coordinator.
- ★ MEL PHILLIPS BECOMES PD AT WNBC/NEW YORK — Exits Epic national promotion position.
- ★ CHARLIE MINOR APPOINTED NATIONAL PROMOTION DIRECTOR AT A&M
- ★ NUMBER ONE FIVE YEARS AGO: "Kiss And Say Goodbye" — Manhattans (Columbia)
- ★ NUMBER ONE COUNTRY: "Teddy Bear" — Red Sovine (Starday)
- ★ NUMBER ONE LP: "Spitfire" — Jefferson Starship (RCA/Grunt)



The BEACH BOYS

Medley

Featuring The Original Sounds Of Summer From Brian, Carl, Dennis, Mike & Al!

#1 MOST ADDED

NEW & ACTIVE

☑ BEACH BOYS "The Beach Boys Medley" (Capitol) 85/82
Moves: Up 3, Debuts 6, Same 14, Down 0,
Adds 62 including WABC, WIFI, WCAO,
JB105, KRBE, WCKX, KEZR, KYYX, KPLZ,
KOPA, WAEB, WAXY, KJ100, K96, 13FEA.



Good Vibrations

Help Me Rhonda

I Get Around

Shut Down

Surfin' Safari

Barbara Ann

Surfin' USA

Fun, Fun, Fun



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Networks/Program Suppliers

ABC, Wold Pen Satellite Pact

ABC Radio Enterprises and Wold Communications have signed an agreement whereby Wold will provide satellite transmission services for the distribution of ABC Radio's stereo 24-hour contemporary music programming and its newly-created national network talk program to radio stations nationwide.

Under the terms of the agreement, Wold will allow ABC access to two 15 kHz channels on Westar III for the distribution of the stereo contemporary music service and a third 15 kHz monaural channel for the origination of daily talk programming. In addition to the satellite transponder channels, Wold will provide satellite uplink facilities in New York and Los Angeles as well as satellite reception facilities across the country.

Along with Wold's access to AP's network of 400 earth stations nationwide, Wold will supplement this system by installing 10-foot receive-only earth stations at radio facilities designated by ABC.



Reps



McGAVREN GUILD RADIO

The rep has opened its fourteenth sales office, located in Portland, OR. Sally Livengood has been named Sales Manager, having previously served as Media Director with the local Fred Meyer retail chain. Ann Lebens will serve as a sales assistant in the new office, located at 506 S.W. Sixth Ave., Suite 403, 97204, (503) 223-1700.



KTEM-KPLE-FM/Temple, TX have signed on as client stations with the rep. Meanwhile, Dave Frankel has joined as an account exec in the New York office, coming from an account exec post with the Katz Radio Network.



KEZK-FM/St. Louis and KXLY-AM&FM/Spokane have signed on as client stations with the rep.



WSRZ-FM/Sarasota-Tampa and KIOY-FM/Hanford-Fresno, CA have been added to the firm's client roster. Concurrently, Robin Rednor becomes an account exec in the rep's New York office. Rednor most recently held an account exec post with WABC-TV/New York.



Richard Morley has joined the Chicago office as an account exec, coming from his previous post as Sales Manager for KOB-FM/Ambuquerque.

Bob Rogers & Associates

Broadcast veteran Bob Rogers has announced the formation of Bob Rogers & Associates, a firm offering a variety of media services. The first project for the newly-created company will be to represent the Pacific News Service (PNS) for radio station clearance.

Under the new arrangement, PNS's radio news packet, "Rip 'N' Read," will expand to five days per week and will be sent daily from both coasts, with Rogers acting as a consultant to PNS. Bob Rogers & Associates will maintain offices at 136 Precita Ave., San Francisco, CA 94110, (415) 641-8426.

CBS RADIO



Larry Storch has been named to the newly-created post of Director/National Sales for the net, coming from his previous position as Manager/West Coast Sales. A 10-year veteran of CBS Radio, Storch previously served as Manager/Sales Development for the ABC Radio Networks.

Concurrently, Pamela Ann Hunter becomes Manager/Coverage & Marketing Research for CBS Radio, having formerly been Research Manager for WCBS-AM/New York.



ABC-FM

Squeeze will be featured on the net's "King Biscuit Flower Hour," airing Sunday, July 26. DIR Broadcasting produced the program.



The firm's two-hour weekly rock program, "The Great American Radio Show," has been renamed the "Rock Album Countdown." Hosted by Jeff Gelb, the countdown of the week's top album tracks plus interviews with the artists is heard on 150 stations nationally.



TM Special Projects

KTXQ (Q-102)/Dallas; WRQX (Q-107)/Washington, DC; WLRS/Louisville; CHOM/Montreal; KITY/San Antonio; KLOL/Houston; WQXM/Tampa; WRIF/Detroit; and WIYY/Baltimore have signed up for the firm's 36-hour radio special "Guitar: A Rock Episode."

Sales

KBLF-KSNR-FM/Red Bluff, CA have been sold by Communications By Design Inc. to Wireless Associates for \$1 million, subject to FCC approval. Hogan-Feldmann Inc. brokered.

NBC Offers Affils World Series Rebroadcasts

Beginning last weekend and continuing throughout the major league baseball players' strike, the net will present rebroadcasts of the most memorable World Series contests, complete with all-new pre-game and wrap-up commentary by veteran broadcaster Mel Allen. These rebroadcasts will be fed to NBC Radio affiliates in an initial flight of four weeks and will continue until the strike is settled.

Forthcoming contests include: 1960's Game 7 — Pittsburgh Pirates vs. New York Yankees, 1971's Games 6 & 7 — Baltimore Orioles vs. Pittsburgh Pirates (July 24-26); 1962's Games 5, 6 & 7 — San Francisco Giants vs. New York Yankees (July 31-August 2); 1964's Game TBA — St. Louis Cardinals vs. New York Yankees, 1965's Game TBA — Los Angeles Dodgers vs. Minnesota Twins, and 1968's Game TBA — Detroit Tigers vs. St. Louis Cardinals (August 7-9).

ENTERPRISE RADIO

Gerry House has been named Nashville Correspondent for the firm's "Countryline" show, debuting October 1. A noted songwriter and producer, House is currently the morning air personality for WSIX/Nashville as well as host of the syndicated talk series, "The Baxters."

Upcoming guests for the firm's "Rockline" show, airing (8-3) will be the Eagles' Don Felder, the Who's John Entwistle and Sammy Hagar.

WITS/Boston

WITS/Boston, which had been testing the sports network's programming, has signed on as an affiliate.



Mutual

21 radio stations have begun their affiliation with the net. They include: WGOT-FM/Anchorage; KCTT/Yellville, AK; WVHG-FM/La Belle, FL; WHYD/Columbus, GA; WCLS/Columbus, GA; WQQT-FM/Savannah, GA; KTEE/Idaho Falls, ID; WIFE/Indianapolis; WZZY-FM/Winchester, IN; KRRP/Coushatta, LA; WLKM-FM/Three Rivers, MI; WSMN/Nashua, NH; WNNC/Newton, NC; WMRN-FM/Marion, OH; KLAD/Kiamath Falls, OR; KMED/Medford, OR; KUPL/Portland, OR; WAGE/Leesburg, VA; WSBV/South Boston, VA; and WLKE/Waupun, WI.



RKO

Elizabeth Robertson becomes Operations Manager/Engineering for the networks, coming from her previous post as Manager/Transmissions for the Mutual Broadcasting System, a position she had held for the past two years. Prior to Mutual, Robertson served as Operations Manager for the Sheridan Broadcasting Network.



WEBDECK

WDAF/Kansas City, WHIM/Providence, WUTQ/Utica, WQIO/Canton, WQAM/Miami, KBHL/Lincoln, KRMD/Shreveport, and WMBH/Joplin, MO have recently signed up for the firm's "Country Report" program, bringing the number of client stations to over 200. The "Country Report" consists of 10 weekly, 3 1/2-minute news, information and interview programs.



Greg Kihn will be featured live in concert from the Ritz in New York on August 12.



Watermark



HEARTBREAKER — Tom Petty (pictured) recently stopped by the Watermark studios for an interview with Robert W. Morgan as part of the firm's "Robert W. Morgan Special Of The Week," airing July 25-26 on over 300 stations.

WQRK/Virginia Beach, VA will begin broadcasting the Watermark "Soundtrack Of The '60s" show, bringing the total number of stations carrying the three-hour combination of 60's lifestyle, celebrities, and music program to over 100.



In addition to the firm's "Weekly Top 30 Summer Special," Drake-Chenault is presently offering a "Superstars Of Country" special, a "Best Of The Beatles From A-Z" special, and a "Summer's Best" special (the latter targeted toward A/C, CHR, and Contemporary MOR formats) to its regular format clients at no charge. The bonus specials are not dated and can be aired at the stations' discretion.

People

Chicago

Drew Horowitz has been elevated to General Sales Manager at WFYR, coming from his former position as Local Sales Manager for the station. He is a five-year veteran of the RKO-owned outlet.

Los Angeles

Bill Reitz has been named to the newly-created post of National Sales Manager for KFWB. Reitz recently served as an account exec with KRLA/Los Angeles, having previously been Sales Manager at KFBK-KAER/Sacramento, WJBK/Detroit, and KCMJ/Palm Springs, CA.

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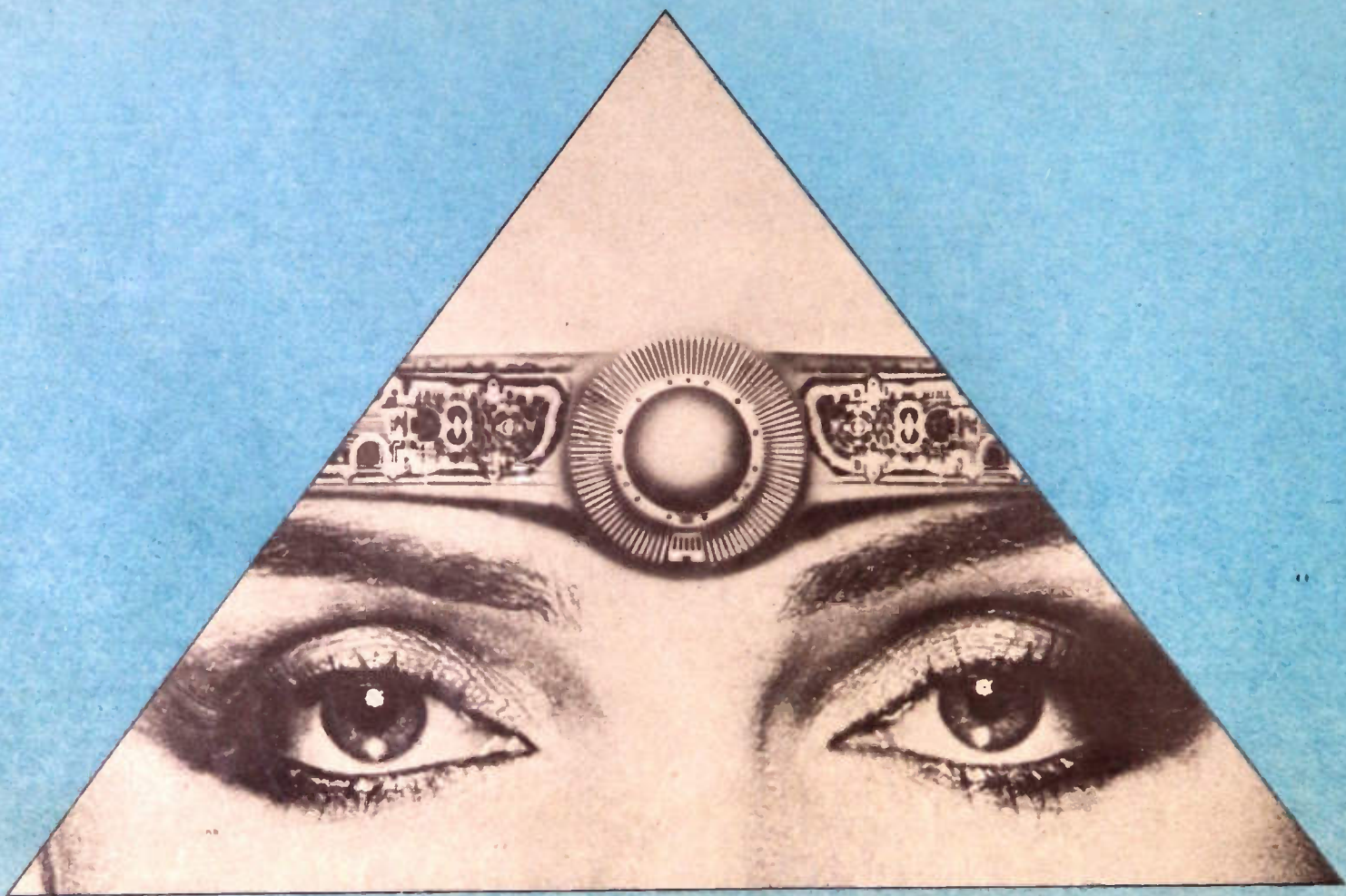
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**NBC
Radio
Network**

*AFFILIATION EFFECTIVE AUGUST 9, 1981.


DEBBIE HARRY



Backfired



the new single
from the forthcoming solo album



KOOKOO



Chrysalis
Records and Tapes

The single CHS 2526 The album CHR1347
Produced by Nile Rodgers & Bernard Edwards for the CHIC Organization, LTD.
Direction: ALIVE ENTERPRISES, INC.



Baby Stiffs Label Arrival Announced

Stiff Records-America has given birth to the newly-created **Baby Stiffs Records** label, which will be entirely "alternative" in its operation. Releases will be predominantly 7-inch singles or 12-inch EP's with no long play product anticipated at present. Distribution will be handled by Stiff's own **Stiff-Tees** merchandising wing. Marketing and promotion will be geared towards college radio, dance rock clubs, fanzines, and specialist retail outlets.

The label's initial releases will be 7-inch singles by British band **Department S** and San Diego-based the **Puppies** and 12-inch EP's by Canadian group **Men Without Hats** and Scotland's **Scars**. Stiff aims to strike a balance between imported and domestic acts throughout the label's existence.

Promotional duties will be divided between **Lauren Manduke** and **Wendy Price** of Stiff's College Media Department and **Laura Gilsteig**, who will promote records to the dance rock clubs and coordinate releases.

Production Begins On Bob Marley Biopic

Island Visual Arts, the recently-formed video/film division of **Island Records**, has begun production on a film depicting the life of the late reggae star **Bob Marley**. Island Records founder **Chris Blackwell** will produce, with **Joe Mennell** directing. The full-length feature film will incorporate interviews with Marley along with concert footage.

Peters & Follett Elevated To Polygram Regional VP's; Mattson & Smith Also Upped

Frank Peters has been promoted to **Regional Vice President/Midwest** within the marketing division of **Polygram Records**. A 13-year veteran of the organization, Peters most recently served as **Cleveland Branch Manager/North Central Regional VP for Polygram Distribution Inc.**

Concurrently, **Bill Follett** has been upped to **Regional Vice President/West** for Polygram. A seven-year veteran of the company, Follett previously served as **San Francisco Branch Manager**.

In related developments, **Karen "K.P." Mattson** has been elevated to **Cleveland Branch Manager**, coming from her previous post as **Branch Marketing Manager for PDI**, while **Larry Smith** has been named **San Francisco Branch Manager**, coming from his previous post as **Product Development Manager/West Coast**. Both Mattson and Smith are 10-year veterans of the firm.

Leben Named Nat'l Singles Promo Dir. For Alfa

Vicki Leben has been appointed **National Singles Promotion Director for Alfa Records**. A seven-year veteran of the record industry, Leben formerly held a variety of local and regional promotion posts with **20th Century-Fox** and **RCA Records**. She will be based at Alfa's Los Angeles offices.



Vicki Leben

Moseley Named VP/Mktg. At Airways; Clark, Oberg & Bey Also Upped

Ted Moseley has been appointed **Vice President/Marketing & Administration** for the Atlanta-based **Airways Records**, having previously been a concert promoter in the Southeast.

Concurrently, **Royce Clark** has been named **Director/Promotion & Production**, coming to Airways from previous positions with **Plantation** and **Sun Records**. Meanwhile, **Linda Oberg** has been appointed **Director/Media & Publicity** and **Friday Bey** has been named **administrative assistant** for the Airways label.

Cuddy Upped To VP/Administration At Island; Klein Elevated To VP/Finance

Barbara Cuddy has been elevated to **VP/Administration** for **Island Records**, coming from her previous post as **Operations Manager** for the label. Concurrently, **Mel Klein** has been upped to **VP/Finance** for Island, having previously served as the label's **Director/Finance**.

Rudin Elevated To VP/Nat'l Sales; Brody Upped To Regional VP/Northeast At Polygram

Shelly Rudin has been elevated to **VP/National Sales** and **Jeff Brody** has been upped to **Regional VP/Northeast** at **Polygram Records**. Rudin most recently served as **Regional VP/Northeast** for PDI, having joined Polygram as **New York Branch Manager** in 1979. Brody comes to his new post having formerly served as **New York Branch Manager** at Polygram. He joined the firm in 1977.

Pro:Motions

Cosgrave Named Dir./Catalog Development At MCA

Vince Cosgrave has been named to the newly-created position of **Director/Catalog Development & Marketing** for **MCA Records**. Most recently, Cosgrave headed his own **SeeHear** firm, which formulated and directed radio promotions for **Universal Pictures**. Prior to this, he served as **Director/Country A&R and Marketing** for **Capitol Records**, having formerly spent seven years with **MCA Records** in **VP/Sales** and **VP/Promotion** positions.

In his new post, Cosgrave will explore and develop new markets and sales techniques for specially-created packages as well as coordinating advertising and promotions in after-market sales.



Vince Cosgrave

Wasley Named Nat'l LP Promo Mgr. For MCA

Don Wasley has been appointed **National Album Promotion Manager** at **MCA Records**. Wasley most recently served as **Vice President/Artist Development** for **Casablanca Records**, having formerly been **National Promotion Director** for **Casablanca** and **Arlola America Records**. Wasley began his industry career in local and regional promotion with **MCA** during the early 70's.

O'Shea Named Group VP/Home Video For Fox Telecommunications

Bud O'Shea has been appointed **Group Vice President/Home Video** for the **20th Century-Fox Film Corp.**'s **Telecommunications Division**. O'Shea, most recently **VP/Marketing** for **MCA's Video Division**, was an executive with **CBS Records** for a number of years.

In his new post, O'Shea will be responsible for the development of home video tape markets through 20th's **Magnetic Video Corp.** subsidiary.

Zanders Named East Coast Regional Black Promotion Mgr. At MCA

Zeke Zanders has been appointed **East Coast Regional Black Product Promotion Manager** at **MCA Records**, coming from his previous post as a **Local Promotion Representative** for **Atlantic/Cotillion Records**. Zanders previously held promotion posts with **Arlola** and **Elektra/Asylum Records**.

Rickman Appointed West Coast Press Director At Polygram

Janet Rickman has been appointed **Director/Press & Artist Relations-West Coast** at **Polygram Records**. Rickman comes to her new position from her previous post as **Southeast Regional Press & Artist Relations Manager** for the label.

Cohn Upped To Sr. VP/Business Affairs At CBS

Marvin Cohn has been promoted to **Sr. VP/Business Affairs** for **CBS Records**. A 16-year veteran of CBS, Cohn most recently served as **VP/Business Affairs** for the label, a position he had held for the past six years.

Arnold, Webb Named VP's At Third Coast Label; Piombino, Giuliano & Price Also Appointed

Lee Arnold has been appointed **Vice President/Promotion** for the newly-established **Third Coast Records** label. A 15-year veteran of the radio and record industries, Arnold most recently served as **National Album Promotion Director** for **RCA Records**, having previously headed his own independent Atlanta-based promotion firm.

David Webb becomes **Vice President/Sales & Marketing** for the Chicago-based **Third Coast** label, coming over from the **Director/Marketing and A&R** post at **Ovation Records**.

Concurrently, **Rich Piombino** and **Frank Giuliano** have been named **Director/National Album Promotion** and **Director/National Singles Promotion**, respectively, for **Third Coast**. Piombino previously served as **Music and Promotions Director** for **WKLS/Atlanta** and as **Promotion Director** for **WKTU/New York** and **WWWW/Detroit**. Giuliano most recently served as **National Promotion Director** with **Ovation Records**, having formerly held promotion posts with **CBS** and **Capricorn Records**.

In addition, **Dennis Price** has been named **Director/National Sales** for **Third Coast**, coming from his previous position as **National Director/One-Stop Operations** for **Lieberman Enterprises**.

The initial release from **Third Coast** will be an album and single from the Chicago-based group, **Jet**. **Third Coast** is located at 1911 Ridge Ave., Evanston, IL 60201, (312) 869-6290.

Kidd Named Black Music Field Promo Dir. At Polygram

Michael Kidd has been appointed **Director/Field Promotions-Black Music Marketing** for **Polygram Records**. Most recently, Kidd held a regional promotion post with **MCA Records**, having formerly held a local promotion position with **Atlantic Records**. Kidd will be based in the label's **New York** offices and will report to **Polygram National Promotion Manager-Black Music** **Tommy Young**.



Michael Kidd

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Ratings & Research

"The three stations examined here took different routes on the way to a successful Spring '81 showing."

First Look At Spring Arbitrons

Here they come, hot off the presses (or computers, as the case may be)! The first Spring '81 Arbitron data is now available, and numbers for the top markets are being examined with a fine-tooth comb. Let's see what my trusty computer can turn up when we look at the New York figures.

Three Stations Examined

There were three especially interesting stories in the recently received New York numbers. WBLS shot up to reclaim the overall lead in the metro; WABC rebounded after slipping for the past year; and WPLJ recorded its best book ever. Using analyses available on the Market-Buy-Market[®] computer system, we can look at the spring data for this year and last, as well as the most recent book previous, the Winter '81 report.

Time Spent Comparisons

A look at the 12+ time spent, average, and cume figures for the three books shows that at first glance WABC — on a spring-to-spring basis — did not have a miraculous showing. However, when you plug in the Winter '81 data you can see that the station did rebound substantially. In terms of 12+ share, the two spring books were almost identical for WABC, but the showing in the Spring '81 report represents a gain of almost a full share over the winter results.

WBLS shows a remarkably stable TSL, while the listening to WPLJ seems to be inching upwards. WBLS's share in this book was down from last spring but up from the winter, while WPLJ notched its best 12+ level ever . . .

ARBITRON: APR-MAY '80			
RANK	STATIONS	*MINS/DAY LISTENED	WEEKLY QTR.HR.(00) CUME(00)
1	WBLS-FM	105	2017 20801
2	WPLJ-FM	71	968 14785
3	WABC-AM	48	1108 25092
ARBITRON: JAN-MAR '81			
1	WBLS-FM	99	1562 17058
2	WPLJ-FM	70	985 15269
3	WABC-AM	45	840 20385
ARBITRON: APR-JUN '81			
1	WBLS-FM	105	1848 19009
2	WPLJ-FM	78	1120 15539
3	WABC-AM	50	1143 24588

Audience Composition Insights

Breaking down the 12+ audience into its discrete components gives a more specific idea regarding the success of a station. Let's look at the two spring books to see how these three stations differed in their demographic appeals . . .

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

ARBITRON: APR-MAY '80

STATIONS/POP	*STATION RANK ORDER BASED ON PERSONS 12+							
	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	12.0	14.0	19.1	14.4	13.7	12.9	13.9
WBLS-FM	100.0	21.5	30.0	26.8	12.2	6.7	1.9	0.7
		179	214	141	85	49	15	5
WABC-AM	100.0	16.2	18.4	21.2	18.1	12.7	8.2	5.1
		135	131	111	125	93	64	37
WPLJ-FM	100.0	36.2	38.7	19.0	4.0	1.2	0.7	0.1
		301	277	100	28	9	6	1

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

ARBITRON: APR-JUN '81

STATIONS/POP	*STATION RANK ORDER BASED ON PERSONS 12+							
	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	11.5	14.0	19.6	14.6	13.4	12.8	14.0
WBLS-FM	100.0	19.7	26.5	30.0	11.9	5.8	5.7	0.3
		171	189	154	81	43	45	2
WABC-AM	100.0	7.5	16.0	27.6	19.9	11.7	6.6	10.7
		65	114	141	137	87	51	76
WPLJ-FM	100.0	35.8	41.6	18.2	3.3	0.3	0.4	0.4
		310	297	93	23	2	3	3

The appeal of WPLJ seems consistent, with about 75% of the station's audience falling into the 12-24 categories. WBLS appears to be skewing slightly older than the previous spring data showed, while WABC shows the biggest change. In the Spring '80 survey almost 35% of its audience was 12-24. This spring, however, the 12-24 percentage fell to about 23%. Much of WABC's more adult appeal may have been due to the New York Yankees games which the station began broadcasting during this survey.

In order to examine my theory on the impact of Yankees games I did a computer run on the weekday evening numbers for WABC. You'll note that the station's teen percentage dropped more than 50% this spring, while the overall demographic spread looks like something both a

Week In Review

Willhight Radio Research Debuts

Jim Willhight, PD of KGHO-AM&FM/Hoguiam, WA, has announced the formation of a new radio ratings service. Willhight's methodology includes sampling unlisted phones, surveying only one person per home, and a 24-hour recall technique to gather station preference data. Prices for the telephone surveys vary depending on the sample size desired by the subscribers. Broadcasters who desire more information on the Willhight service can call the firm's headquarters, (206) 533-6454.

Arbitron Offering Five-Year Contracts

According to Arbitron spokesperson Connie Anthes, "I believe we are again offering five-year contracts to subscribers." Asked when the opportunity would be available to cash in on the multi-year deal, which might offer some rate protection, Ms. Anthes told R&R that, "it's my understanding that they are becoming available now."

sales manager and a program director could love . . .

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

ARBITRON: APR-MAY '80

STATIONS/POP	*STATION RANK ORDER BASED ON PERSONS 12+							
	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	12.0	14.0	19.1	14.4	13.7	12.9	13.9
WABC-AM	100.0	30.1	19.5	13.6	11.8	10.8	9.7	4.5
		250	139	71	82	79	76	33

ARBITRON: APR-JUN '81

STATIONS/POP	*STATION RANK ORDER BASED ON PERSONS 12+							
	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	11.5	14.0	19.6	14.6	13.4	12.8	14.0
WABC-AM	100.0	12.2	16.4	22.3	16.2	11.5	7.0	14.4
		105	117	114	111	86	55	103

Different Routes To Success

It's apparent that the three stations examined here took different routes on the way to a successful Spring '81 showing. WBLS saw its listening spans increase and its cume rise approximately 200,000. WPLJ, unlike WBLS, shows an improved posture since last spring. The station's vital signs — TSL, average and cume — have all gotten rosier in the last year. Nothing dramatic, just steady improvement. WABC, however, showed the most dramatic turnaround both in raw numbers and in audience composition, being much more adult. It will be interesting to see if WABC can retain its adult posture when the Yankees games are no longer included in surveys (the strike settlement, if/when it comes, could affect the fortunes of WABC).

Next week we'll look at another perspective on the spring results. See you then . . .

Q&A

A San Diego broadcaster called to ask, "How could my share remain level when my station received more in-tab diaries in the latest book?"

If there were more diaries returned from your target demo in this book than last, each of those could have had reduced cume value. In the last survey your cume base might have been hypothetically 15,000 persons — perhaps five diaries each worth 3000 each. In this book there may have been 15 diaries for you each worth 1000. If your time spent listening figures were relatively stable, such an occurrence could explain your stable 12+ share.

Jhan Hiber



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Most folks also know that our affiliated Sunbelt Companies own and operate successful radio stations, so we not only service the radio business — we're in the business. This gives us a unique opportunity to develop and test research tools which truly *work*.

In the coming months you'll hear from some of our clients across the country. . . how they apply our *strategic research*, and how it helps them. We hope you'll benefit from their experiences. The Research Group. . . where *Strategic Research for Radio* — with excellent follow-up and implementation guidance — is our only business.

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Radio's Strategic Research Team

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"STEP BY STEP"

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BREAKER

AFTER ONLY 2 WEEKS OF NATIONAL RELEASE!!

FROM THE FORTHCOMING ALBUM "STEP BY STEP"

SE-532

Produced by David Malloy

Personal Management: Stan Moress/Scotti Brothers Artists Management



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Spring '81 Arbitron Advance Shares

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

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A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk.

Washington, D.C.

WMAL Slips To Single Digit, Still Leads; WWDC-FM Doubles; WPGC-AM&FM Passes WRQX

WMAL (AC) fell from double digits, 11.1-8.6, but remained the leader. WPGC-AM&FM (R) rebounded 5.5-7.3, while WRQX (R) slipped 8.6-6.6. WWDC-FM (A), in its first book under Denise Oliver, almost doubled, 3.1-6.0. AOR competitor WAVA also improved, 3.5-4.5. Beautiful Music leader WGAY-FM moved 8.0-7.1. WKYS (B) went 6.9-6.0.

Others in the DC metro above the one share level were WASH (AC) 6.3-5.0, WEZR (BM) 2.8-2.4, WGAY (BM) 9.1-2, WGMS-AM&FM (CL) 2.9-3.0, WHUR (B) 5.1-4.6, WJMD (E) 2.4-3.6, WMZQ (C) 3.6-4.1, WOOK (B) 3.2-3.7, WPKX & WVXK (C) stable at 4.2, WRC (T) 4.1-4.4, WTOP (N) 3.0-3.1, and WYCB (RL) 1.6-1.3.

Dallas-Fort Worth

KSCS Still Tops; KKDA-FM Moves To Third

KSCS (C) maintained its prominent position in the metroplex with an 8.7-8.9 showing. KVIL-FM (R) also had a level book, moving 8.0-7.9. KKDA-FM (B) moved into third place with a 5.5-6.7 rise. WBAP (C) had a stable 6.4-6.5 score. KMEZ (BM) slipped 7.0-5.9, while KRLD (N) eroded 7.7-5.6. KPLX (C) dipped 5.8-5.1, but KZEW (A) rose 4.7-5.0 and KTXQ (A) moved 4.0-4.6. KEGL (R), formerly KFJZ-FM, scored a 4.9 in its first book.

Others scoring a one share or better included KAFM (AC) 1.7-1.4, KBOX (C) 3.0-3.7, KESS (S) 1.1-1.0, KFJZ (AC) 1.6-2.2, KLIF (C) 1.6-1.4, KMGC (AC) 3.2-2.8, KNOK (J) stable at 1.0, KNOK-FM (B) 4.4-4.7, KNUS (R) 2.2-3.4, KOAX (BM) 3.8-4.7, KPBC (RL) 1.2-1.4, WFAA (N) 3.7-2.7, and WRR (CL) 1.0-1.2.

Cleveland

WMMS, WDOK, WQAL Remain 1-2-3; WHK, WWWE, WZAK Add Two

AOR fixture WMMS maintained its lead in Cleveland with a stable 10.5 showing. The Beautiful Music contest saw WDOK slip 10.1-8.4 as WQAL went 9.1-8.0. WHK (C) boosted its numbers 5.3-7.6, WWWE (AC) rose 3.8-5.7, and WZAK (B) showed 9.2-9. WGCL (R) dropped a point 7.3-6.3, while WZZP (R) moved 6.9-6.2. WGAR (AC) gained 4.5-5.1, and WERE (N) lifted 5.8-6.1.

The remaining stations with a one share or higher were WABQ (B) 1.3-1.5, WCLV (CL) 2.0-2.2, WDBN (BM) 1.3-1.1, WDMT (B) 5.8-2.8, WJMO (B) 3.2-2.4, WJW (AC) 3.4-3.6, WKSW (C) 3.8-3.4, WLYT (R) 3.2-3.6, WPVL (AC) debuting at 1.1, and WWWM (A) 3.0-3.1.

Houston

KMJQ Reaches New Heights; KILT-FM Triples, Passes KIKK-FM

KMJQ (B) continued to solidify its number one ranking with a jump of 11.0-13.2. The new runner-up was KILT-FM (C), which surged 2.9-8.6, while KIKK-FM (C) slipped 9.0-6.2. Also in the running were KLOL (A), which gained 5.7-6.2, and KYND (BM), up 5.6-6.2. BM competitor KODA rose 4.6-5.3.

Others above the one share threshold included KENR (C) 3.1-3.3, KEYH (S) 1.9-1.8, KFMK (R) 2.8-3.7, KGOL (RL) 9-1.1, KIKK (C) 1.8-1.9, KILT (C) 2.7-2.5, KLAT (S) 2.4-1.3, KLEF (CL) 1.3-1.4, KLVL (S) 1.1-1.3, KNUZ (C) 1.7-1.1, KPRC (N/T) 5.3-5.2, KQUE (AC) 3.8-3.0, KRBE (R) 6.9-5.5, KRLY (R) 4.0-4.3, KSRR (R) 2.3-1.9, KTRH (T) 6.2-5.7, and KULF (AC) 2.7-1.9.

Pittsburgh

KDKA Dominant; WDVE, WAMO Notch Best Books

KDKA (AC) continued as the Pittsburgh behemoth with a stable 22.2-22.3 tally. WDVE (A) scored its best book with a 6.4-7.9 showing, good for number two in the market. WSHH (BM) moved 7.2-7.0 and WTAE (AC) had a 6.6 share for the third straight book. WAMO (B) surged to its best numbers, 3.7 to 5.8. WXXK (R) slipped 6.8-6.1.

Others above the one share level were KQV (N) 4.1-3.3, WBVP (R) 6-1.2, WDSY (C) 3.4-2.5, WEEP (C) 6.1-4.2, WFFM -FM (AC) 2.8-2.7, WJOI (BM) 2.2-1.7, WKTQ (AC) 2.0-1.6, WNUF (BB) 1.0-1.1, WPNT (BM) 2.7-3.8, WWSW (AC) 3.5-1.7, WWSW-FM (AC) 2.7-3.9, and WYDD (A) 1.0-2.2.

Atlanta

WKLS-FM Emerges As New Leader; WZGC, WSB Close Behind

WKLS-FM (A) added four shares to its previous total to move 6.6-10.7, good enough to become the number one station in Atlanta. Right behind was WZGC (R), which improved 10.3-10.6. The only other double-digit share belonged to WSB (AC) which rose 10.2-10.5. WQXI-FM (R), which took the lead in the fall survey, slipped 10.5-8.9 this sweep. WVEE (B) increased 8.0-8.9, while WLTA (AC) gained 6.7-7.4. WPLO (C) made a strong move 5.1-6.5.

Others above the one share level included WAOK (B) 3.7-2.2, WBIE (C) 2.7-3.5, WGST (N) 5.0-4.4, WPCH (BM) 6.8-6.1, WQXI (R) 2.8-2.0, WRNG (T) 2.7-3.0, and WSB-FM (BM) 6.0-4.3.

Continued on Page 16

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

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- Exclusive New Cross-tabs ■ Micro-Computer cost-efficiency

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See Page 5!

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- Fed in full stereo from New York Monday through Friday, 12 Midnight to 5 AM.
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Featuring hosts Ed Busch in Dallas and Eric Tracy in Los Angeles. Six hours of conversation with headliners from the worlds of show biz, sports, politics, medicine and the arts. Highlights include listener calls and questions.

- Programming targeted to the 25-54 adult audience.
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KPLZ on
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KXX106 on
WMAK-FM add
WBCY on
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WQRK add
FM102 add

KJRB add
KTAC add
KGGI add
KHYT add
WLAM deb 33
WFLB on
WANS-FM on
WXLK on
FM99 add
WFOX on
KKLS on
KYVA add
KRLC on



AL JARREAU
**"WE'RE IN THIS
LOVE TOGETHER"**

Produced By Jay Graydon



On Warner Bros. Records

Spring '81 Arbitron Advance Shares

Continued from Page 14

Cincinnati

WLW Returns To Double Digits; WRRM Debuts Impressively

Boosted by Reds baseball, WLW (AC) rose 8.5-11.0, tops in the metro. WVEZ (BM) had a stable 9.7-9.8 showing for second place. WEBN (A) added a share 8.6-9.6, tying with WKRQ (R), which slipped 10.5-9.6. WKRC (AC) moved 10.4-9.2 and WCKY (AC) went 6.4-7.9. WRRM (AC), formerly WLQA, debuted its new format and calls with a 7.1 score. WCIN (B) improved 4.6-5.8.

Others reaching the one share level were WBLZ (B), which debuted at 2.2, WLYK (BM) 9-1.3, WNOP (J) 2.3-1.4, WSAI-AM-FM (C) 6.0-4.9, WUBE-AM-FM (C) 7.4-4.9. Stations outside the metro which registered included WSKS (R) 3.0-2.6, and WYYS (R) 4.1-2.5.

Buffalo

WJYE Assumes Lead; WBEN Runner-Up; WPHD Up 50%

WJYE (BM) had its best book in recent surveys, up 14.0-15.5, good enough to lead the metro. WBEN (AC) slipped to second, 14.3-13.4. WKBW (R) moved 10.1-9.7 and WGR (AC) fell 9.5-7.0. WPHD (A) jumped 4.1-6.4. WBEN-FM (R) went 7.8-7.1 this book. WGRQ (A) climbed 6.0-7.6. WBLK (B) rose 5.9-6.2.

Others with a one share or better included WACJ (O) 1.8-1.7, WDCX (RL) 1.0-1.1, WECK (AC) showing up at 1.6, WFXZ (AC) 1.6-2.2, WUFO (B) 1.2-1.0, WWOL (C) 2.8-3.5, WYSL (AC) 2.6-1.4, and WYRK (AC), formerly WADV, debuted with a 2.6.

Riverside-San Bernardino

KDUO New Local Leader; KBIG Heads Market Overall

Among stations located in the Riverside-San Bernardino metro, KDUO (BM) took the lead this sweep with a 4.5-6.1 rise. KOLA (A) was the runner-up, moving 3.2-3.8. KCKC (C) slipped 4.3-3.7, while previous market leader KGGI (R) dropped 5.7-3.6. Other local stations scoring above a one share were KBON (BM) 2.2-1.7, KCAL-FM (A) 2.0-2.5, KDIG (C) 1.7-2.3, KFXM (R) 4.3-3.2, KHSJ (AC) 1.4-1.3, KMEN (O) 1.8-1.9, KNTF (C) 1.3-1.7, and KPRO (BB) stable at 2.8.

Los Angeles's KBIG (BM) captured the overall 12+ crown with a 3.5-6.5 jump. KABC (T) climbed 2.9-3.4, while KBRT (RL) rose 8-1.3.

Phoenix

KTAR Up Three For Lead; KZZP-AM&FM Surges

KTAR (N) became the new market pacesetter with a 6.4-9.2 jump. KMEQ-FM (BM) remained the number two station, up 8.8-9.0. KNIX-FM (C) slipped 9.1-7.5. KZZP-AM-FM (R) added three shares, climbing 3.9-6.8. KOY (AC) moved 8.4-6.4, KDKB (A) went 6.2-6.5, and KOPA (R) had a stable 5.8-5.9 showing.

Others with a one share or better were KARZ (AC) 1.8-2.6, KBBC (A) 3.4-3.3, KHEP-FM (CL) 2.1-1.8, KIFN (S) .8-1.5, KJJJ (C) 3.1-2.0, KKKQ (R/O) 2.1-3.0, KMEQ (BM) 3.0-1.3, KNIX (C) 2.4-2.7, KOOL (O) 4.4-4.2, KPHX (S) 2.4-2.7, KQYT (BM) 7.5-6.8, KUPD (A) 5.2-4.4, KXAM (B) 4.6-2.2, and KXTC (C) 1.1-1.0. KLFF (E), formerly KRUX, debuted with a 3.2.

San Jose

KOME, KBAY Remain 1-2 Locally; KGO Tops Overall

KOME (A) retained its lead among metro San Jose stations with a 6.8-7.6 rise. KBAY (BM) had a healthy 6.0-6.2 showing. KEZR (R) climbed 4.7-5.6, KLOK (AC) had a stable 4.9-4.8, and KEEN (C) slipped 3.8-3.4. KARA (O) moved 3.5-3.3. Other local stations that achieved the one share level included KFAT (C) 1.6-1.9, KIBE & KDFC (CL) 1.3-2.4, KLIV 2.0-1.6 in its last AOR book, KPEN (AC) .8-1.5, and KSJO (A) 2.5-2.0.

San Francisco area stations were led by KGO (N/T), which scored the highest share overall, 9.1-7.9. KSOL (B) notched a 5.5-5.6 figure, while KFRC (R) rose 3.4-3.7. KCBS (N) slipped 4.0-3.3, while KYUU (AC) moved 4.1-3.3. KOIT (BM) increased 2.7-3.1. KNBR (AC) jumped 1.7-3.3 with the help of Giants baseball, while the A's helped propel KSFO (AC) 1.2-2.8.

Other outside stations scoring a one share or better were KABL (BM) level at 1.6, KABL-FM (BM) 1.4-1.0, KBLX (M) 1.1-1.9, KFOG (BM) 2.2-2.4, KIOI (AC) 3.2-2.4, KMEL (A) 1.7-1.1, KNEW (C) 1.1-1.4, KSNAN (C) 1.1-1.4, and KSFY (R) 2.2-1.9.

Dayton

WHIO-FM, AM Solid 1-2; WDJX Climbs

WHIO-FM (BM) added more than four shares to retain first place, 15.1-19.6. WHIO (AC) had a healthy 11.9-14.2 rise. WTUE (A) slipped 11.4-9.7, but WDJX (R) gained 7.2-8.8. WING (AC) moved 9.6-8.7.

Others with a one share or more included WAVI (T) 6.0-3.1, WBZI (C) .7-1.0, WDAO (B) 8.8-7.4, WJAI (C) debuting at 1.6, WONE (C) 9.8-5.8, and WVUD (A) stable at 3.3.

Outside stations scoring above the one share level were WPBF (AC) .7-1.3, WSKS (R) 1.5-2.4, WLW (AC) 1.3-2.3, and WYYS (R) 6-1.0.



IT'S THE NATURE OF THE BEAST - 99FM (WXXQ)/Freeport, IL recently held an April Wine giveaway in which listeners could call in for albums and tickets to the Capitol recording act's recent Dubuque, IA concert. Grand prize winners went backstage, and were provided limo service to and from the concert. Shown in the back (l-r) are the winner, guitarist Gary Moffett, station personality Robin B., drummer Jerry Mercer, winner, and bass guitarist Steve Lang with another winner; kneeling (l-r) are guitarist Myles Goodwin, guitarist Brian Greenway, and PD Chuck Hayes.

FRANKE & THE KNOCKOUTS

Two-fisted Rock & Roll From America's Newest Success Story



"Sweetheart"
YB 11801

**THE BACK PAGE
BREAKERS**

FRANKE & THE KNOCKOUTS
Sweetheart (Millennium)
62% of our reporters on it. Moves: Up 69, Same 33, Down 0.
Adds 36 including WKBW, F106, WROR, WXKS-FM, PRO-
FM, KEARTH, KFI, WOLF, K104, KSRR, CK101, Z104, KERN,
KYNO-FM, KENO. See Parallels, charts at number 28.
March 20, 1981

**"You're My
Girl"**
YB 11808

**THE BACK PAGE
BREAKERS**

FRANKE & THE KNOCKOUTS
You're My Girl (Millennium)
60% of our reporters on it. Moves: Up 55, Debut 17, Same
31, Down 1, Adds 23 including WBEN-FM, 293, WGCL,
KEZR, 13K, KIMN, B104, B97, KO94, WSEZ, WNCI, KRQ,
WTSN, WSPT, KFXD. See Parallels, charts at number 29.
July 24, 1981

**A Combination Punch
That's Flooring Everyone**

Direction: Michael Kliefner

Manufactured & Distributed by RCA Records

Going The Distance On **millennium**
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TOM PETTY AND THE HEARTBREAKERS



the second single

A WOMAN IN LOVE (IT'S NOT ME)

BSR-5136

making good on

HARD PROMISES

the album

Backstreet
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STREET TALK

Charley Lake has resigned his position as National Promotion Director for Warner Brothers after 2½ years with the company. Amidst rumors of a national staff realignment at Warners, Charley's exit was termed "a very amiable parting of the ways for both sides." Lake will now take a couple of weeks off to consider options, which we're told, could include another record job or a return to radio programming.

Street Talk hears that John Sebastian is on the verge of signing WPIX-FM/New York as his latest AOR consultation client station. WPIX's current CHR format has not exactly conquered New York, and a shift to AOR would pit the station against ABC's WPLJ and Metromedia's WNEW-FM. Could be an interesting proposition.

While we were all deeply saddened to hear of the tragic death of Harry Chapin last week, it now appears that some fellow artists and their managers are maneuvering behind the scenes to insure that Harry's tireless work against world hunger goes on. A memorial fund has been established (see Page 27) and rumblings of a few superstar-studded benefits are already being heard, with all proceeds headed directly to the world hunger cause. We'll have more details on this one in the weeks to come.

Congratulations to WPLJ/New York's Mark Goodman, who has just exited the station, reportedly to become one of the video jocks on Warner Amex's new music channel.

Arista Records will be holding its worldwide convention in San Juan July 29-August 1. Will Senior VP Richard Palmese be naming a National Singles Promotion Director during those meetings?

Word on the street has WLCY/Tampa abandoning its current A/C format for News/Talk. That rumor took on a bit of new meaning this week when WLCY morning team Burt & Kurt announced their departure for sister Harte-Hanks station KULF/Houston. Burt & Kurt will eventually do afternoon drive in Houston, but will begin their tenure at the station filling in for the vacationing morning duo Stevens & Pruett.

When Linda Ronstadt exits Broadway and her role in "The Pirates Of Penzance," her replacement will be Maureen McGovern. Elektra/Asylum must be thrilled that Linda will be returning to the recording studio.

KENO/Las Vegas has now fully shifted its format from CHR to Adult/Contemporary. PD Alan Mack will remain with the station along with the rest of the "rock" staff.

Deborah Harry will release her first solo album in early August with the single coming about a week earlier. Apparently the album cover is fairly controversial and the single will ship with a picture sleeve that will tease the LP's cover. The album is entitled "KooKoo."

Mike McMurray is WHIO/Dayton's new PD replacing Ken Warren.

Jeff Pollack has picked up KATT/Oklahoma City for consultation.



COOL IT! — As temperatures in Hartford approached triple digits, WTIC-FM morning man Gary Craig found an interesting way to beat the heat. Craig arranged for a six-foot ice cube to be placed on Main Street in downtown Hartford. Then, he perched himself atop the giant ice cube and invited his listeners to join him in the attempt to cool off. To help, WTIC-FM's Tom Kelly set up a "sno-cone" machine next to Gary and gave out over 1500 free icy delights. (Incidentally, the ice cube melted in about 30 hours... Gary and Tom only lasted about three hours.)

New York Street Talk hears that former Polygram VP and past WPGC PD Jim Collins has been heard doing fill-in on the all-night show at WNBC/New York.

Dancin' Danny Wright has segued from KJR/Seattle to KNBQ/Tacoma for afternoon drive. Also new to KNBQ is 12-3pm personality Ron Erak from KROY/Sacramento.

KAYK/Provo-Salt Lake City has changed its call letters to KFMY, but the station will continue to be known on the air as K96.

Bruce McGregor, PD & MD of WAKX/Duluth, has moved across town to AOR outlet KQDS for afternoons and the MD job. Music duties at WAKX are being handled temporarily by Dave Stranberg. No immediate programming replacement was named for McGregor at WAKX.

Liz Curtis, formerly of WQMF/Louisville, has joined the staff at WAKY/Louisville.

We're glad to hear that Source Director of Programming John McGhan is back on the job after a recent tumble through a plate-glass window which left him with 86 stitches on both arms!

Our sincere get well wishes to WHB/Kansas City newsman Chuck Hayes and his wife Jane, who were injured in the Hyatt Regency disaster last week. Chuck is still in serious condition and Jane remains on the critical list.

Congratulations to KHTZ/Los Angeles morning man Charlie Tuna on his new two-year contract with the station. Charlie has been the KHTZ morning personality since the station signed on its Adult Rock format in September of 1979.

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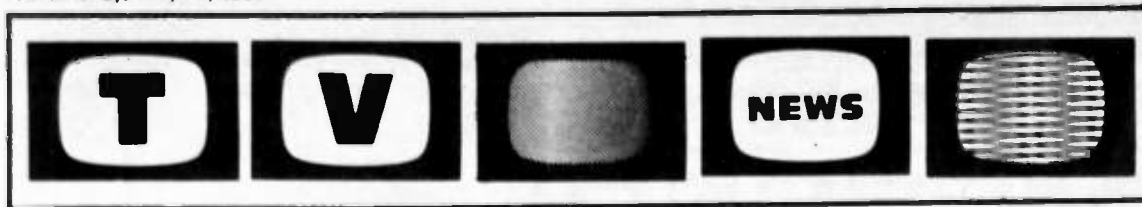
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'FALLING IN LOVE AGAIN'

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MANAGEMENT: BELKIN/MADURI



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CBS Wins Ninth Straight

CBS's mastery of the Nielsen ratings continued over the week ending July 19, as the network swept the top four positions with stalwart series and earned a 14.2 average rating. ABC had a 13.1, while NBC finished with 12.2. Following the CBS top four, ABC had 8 of the remaining 16 slots, with NBC scoring three and CBS five more, but it was not enough. Once again, series programming virtually monopolized the top 20, with only one TV movie as the exception. The top 20:

- | | | | | | |
|----|----|-----------------------------|----|----|---|
| 8 | 1 | The Jeffersons (CBS) | 17 | 11 | Dukes Of Hazzard (CBS) |
| 3 | 2 | Trapper John MD (CBS) | — | 12 | Barney Miller (ABC) |
| 13 | 3 | Alice (CBS) | 12 | 13 | 20/20 (ABC) |
| 9 | 4 | 60 Minutes (CBS) | — | 14 | Taxi (ABC) |
| 7 | 5 | Hart To Hart (ABC) | 2 | 15 | House Calls (CBS) |
| 10 | 6 | Too Close For Comfort (ABC) | 15 | 16 | Quincy (NBC) |
| 4 | 7 | Facts Of Life (NBC) | — | 17 | Death Of Ocean View Park (ABC Monday Movie) |
| 5 | 8 | Three's Company (ABC) | — | 18 | Dallas (CBS) |
| 1 | 9 | M*A*S*H (CBS) | 19 | 19 | Laverne & Shirley (ABC) |
| 11 | 10 | Diff'rent Strokes (NBC) | — | 20 | Magnum PI (CBS) |



THE RIGHT TO BE ITALIAN — MCA's Joe Dolce is pictured (along with concertinist Lyn Van Hecke) performing his "ShadJap You Face" single on the "Mike Douglas Show" recently.

Music On TV

Gladys Knight & The Pips cohost "Solid Gold" the week of July 24, with guests Gary U.S. Bonds, Joe Dolce, Robble Dupree, Firefall, Anne Murray, and Rick Springfield... Lee Ritenour is on "American Bandstand" July 25... "Rock Concert" 's guests for the week of July 25 include Pat Benatar, Gary Numan, Pink Floyd, Prince, and Toto... Dave Rowland & Sugar star on "Merv Griffin" July 28... The syndicated series "Portrait Of A Legend" has set shows focusing on James Brown, Rick Nelson, Olivia Newton-John, and Stevie Wonder for August airing.

VIDEOSCOPE:

VCR SALES UP ALMOST 90% ON YEAR: Sales of videocassette recorders jumped 89.6 percent to 543,473 units sold during the first half of 1981, up from 286,601 units sold during the initial six months of 1980, according to the Consumer Electronics Group. 109,375 units were sold in June alone... **ONE-NIGHT VCR RENTALS UPCOMING:** Superscope is planning to reach the 98 percent of U.S. homes which do not own a VCR with a "RentaBeta" program, which would allow consumers to rent a Toshiba player-only VCR along with a movie on cassette for between \$11 and \$14 per day. Superscope hopes to franchise the "RentaBeta" program to a variety of outlets, including supermarkets, hotels, hospitals, apartment complexes, and video retail stores, all of which would pay Superscope \$13,500 plus a monthly fee to support national promotion. Superscope would supply the videocassettes. The player would be locked to prevent consumers from removing the cassette, and a rewind-defeat switch would be installed to make repeated showings impossible as well. No word as yet regarding when the "RentaBeta" dream will become a reality however... **TOP 10 BEST-SELLING VIDEOCASSETTES FOR JUNE:** According to Merchandising magazine, the best-selling videocassette last month was "Airplane" (it was number one last month as well). The remainder of the top ten were: 2) "9 To 5," 3) "Caddyshack," 4) "Star Trek — The Motion Picture," 5) "Alien," 6) "The Stunt Man" (a newcomer to the top 10 — up eight spots), 7) "Urban Cowboy," 8) "The Muppet Movie," 9) "Coal Miner's Daughter," and 10) "Close Encounters Of The Third Kind." The latter three all newcomers to the top 10. "Honeysuckle Rose" (up 18 places to number 16) and "Fame" (up 17 spots to 13) were the biggest gainers...

THINK ABOUT IT:

How could you control your dayparting with greater precision?

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See Page 5!

KRMQ

Continued from Page 1
and air traffic safety problems. KRMQ remained dark early this week. It had been ordered off the air in June, although the FCC has approved a return to operation by modifying its CP to cover the previously unauthorized changes.

Sale Questioned

A spokesman said the station may remain dark until new owners take over in several weeks. Equivox has sold KRMQ and sister AM KEYY/Provo for \$1.6 million to Utah Valley Technical Institute.

A rival FM, First Media's KAYK/Provo, had raised the suspicion with the Commission that Equivox had deliberately built a taller antenna to widen KRMQ's coverage area and boost its sale price. Equivox entered the contract to sell the stations two weeks after KRMQ went on the air.

Bullet

Continued from Page 1
employers, and I'm grateful they realize both my potential and that of this aspect of the industry."

SBI President Ed Shadok told R&R, "This is something I know Jesse has wanted for quite some time. He's going for the brass ring, and I'm certain his only regret will be that he didn't do it sooner."

Bullet was PD of SBI's KPRI/San Diego in 1978, followed by a stint as PD at WLUP/Chicago. He returned to KPRI in 1979 as Operations Manager, and became SBI National PD in 1980.

RKO

Continued from Page 1
the second three hours in California. Burchill described the show as "geared to reach the adult audience with a relaxed, entertaining, and sometimes controversial forum featuring guests representing a wide range of viewpoints."

M105

Continued from Page 1
price. The buyer is positive, closely identified with the marketplace. He can continue to build it and make it better." Embrescia Exec. VP Jim Embrescia added, "We're thrilled to have been part of the two stations, and we're looking forward to working with Robinson Communications to continue the stations' growth."

In a sidelight to the purchase, the Cleveland Press reported Tuesday (7-21) that former Cleveland Mayor Carl Stokes claimed to have had a verbal agreement to buy the stations, stating that "all essential terms except the signature" had been agreed upon. Stokes plans to file a federal lawsuit against the Embrescias for "dealing in bad faith" with him, according to the newspaper.

Garcia

Continued from Page 1
we're trying to build here."

Garcia, who was not immediately replaced at WDRQ, commented, "Elaine was our General Sales Manager at WDRQ and we have always agreed philosophically on all the important things. She's just a great person, so naturally I'm very thrilled to be joining her and Metromedia."



KOFM SECRET SERVICE — KOFM/Oklahoma City recently awarded a complete video system to a lucky winner of the station's "Secret Sentence Contest," in which contestants called in to put together missing pieces of a sentence. Shown (l-r) awarding and receiving a 19" color TV, programmable video recorder, and camera are PD John Jenkins and the winner.



GRAB THE LOOT & SCOOT — WSGA-Z102/Savannah let winners qualify to spend one minute in a bank vault as part of the "Ellery Queen Minute Mystery Contest." The winner in action managed to grab \$732.

◆ A CUT ABOVE THE REST ◆

JOHN DENVER



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(SOME DAYS ARE STONE)"**

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|-------------|----------------|
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| KVIL on | KFMK on |
| KSLQ on | KINT add 37 |
| WHB on | WSGN 15-10 |
| WGCL on | WAAY add |
| WZUU add | WVIC add 31 |
| KJR | WLOL-FM add 30 |
| KFI on | KOFM 16 |
| KEZR on | KILE add |
| KPLZ deb 32 | KFYR on |
| KIMN on | KBOZ deb 28 |
| WFBR on | KYYA add |
| WBBF on | |

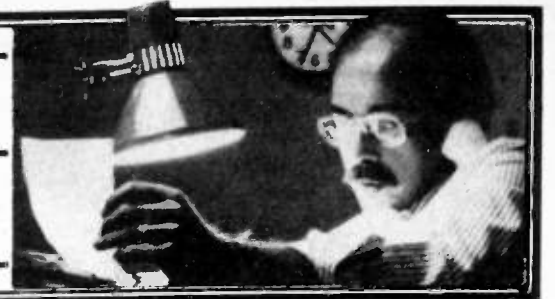
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Chips In The Newsroom

Integrated circuit chips are working themselves into more American newsrooms, helping newspeople accomplish more much faster. The most familiar early arrivals have been the Extel teleprinters, which take up less space than the old wire machines and almost always function more reliably. Some newsrooms have had IC chips keeping track of meteorological information for several years, and the newer weather centers offer instant readouts of the day's highest and lowest temperatures, automatic wind-chill factoring, and other useful data from a box half the size of a typewriter.

As modern electronics become more a part of everyday life in our branch of journalism, some truly different kinds of machines are being offered to further speed information processing and gathering. One kind of state-of-the-art machine is the fast-transport cassette deck with pinpoint accuracy in cuing tapes. For several weeks I've been using one of the new cassette decks for recording, editing, and airing news actualities. The kind I'm getting experience on (a Euming FL-1000) costs about \$1500 and seems quite capable of eventually replacing reel and cart machines which, in aggregate, cost at least as much and in most cases quite a lot more.

What's so good about the fast-transport cassette is an electronic memory which rapidly finds the place you want on the tape, by means of an extremely sophisticated (quartz crystal controlled) tape counter and a "go to" button. It is so accurate that a chosen word can be located precisely, by entering the tape count in the memory and pressing the "go to" control.

In everyday newsroom applications this accuracy enables a newsman to record a telephone call (the machine has an integral peak limiter and Dolby noise reduction) in the normal manner, but with this difference: when the person being interviewed says something you want to use, the "memory" button is pressed, and when you hang up you press "go to" and the cassette will rapidly rewind to the memory location and cue itself. Of course, when you're on the call, you don't know what you want to use until it has already been said, so your first memory cue will probably be the middle or end of a sentence. Precise cuing of the beginning of the desired sentence requires a bit more memory-button pressing. The advantage is the speed with which relocating useable tape can be accomplished, and elimination of the necessity of transferring first-generation tape to a cart. By determining the start cue numbers on the tape counter, any number of cuts can be ordered up — in any order — by entering the tape count and ordering the machine to "go to."

Using two fast-transport cassettes and a basic home-type computer, tape can be edited electronically and stacked in any order. Once the newsperson has entered the list of commands for editing and stacking, he or she may turn to other jobs while the machines do what used to be bladework and dubbing to cart. The particular machine I'm using can completely rewind a 90-minute cassette in just under one minute, which certainly compares favorably with cart recue time.

As integrated circuitry improves, the machines we're accustomed to using now are quite likely to be replaced with these smaller, much faster, more sophisticated devices . . . as soon as enough people have had hands-on experience to prove to themselves that fast-transport cassettes are to reels and carts, as cart machines were to open reels and ET's.

CALENDAR

Rolls-Royce Founder Crashes

MONDAY, JULY 27: Fred Royce and Charles Rolls had a lot of money coming in after they got Rolls-Royce rolling, and one of the expensive toys purchased by Mr. Rolls for his private entertainment was an airplane. He became the first person to fly across the English Channel (in 1910) and a month later — 71 years ago today — Rolls crashed his plane and was killed.

Five years ago this week Legionnaires' Disease was the top news story. One year ago the deposed Shah of Iran, Reza Pahlavi, died in Egypt.

TV producer Norman Lear is 59. Skater Peggy Fleming is 33.

Bomber Flies Into Skyscraper

TUESDAY, JULY 28: Thirty-six years ago today New York City was wrapped in thick fog, so the pilot of a B-25 bomber decided to avoid the city airport and land instead at nearby Newark, New Jersey. There was only one thing between him and Newark: the Empire State Building, which he crashed into at the 79th-floor level. Three men in the airplane and ten people in the skyscraper were killed, but two women in an elevator which plunged down when its cables were severed miraculously survived.

Jacqueline Kennedy Onassis is 52. Sally Struthers is 33. Vida Blue is 32.

Meteor Shower Expected Tonight

WEDNESDAY, JULY 29: Meteor showers are not precisely predictable, but astronomers expect one tonight, and because there'll be only a small crescent moon the viewing conditions should be good. The Delta Aquarid "shooting stars" are best seen after midnight, with a predicted peak occurrence of 38 per hour. No guarantee, however, because meteor showers may vary a day or two either way.

England outlawed importing of "Aqua Tufania" on this date in 1771. The Italian after-dinner liqueur was poison, and was marketed as an effective and humane way of disposing of "troublesome wives and no-good sons." Six-hundred deaths were attributed to Aqua Tufania in Naples in the late 1760's.

Melvin Belli is 74.

World's First Color Movies

THURSDAY, JULY 30: George Eastman became interested in photography about a century ago, but was frustrated by the heavy equipment required. His solution was to experiment with improvements, and Eastman eventually invented almost everything we now take for granted, including roll film, cheap portable cameras, and even color movies. Eastman demonstrated the first color movies 53 years ago today. Friends of the respected inventor were astonished when — at age 77 — he wrote a note saying, "To my friends. My work is done. Why wait?" and shot himself in the heart.

Paul Anka is 40. Moviemaker Peter Bogdanovich is 42.

Shredded Wheat Patented

FRIDAY, JULY 31: Eighty-eight years ago today the breakfast food shredded wheat was patented, about the time several new forms of food were being invented. At Battle Creek, Michigan, the Kellogg brothers were working on wheat flakes, corn flakes and rice cereals. (Wheaties came along in 1924, and the first shaped cereal — Alpha Bits — was introduced in the early 1950's.)

Curt Gowdy is 62. Evonne Goolagong is 30. Geraldine Chaplin is 37.

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EASY LISTENING RADIO

Fred Seiden

Moving Easily From A To Z

This week we'll run the gamut from **Announcers** in Easy Listening to the popular artist **Zamfir**, with some "Extra" comments along the way.

What are the best ways to find good air talent (announcers) for today's more adventurous Beautiful Music formats? Probably by looking for potential candidates at soft rock or MOR stations, rather than another Beautiful Music operation. Sometimes a former CHR jock can be perfectly happy "gearing down" with the less frantic sounds of Easy Listening radio, and bring to the adult format a real sense of style and showmanship. Of course, the key is control and discipline on the part of the program or operations director to make sure everyone on the air staff relates to the format and the market. Much like the director of a film or live theater, the radio station's program director has the responsibility of bringing all the elements together for a cohesive and compelling finished product. Announcers can never be totally objective about their air work, so the PD has to act as a guiding influence and interested listener to keep everything moving in the right direction. I sense that the relationship between air talent and the program director has changed over the last few years, and much more time is being devoted to discussions of effective style, technique, and pacing, which help the announcers or personalities blend in better with the overall sound of the radio station.

It appears quite clear that the old "hand to the ear" approach has passed, and adult radio listeners today expect honest, believable communicators — not orators.

The problem with a great many Beautiful Music announcers is their inability to handle anything that isn't written for them. When the carefully-worded image lines and neatly-typed copy book are removed, a lot of these "follow the dots" pronouncers fall flat on their cassettes. So, I'm suggesting that you consider air talent with a background of one-to-one communicating, regardless of the format. Especially for morning drive, it has been demonstrated in markets across the country that a sharp, engaging radio personality can help in building those rating numbers and strengthen sales, as well.

Let's face it, radio is still the most intimate and immediate form of entertainment we know. Doesn't it follow that listeners would welcome a natural-sounding voice to keep them company while providing first class entertainment? If it means paying more money to steal a top talent away from the competition, I think it's worth the investment. As the pendulum swings to the right again, adult formats have the chance to capitalize on the wealth of radio talent who have outgrown the teen market, and now are looking for new challenges with broadcasters planning for the future.

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



Something New In The Nation's Capital

A month ago, the Dalton Group assumed ownership of **WXTR-AM-FM**. The FM station is a 50,000-watt, full-time stereo operation at 104.1 that covers the metropolitan Washington, DC area; **WXTR-AM** is a thousand-watt daytime station at 1560, covering Southern Maryland.



WXTR STAFF TOAST — Members of the old and new **WXTR** staff toast the station transfer. Behind the sleepy-eyed engineer with his hands full are the new owners and management team (l-r) Susan Dalton, VP/GSM; William Dalton, President/GM; and Paul Robinson, Program Director.

The stations' new president **William Dalton** explains, "Our music format will be unlike anything in the Washington metropolitan area. It's an eclectic mix of contemporary, middle of the road, memory-making music; somewhat sweet, sophisticated, sexy and sassy." Any questions so far?

WXTR's new music format, combined with an improved signal and sound provided by state-of-the-art equipment, is targeted to appeal most strongly to upwardly mobile professionals between 30-45 years of age. We're told that this format is designed to "cross traditional ethnic boundaries."

The Dalton Group transfer of ownership of **WXTR** was anything but quiet. At 3pm on June 22, Program Director **Paul Robinson** walked into the production studio to play music from "The Main Event," the theme song by **Barbra Streisand**. The FM station is known as **Xtra 104** and the first piece of music heard over the air was Streisand's song emphasizing the words "Extra, Extra." Immediately, the on-air studio was shut down, and construction crews began removing existing equipment and installing a new broadcast studio. That operations center was functioning less than 48 hours later. By that time, the new **WXTR** office space had arrived — a 12 by 70 foot-long trailer containing office facilities for ten new staff personnel.

The top management team is well-known in Washington broadcasting circles. **Bill Dalton** was the founding VP/GM of **Metromedia's WASH-FM**, and an organizer and first chairman of the **Washington Area Broadcasters Association**. **Sue Dalton** has a broadcasting career that spans 13 years; most recently, she was General Sales Manager for **WASH-FM**. **Paul Robinson** has been the Program Director for **WJMD/Washington, DC** and **WLIR/Long Island**. He has extensive experience in radio broadcasting and music programming.

The new on-air lineup at **WXTR** includes **Jim Herron**, former Program Director and on-air personality at **WAVA, WWDC, and WASH** in the Washington area; **Linda Kelly**, former air talent at **WWDC** and **WPGC**; and **Chuck McCool**, former on-air personality at **WKYS, WOL, WMOD & WMZQ** — all in the DC marketplace.

This Dalton Gang rode into town just a month ago ready to set the nation's capital on its feet with their newfangled brand of programming, and we will be watching the action with great interest. For the

- Former CHR and A/C air personalities, with their proven abilities in one-to-one communication, can be prime prospects for Beautiful Music announcers.

- **WXTR** introduces a new kind of Easy Listening approach to the Washington, DC market.

- **Panpipes** provoke audience interest; **Applause Records** brings back MOR stars of the past.

record, I should mention that the Dalton stations are licensed to the cities of LaPlata and Waldorf, in the state of Maryland, just south of Washington, DC.

Pass The Panpipes, Please

Many Beautiful Music stations are receiving listener calls asking about different selections being programmed that feature an artist named **Zamfir** (known by his close friends simply as **Gheorghe**). The most prominent **Zamfir** tune seems to be the "The Lonely Shepherd." I thought you might be interested in some additional information which was provided by **Frank Murphy** at **Bonneville Broadcast Consultants**.

The uniqueness of these selections which prompts audience response is the unusual sound of the instrument being featured. It's called *panpipes* by some, pipes of Pan by others. This is a primitive wind instrument consisting of a series of pipes or reeds of graduated length bound together, and played by blowing across the top open ends. The instrument's history dates back to the zenith of both Greek and Roman civilizations, from which era it derived its association with the god named Pan.

Panpipes saw their heyday in Europe in the 10th through 13th centuries, during the time of the medieval troubadours. Today, *panpipes* remain popular primarily in Eastern European countries, particularly Romania and Hungary. By the way, the **Jean-Claude Borelly** recording of "Dolannes Melodie" also showcases the *panpipes*.

Flow



WEAZ HAWKS ON THE STREETS — These are the **EAZY 101 "Hawks,"** selling a special edition of the "Philadelphia Enquirer" for charity during the annual Variety Club's "Old Newsboys Day," June 19 in downtown Philadelphia. Pictured (l-r) are Operations Manager **Lee Martin** and announcers **George Cross** and **Al Brooks**.

The battle is heating up on the streets as more TV promotion spots are surfacing for use by Easy Listening radio stations. Syndicators and independent producers have discovered this new source of revenue and are out there pitching their latest creations in time for this fall's TV spot wars.

Now there's **Applause** for easy listening . . . coming from a newly-formed record company in Los Angeles. Name artists such as **Steve Lawrence, Eydie Gorme, Tony Bennett, Peggy Lee, the Lettermen, and Jack Jones** are among a dozen names bringing new material to the public on **Applause Records**.

In the Bay Area, **Tom Saunders** is the new morning man at **Bonneville's Easy Listening KOIT/ San Francisco**. **Saunders** was heard on **KYA** and **KSFO** during the 60's and 70's before he decided to "take it easy." **KOIT's** former Operations Manager **Kon Grab** is now handling the same position at **Westinghouse's KODA/Houston**.



Joel
Denver

DALLAS LEFT JAMLESS

Fantasy Concert Replaces Texas Jam

One of the big yearly events that takes place in the Southwest is the Texas Jam, held for many years at the Cotton Bowl in Dallas. Much to the annoyance of many people around the Dallas area, it was moved this year to Houston's Astrodome.

This presented major problems for many who simply couldn't make the trip to Houston for this extravaganza of rock 'n' roll and fun. One station, KIKT-FM/Greenville, located 50 miles east of Dallas, decided to brighten the spirits of its dejected listeners.

"So many listeners had called to tell us how upset they were about not being able to get to the Texas Jam that we decided to hold 'A Jam Of Our Own,'" said PD Tim Hart Bachand. "It was the only solution to an otherwise jamless summer.

"We billed it on the air as being able to hear all of the great rock you could want, without the delays, arrests, or heat exhaustion problems that normally plague the Texas Jam. With three fictitious stages, we guaranteed them there would be no delays!"

Tim thought of the idea weeks ago and "decided to run it over the 4th of July, during the city picnic, but it got rained out, so A Jam Of Our Own went over even better. My night personality Darren J.W. Eagle and I coanchored the concert from Rock Point on Tune Creek. The calls wanting directions to Rock Point and Tune Creek were amazing," said Tim.

"To create even more realism, crowd noise was constantly being played along with descriptions of the crowd. We even talked about how some folks were climbing the sound and light towers. Despite the constant reminders at commercial breaks that the concert was imaginary, people continued to press for directions.

"A Jam Of Our Own featured Z.Z. Top, REO, Styx, Fleetwood Mac, Foreigner, Joe Walsh, Steve Miller, Chicago, Heart, Boston, and the Outlaws. Each group was featured in 18-minute sets which allowed for six commercial minutes an hour. The most spectacular entrance was made by Joe Walsh, who drove the tank on his album cover into the concert area and fired two rounds into the lake fed by Tune Creek. The crowd went nuts," Tim joked.

The idea of a "fantasy concert" is not a new one, but an old yet creative idea such as this proved very successful. Once again it shows that radio is still a "theater of the mind." This promotion also filled a void in the minds of its audience who were not able to get to Houston for the real Texas Jam held this past weekend.



BIRTHDAY BONUS FOR BENSON - KHS-FM/Los Angeles PD Don Benson recently celebrated his birthday and the staff gave him a "Strip-O-Gram" as his present. Pictured (l-r) are Don's present, (not completely unwrapped), midday personality Paul Freeman, and a blushing birthday boy Benson.

CONTEMPORARY HIT RADIO

Paper Adds Problem Draws Letters

When I put my thoughts on public display regarding "Paper Adds" (7-3), I realized that there would be some reaction to it. There have been a lot of phone calls voicing support, but very few who have "felt safe" in putting their thoughts in a letter.

This first letter is written anonymously for reprint by request, but was signed by the author.

Dear Joel:

Unless you are extremely naive (which I doubt), your Paper Adds editorial was a weak and insignificant attempt to affect anything... but nice try!

Paper adds will remain as long as top record company management doesn't know that some National Promotion Directors would rather "show" a paper add than the effective one they are incapable of attaining.

This way the NPD can make the sales or marketing personnel, artist or producer his scapegoat, because the pressure is off him now... after all, "he did get the record played!!!" This should keep him in his job longer... at least until the company he works for goes under because they aren't selling all those records he's getting played!!!

Credibility??... you must be kidding... that's a dying ethic!!

Another thing that makes this whole situation so ludicrous is that record companies are getting in line to go out of business. No one is smart enough, brave enough, or powerful enough to do anything about it.

Oh sure, there are other symptoms... the economy, taping piracy, etc., but isn't it ironic that the record community is adding the most fuel to its own funeral pyre???

Now, you might want to disqualify some of my thoughts by adding, "Remember, it takes two to tango"... but I say "what difference does it make who leads in this dance of destruction?"

Anonymously yours,

A Concerned Industry Veteran

While I will defend our position about the stand we chose to take on the subject, this stronger position is worth consideration as well.

Another programmer writes a quick and simple reply.

Hi Joel:

Just wanted to drop you a line to say I enjoyed and applauded your editorial on "Paper Adds" this past

Motion

KWST/Los Angeles PD has announced the following promotions: afternoon driver Pat Garrett is promoted to Assistant PD; midday personality Bobby Ocean is the new Promotions Director; newsman Rick Jager has been named News Director; and night rocker Benny Martinez is the Public Affairs Director.

KRNA/Iowa City's 6-10pm personality Tom Hamilton recently moved to morning drive. Replacing him is Dino Delgallo, who returns to KRNA after being PD at WKTK/Baltimore and doing air shifts at WCAO & WXVY-FM/Baltimore.

Jack Armstrong, recently out at KFI/Los Angeles, is reviewing his options and can be reached at (805) 497-0372... Marty Johnson has left KEEL/Shreveport to attend law school and is doing a shift at WFMF/Baton Rouge. Replacing Marty at KEEL is Kelly Gandy, who takes over the 7-midnight show, coming in from KQID/Alexandria, LA.

Jack Dillon, former V100/Charleston PD, is the new swing shift personality at WCKX/Tampa... KZZX/Albuquerque hires Art Lloyd Jr. as News Director from across town at KZIA-FM... KCMQ/Columbia personality Mark Mills leaves to become Operations Manager at KHOZ/Harrison, AR. Joining KCMQ is part-timer Steve Twitchell.

week. Hopefully, it will hit home. Keep up the good work.

Dan Vallie,
Program Manager, B94/Pittsburgh

And still another programmer chose to air his thoughts on the subject.

Dear Joel:

Thanks for printing the article on "Paper Adds." It's a subject that needed some airing. I didn't know if anyone else had gone through the pressure of being asked to make paper adds until recently.

At one time the record reps used to come to me and ask for a paper add because they were 'hurting, under pressure, in trouble, etc.' and they just wanted to look good. This made me feel guilty when they made this kind of request. Then the feelings would go from guilt to anger.

How can someone ask you to put your reputation, and that of your station, on the line by asking you to make paper adds? I immediately put my foot down and told them firmly that there would be no paper adds at WCSC. All the time in the back of my mind I was concerned about reprisals.

I could see these companies dropping us from service, or maintaining service at a poor level because I wouldn't go along with it. Instead, it worked just the opposite, and they totally respected my decisions. As a result we now have a better working relationship, and paper adds are never brought up anymore.

In the end, any station doing paper adds will lose even more than any record company ever will. Sincerely,

Chris Bailey
PD, WCSC/Charleston

My thanks to everyone who has voiced their concern either verbally, or in letter form on the subject. It's nice to see an overwhelming amount of desire for a return to credibility.

— Joel Denver, CHR Editor

Bits

WFLY/Albany sent 50 listeners to the Meadowlands club grand opening, featuring Bruce Springsteen and Gary U.S. Bonds. Station solicited cards and called out names, giving listeners nine minutes and 20 seconds to call in and win.

WKTU/New York recently held a weekend long "Salute To Motown" featuring music from the present and the past from such artists as the Temptations, Gladys Knight & the Pips, the Jackson Five, the Spinners, the Miracles, and Diana Ross, among others.

CQ102 (WECQ)/Geneva, NY has been pretty busy lately giving away \$100 bills. Listeners guess the fictitious serial numbers to win. CQ102 also gave away a vacation to Nassau and a \$2500 sailboat. Listeners registered at merchants, and when names were announced, had ten minutes and two seconds to call in to qualify for a drawing for the major prize. Those calling within the time limit won minor prizes.

Q102/Daytona Beach invited people to bring their fathers to a local restaurant for a free steak dinner for Father's Day. No one passes on a free meal, and over 1600 folks showed up to chow down.

KGHO/Hoquiam, WA and a local Jaycees organization presented the ninth annual "Un-Boat River Float" down the Wynoochee River. Hundreds of un-boaters registered for the event and thousands of dollars were raised for Cystic Fibrosis.

Coming Next Week

WABC/New York Makes A Ratings Recovery. An interview with PD Jay Clark.

LONG DISTANCE VOYAGER

The
Moody
Blues



From The #1 Album In The Country.

A New Single

The Voice



Manufactured And Marketed By
PolyGram Records
.....



FRANKE KO'S CLEVELAND — On a recent promotional tour through Cleveland, Millennium recording artists Franke & the Knockouts stopped in at WZZP. Shown here are (l-r) band leader Franke Previte, WZZP's Townsend Coleman and Bobby Thomas, band member Billy Elworthy, and RCA Pop Promotion Manager Frank Sperrazzo.



SHEENA ON THE NEW YORK MORNING TRAIN — EMI America recording artist Sheena Easton stopped in to visit with the staff at WNBC/New York. Pictured (l-r) midday personality Johnny Dark, PD Kevin Metheny, Easton, night rocker Michael Sarzynski, and Assistant PD Buzz Brindle.



U93 CHECKS OUT — U93/South Bend recently ran a contest, with the grand prize winner receiving \$93 per week for a year for a grand total of \$4836. Shown handing over the money amidst all of the entries are (l-r) Assistant PD Steve Delaney, Manager Bob Nowicki, PD Kris Robbins, the winner, and MD J.K. Dearing.



KUTE GETS DOUBLE DUTCHED — On a recent promotion tour of L.A., WMOT recording artist Frankle Smith stopped in to say hello to the folks at KUTE. Pictured (l-r): Public Service Director Bruce Lintz, Smith, Production Director Al Ramirez, PD Bill Stevens, and WMOT promotion rep Tad McQueston.



TOWER 92 MEETS THE MUSHROOM — A local media gallery has been opened called the Golden Mushroom. The first station to respond to the request for artwork was TOWER 92 (WTWR/Detroit). Shown here is Station Manager Tony Salvadore with a hanging for the gallery.



JOE WALSH AT WLS-FM — Asylum recording artist Joe Walsh has been barnstorming around the country and stopped in to chat with the folks at WLS-FM. Shown (l-r) is personality Gary Meyer, Walsh, and personality Steve Dahl.



THERE'S GOLD IN MISSOURI — KFMZ/Columbia gets some gold for its walls for REO's "Keep On Loving You." Shown here is Epic Promotion rep Larry Wall handing over the gold to station PD Mark Shevitz.



WKRZ-FM MUDSLIDE — We've seen pictures of Jello Jumps, and Dough Dips — now, Mud Slide competitions. WKRZ-FM/Wilkes-Barre and a local theme park recently held such a contest. Shown surrounded by muddy contestants is PD and morning man Jim Rising and the park manager handing over \$300 to the muddy winner.



I DON'T LIKE MONDAYS — KXAM/Phoenix PD & morning man Chris Robbins decided he doesn't like Mondays. He was chained to a chair at a local T-shirt outlet and broadcast his show for a week recently until the state legislature accepted the 10,000 signatures he had gathered petitioning them to do away with what he calls "Incredible Dreadable Mondays."

*"Now if a man tried
To take his time on earth
And prove before he died
What one man's life could be worth
Well I wonder what would happen to this world"*

*-Harry Chapin
from his album "Living Room Suite"*

Harry Chapin,

a man who truly took his time on earth to prove what one man's life could be worth is gone, tragically and abruptly, long before he could reach his personal goal of eradicating world hunger in his lifetime.

Only now with his death are people beginning to realize what his life meant to us, what a special force he was, how irreplaceable he is. His songs and his good works will live on because none of us who were close to him will ever let them die.

We have lost one of mankind's driving forces, a man of unequalled energy, creativity, and a total dedication to the improvement of his fellow human beings. There simply is not one person who could step forward now and take his place. It will take all of us doing a little more to make this world a better place to be.

Toward that end, with the blessing of Harry's family, we have established The Harry Chapin Memorial Fund to continue the work to which Harry daily gave so much of his time and effort. I ask you to contribute generously to this fund.

I pledge that we will not let Harry Chapin's music die, nor will we allow his objective of the eradication of world hunger and the improvement of the human condition to go unpursued. We have lost a truly great man, but with your help we need not lose the goals he set for us all. We owe it to Harry and to ourselves. Please join us.

Ken Kragen

Harry Chapin Memorial Fund PO Box 538 Huntington New York 11743

For information please call Harriet Sternberg (213) 854-4400 or Jeb Hart / Bob Thinkle (212) 858-2544

"Stop Draggin' My Heart Around"

Stevie Nicks

With Tom Petty
And The Heartbreakers

THE BACK PAGE BREAKERS

STEVIE NICKS
w/TOM PETTY & THE HEARTBREAKERS
Stop Draggin' My Heart Around
(Modern/Atco)

88% of our reporters on it. Moves: Up 22, Debuts 54, Same 30, Down 0, Adds 38 including WFL, WFL, KRBE, Y100, WLS-FM, WZZP, Q102, KF, KIMN, KOPA, WHFM, FM100, 82X, KZZX. See Parallels, charts at number 28.

AOR BREAKERS

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

STEVIE NICKS
"Stop Draggin' My Heart
Around" (Modern/Atco)
88% of our reporters on it.
Total singles reports: 149.
Debuted this week at number
14.



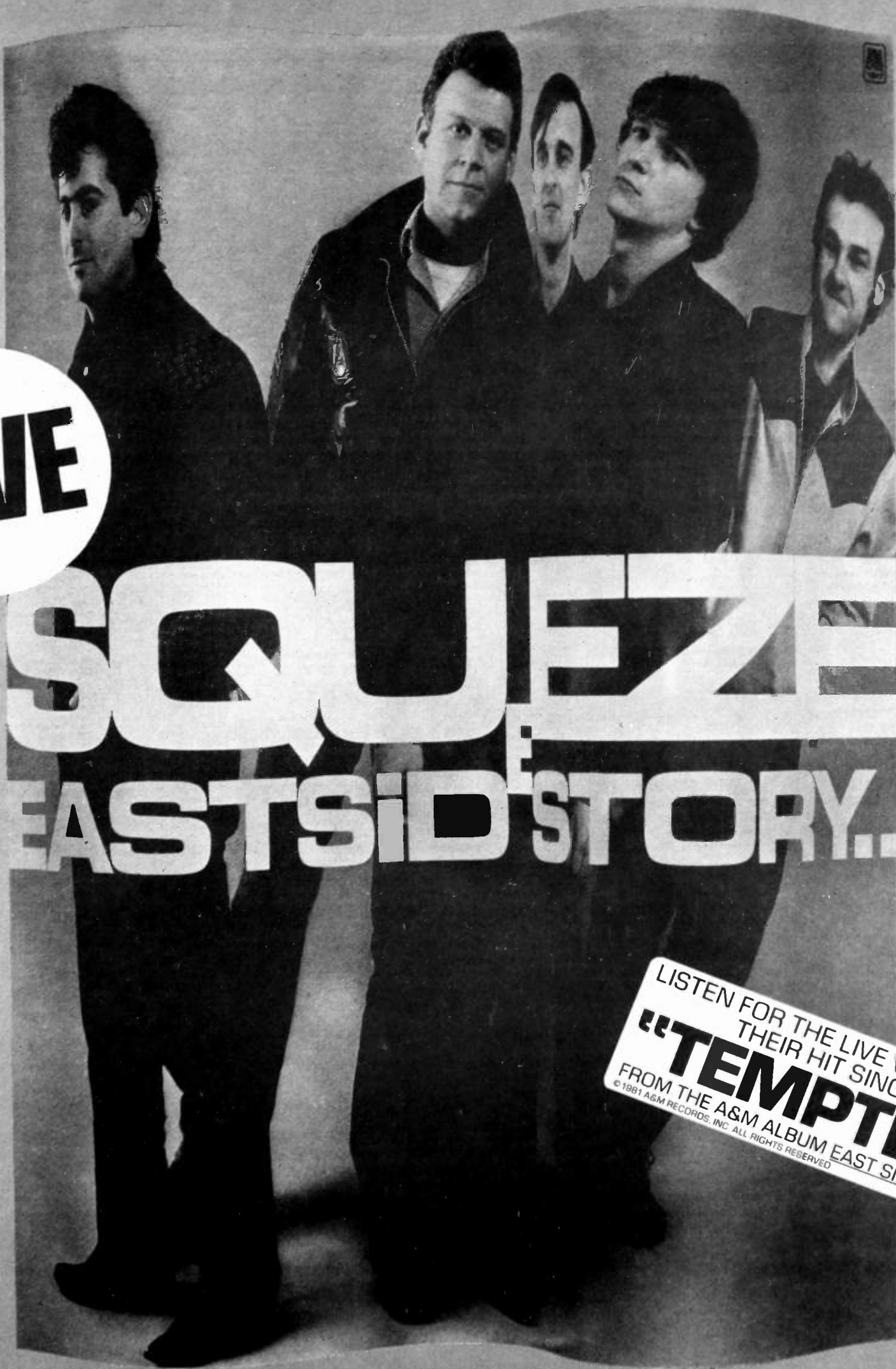
Produced By Jimmy Iovine And Tom Petty

On
Modern Records
Distributed By Atco Records

A Division Of Atlantic Recording Corporation

Tom Petty Appears Courtesy Of Backstreet Records

KING BISCUIT FLOWER HOUR PRESENTS



LIVE

SQUEEZE
EASTSIDE STORY..

LISTEN FOR THE LIVE VERSION OF
THEIR HIT SINGLE
"TEMPTED"
FROM THE A&M ALBUM EAST SIDE STORY
© 1981 A&M RECORDS, INC. ALL RIGHTS RESERVED
AM2345
SP4854

PRODUCED BY ELVIS COSTELLO AND ROGER BECHIRIAN



SUNDAY, JULY 26, 1981 ON 350 STATIONS ACROSS THE UNITED STATES AND WORLDWIDE.

EAST
Most Added® Hottest
 Beach Boys
 ELO
 Journey

ADDS & HOTS

Music Key: (DPI) 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
 Beach Boys
 Eddie Rabbitt
 ELO

EAST

PARALLEL TWO

14Q/Worcester, MA
 Gary Nolan
 Hottest:
 EDDIE RABBITT
 JOURNEY
 ALABAMA
 Hottest:
 JOEY SCARBURY 2-1
 KENNY ROGERS 1-3
 ALAN PARSONS 10-6
 OAK RIDGE BOYS 12-8
 POINTER SISTERS 15-11

WBBF/Rochester, NY
 Dava Mason
 Hottest:
 JOURNEY
 TUBES
 PABLO CRUISE
 Hottest:
 AIR SUPPLY 1-1
 JOEY SCARBURY 4-1
 MOODY BLUES 8-5
 MARTY BALIN 12-6
 OAK RIDGE BOYS 14-7

WICC/Bridgeport, CT
 Bob Mitchell
 Hottest:
 SQUEEZE
 GARY O
 DON FELDER
 SHEENA EASTON
 ELTON JOHN
 LULU
 BEACH BOYS
 Hottest:
 JOEY SCARBURY 2-1
 MARTY BALIN 3-2
 ALAN PARSONS 11-9
 CARPENTERS 15-13
 RONNIE MILSAP 22-15

WKEE/Huntington, WV
 Gary Miller
 ELO
 EDDIE RABBITT
 SHEENA EASTON
 DON FELDER
 SILVER CONDO
 BEACH BOYS
 Hottest:
 MANHATTAN TRANSFE 2-1
 POINTER SISTERS 4-2
 ALAN PARSONS 5-4
 BILLY SQUIER 7-3
 JUICE NEWTON 10-6

WPST/Trenton, NJ
 Tom Taylor
 Hottest:
 EDDIE RABBITT
 SHEENA EASTON
 DON FELDER
 SILVER CONDO
 BEACH BOYS
 Hottest:
 MANHATTAN TRANSFE 2-1
 POINTER SISTERS 4-2
 ALAN PARSONS 5-4
 BILLY SQUIER 7-3
 JUICE NEWTON 10-6

WTRY/Ibany, NY
 Bill Cahill
 EDDIE RABBITT
 GARY WRIGHT
 BEACH BOYS
 Hottest:
 AIR SUPPLY 1-1
 CARPENTERS 15-8
 JUICE NEWTON 18-13
 ROSS/RICHIE 22-18
 JOURNEY 26-21

WAEB/Allentown, PA
 Jefferson Ward
 Hottest:
 ROSS/RICHIE
 EDDIE RABBITT
 ELTON JOHN
 BEACH BOYS
 Hottest:
 AIR SUPPLY 1-1
 MANHATTAN TRANSFE 7-5
 JUICE NEWTON 14-8
 CARPENTERS 17-11
 ALAN PARSONS 26-20

WHYN/Springfield, MA
 Mary Ferraro
 Hottest:
 JOURNEY
 PABLO CRUISE
 ELTON JOHN
 LULU
 Hottest:
 KENNY ROGERS 3-1
 MANHATTAN TRANSFE 6-4
 POINTER SISTERS 10-7
 COMMODORES 13-8
 OAK RIDGE BOYS 11-9

KC101/New Haven, CT
 Danny Lyons
 Hottest:
 JOHN DENVER
 AFTERNOON DELIGHT
 EDDIE RABBITT
 RAYDIO
 BEACH BOYS
 Hottest:
 G. HARRISON 2-1
 KENNY ROGERS 4-3
 JOEY SCARBURY 5-4
 ROSS/RICHIE 18-16
 COMMODORES 19-17

WFBR/Baltimore, MD
 Andy Szulinski
 Hottest:
 BEACH BOYS
 BERNADETTE PETERS
 BALANCE
 SANTANA
 Hottest:
 JOEY SCARBURY 2-1
 MANHATTAN TRANSFE 4-3
 ROSS/RICHIE 17-7
 ALABAMA 22-17
 RAYDIO 23-18

WBLU/Long Island, NY
Bill Terry

JOURNEY
 HAYDIO
 ELO
 Hottest:
 RICK SPRINGFIELD 3-1
 JOEY SCARBURY 5-2
 MARTY BALIN 6-4
 MOODY BLUES 12-9
 POINTER SISTERS 16-11

WTIC-FM/Hartford, CT
 Rick Donahue
 Hottest:
 ROSS/RICHIE
 FOREIGNER
 CLARKE/DUKE
 Hottest:
 JOEY SCARBURY 1-1
 POINTER SISTERS 10-6
 MOODY BLUES 9-7
 OAK RIDGE BOYS 15-8
 PHIL COLLINS 11-9

Q108/York, PA
 Steve Gallagher
 Hottest:
 JOURNEY
 BEACH BOYS
 Hottest:
 AIR SUPPLY 1-1
 JOEY SCARBURY 2-2
 POINTER SISTERS 7-5
 MOODY BLUES 8-7
 JUICE NEWTON 10-8

WHFM/Rochester, NY
 Kelly McCann
 Hottest:
 STEVIE NICKS
 GARY O
 ELO
 GINO VANNELLI
 LULU
 ICEHOUSE
 Hottest:
 KENNY ROGERS 3-1
 JOEY SCARBURY 4-4
 POINTER SISTERS 7-5
 MANHATTAN TRANSFE 14-11
 ROSS/RICHIE D-26

WFLY/Ibany, NY
 Jack Lawrence
 Hottest:
 GARY O
 ROSS/RICHIE
 ICEHOUSE
 Hottest:
 RICK SPRINGFIELD 1-1
 38 SPECIAL 12-9
 FOREIGNER 19-14
 TOM PETTY 23-16
 PAT BENATAR 27-17

K104/Erie, PA
 Bill Shannon
 Hottest:
 ELTON JOHN
 MARTY BALIN
 BLUE OYSTER CULT
 DONNIE IRIS
 Hottest:
 REO SPEEDWAGON 2-1
 MOODY BLUES 6-4
 RUSH 9-6
 GREG KINN 12-9
 FRANKIE/KNOCKOUTS 19-15

V100/Charleston, WV
 Jay Jarvis
 Hottest:
 MOODY BLUES (dp)
 ROBBIE PATTON
 EDDIE RABBITT
 CARL WILSON (dp)
 G. HARRISON
 KENNY ROGERS 1-1
 JOEY SCARBURY 6-4
 CLARKE/DUKE 7-7
 POINTER SISTERS 11-8
 ROSS/RICHIE 19-12

WAQY/Wald, MA
 Mike
 Hottest:
 BILLY SQUIER 1-1
 REO SPEEDWAGON 2-2
 MOODY BLUES 3-3
 JIM STEINMAN 4-4
 ALAN PARSONS 5-5

B104/Baltimore, MD
 Jan Jeffries
 Hottest:
 EDDIE RABBITT
 TOM PETTY
 FRANKIE/KNOCKOUTS
 GARY WRIGHT
 RAYDIO
 BEACH BOYS
 Hottest:
 PHIL COLLINS 2-1
 KENNY ROGERS 3-2
 POINTER SISTERS 4-3
 ALAN PARSONS 6-4
 MANHATTAN TRANSFE 21-10

WKRZ-FM/Wilkes Barre, PA
 Jim Rising
 Hottest:
 ALABAMA
 G. HARRISON
 JOURNEY
 BEACH BOYS
 Hottest:
 G. HARRISON 2-1
 KENNY ROGERS 4-3
 JOEY SCARBURY 5-4
 ROSS/RICHIE 18-16
 COMMODORES 19-17

WFBR/Baltimore, MD
 Andy Szulinski
 Hottest:
 BEACH BOYS
 BERNADETTE PETERS
 BALANCE
 SANTANA
 Hottest:
 JOEY SCARBURY 2-1
 MANHATTAN TRANSFE 4-3
 ROSS/RICHIE 17-7
 ALABAMA 22-17
 RAYDIO 23-18

PARALLEL THREE

13FEA/Manchester, NH
 Keith Lemire
 Hottest:
 STEVIE NICKS
 ELO
 ALABAMA
 AFTERNOON DELIGHT
 BEACH BOYS
 Hottest:
 OAK RIDGE BOYS 1-1
 JOEY SCARBURY 4-3
 MOODY BLUES D-11
 ROSS/RICHIE 26-16
 ROBBIE PATTON 25-22

14WK/Wheeling, WV
 Jack Armstrong
 Hottest:
 SAD CAFE
 EDDIE RABBITT
 AFTERNOON DELIGHT
 GARY U.S. RONOS
 Hottest:
 AIR SUPPLY 1-1
 MANHATTAN TRANSFE 13-8
 ALABAMA 14-9
 STACY LATTISAW 17-12
 FRANKIE SMITH 24-19

WCIR/Beckley, WV
 Jim Martin
 Hottest:
 EDDIE RABBITT
 SANTANA
 Hottest:
 KENNY ROGERS 3-1
 POINTER SISTERS 5-2
 JUICE NEWTON 10-5
 ALABAMA 15-6
 STACY LATTISAW 18-10

WFBQ/Athens, GA
 Tony Booth
 Hottest:
 STACY LATTISAW
 EDDIE RABBITT
 POINTER SISTERS 7-5
 LULU
 RICK JAMES
 BLACKFOOT
 ALLMAN BROS. BAND
 Hottest:
 JOEY SCARBURY 1-1
 KENNY ROGERS 3-2
 BILLY SQUIER 11-8
 COMMODORES 16-11
 RONNIE MILSAP 22-18

WGUY/Bangor, ME
 Jim Randall
 Hottest:
 RONNIE MILSAP
 SHEENA EASTON
 SQUEEZE
 POINT BLANK
 RAYDIO
 ELO
 LULU
 BEACH BOYS
 Hottest:
 AIR SUPPLY 1-1
 MARTY BALIN 6-4
 POINTER SISTERS 12-7
 REO SPEEDWAGON 15-11
 PAT BENATAR 30-20

WTSN/Dover, NH
 Jim Sebastian
 Hottest:
 POINTER SISTERS
 COMMODORES
 RICK SPRINGFIELD
 GARY WRIGHT
 BEACH BOYS
 C. HARRISON
 ELTON JOHN
 AFTERNOON DELIGHT
 JOURNEY
 ELO
 STEVIE NICKS
 DON MCLEAN
 FRANKIE/KNOCKOUTS
 PABLO CRUISE
 Hottest:
 AIR SUPPLY 1-1
 MARTY BALIN 4-2
 MANHATTAN TRANSFE 16-4
 JUICE NEWTON 19-5
 KENNY ROGERS 24-7

WLAM/Lewiston, ME
 Chris Layne
 Hottest:
 BEACH BOYS
 ELO
 FRANKIE/KNOCKOUTS
 EDDIE RABBITT
 Hottest:
 KENNY ROGERS 2-1
 JOEY SCARBURY 3-2
 JUICE NEWTON 4-3
 CARPENTERS 18-13
 RAYDIO 32-19

96XII/Parkersburg, WV
 Terry Lee Collins
 Hottest:
 ELTON JOHN
 STEVE WINWOOD
 JOURNEY
 Hottest:
 REO SPEEDWAGON 1-1
 KENNY ROGERS 3-2
 APRIL WINE 15-6
 MOODY BLUES 21-13
 CDB 23-15

WACZ/Bangor, ME
 Michael O'Hara
 Hottest:
 LULU
 SANTANA
 CANTINA BAND
 BEACH BOYS
 ALLMAN BROS. BAND
 Hottest:
 JOEY SCARBURY 2-1
 AIR SUPPLY 1-2
 OAK RIDGE BOYS 3-3
 JIM STEINMAN 7-5
 ROSS/RICHIE 30-24

SOUTH

PARALLEL TWO

BJ106/Orlando, FL
 Tom West
 Hottest:
 BEACH BOYS
 CHARLES KIRKPATRI
 SAMTANA
 BLACKFOOT
 GARY WRIGHT
 JOURNEY
 LULU
 SILVER CONDO
 ELO
 STEVIE NICKS
 EDDIE RABBITT
 Hottest:
 OAK RIDGE BOYS 2-1
 POINTER SISTERS 12-9
 COMMODORES 13-10
 JUICE NEWTON 25-20
 SHEENA EASTON 34-24

KEEU/Shevport, LA
 John Frost
 Hottest:
 BEACH BOYS
 GARY WRIGHT
 LULU
 Hottest:
 AIR SUPPLY 3-1
 ALABAMA 6-3
 KENNY ROGERS 13-7
 POINTER SISTERS 18-12
 ROSS/RICHIE 28-22

KTSA/San Antonio, TX
 J.J. Rodriguez
 Hottest:
 FOREIGNER
 PABLO CRUISE
 BEACH BOYS
 ROSS/RICHIE
 STEVIE NICKS
 ROBBIE PATTON
 Hottest:
 OAK RIDGE BOYS 2-1
 JOEY SCARBURY 11-6
 RICK SPRINGFIELD 21-15
 STACY LATTISAW 27-18
 COMMODORES 25-20

KXX106/Birmingham, AL
 Chris Train
 Hottest:
 ELTON JOHN
 VOGUE
 G. HARRISON
 RAYDIO
 Hottest:
 KENNY ROGERS 6-1
 RONNIE MILSAP 10-5
 COMMODORES 14-7
 JOHN DENVER 15-10
 ROSS/RICHIE 18-13

WTIX/New Orleans, LA
 Gary Franklin
 Hottest:
 STEVIE NICKS
 ALLMAN BROS. BAND
 JOURNEY
 MICKEY GILLEY
 BALANCE
 SILVER CONDO
 Hottest:
 RICK SPRINGFIELD 2-1
 JOEY SCARBURY 8-2
 RONNIE MILSAP 22-18
 PAT BENATAR 36-30
 ROSS/RICHIE D-32

Y103/Jacksonville, FL
 Robert John
 Hottest:
 STEVIE NICKS
 ELO
 Hottest:
 AIR SUPPLY 1-1
 COMMODORES 16-13
 PABLO CRUISE 21-16
 ROSS/RICHIE 23-19
 RONNIE MILSAP 27-21

WRVQ/Richmond, VA
 Bill Thomas
 Hottest:
 PABLO CRUISE
 ROBBIE PATTON
 Hottest:
 BILLY SQUIER 2-1
 ALAN PARSONS 18-15
 PAT BENATAR 23-18
 GARY WRIGHT 24-19
 STYX 25-20

KELP/EI Paso, TX
 Raymond Mesa
 Hottest:
 RAYDIO
 GREG KINN
 ELO
 RONNIE MILSAP
 Hottest:
 KENNY ROGERS 3-1
 FRANKIE SMITH 11-2
 MARTY BALIN 9-3
 POINTER SISTERS 23-16
 PHIL COLLINS 24-18

FM100/Memphis, TN
 Tom Prestigiacomo
 Hottest:
 ALABAMA
 PABLO CRUISE
 STEVIE NICKS (dp)
 ALLMAN BROS. BAND (dp)
 Hottest:
 JOEY SCARBURY 2-1
 ROSS/RICHIE 5-2
 MOODY BLUES 11-8
 ALAN PARSONS 12-9
 RONNIE MILSAP 15-12

WNOX/Knoxville, TN
 Bill Evans
 Hottest:
 COMMODORES
 SHEENA EASTON
 RAYDIO
 Hottest:
 JOEY SCARBURY 1-1
 MARTY BALIN 5-2
 JUICE NEWTON 10-7
 ROSS/RICHIE 18-14
 GARY WRIGHT 20-15

WBQ/Memphis, TN
Mike Scarsi

ELTON JOHN
 Hottest:
 JOEY SCARBURY 1-1
 KENNY ROGERS 3-2
 POINTER SISTERS 5-4
 RONNIE MILSAP 10-9
 RAYDIO 11-10

WJDX/Jackson, MS
 Bill Crews
 Hottest:
 BEACH BOYS
 ROBBIE PATTON
 GARY WRIGHT
 Hottest:
 AIR SUPPLY 1-1
 ALAN PARSONS 10-7
 POINTER SISTERS 12-9
 JUICE NEWTON 12-8
 ROSS/RICHIE 17-9
 STACY LATTISAW 20-13

WKIX/Raleigh, NC
 Ron McKay
 Hottest:
 JOHN SCHNEIDER
 ROSS/RICHIE
 Hottest:
 AIR SUPPLY 1-1
 ALAN PARSONS 10-7
 POINTER SISTERS 12-9
 ALABAMA 15-10
 RONNIE MILSAP 18-15

WRJZ/Knoxville, TN
 Edwards/Dillman
 Hottest:
 ROSS/RICHIE
 ELTON JOHN
 MICKEY GILLEY (dp)
 DON FELDER (dp)
 STYX (dp)
 TOM PETTY (dp)
 Hottest:
 JOEY SCARBURY 1-1
 KENNY ROGERS 2-2
 RONNIE MILSAP 5-4
 COMMODORES 14-8
 CARPENTERS 16-13

WSGN/Birmingham, AL
 Sandra Newby
 Hottest:
 ELTON JOHN
 VOGUE
 G. HARRISON
 RAYDIO
 Hottest:
 KENNY ROGERS 6-1
 RONNIE MILSAP 10-5
 COMMODORES 14-7
 JOHN DENVER 15-10
 ROSS/RICHIE 18-13

WTIX/New Orleans, LA
 Gary Franklin
 Hottest:
 STEVIE NICKS
 ALLMAN BROS. BAND
 JOURNEY
 MICKEY GILLEY
 BALANCE
 SILVER CONDO
 Hottest:
 RICK SPRINGFIELD 2-1
 JOEY SCARBURY 8-2
 RONNIE MILSAP 22-18
 PAT BENATAR 36-30
 ROSS/RICHIE D-32

Y103/Jacksonville, FL
 Robert John
 Hottest:
 STEVIE NICKS
 ELO
 Hottest:
 AIR SUPPLY 1-1
 COMMODORES 16-13
 PABLO CRUISE 21-16
 ROSS/RICHIE 23-19
 RONNIE MILSAP 27-21

WRVQ/Richmond, VA
 Bill Thomas
 Hottest:
 PABLO CRUISE
 ROBBIE PATTON
 Hottest:
 BILLY SQUIER 2-1
 ALAN PARSONS 18-15
 PAT BENATAR 23-18
 GARY WRIGHT 24-19
 STYX 25-20

KELP/EI Paso, TX
 Raymond Mesa
 Hottest:
 RAYDIO
 GREG KINN
 ELO
 RONNIE MILSAP
 Hottest:
 KENNY ROGERS 3-1
 FRANKIE SMITH 11-2
 MARTY BALIN 9-3
 POINTER SISTERS 23-16
 PHIL COLLINS 24-18

FM100/Memphis, TN
 Tom Prestigiacomo
 Hottest:
 ALABAMA
 PABLO CRUISE
 STEVIE NICKS (dp)
 ALLMAN BROS. BAND (dp)
 Hottest:
 JOEY SCARBURY 2-1
 ROSS/RICHIE 5-2
 MOODY BLUES 11-8
 ALAN PARSONS 12-9
 RONNIE MILSAP 15-12

WNOX/Knoxville, TN
 Bill Evans
 Hottest:
 COMMODORES
 SHEENA EASTON
 RAYDIO
 Hottest:
 JOEY SCARBURY 1-1
 MARTY BALIN 5-2
 JUICE NEWTON 10-7
 ROSS/RICHIE 18-14
 GARY WRIGHT 20-15

WSKZ/Chattanooga, TN
Adam Cook

ELTON JOHN
 Hottest:
 JOEY SCARBURY 1-1
 KENNY ROGERS 3-2
 POINTER SISTERS 5-4
 RONNIE MILSAP 10-9
 RAYDIO 11-10

WJDX/Jackson, MS
 Bill Crews
 Hottest:
 BEACH BOYS
 ROBBIE PATTON
 GARY WRIGHT
 Hottest:
 AIR SUPPLY 1-1
 ALAN PARSONS 10-7
 POINTER SISTERS 12-9
 JUICE NEWTON 12-8
 ROSS/RICHIE 17-9
 STACY LATTISAW 20-13

WKIX/Raleigh, NC
 Ron McKay
 Hottest:
 JOHN SCHNEIDER
 ROSS/RICHIE
 Hottest:
 AIR SUPPLY 1-1
 ALAN PARSONS 10-7
 POINTER SISTERS 12-9
 ALABAMA 15-10
 RONNIE MILSAP 18-15

WRJZ/Knoxville, TN
 Edwards/Dillman
 Hottest:
 ROSS/RICHIE
 ELTON JOHN
 MICKEY GILLEY (dp)
 DON FELDER (dp)
 STYX (dp)
 TOM PETTY (dp)
 Hottest:
 JOEY SCARBURY 1-1
 KENNY ROGERS 2-2
 RONNIE MILSAP 5-4
 COMMODORES 14-8
 CARPENTERS 16-13

WSGN/Birmingham, AL
 Sandra Newby
 Hottest:
 ELTON JOHN
 VOGUE
 G. HARRISON
 RAYDIO
 Hottest:
 KENNY ROGERS 6-1
 RONNIE MILSAP 10-5
 COMMODORES 14-7
 JOHN DENVER 15-10
 ROSS/RICHIE 18-13

WTIX/New Orleans, LA
 Gary Franklin
 Hottest:
 STEVIE NICKS
 ALLMAN BROS. BAND
 JOURNEY
 MICKEY GILLEY
 BALANCE
 SILVER CONDO
 Hottest:
 RICK SPRINGFIELD 2-1
 JOEY SCARBURY 8-2
 RONNIE MILSAP 22-18
 PAT BENATAR 36-30
 ROSS/RICHIE D-32

Y103/Jacksonville, FL
 Robert John
 Hottest:
 STEVIE NICKS
 ELO
 Hottest:
 AIR SUPPLY 1-1
 COMMODORES 16-13
 PABLO CRUISE 21-16
 ROSS/RICHIE 23-19
 RONNIE MILSAP 27-21

WRVQ/Richmond, VA
 Bill Thomas
 Hottest:
 PABLO CRUISE
 ROBBIE PATTON
 Hottest:
 BILLY SQUIER 2-1
 ALAN PARSONS 18-15
 PAT BENATAR 23-18
 GARY WRIGHT 24-19
 STYX 25-20

KELP/EI Paso, TX
 Raymond Mesa
 Hottest:
 RAYDIO
 GREG KINN
 ELO
 RONNIE MILSAP
 Hottest:
 KENNY ROGERS 3-1
 FRANKIE SMITH 11-2
 MARTY BALIN 9-3
 POINTER SISTERS 23-16
 PHIL COLLINS 24-18

FM100/Memphis, TN
 Tom Prestigiacomo
 Hottest:
 ALABAMA
 PABLO CRUISE
 STEVIE NICKS (dp)
 ALLMAN BROS. BAND (dp)
 Hottest:
 JOEY SCARBURY 2-1
 ROSS/RICHIE 5-2
 MOODY BLUES 11-8
 ALAN PARSONS 12-9
 RONNIE MILSAP 15-12

WNOX/Knoxville, TN
 Bill Evans
 Hottest:
 COMMODORES
 SHEENA EASTON
 RAYDIO
 Hottest:
 JOEY SCARBURY 1-1
 MARTY BALIN 5-2
 JUICE NEWTON 10-7
 ROSS/RICHIE 18-14
 GARY WRIGHT 20-15

CK101/Cocoa Beach, FL
Steve Ocean

STEVIE NICKS
 ELO
 BEACH BOYS
 Hottest:
 KENNY ROGERS 2-1
 RICK SPRINGFIELD 7-5
 BILLY SQUIER 10-8
 COMMODORES 20-15
 FOREIGNER 24-21

WBEZ/Winston-Salem, NC
 Bob Mahoney
 Hottest:
 BEACH BOYS
 FRANKIE/KNOCKOUTS
 JIM STEINMAN
 ELO
 Hottest:
 JOEY SCARBURY 1-1
 CARPENTERS 12-10
 RONNIE MILSAP 14-12
 JUICE NEWTON 16-13
 BILLY SQUIER 21-14

KLAZ/Little Rock, AR
 Shawn Stephens
 Hottest:
 RAYDIO
 BEACH BOYS
 DEBRA LAWS
 Hottest:
 AIR SUPPLY 1-1
 MARTY BALIN 2-2
 KENNY ROGERS 3-3
 JOEY SCARBURY 6-4
 ROSS/RICHIE 27-21

KNUS/Dallas, TX
 Larry James
 Hottest:
 PABLO CRUISE
 JUICE NEWTON
 JOHN SCHNEIDER
 TUBES
 ALABAMA
 MAC DAVIS
 LULU
 PURE PRAIRIE LEAG
 Hottest:
 G. HARRISON 2-1
 AIR SUPPLY 9-4
 CAROLE B. SAGER 30-15
 COMMODORES 31-17
 ROSS/RICHIE 32-19

KSET/FM/EI Paso, TX
 Jeff Blake
 Hottest:
 CARE CARLTON
 LULU
 STEVIE NICKS
 GARY WRIGHT
 JOURNEY
 SHEENA EASTON (dp)
 Hottest:
 STACY LATTISAW 1-1
 ROSS/RICHIE 9-2
 COMMODORES 7-3
 OEBBA LAWS 13-4
 TEENA MARIE 24-15

KBFM/McAllen-Brownsville, TX
 Marcello Grajales
 Hottest:
 BEACH BOYS
 ELO
 GINO VANNELLI
 LULU
 BLACKFOOT
 SHEENA EASTON
 Hottest:
 JOEY SCARBURY 2-1
 CARPENTERS 14-9
 FOREIGNER 19-14
 OAK RIDGE BOYS 22-15
 RANDY VANWARMER 23-17

B97/New Orleans, LA
 John Volpe
 Hottest:
 GARY WRIGHT
 RAYDIO
 FRANKIE/KNOCKOUTS
 Hottest:
 RICK SPRINGFIELD 1-1
 JOEY SCARBURY 7-2
 FOREIGNER 13-9
 ROSS/RICHIE 17-11
 COMMODORES 22-16

WCCQ/Columbus, GA
 Joe McClure
 Hottest:
 EDDIE RABBITT
 RAYDIO
 PURE PRAIRIE LEAG
 G. HARRISON
 DON FELDER
 ALABAMA
 Hottest:
 AIR SUPPLY 1-1
 KENNY ROGERS 3-2
 MARTY BALIN 5-4
 MOODY BLUES 8-6
 POINTER SISTERS 13-9

WFLB/Fayetteville, NC
 Larry Cannon
 Hottest:
 LULU
 HERB ALPERT
 JOURNEY
 AFTERNOON DELIGHT
 ELO
 G. HARRISON
 Hottest:
 POINTER SISTERS 1-1
 ALABAMA 5-4
 RONNIE MILSAP 6-5
 COMMODORES 15-8
 ROSS/RICHIE 19-13

WHHY/Montgomery, AL
 Rich Thomas
 Hottest:
 EDDIE RABBITT
 SHEENA EASTON
 BEACH BOYS
 Hottest:
 KENNY ROGERS 1-1
 POINTER SISTERS 3-2
 MANHATTAN TRANSFE 5-4
 MOODY BLUES 7-5
 JUICE NEWTON 8-6
 CARPENTERS 10-8
 RONNIE MILSAP 11-9

WISF/Asheville, NC
 John Stevens
 Hottest:
 ELO
 EDDIE RABBITT
 BALANCE
 ELTON JOHN
 BEACH BOYS
 SQUEEZE
 Hottest:
 ALLMAN BROS. BAND
 AFTERNOON DELIGHT (dp)
 Hottest:
 BILLY SQUIER 5-1
 POINTER SISTERS 12-7
 GREG KINN 21-18
 ROBBIE PATTON 28-21
 ELO A-24

WBCY/Charlotte, NC
Bob Kagan

BEACH BOYS
 ART GARFUNKEL
 MOODY BLUES
 ALLMAN BROS. BAND
 Hottest:
 BILLY SQUIER 1-1
 FOREIGNER 15-2
 TUBES 13-10
 BLACKFOOT 20-16
 STEVIE NICKS D-22

KSTAR/Houston, TX
 Rick Lambart
 Hottest:
 JIM MESSINA
 JIM MESSINA
 RIM CARNES
 BEACH BOYS
 Hottest:
 ALAN PARSONS 3-1
 POINT BLANK 6-3
 JOE WALSH 7-4
 GARY WRIGHT 18-16
 JOURNEY 25-17

WMAK-FM/Nashville, TN
 Scooter Davis
 Hottest:
 AL JARREAU
 EDDIE RABBITT
 ELO (dp)
 PURE PRAIRIE LEAG (dp)
 FRANKIE/KNOCKOUTS (dp)
 Hottest:
 POINTER SISTERS 1-1
 COMMODORES 15-10
 ROSS/RICHIE 20-13
 JIM STEINMAN 22-18
 FOREIGNER D-23

PARALLEL THREE

KILE/Galveston, TX
 Scott Taylor
 Hottest:
 EDDIE RABBITT
 ELO
 STEVIE NICKS
 SHEENA EASTON
 CANTINA BAND
 JOHN DENVER
 Hottest:
 KENNY ROGERS 1-1
 OAK RIDGE BOYS 14-8
 STACY LATTISAW 11-9
 REO SPEEDWAGON 16-11
 POINT BLANK 20-17

KSEL/Lubbock, TX
 Scott Knight
 Hottest:
 ELO
 FRANKIE/KNOCKOUTS
 BALANCE
 Hottest:
 RICK SPRINGFIELD 1-1
 JOEY SCARBURY 7-2
 FOREIGNER 13-9
 ROSS/RICHIE 17-11
 COMMODORES 22-16

WCCQ/Columbus, GA
 Joe McClure
 Hottest:
 EDDIE RABBITT
 RAYDIO
 PURE PRAIRIE LEAG
 G. HARRISON
 DON FELDER
 ALABAMA
 Hottest:
 AIR SUPPLY 1-1
 KENNY ROGERS 3-2
 MARTY BALIN 5-4
 MOODY BLUES 8-6
 POINTER SISTERS 13-9

WFLB/Fayetteville, NC
 Larry Cannon
 Hottest:
 LULU
 HERB ALPERT
 JOURNEY
 AFTERNOON DELIGHT
 ELO
 G. HARRISON
 Hottest:

It's not an illusion. We definitely are the real thing!

JOEY SCARBURY
"Theme From
The Greatest American Hero
(Believe It Or Not)"

POINTER SISTERS
"Slow Hand"

GREG KIHN BAND
"The Breakup Song
(They Don't Write 'Em)"

EDDIE RABBITT
"Step By Step"

DON FELDER
"Heavy Metal (Takin' A Ride)"



The sound that refreshes.



MIDWEST Most Added Hottest

ELO Pointer Sisters
Eddie Rabbitt Joey Scarbury
S. Nicks Alan Parsons Project
w/Tom Petty

ADDS & HOTS

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

WEST Most Added Hottest

Beach Boys Pointer Sisters
Eddie Rabbitt Joey Scarbury
Sheena Easton Air Supply

MIDWEST

PARALLEL TWO

82X/Columbus, OH
Terl Nutter

JUICE NEWTON
RONNIE MILSAP
GREG KINN
STEVIE NICKS
Hottest:
RICK SPRINGFIELD 1-1
JOEY SCARBURY 5-4
ROSS/RICHIE 13-9
FOREIGNER 18-13
PHIL COLLINS 24-18

KIOA/Des Moines, IA
A.W. Pantoja

GINO VANNELLI
ELO
STEVIE NICKS
REO SPEEDWAGON
FRANKE/KNOCKOUTS
Hottest:
AIR SUPPLY 1-1
RICK SPRINGFIELD 2-2
JUICE NEWTON 16-9
POINTER SISTERS 19-12
ROSS/RICHIE 0-25

KOFM/Oklahoma City, OK
Chuck Morgan

ELO
STEVIE NICKS
GARY WRIGHT
JOURNEY
Hottest:
KENNY ROGERS 4-1
POINTER SISTERS 15-10
COMMODORES 20-13
CARPENTERS 21-14
ROSS/RICHIE D-20

KRAV/Tulsa, OK
Gary Reynolds

JOURNEY
RAYDIO
SILVER CONDOR
Hottest:
JOEY SCARBURY 1-1
JUICE NEWTON 9-2
POINTER SISTERS 7-6
ROSS/RICHIE 21-10
ALABAMA 17-12

KZ93/Peoria, IL
Keith Edwards

BLACKFOOT
GARY WRIGHT
ELO
Hottest:
PHIL COLLINS 4-1
JIM STEINMAN 6-3
GREG KINN 10-5
RUSH 11-7
PAT BENATAR D-15

WGRD/Grand Rapids, MI
Ray Baker

ALAN PARSONS
ELO
Hottest:
OAK RIDGE BOYS 4-1
BILLY SQUIER 2-2
POINTER SISTERS 14-5
ROSS/RICHIE 34-14
JUICE NEWTON 25-15

WHOT/Youngstown, OH
Dick Thompson

FRANKE/KNOCKOUTS
ELO
GARY WRIGHT
TUBES
Hottest:
KENNY ROGERS 2-1
MOODY BLUES 10-7
CLARKE/DUKE 14-11
JUICE NEWTON 21-16
ROSS/RICHIE 25-20

WNAP/Indianapolis, IN
Chad Hunt

COMMODORES
FOREIGNER
ELO
ROBBIE PATTON
Hottest:
JOEY SCARBURY 1-1
ALAN PARSONS 9-6
CARPENTERS 21-17
POINTER SISTERS 23-18
GARY WRIGHT 26-21

WNCU/Columbus, OH
Steve Edwards

FRANKE/KNOCKOUTS
EDDIE RABBITT
BALANCE
Hottest:
AIR SUPPLY 1-1
ALAN PARSONS 12-6
PHIL COLLINS 11-8
ROSS/RICHIE 15-10
CARPENTERS 18-13

WOMO/Toledo, OH
John Zion

PABLO CRUISE
GARY WRIGHT
EDDIE RABBITT
Hottest:
AIR SUPPLY 1-1
MANHATTAN TRANSFE 10-6
CARPENTERS 11-7
POINTER SISTERS 19-9
JUICE NEWTON 21-10

WOW/Omaha, NE
J.C. Corcoran

RAYDIO
EDDIE RABBITT
OAK RIDGE BOYS
STEVIE NICKS (dp)
ELO (dp)
Hottest:
AIR SUPPLY 1-1
MOODY BLUES 9-5
POINTER SISTERS 10-7
CARPENTERS 14-9
ALAN PARSONS 15-10

WVIC/East Lansing, MI
Jim St. John

JODY MOERING
CARL WILSON
VILLAGE PEOPLE
LARRY GRAHAM
SMITH/SWEET
LULU
ALLMAN BROS. BAND
MICHAEL STANLEY B
JOHN DENVER
JOURNEY
Hottest:
AIR SUPPLY 1-1
KENNY ROGERS 2-2
POINTER SISTERS 6-6
MOODY BLUES 9-7
CLARKE/DUKE 10-8

KSTT/Davenport, IA
Bill Young

JOURNEY
STEVIE NICKS
ELO
RAYDIO
EDDIE RABBITT
Hottest:
JOEY SCARBURY 11-1
POINTER SISTERS 20-4
JUICE NEWTON 25-7
OAK RIDGE BOYS 15-8
MOODY BLUES 22-9

WISM/Madison, WI
Bism Starr

STEVIE NICKS
ELO
STYX
EDDIE RABBITT
Hottest:
POINTER SISTERS 3-1
KENNY ROGERS 2-2
JUICE NEWTON 5-4
ALAN PARSONS 7-5
RONNIE MILSAP 11-8

KEYN-FM/Wichita, KN
Terri Springs

FRANKE/KNOCKOUTS
CLARKE/DUKE
RAYDIO
Hottest:
JOEY SCARBURY 2-1
ALAN PARSONS 11-7
ROSS/RICHIE 22-11
PHIL COLLINS 18-12
FOREIGNER 25-16

WYFM/Youngstown, OH
Jeff Tobin

Hottest:
RICK SPRINGFIELD 1-1
OAK RIDGE BOYS 12-5
ALAN PARSONS 10-7
MARTY BALIN 15-10
JUICE NEWTON 22-12

WTWR/Detroit, MI
Kurt Kelly

JOURNEY
CANTINA BAND
RAYDIO
JOHN SCHNEIDER
EDDIE RABBITT
Hottest:
RICK SPRINGFIELD 1-1
COMMODORES 18-15
ALAN PARSONS 23-17
RONNIE MILSAP 29-18
ROSS/RICHIE 25-21

WAKX/Duluth, MN
Dave Stranberg

Hottest:
AIR SUPPLY 2-1
MANHATTAN TRANSFE 7-6
ROSS/RICHIE 25-14
FOREIGNER 20-17
PAT BENATAR 30-22

WNAM/Appleton-Oshkosh, WI
Jay Tyler

EDDIE RABBITT
Hottest:
AIR SUPPLY 1-1
JUICE NEWTON 14-6
COMMODORES 22-17
PABLO CRUISE 23-19
GARY WRIGHT D-26

WGBF/Evensville, IN
Kevin Carpenter

JOURNEY
STEVIE NICKS
ROBBIE PATTON
EDDIE RABBITT
Hottest:
JOEY SCARBURY 2-1
ALAN PARSONS 8-6
POINTER SISTERS 10-7
ROSS/RICHIE 27-16
COMMODORES 22-17

WRBR/South Bend, IN
Joe Lightner

GARY WRIGHT
ROBBIE PATTON
Hottest:
OAK RIDGE BOYS 10-1
KENNY ROGERS 14-9
POINTER SISTERS 17-11
PHIL COLLINS 20-14
ALAN PARSONS 25-20

WZOK/Rockford, IL
Ed Lambert

MANHATTAN TRANSFE
SAMTANA
BLACKFOOT
Hottest:
AIR SUPPLY 1-1
MARTY BALIN 3-2
ALAN PARSONS 4-3
PHIL COLLINS 6-4
FOREIGNER 14-12

Z104/Madison, WI
Matt Hudson

SHEENA EASTON
ROBBIE PATTON
DEVO
ALLMAN BROS. BAND
Hottest:
JOEY SCARBURY 2-1
BILLY SQUIER 5-3
MOODY BLUES 8-7
PHIL COLLINS 11-8
JIM STEINMAN 16-11

WIKS/Indianapolis, IN
Jay Michaels

STEVIE NICKS
LULU
EDDIE RABBITT
STARS ON 45
STYX
Hottest:
AIR SUPPLY 4-1
REO SPEEDWAGON 13-8
JOEY SCARBURY 21-13
MANHATTAN TRANSFE 29-22
COMMODORES 32-23

U93/South Bend, IN
J.K. Dearing

ROSS/RICHIE
RONNIE MILSAP
Hottest:
RICK SPRINGFIELD 3-1
POINTER SISTERS 18-4
OAK RIDGE BOYS 14-6
HALL & OATES 15-8
ALAN PARSONS 17-10

WDOJX/Dayton, OH
Joe Dawson

SANTANA
CANTINA BAND
EDDIE RABBITT
VAN HALEN
ROSS/RICHIE
SQUEEZE
RUSH
STEVIE NICKS
ELO
JOURNEY
ROBBIE PATTON
GINO VANNELLI
Hottest:
AIR SUPPLY 1-1
BILLY SQUIER 3-2
POINTER SISTERS 15-9
COMMODORES 21-17
PAT BENATAR 31-23

WLWL-FM/St. Paul, MN
Phil Houston

COMMODORES
JOHN DENVER
Hottest:
AIR SUPPLY 1-1
KENNY ROGERS 8-4
MARTY BALIN 7-5
ROSS/RICHIE 21-11
PABLO CRUISE 23-17

YES-95/Cincinnati, OH
Barry James

EDDIE RABBITT
RAYDIO
JOHN SCHNEIDER
STARS ON 45
Hottest:
MARTY BALIN 2-1
OAK RIDGE BOYS 15-10
ROSS/RICHIE 21-14
JUICE NEWTON 27-21
PABLO CRUISE 32-25

PARALLEL THREE

ELO
EDDIE RABBITT
Hottest:
AIR SUPPLY 1-1
JUICE NEWTON 14-6
COMMODORES 22-17
PABLO CRUISE 23-19
GARY WRIGHT D-26

WGBF/Evensville, IN
Kevin Carpenter

JOURNEY
STEVIE NICKS
ROBBIE PATTON
EDDIE RABBITT
Hottest:
JOEY SCARBURY 2-1
ALAN PARSONS 8-6
POINTER SISTERS 10-7
ROSS/RICHIE 27-16
COMMODORES 22-17

WIKS/Indianapolis, IN
Jay Michaels
STEVIE NICKS
LULU
EDDIE RABBITT
STARS ON 45
STYX
Hottest:
AIR SUPPLY 4-1
REO SPEEDWAGON 13-8
JOEY SCARBURY 21-13
MANHATTAN TRANSFE 29-22
COMMODORES 32-23

KKRC/Sioux Falls, SD
Dan Kleley

EDDIE RABBITT
ELO
LULU
Hottest:
AIR SUPPLY 2-1
KENNY ROGERS 3-2
JOEY SCARBURY 4-3
MARTY BALIN 9-4
MANHATTAN TRANSFE 10-5

KKXX/Grand Forks, ND
Jeff Parker

ROBBIE PATTON
SHEENA EASTON
TUBES
CRYSTAL GAYLE
LULU
Hottest:
JOEY SCARBURY 5-1
OAK RIDGE BOYS 4-3
KENNY ROGERS 6-4
MARTY BALIN 7-5
POINTER SISTERS 10-7

WEAO/Eau Claire, WI
Rick Roberts

Hottest:
NEIL DIAMOND 1-1
G. HARRISON 11-8
STACY LATTISAW 12-10
CARPENTERS 14-11
ALAN PARSONS 16-13

WRKR/Racine, WI
Steve Warren

ELO
Hottest:
AIR SUPPLY 1-1
JOEY SCARBURY 21-14
ALAN PARSONS 22-17
FOREIGNER 31-21
REO SPEEDWAGON 30-24

WSPT/Stevens Point, WI
Brad Fuhr

ROSS/RICHIE
STACY LATTISAW
FRANKE/KNOCKOUTS
SQUEEZE
POINT BLANK
Hottest:
JUICE NEWTON 1-1
BILLY SQUIER 5-2
FOREIGNER 10-5
RUSH 24-13
PAT BENATAR 28-25

KELO/Sioux Falls, SD
Paul Wescott

ROSS/RICHIE
JOURNEY
PAT BENATAR
ALABAMA
BEACH BOYS
Hottest:
JOEY SCARBURY 2-1
AIR SUPPLY 1-2
KENNY ROGERS 3-3
MANHATTAN TRANSFE 4-4
JUICE NEWTON 10-6

KWLO/Waterloo, IA
Drew Bentley

ROBBIE PATTON
RAYDIO
BLACKFOOT
Hottest:
JOEY SCARBURY 7-1
REO SPEEDWAGON 5-3
PHIL COLLINS 14-4
POINTER SISTERS 13-5
MARTY BALIN 11-6

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron

BEACH BOYS
SMITH/SWEET
DON MCLEAN
LULU
JOURNEY
LARRY J. MCNALLY
BERNADETTE PETERS
MICHAEL STANLEY B
SQUEEZE
Hottest:
AIR SUPPLY 1-1
ALAN PARSONS 31-19
ROSS/RICHIE 30-23
GARY WRIGHT D-29
EDDIE RABBITT D-30

KERN/Bakersfield, CA
Beau Reyes

STEVIE NICKS
EDDIE RABBITT
TOM PETTY
Hottest:
MARTY BALIN 2-1
OAK RIDGE BOYS 4-2
JOEY SCARBURY 5-3
POINTER SISTERS 15-13
BILLY SQUIER 24-18

KGW/Portland, OR
Janis Wojniak

Hottest:
AIR SUPPLY 1-1
MARTY BALIN 8-3
KENNY ROGERS 11-5
POINTER SISTERS 12-7
JUICE NEWTON 20-14

KJRB/Spokane, WA
Brian Gregory

EDDIE RABBITT
BEACH BOYS
AL JARREAU
SHEENA EASTON
SQUEEZE (dp)
Hottest:
MOODY BLUES 1-1
OAK RIDGE BOYS 2-2
MANHATTAN TRANSFE 4-4
COMMODORES 13-8
JOURNEY 27-24

KRQ/Tucson, AZ
Kent Lacey

FRANKE/KNOCKOUTS
EDDIE RABBITT
SILVER CONDOR
Hottest:
AIR SUPPLY 1-1
MOODY BLUES 3-2
JOEY SCARBURY 13-7
GREG KINN 14-9
ROSS/RICHIE 26-16

KTAC/Tacoma, WA
Bruce Cannon

GINO VANNELLI
AL JARREAU
BEACH BOYS
Hottest:
JOEY SCARBURY 2-1
MANHATTAN TRANSFE 13-9
POINTER SISTERS 14-10
JIM STEINMAN 21-16
FOREIGNER 25-19

KTKT/Tucson, AZ
Bobby Rivera

GARY WRIGHT
SHEENA EASTON
SAMTANA
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
RONNIE MILSAP 21-14
CARPENTERS 30-21
JOURNEY 28-23
STEVIE NICKS 27-24

KSPZ/Colorado Springs, CO
Mike Daniels

RAYDIO
SHEENA EASTON
LULU
ICEHOUSE
Hottest:
JOEY SCARBURY 2-1
MOODY BLUES 3-3
OAK RIDGE BOYS 10-6
JUICE NEWTON 16-10
ROSS/RICHIE 24-18

KYSN/Colorado Springs, CO
Mark Murray

ROSS/RICHIE
ELO
SHEENA EASTON
DON FELDER
ICEHOUSE
Hottest:
JOEY SCARBURY 2-1
MOODY BLUES 3-2
POINTER SISTERS 7-5
BILLY SQUIER 11-6
PAT BENATAR 21-16

YBU/Fresno, CA
Ray Appleton

ROSS/RICHIE
JOURNEY
Hottest:
AIR SUPPLY 1-1
OAK RIDGE BOYS 9-6
POINTER SISTERS 12-7
MOODY BLUES 14-9
COMMODORES 19-15

KLUC/Las Vegas, NV
Randy Lunquist

MOODY BLUES
SILVER CONDOR
Hottest:
AIR SUPPLY 1-1
POINTER SISTERS 9-6
FOREIGNER 16-12
PAT BENATAR 24-18
FRANKE/KNOCKOUTS 23-19

KMJK/Portland, OR
John Shomby

GARY WRIGHT
ALABAMA
SILVER CONDOR
STEVIE NICKS (dp)
TUBES (dp)
DON FELDER (dp)
Hottest:
AIR SUPPLY 1-1
OAK RIDGE BOYS 8-3
CLARKE/DUKE 10-6
POINTER SISTERS 13-8
JUICE NEWTON 22-15

KIOY/Fresno, CA
Tom Saville

EDDIE RABBITT
GARY WRIGHT
LULU
Hottest:
MARTY BALIN 1-1
GREG KINN 2-2
MOODY BLUES 4-3
ALABAMA 19-15
STEVIE NICKS 30-25

KYNO-FM/Fresno, CA
Walker/Munson

RICK JAMES
LARRY J. MCNALLY
STYX
SMITH/SWEET
EVELYN KING
SILVER CONDOR (dp)
PURE PRAIRIE LEAG
Hottest:
KIM CARNES 2-1
JOE DOLCE 12-7
KENNY ROGERS 22-8
ROSS/RICHIE 15-9
POINTER SISTERS 21-10

KZZX/Albuquerque, NM
Bruce Daniels

STEVIE NICKS
JOURNEY
RAYDIO
GARY WRIGHT
Hottest:
JOEY SCARBURY 1-1
MOODY BLUES 10-7
JUICE NEWTON 15-8
CLARKE/DUKE 17-11
RONNIE MILSAP 23-15

FM102/Sacramento, CA
Manders/Preston

ROBBIE PATTON
SHEENA EASTON
AL JARREAU
RAYDIO
EDDIE RABBITT
Hottest:
JOEY SCARBURY 4-1
RICK SPRINGFIELD 6-3
POINTER SISTERS 8-8
CARPENTERS 17-13
JOURNEY 27-19

KCBN/Reno, NV
Larry Irons

ELO
EDDIE RABBITT
BEACH BOYS
Hottest:
POINTER SISTERS 2-1
JOURNEY D-20
SMITH/SWEET 29-21
ROSS/RICHIE 34-26
COMMODORES 39-30

KDZA/Pueblo, CO
Rip Avina

ELO
DON FELDER
BEACH BOYS
SILVER CONDOR
SQUEEZE
Hottest:
JOEY SCARBURY 1-1
MANHATTAN TRANSFE 5-3
POINTER SISTERS 8-5
JUICE NEWTON 15-8
COMMODORES 23-13

KZZP/Phoenix, AZ
Dave Anthony

EDDIE RABBITT
PABLO CRUISE
Hottest:
GREG KINN 1-1
MOODY BLUES 5-4
ROSS/RICHIE 7-5
JUICE NEWTON 11-8
FOREIGNER 20-16

KIDD/Monterey, CA
Ron Rodriguez

Hottest:
JOEY SCARBURY 2-1
AIR SUPPLY 4-3
RICK SPRINGFIELD 5-4
MARTY BALIN 6-5
GREG KINN 8-7

KKXX/Bakersfield, CA
Squires/DeRoo

MOODY BLUES
G. HARRISON
ELTON JOHN
GARY O
Hottest:
BILLY SQUIER 6-1
POINTER SISTERS 14-5
COMMODORES 18-6
FOREIGNER 21-12
STYX 24-16

KNBO/Tacoma, WA
Bryan Roberts

STEVIE NICKS
BEACH BOYS
LULU
SHEENA EASTON
DEBRA LAWS
Hottest:
JOEY SCARBURY 2-1
REO SPEEDWAGON 4-3
MOODY BLUES 5-4
PHIL COLLINS 10-7
KENNY ROGERS 13-9

K98/Provo, UT
Jim Sumpter

STEVIE NICKS
EDDIE RABBITT
AFTERNOON DELIGHT
BEACH BOYS
Hottest:
JOEY SCARBURY 1-1
MOODY BLUES 10-7
FOREIGNER 15-11
BILLY SQUIER 20-13
JOURNEY 29-19

FM103/Salt Lake City, UT
Lorraine Winnegar

BALANCE
SILVER CONDOR
DON FELDER
Hottest:
MOODY BLUES 1-1
MARTY BALIN 2-2
REO SPEEDWAGON 6-4
PHIL COLLINS 8-5
RUSH 9-6

PARALLEL THREE

KBOZ/Bozeman, MT
Greg Williams

ELTON JOHN
BEACH BOYS
G. HARRISON
LARRY J. MCNALLY
GARY O
SILVER CONDOR
ALLMAN BROS. BAND
JESSE WINCHESTER
Hottest:
ALAN PARSONS 2-1
MOODY BLUES 5-2
POINTER SISTERS 6-3
JIM STEINMAN 15-9
PABLO CRUISE 18-12

KCBN/Reno, NV
Larry Irons

ELO
EDDIE RABBITT
BEACH BOYS
Hottest:
POINTER SISTERS 2-1
JOURNEY D-20
SMITH/SWEET 29-21
ROSS/RICHIE 34-26
COMMODORES 39-30

KDZA/Pueblo, CO
Rip Avina

ELO
DON FELDER
BEACH BOYS
SILVER CONDOR
Hottest:
AIR SUPPLY 1-1
PHIL COLLINS 11-7
JIM STEINMAN 13-8
FOREIGNER 19-18
RANDY VANWARMER 28-21

KATI/Casper, WY
Donna Fox

SHEENA EASTON
BEACH BOYS
SILVER CONDOR
Hottest:
AIR SUPPLY 1-1
PHIL COLLINS 11-7
JIM STEINMAN 13-8
FOREIGNER 19-18
RANDY VANWARMER 28-21

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- WKBO/Harrisburg
WERC/Birmingham
WQRK/Norfolk
WAKY/Louisville
WVLK/Lexington
WMEE/Ft. Wayne
KGGI/Riverside
KENO/Las Vegas
KHYY/Tucson
WJBQ/Portland
WIGY/Bath
WHEB/Portsmouth
WFOX/Gainesville
KVOL/Lafayette
WTRU/Muskogon
KOVV/Topeka

THE **FOUR** FRONT OF SUCCESSFUL RADIO

JOURNEY

WBEN-FM add 35	KSET-FM add
WFIL add	KINT add 25
WIFI add 28	WTIX add
WCAO add	BJ105 add
JB105 add 33	WTWR add 27
CFTR add	WVIC add 37
CHUM add	KSTT add
KS95-FM add	KOFM add
KXOK add 25	KRAV add
WZZP add	WGBF add 25
13K add	WDJX add 38
KJR add	Y94 add
WBBF add	KCPX add
WBLI add	KZZX add
Q106 add	WTSN add
WKRZ-FM add	WFLB add
WHYN add	WKXY add 26
14Q add 28	KELO add 20

National Airplay/30

28 **22** JOURNEY/Who's Crying Now (Columbia)

AVERAGE MOVE: + 7

"WHO'S CRYING NOW"

REX SMITH AND RACHEL SWEET

WDRQ add 19	WAEB 22-21	WCSC 30-29	KATI 27-24
WGCL add 28	WAQY 27	WISM 27-20	KBOZ 24-21
KINT add 31	WKEE 36	Z104 25-22	KYYA 27-21
WAXY add	KSET-FM 26	WNCI 29-23	KOOK deb 27
WVIC add	WTIX 38-35	WGUY 24-23	WFIL on
KYNO-FM add	KLAZ 36-34	WACZ 16-14	WIFI on
KCPX add	WGSN 19-15	WLAM 28-27	CKLW on
KENI add	WAAY 27-25	WHY 30-26	KFI on
WXKS-FM deb 28	Y103 39	95SGF 30-28	WBBF on
JB105 16-14	BJ105 33-29	WCGO 17-14	WHFM on
Z93 23-20	WBBQ 27-25	WISE 25	WBCY on
94Q 14-12	FM100 21-18	WFLB 18-14	KJ100 on
Q105 12-9	WMAK-FM 25-22	FM99 33-23	KNBO on
WCKX 15-6	WOKI 25-20	KKXL 20-18	KTAC on
KIQQ 20-18	WRJZ 21-17	KKRC 23-21	WCIR on
KYYX 23-22	WAYS 17	WSPT deb 28	WANS-FM on
Q103 21	WSEZ 34-27	KCBN 29-21	KFYR on

"EVERLASTING LOVE"

SILVER CONDOR

WPST add	KQIZ-FM add	KLAZ deb 40	WCSC on
WKEE add	KDZA add	WGSN 29-24	WGH on
WTIX add	KATI add	WSEZ deb 35	KERN on
KQ94 add	KQDI add	KCPX 38-34	KNBQ on
WAAY add	KBOZ add	KZZP 26-23	KYSN on
BJ105 add	KYYA add	WGA 30-27	WGUY on
KJ100 add	KRBE 22-12	WFLB deb 35	WACZ on
KRAV add	KEZR deb 29	KILE deb 34	WHY on
KYNO-FM add	KNUS 39-36	KSEL deb 30	WISE on
FM103 add	KEGL 22-17	WIFI on	WXLK on
KMJK add	KSTAR 30-28	KFI on	FM99 on
KLUC add	KINT deb 35	KIQQ on	WKXY on
KRQ add	KHFI deb 24	KYYX on	KENI on
95SGF add	KBFM deb 30	WBBQ on	KRLC on

"YOU COULD TAKE MY HEART AWAY"

SANTANA

WXKS-FM add	WFLY 30-29
KRBE add	WAQY 31
KFRC add	KSTAR 27-25
WFBR add	KSET-FM deb 29
BJ105 add	KHFI deb 30
WZOK add	KYNO-FM deb 21
WDJX add	KFI on
KTKT add	WMAK-FM on
WACZ add	WCSC on
WCIR add	WGH on
WXLK add	KJ100 on
PRO-FM deb 23	KERN on

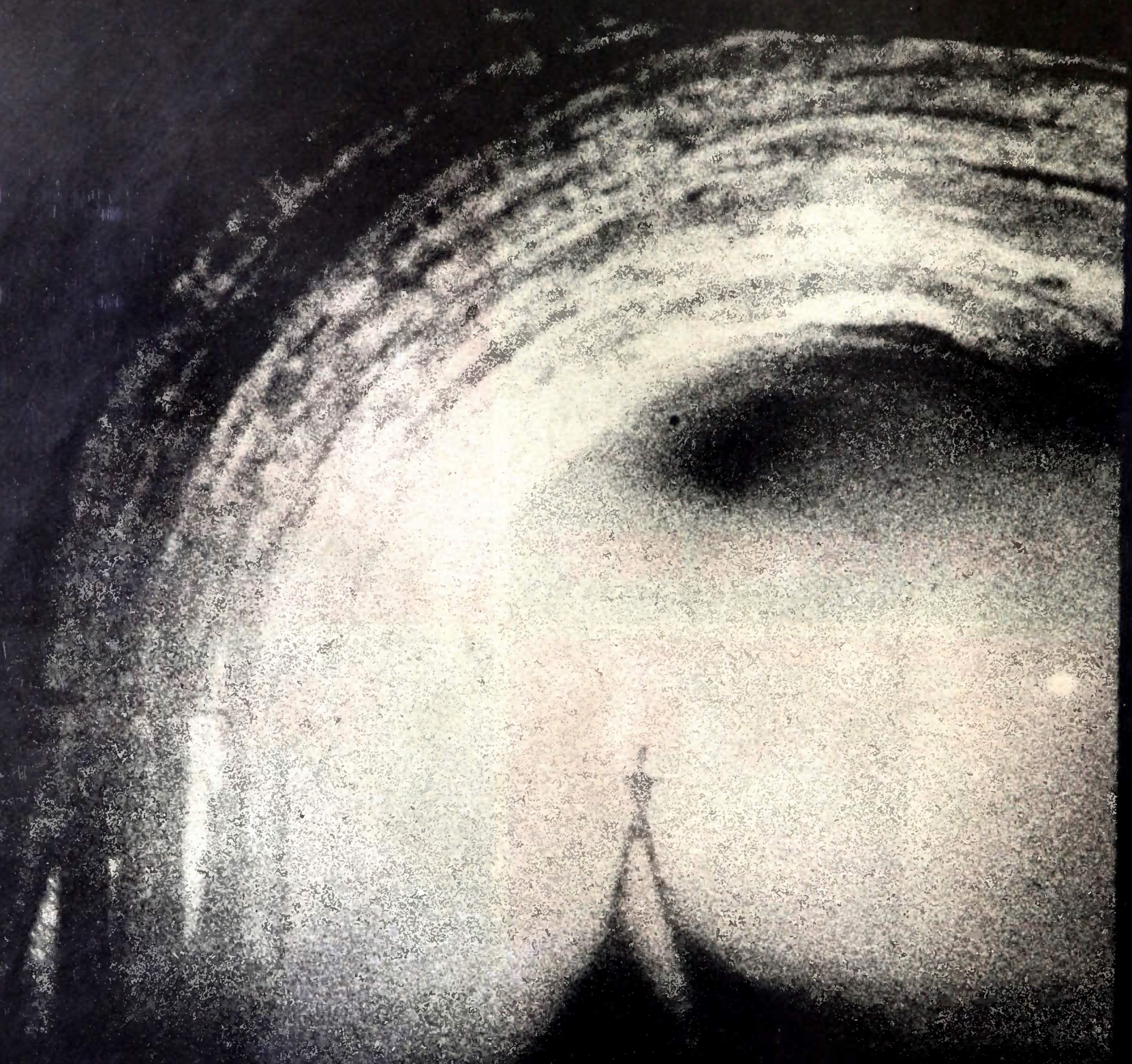
"THE SENSITIVE KIND"



THE HITS ARE ON COLUMBIA RECORDS



"draw of the cards"



Starring

Kim Carnes

on EMI America Records

Produced & Recorded by Val Garay

"The Ultimate Audio Visual Experience."

—Rochy Gauthier



"A Record-Breaking Film."

—Joe Petroni



"Bizarre!"

—Bill Burk



An EMI America/Liberty Video Production
RATED R



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EDDIE RABBITT Stop By Stop (Elektra) LP: Stop By Stop 128/60 60% (30) BREAKER

JOEY SCARBURY Greatest American Hero (Believe It Or Not) (Elektra) LP: Believe It Or Not 182/70 90% (1)

KENNY ROGERS I Don't Need You (Liberty) LP: Share Your Love 194/0 91% (3)

JOHN SCHNEIDER It's Now Or... (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

DIANA ROSS & LIONEL RICHIE Endless Love (Motown) LP: Soundtrack Endless Love 187/18 88% (10)

SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 88/20 26% (N&A)

JIM STEINMAN Rock & Roll Dreams Come Through (Elektra/Columbia Int'l) LP: Rock & Roll Dreams Come Through 131/6 62% (23)

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: Everlasting... 68/0 32% (N&A)

BILLY SQUIER The Stroke (Capitol) LP: Don't Say No 79/0 37% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

GARY WRIGHT Really Wanna... (WHL) LP: The Night Place 157/20 74% (25)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

GINO VANELLI Nightwalker (Arista) LP: Nightwalker 88/14 40% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

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JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

JOHN SCHNEIDER (Scott Bros.) LP: John Schneider 81/5 29% (N&A)

Others Getting Significant Action

AFTERNOON DELIGHTS "General Hospital" (MCA) 31/14
Moves: Up 3, Debuts 5, Same 8, Down 1, Add 14, WI, KR, WK, KC101, WGM, KBB, KTK, WTSN, 13FEA, 14WK, 56SGF, WISF, WFLB, FM99, WHY1, WZ18.
RICK JAMES "Give It To Me Baby" (Gordy) 29/11
Moves: Up 16, Debuts 1, Same 5, Down 7, Add 1, WK, WKX, WKX 2.2, WBN-FM 8-5, KRLY 1-1, Y100 10-5, Q106 8-6, KEARTH 2-1, KRLA 2-1, KFI 11-4, KIQ 2-1, KFRC 5-4, 13K 22-12, WAEB 24-19, KELP 27-22, FM102 11-5.
ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 28/26
Moves: Up 0, Debuts 0, Same 0, Down 0, Add 26 including 96KK, 283, 94Q, KEZR, G100, FM100, WOKI, WBCY, WCSC, WVIC, 210A, WACZ, KOI-FM, KKLS, KSLY.
SANTANA "The Sensitive Kind" (Columbia) 24/11
Moves: Up 2, Debuts 4, Same 7, Down 0, Add 11, WKFS-FM, KRBE, KFRC, WFB9, BJ106, WZOK, WDJK, KTKT, WACZ, WCIR, WLKX, Pro-FM d.23, KFI on, KSTAR 27-28, KYNO-FM d.21.
JOHN DENVER "Some Days Are Diamonds (Some Days Are Stones)" (RCA) 24/8
Moves: Up 1, Debuts 2, Same 1, Down 1, Add 9, WCAO, WZUU, KC101, KINT, WAAY, WVIC, WLOL-FM, KILE, KYVA, KVIL on, KSLD on, WKPJ d.23, WFB9 on, WSGN 15-10, KB0Z d.28.
GARY O "Pay You Back With Interest" (Capitol) 24/6
Moves: Up 6, Debuts 0, Same 14, Down 0, Add 5, WHFM, WFLY, WICC, KKXX, JB106 26-27, KIQQ 40-34, KJ100 on, KJRB 30-27, KCXP 39-38, WGUY on, WFBQ on, WKXY on, KENI on.
STARS ON 45 "Medley II" (Radio/Atlantic) 24/2
Moves: Up 0, Debuts 4, Same 8, Down 1, Add 2, WIKS, YES 95, WFL 27-28, CHUM 79-23, WZUU d.30, KC101 30-27, WKKE on, KEEL d.34, WTVR 33-28, WLOL-FM 27-22, WNCI 28-28, KCXP 21-14, 14WK on, WCIR d.29, WFLB 20-17.
AL JARREAU "We're In This Love Together" (WB) 22/9
Moves: Up 0, Debuts 2, Same 11, Down 0, Add 9, WKFS-FM, WJVS, WCKX, WMAK-FM, FM102, KJRB, KTKC, FM99, KYVA, CKLW on, KPZZ on, KSET-FM d.30, WBCY on, WAKX on, WLAM d.33.
PURE PRAIRIE LEAGUE "You're Mine Tonight" (Casablanca/PolyGram) 21/5
Moves: Up 4, Debuts 2, Same 10, Down 0, Add 8, KNUS, WMAK-FM, KYNO-FM, WCGQ, KRLC, KEEL on, KQ94 on, WRJ2 on, KJ100 on, WVIC on, KCXP 36-31, WFBQ on, WFLB 30-28, KQIZ-FM d.28, KENI 26-20.
MICKEY GILLEY "You Don't Know Me" (Epic) 21/2
Moves: Up 7, Debuts 0, Same 12, Down 0, Add 2, WTIX, WRJ2, WFL on, WFI on, KFI on, KIQQ on, KNUS on, KINT 18-15, WSGN 20-17, WNOX 27-24, KCXP 20-17, 13FEA on, WFBQ 28-23, WFLB 33-23, KFYR on.
LARRY JOHN McNALLY "Just Like Paradise" (ARC/Columbia) 17/6
Moves: Up 3, Debuts 1, Same 7, Down 0, Add 6, WFI, KIQQ, KRYS-FM, KCXP, KBDZ, KRLC, KNUS 36-33, WBCY on, WACZ d.38, WCIR on, WHYY on, 95SGF on, WFLB 34-30, WKXY on, KATI 31-28.
ICEHOUSE "We Can Get Together" (Chrysalis) 16/8
Moves: Up 1, Debuts 0, Same 9, Down 0, Add 6, WHFM, WFLY, WBBQ, WCSC, KPZ, KYSN, CHUM on, KRBE on, WGCL on, WKZF-FM on, KEGL on, BJ106 on, WRVO on, KCXP on, WLXK on.
A'S "A Woman's Got The Power" (Arista) 16/4
Moves: Up 6, Debuts 0, Same 8, Down 0, Add 4, WKZF-FM, KJ100, KENI, KRLC, WFI 26-22, KB0Z 24-22, WPST 22-18, WAQY on, KXX106 on, WMAK-FM on-dp, WOKI on, WVIC on, WACZ 26-23, WLXK 19 13, WKXY on.
MOODY BLUES "The Voice" (Threshold/PolyGram) 16/4
Moves: Up 2, Debuts 2, Same 7, Down 0, Add 4, KSFJ, WBCY, KKXJ, KLUC, 96KK 23-18, Q107 on, KBEO on-dp, KEZR d.30, B104 on-dp, WRVO on, WZOK on, Z104 on, KJRB 28-28, 13FEA d 11, WISE on-dp.
MAC DAVIS "Secrets" (Casablanca/PolyGram) 14/2
Moves: Up 3, Debuts 0, Same 8, Down 0, Add 2, KFRC, KNUS, KFI on, KIQQ on, KINT 30-28, WAAY 24-22, BJ106 on, KX104 on, WNOX 28-23, WFBQ on, WHYY on, KRLS on.
DEBRA LAWS "Very Special" (Elektra) 12/6
Moves: Up 2, Debuts 0, Same 8, Down 0, Add 8, KRLY, KIQQ, WKZF-FM, KLAZ, KN8Q, WKTU on, WKRF-FM 1-1, KC101 29-28, KSET-FM 13-4, WMAK-FM on, KENI on, KDZA on, EVELYN KING "I'm In Love" (RCA) 12/2
Moves: Up 2, Debuts 1, Same 8, Down 0, Add 2, KRLA, KYNO-FM, WKTU 1-1, KRLY on, Y100 36-34, CKLW on, KFRC d.40, KC101 on, KSET-FM d.23, KINT 36-32, WGM on.
GEORGE HARRISON "Teardrops" (Dark Horse/WB) 11/3
Moves: Up 0, Debuts 2, Same 1, Down 0, Add 8, WKFS-FM, WPST, WKZF-FM, WSGN, KKXX, WCGQ, WFLB, KB0Z, WFMF d.30, KIOY on-dp, KZZP d.30.
DON McLEAN "It's Just The Sun" (Millennium) 11/5
Moves: Up 1, Debuts 0, Same 4, Down 0, Add 6, WOKY, WCSC, KIOY, KCXP, WTSN, WFB9 on, KINT 40-38, WSGN 28-23, WAKX on, WFLB on, KB0Z on.
CANTINA BAND "Summer '81" (Millennium) 10/4
Moves: Up 1, Debuts 2, Same 3, Down 0, Add 4, WTVR, WDJK, WACZ, KILE, WKBW d.13, WBN-FM 36-24, WHFM on, WNOX d.30, WAYS on, WISE on.
SAD CAFE "La Di Da" (Iswan Song) 10/4
Moves: Up 1, Debuts 2, Same 3, Down 0, Add 4, 94Q, KX106, KJ100, 14WK, KQ94 on, WOKI on, WRJ2 d.29, WISE d.38, WKRR 32-27, KENI on.

(Continued On Next Column)

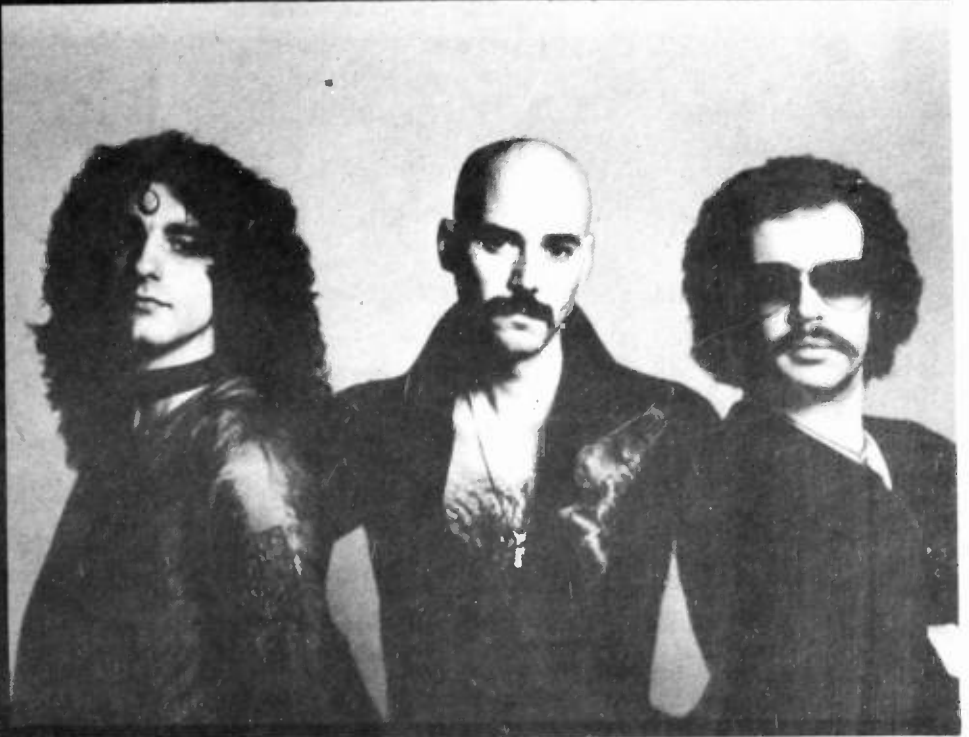
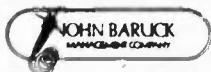
NEW & NEW & ACTIVE



REO Speedwagon "In Your Letter"

**Just Shipped —
On Your Desks
Monday**

Produced By Kevin Cronin,
Gary Richrath & Kevin Beamish



Balance "Breaking Away"

WIFI add	WKEE deb 39	KBFM on
WZZP add	KSTAR 20-19	KX104 on
KIIS-FM add	KINT 31-30	WCSC on
WFBR add	WRVQ 28-22	WGH on
WPST add	KCPX 33-28	KJ100 on
WTIX add	KLUC 27-23	WVIC on
WNCI add	KZZP 29-27	WISM on
FM103 add	KRQ 24-22	KNBQ on
WISE add	WFBG deb 36	KYSN on
FM99 add	95XIL deb 37	KTKT on
KSEL add	WXLK 30-24	WGUY on
KENI add 40	KILE 38-33	WACZ on
KQDI add	KKLS deb 28	14WK on
WBEN-FM 29-28	KRLC deb 29	WHHY on
96KX 20-17	WGCL on	WKXY on
KRBE deb 29	KYYX on	KATI on
KIQQ 38-37	WFLY on	KOOK on
K104 37-34	WICC on	KFXD on
WAQY 28	KEGL on	

Portrait

Produced by Balance for
Contemporary Communications Corporation

ON *Epic* RECORDS

THE PICTURE PAGES

Slave Conclave



Atlantic and Cotillion hosted a reception for the latter label's Slave recently, awarding the group a gold album. Pictured (l-r, standing) are group's Floyd Miller, manager Bill Underwood, group's Charles Carter, producer Jimmy Douglass, Atlantic Exec. VP/GM Dave Glew, Cotillion President Henry Allen, and Atlantic/Cotillion VP Everett Smith; (l-r, seated) group's Steve Arrington, Danny Webster, and Mark Adams.

Devoted To Delbert



Capitol executives and other industry well-wishers gathered backstage to congratulate Delbert McClinton on his recent Country Club/Los Angeles performance. Pictured (l-r) are Capitol's Louie Newman and Susan Scharf, manager Don Light, McClinton, Capitol VP Rupert Perry, label's Bruce Garfield, and APA Booking's Fred Lawrance and Marty Klein.

Gold Supply For Air Supply



Polygram Canada executives awarded Air Supply (whose records the company distributes in that territory) with vast numbers of gold and platinum plaques following a Montreal appearance. Pictured with over 40 of the awards are (l-r) group's Rex Goh and Russell Hitchcock, manager Lance Reynolds, group's Graham Russell, Polygram Canada's Bob Ansell, company President Peter Erdmann, manager Fred Bestall, Derek Staede of Big Time Records (on which Air Supply's Canadian releases appear), and group's David Green, David Moysse, Frank Esler-Smith, and Ralph Cooper.

Walker Talk



MCA/South Coast's Jerry Jeff Walker played Los Angeles's Greek Theatre recently, and MCA execs stopped by after the show for a chat. Pictured (l-r) are MCA's Pat Martine, MCA President Bob Siner, label's Bob Osborne, Walker, MCA's Lorine Mendell, and MCA VP Arnold Stone.

Pasha Joins CBS Associated Labels



The Pasha Record & Music Organization has officially joined CBS Associated Labels, as previewed earlier this year (R&R 3-8). First release will be an album by Billy Thorpe. Pictured at the signing are (l-r) E/PIA VP Ron McCarroll, Pasha VP/GM Ray Anderson, E/PIA Sr. VP/GM Don Dempsey, CBS Associated Labels' Gordon Anderson, Pasha President Spencer Proffer, and CBS Associated Labels VP/GM Tony Martell.

Hancock Re-Signs With Columbia



Herb Hancock has re-signed with Columbia Records, with a new single just out. Pictured after witnessing Hancock's John Hancock on the contract are (l-r) Columbia VP Stan Montelro, Hancock himself, Columbia VP Dr. George Butler, label artist Wenton Marsalls, and Columbia VP Vernon Slaughter.

Chuck Mangione Trio



Joining A&M's Chuck Mangione backstage after his Los Angeles Country Club performance are (left) Mrs. Junie Mangione and (center) A&M President Gil Friesen.

Chilliwack Back On Millennium



Canadian band Chilliwack returns to the U.S. recording scene via a new contract with Millennium Records. Pictured at the signing are (l-r) group's Ab Bryant, Brian Macleod, and Bill Henderson, Millennium President Jimmy Jenner, and management's Nell Dixon.

In Memory Of Harry Chapin

“MR. C”

Much like your songs, your life just wasn't long enough.

It is our wish that wherever you are . . .

*“A bass will join you
to fill the bottom in
And maybe a lead guitar
so it will not sound so thin
You'll need some drums to set the beat
and help you keep in time
And way back in the distance
some strings will sound so fine.
And you'll all play together
like fine musicians should
And you will all make music
and the music will sound good.”*

*Thank you for making this world “A BETTER PLACE TO BE.”
You will be missed,*

*All your friends at
KFRC Radio
San Francisco*

“MR P”

THE PICTURE PAGES

Elektra's Midyear Meeting



Elektra, Asylum, and Nonesuch executives met for three days at the Century Plaza in Los Angeles to discuss future strategies. Pictured (l-r, seated) are EJA Chairman Joe Smith, Exec. VP Vic Faraci, Sr. VP Kenny Buttice, Vice Chairman Mel Posner, VP Oscar Fields, Sr. VP Jack Rainstein, and VP's Bryn Bridenthal and S. Helms; (l-r, standing) Sr. VP's Keith Holzman and Bruce Lundvall, East Coast GM Mel Fuhrman, Sr. VP Jerry Sharell, Nashville VP/GM Jimmy Bowen, and VP's Deborah Reinberg, Burt Stein, George Steele, and Lou Maglia.

Village Renaissance



RCA recently staged a "Renaissance Ball" to show off the new visages and images of the Village People and celebrate their new album. Pictured (l-r) are group's Ray Simpson, executive producer Henri Belolo, group's Felipe Rose, RCA President Bob Summer, group's Alex Briley, David Hodo, Jeff Olson, and Glenn Hughes, and producer Jacques Morall.

Reign Of Tierra In L.A.



Boardwalk threw a party at a Hollywood restaurant to celebrate Tierra's Greek Theatre performance and the declaration of "Tierra Day" in their native Los Angeles. Pictured (l-r) are Boardwalk VP Scott Kranzberg, Pickwick's Bill Shaler, Tierra's Rudy Sales, L.A. Councilman Art Snyder, co-manager Stan Levy, and Pickwick's Jack Bernstein.

Marino Landing On Columbia



Frank Marino of Mahogany Rush fame has re-signed to Columbia, with his first solo album due out shortly. Pictured (l-r, seated) are attorney Steve Kopitko, Marino, Columbia VP Mickay Eichner, and CBS Records Group Deputy President Dick Asher; (l-r, standing) manager Paul Lavesque, CBS VP Jerry Durkin, and Columbia's Paul Atkinson.

Meco, Millennium Bring Cantina To Beach



Meco Monardo, whose first hit "Star Wars" was on Millennium, signed to produce the Cantina Band's "Summer '81" Beach Boys medley on the label, just released. Pictured celebrating the reunion are (l-r) Millennium VP Don Jenner, Don Wardell of RCA (Millennium's distributor), and Meco Monardo.

Capitol Toasts Sheree



Sheree Brown has been signed to Capitol, with the first album for the singer/songwriter scheduled for August. Pictured at the ceremony are (l-r, seated) Capitol VP Varnell Johnson, Brown, and Capitol's Steve Buckley; (l-r, standing) producer Richard Rudolph, attorney Joseph Porter, and manager John Raatz.

Amy Grant Re-Signs With Myrrh



Myrrh Records has re-signed Amy Grant, with an additional new contract covering future film projects. Pictured at the signing (l-r) are Word Sr. VP Stan Moser, Word's Dan Pleitz, Grant, management attorney Randy Smith, and manager Dan Harrell.

Dolphin Designates Brice Street Band



Dolphin Records, the new North Carolina-based label affiliated with the Record Bar retail chain, has signed its first two acts, Robert Starling and the Brice Street Band. Pictured pursuing the purpose of signing the Brice Street Band are (l-r, seated) group's Jack Atkinson, Richard Smith, and Doug Dannis; (center) Record Bar VP Ralph King; (l-r, back) manager Michael Strong and group's Barry Wabb and Steve Coble.



Jeff Gelb

AOR



POLICE ON THEIR BACK: A&M's Police visited KZAM/Seattle on the group's recent concert tour. Pictured (standing, l-r) are A&M's Neil Tessler, KZAM MD Merion Seymour, KZAM-AM music coordinator Greg McClure, KZAM jock Cyndi Bemel, Program Manager Paul Sullivan; (seated, l-r) group's Sting, Andy Summers, Stewart Copeland.



U2 HOUSTON: Island's U2 were greeted backstage by Houston AOR reps after a recent area concert date. Pictured (l-r) are U2's Adam Clayton, WB's Ellen Darst, WEA's Todd Galli, KLOL Asst. PD Michele Robinson, U2's The Edge and Bono Hewson, WB's Fred Meyers, and WEA's Linda McKenna.



LOCAL BOY MAKES GOOD: Former Clevelander Joe Walsh visited WMMS to talk about his latest Asylum album. Pictured (l-r) are Walsh cohort and Asylum artist Joe Vitale, producer Bill Szymczyk, Walsh, WMMS MD Kid Leo and PD John Gorman.



ATTACK OF THE KILLER V'S: NBC's Don Pardo (left) and WAAF/Worcester VP/IGM Steve Marx (right) are pictured in front of a caravan of over 50 identically-painted VW's. The WAAF Beatles traveled through the station's listening area, distributing T-shirts and bumper stickers to listeners. It was all part of a "Meet the Beatles" weekend, designed by WAAF to introduce the cars to the public. The traveling mascots will be on view at concerts and other major events throughout the year.



TULL'S TRIP TO MIDWEST: Ian Anderson (left) of Chrysalis's Jethro Tull visited KSHE/St. Louis for an interview with afternoon air personality Ken Suttler (right).



RIT ON: Elektra's Lee Ritenour (center) had a lot to smile about when he and E/A promo rep Roy Smith (right) met with Mike Sheehy (left), PD of KNX-FM/Los Angeles, after a recent Ritenour concert date; KNX-FM has been a longtime supporter of Lee's music.



NILE GREET'S RADIO: Touring in promotion of his latest Arista album release, Willie Nile stopped in at the WWCT/Peoria studios. Pictured (l-r) are Nile, MS Distributors' John Salstano, Arista's Tom Moran, and WWCT MD Wendy Rice.



IT'S ALL DOWNHILL FROM THERE: That's KBOS/Tulare morning air personality Carter B. Bradley suspended by a crane 95 feet above ground. Carter is a practicing magician, and during the recent KBOS summer fair Carter escaped from a straitjacket while hanging mid-air, much to the delight of the thousands of onlookers.



ROCK AROUND THE WORLD: K-102/Ft. Lauderdale regularly sends winning listeners to see popular bands in other parts of the country on expenses-paid vacations. Pictured at the presentation of the latest prizewinning trip to see Van Halen in San Francisco are WB's Curtis Jones, the two contest winners, K-102 PD Buddy Hollis, morning man Tom Stevens.



LASERIUM HENDRIX SALUTE: KZOK/Seattle co-sponsored a Laserium tribute to Jimi Hendrix. Pictured following the show (l-r, top row) are KZOK PD Nils Von Veh, bystander, KZOK afternoon air personality Matt Riady; (l-r, front row) Laserium programmer, James Hendrix (Jimi's father), laserium programmer.



KILO IN LOVE WITH LOVELADY: Columbia's Lovelady greeted the KILO/Colorado Springs staff on a promotional swing through town. Pictured (l-r) are group's Scott Smith, Columbia's Kevin Knee, KILO's Doug Clifton, MD Art Phillips, group's Doug Johnson, KILO PD Rich Hawk.

EVOLUTION

Good news from former WLWQ/Columbus PD Steve Runner, who has been named PD at WAPI/Birmingham, switching from Beautiful Music to Superstars soon. Steve's looking for an airstaff, and you can reach him at (205) 933-9274. KZOM/Beaumont PD Bill DeMore and MD Paul Gautiere have taken on additional programming responsibilities for sister AM station KOLE. Bob Rivers has been upped to Operations Manager for WECM/Claremont. He'll remain PD as well. Debbie Dalton has been named MD from the airstaff of WMAD/Madison. Dave Kane has been upped to MD from the airstaff at WCMF/Rochester. Geoff Proud has been named the station's Research Director, and former WCMF PD Bernie Kimble has returned to WCMF from competing WMJQ for middays. KQDS/Duluth MD Jeff Curry has joined WIZD/W. Palm Beach for nights. Bruce McGregor is KQDS's new MD. WQMF/Louisville morning air personality Liz Curtis has moved to neighboring WAKY. Midday man Dan Deely has also exited WQMF. CITI-FM/Winnipeg MD Terry DiMonte has exited. Former KGB-FM/San Diego MD Van McIntosh has joined Watermark syndicators as office manager for "Sound of the Sixties". Mark Scheerer has joined WMET/Chicago as News Director from WMMR/Philadelphia. Sandy Stahl has joined WLUP/Chicago as Promotion Director from Bill Graham Presents. Ron Garrett has moved to nights from mornings at 91X/San Diego. Scott Bradley Thompson has been appointed Sports Director for WKQQ/Lexington's "Breakfast Club."



PETTY PARTIES WITH LOOP: Following his Chicago performance held exclusively for WLUP ticketwinners, Backstreet/MCA's Tom Petty was greeted and fêted backstage by Loop reps. Pictured (l-r) are band's friend Gary Jones, Petty, WLUP MD Sky Daniels, air personality "Mr. Bill" Evans, and drummer Stan Lynch.

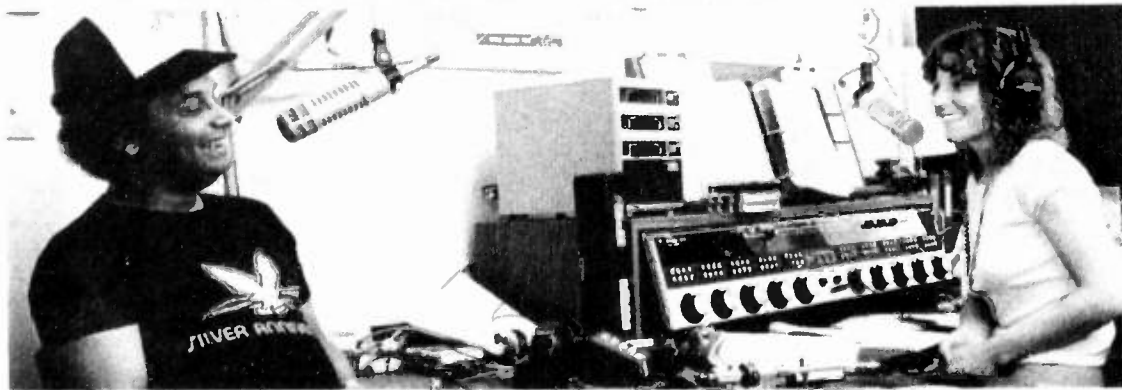


KROKUS AT WTPA: Following an area concert date, Arista's Krokus singer Marc Storace (right) dropped by the WTPA/Harrisburg studios for an on-air chat with jock Jeff Kaufman (left).

UPDATE

WBAB/Long Island has just turned on a new transmitter that should fully cover Nassau and Suffolk counties, potentially increasing its audience by a million people. WAVA/Washington co-sponsored a rock and roll auction for charity. Among the celebrity items donated: autographed T-shirts by Pat Benatar and Johnny Van Zandt, and Tommy Shaw of Styx's guitar. WMMS/Cleveland just held its benefit softball game against the Will Rogers Celebrity All-Stars. Playing along with WMMS staffers were members of the Cleveland Indians, along with Franke (of Franke & Knockouts). Playing with the opposing team was Eric Carmen. KEZY-AM/Anaheim has been running a weekly hour-long comedy block called the "Six-O'Clock Follies." Every Sunday at 6pm a different comedian takes to the KEZY airwaves, telling jokes as he or she plays guest disc jockey. WZXR/Memphis went "loco" recently when the station world-premiered the new WB ZZ Top album "El Loco" during a partial lunar eclipse. "Float Through Fridays": That's what WLWQ/Columbus invited its listeners to do when it sold 5¢ root beer floats with proceeds benefitting the heart fund. KLBJ/Austin cosponsored with MCA's Joe Ely a "South Texas Tornado Jam." The concert was a benefit for recent area flood victims, and included sets by Ely, Delbert McClinton and Cold Chisel. For \$25 each, KXXY/Oklahoma City offered 40 listeners the chance to be bussed in style to the Texas World Music Festival.

Enroute the partying passengers got all the beer they could consume, along with T-shirts and albums. KZOK/Seattle plans to co-sponsor a summer volleyball tournament and barbecue to benefit the MDA in late August. Congrats to WQDR/Raleigh morning man Tom Gongaware, who just married Joan Siefert, his morning newscaster on the station. Mornings are heating up at KROQ-FM/Pasadena, where co-hosts Mike Evans and Larry Woodside have recently interviewed cast members of the "Superman II" movie, plus Mel Brooks, the Go-Go's, Frank Zappa and Missing Persons. Z93/Sioux Falls just gave away a \$13,000 Datsun 280Z equipped with a deluxe stereo system. Watch out AOR's, here comes our first jello jump in a long while! M105/Cleveland is holding a jello wrestling jump with night jock Alan Sells wrestling listeners for albums and T-shirts (send photos, guys!). WTPA/Harrisburg held an air guitar competition at a recent street fair. It also raised over \$2000 in an auction of promotional items that included albums, T-shirts, pins, cassette tapes, and other promotional items donated by various record companies. College AOR WVYC-FM needs album service. Contact MD Hanson Quickel at (717) 846-7788. WCCC AM&FM/Hartford have moved. Their new address is 243 S. Whitney St., Hartford, CT 06105. Their new office phone number is (203) 233-4426. GIRFM/Manchester's fourth annual blood drive collected 360 pints.



ALL SMILES: EMIIA's Gary U.S. Bonds brought KTIM/San Rafael listeners up to date with his career during an interview with the station's MD Belle.

COLOR

LONG DISTANCE (CALL) VOYAGER: KTXQ/Dallas, in conjunction with Threshold/Polygram and the latest Moody Blues album, allowed listeners to make 5-minute long distance calls from a participating Warehouse record location over a recent two-day period.

SUMMER FUN OLYMPICS: KZAP/Sacramento's sponsoring its own version of the Olympics this summer with an ongoing series of competitions at local bars. Included are hot dog and clam eating contests, and exotic banana eating(!). Entrants compete for a \$500 stereo system.

HEAR THE DIFFERENCE: That's how KROY-FM/Sacramento billed its recent "adult rock" weekend. To demonstrate to listeners what sort of music constitutes KROY-FM's "adult rock," the station programmed songs it does not usually play throughout a recent weekend. Listeners who called to identify those songs that aren't usually played before they were "blown up" on the air via sound effects won both albums played and not played on KROY-FM.

COMING NEXT WEEK: Our annual update of national album promotion people's business addresses and phone numbers. If you've been having record service trouble, or have wanted to arrange a special promotion in conjunction with a new release, here are the best names to contact.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WBCN/Boston presented Mother's Finest for \$3.

BROADCASTS: David Johansen on WNEW-FM/New York.

GUEST DJ'S: Roger McGuinn on KSAS/Kansas City.

CONVERSATIONS: Ultravox on KNAC/Long Beach. Marshall Tucker, Franke & Knockouts, Taxxi on KSHE/St. Louis. Iron Maiden, Tubes on WIOT/Toledo. Billy Squier on WLLZ/Detroit. Ramones on WNEW-FM/New York. Tubes, Judas Priest on WGRQ/Bufalo. Rick Springfield on KAZY/Denver. Foghat on WERI/Westerly. Jefferson Starship on KMOD/Tulsa. Busboys on KILO/Colorado Springs. Iron Maiden, Whitesnake on WTUE/Dayton. Sparks on WBAB/Long Island. Mother's Finest, New England on WBLM/Lewiston-Portland. Dave Edmunds, Romeo Vold on WQBK/Albany. Dave Edmunds on KGB-FM/San Diego. Taxxi on WKZL/Winston-Salem. Joe Vitale on KUPD/Phoenix. Blackfoot, Krokus on WXKE/Ft. Wayne. REO Speedwagon, Jefferson Starship, Ted Templeman, Streethart, Harlequin, Girlschool, Leyden Zar, Queen City Kids, Triumph, Plasmatics (!) on CITI-FM/Winnipeg.

THE CRITICS ARE UNANIMOUS

ECHOES: INSIDE THE MUSIC PROCESS

"...will enlighten, startle and stagger the mind."

• *Cash Box*

"It's a meticulously produced, arduously researched, in depth documentary look at the music industry that in addition to music has enough culturally related content to more than fill a scholarly volume about the subject. In a nutshell, the program is extremely ambitious."

• *Mike Harrison
Billboard*

"A new radio show hits the marketplace with probably more truth about music and its business than any show in history."

• *Radio Report*

"(I) was quite impressed both with the production as well as with the number of 'heavies' from the radio and record industries who were interviewed. The show sounds like a winner."

• *Jeff Gelb
AOR Editor
Radio & Records*



Productions, Inc.
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Company

The programming flexibility of Echoes: Inside the Music Process makes it a natural for fall planning. Call now for a demo, rates, market availability and complete details.

NKR PRODUCTIONS
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Produced for N.K.R. By Brown Bag Productions - Robert Lee & Michael Lee, Producers - Michael Lee, Writer.

Radio & Records AOR NATIONAL AIRPLAY/40 Chart Summary

July 24, 1981

167 REPORTERS

Album cuts are listed in order of airplay preference.

7/3	7/10	7/17	7/24	Artist	Album	Label	Notes
7/3	7/10	7/17	7/24	FOREIGNER	4 (Atlantic)		"Urgent" "Night" "Hero" "Break"
2	1	1	2	MOODY BLUES	Long Distance... (Threshold/PG)		"Voice" "Meanwhile" "Gemini"
—	—	16	3	PAT BENATAR	Precious Time (Chrysalis)		"Fire" "Promises" "Just" "Helter"
3	2	2	4	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)		"Woman" "Waiting" "Watchman"
4	4	4	5	BILLY SQUIER	Don't Say No (Capitol)		"Dark" "Stroke" "Lonely" "Lover"
19	9	5	6	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)		"Burnin'" "Joan" "Survivor"
—	—	—	7	JOURNEY	Escape (Columbia)		"Crying" "Stone" "Don't" Title
5	5	6	8	VAN HALEN	Fair Warning (WB)		"Mean" "So" "Unchained"
1	3	3	9	JOE WALSH	There Goes The... (Asylum)		"Rivers" "Life" "Things" Down"
12	17	7	10	BLACKFOOT	Marauder (Atco)		"Fly" "Searchin'" "Rattlesnake"
9	8	9	11	TUBES	The C. B. Principle (Capitol)		"Talk" "Amnesia" "Don't"
11	12	11	12	GREG KIHN BAND	Rockinroll (Beserkley)		"Breakup" "Womankind" "Hurting"
7	7	10	13	PETER FRAMPTON	Breaking All The Rules (A&M)		Title "Rise" "Kill" "Dig"
—	—	—	14	STEVIE NICKS	"Stop Draggin'..." (Modern/Atco)		45
—	30	19	15	FOGHAT	Girls To Chat... (Bearsville/WB)		"Live" "Wide" "Close" "Driver"
22	16	18	16	SQUEEZE	East Side Story (A&M)		"Tempted" "Quintessence" "Love"
23	15	14	17	GARY WRIGHT	The Right Place (WB)		"Really" "Heartbeat" "Feelin'"
17	13	15	18	DANNY JOE BROWN	Danny Joe Brown Band (Epic)		"Edge" "Sundance"
8	11	12	19	PHIL COLLINS	Face Value (Atlantic)		"Air" "Missed" "Must"
6	10	13	20	SANTANA	Zebop! (Columbia)		"Changes" "Winning" "Searchin'"
35	27	23	21	ICEHOUSE	Icehouse (Chrysalis)		Title "Got" "Sister" "Walls"
15	14	21	22	OZZY OSBOURNE	Blizzard of Ozz (Jet)		"Train" "Know"
21	20	20	23	MARTY BALIN	Balin (EMI America)		"Hearts" "Lydia!" "Spotlight"
14	18	22	24	JEFFERSON STARSHIP	Modern Times (RCA/Grunt)		"Stranger" "Find"
—	40	27	25	MICK FLEETWOOD	The Visitor (RCA)		"Rattlesnake" "Walk" "Fade"
—	—	—	26	DON FELDER	"Heavy Metal..." (Full Moon/Asylum)		45
38	37	29	27	A'S	A Woman's Got The Power (Arista)		Title "Heart"
—	34	26	28	JOE PERRY PROJECT	I've Got The R'N'R... (Columbia)		"East" Title
26	25	24	29	JIM STEINMAN	Bad For Good (Epic/Cleveland Int'l.)		"R&R Dreams"
—	—	—	30	MICHAEL STANLEY BAND	North Coast (EMI America)		"Heartland" "Somewhere"
18	26	35	31	AC/DC	Dirty Deeds Done Dirt... (Atlantic)		Title "Child"
20	32	28	32	KIM CARNES & HATE BOYS	Mistaken Identity (EMI America)		"Draw" "Eyes" "Break" "Hit"
—	38	39	33	IRON MAIDEN	Killers (Harvest)		"Wrathchild" "Ides"
24	22	25	34	JOHNNY VAN ZANT BAND	Round Two (Polydor/PolyGram)		"Right" "Let" "Shutdown"
36	33	36	35	POINT BLANK	American Excess (MCA)		"Nicole" "Broke" "Stay"
32	23	31	36	VOLUNTEER JAM VII	Various Artists (Epic)		"Queen" "Alabama" "Around"
28	28	34	37	SILVER CONDOR	Silver Condor (Columbia)		"Sake" "Angel" "Heart"
31	35	—	38	REO SPEEDWAGON	Hi Infidelity (Epic)		"Don't" "Keep" "Take"
13	21	—	39	WHO	Face Dances (WB)		"Day" "Bet"
—	—	40	40	DIESEL	Watts In A Tank (Regency)		"Sausalito"

Our reporters pushed FOREIGNER all the way to the top this week, with the group beating all competitors in hits and total reports. BENATAR took a major leap upwards as adds converted. JOURNEY debuted with early album mentions plus growing response to the advance EP. NICKS debuted with a phenomenal showing of adds (149). FOGHAT grew nicely in mediums. SQUEEZE resurged in hits. ICEHOUSE and FLEETWOOD continued their upward movements. FELDER's single debuted with 93 mentions. A'S moved up. STANLEY debuted with strong adds. AC/DC resurged as MAIDEN grew in hits and totals. POINT inched up as REO and WHO bounced back on the chart. DIESEL maintained as the Significant Action artists came closest to charting.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold italic type are also current singles.

New Entry

MOST ADDED

Artist	7/24	7/17	7/10	7/3	2/26
1 MICHAEL STANLEY...	98/96	0/0	0/0	0/0	0/0
2 ROCKETS	49/29	35/36	0/0	0/0	0/0
3 GO-GO'S	26/25	1/0	0/0	0/0	0/0
4 JON & VANGELIS	18/18	0/0	0/0	0/0	0/0
4 JOE JACKSON	20/18	0/0	0/0	0/0	0/0
6 JOURNEY	26/14	0/0	0/0	0/0	0/0
6 BALANCE	42/14	37/26	19/18	2/1	0/0
6 THUNDER	17/14	7/7	0/0	0/0	0/0
9 RAMONES	15/12	0/0	0/0	0/0	0/0
10 POCO	55/10	65/25	48/47	3/3	0/0
11 PAT BENATAR	153/9	152/131	24/20	0/0	0/0
11 FOGHAT	109/9	95/18	98/90	13/13	0/0
11 IRON MAIDEN	55/9	52/7	47/9	44/13	36/17
11 PABLO CRUISE	53/9	46/13	43/40	0/0	0/0
11 ROBBIE PATTON	9/9	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	7/24	7/17	7/10	7/3	2/26
1 FOGHAT	109/88	95/64	98/8	13/0	0/0
2 DANNY JOE BROWN	102/74	108/74	101/70	97/62	90/58
3 GARY WRIGHT	106/70	117/78	103/67	98/59	77/52
4 BLACKFOOT	130/67	131/61	118/22	31/7	0/0
5 ICEHOUSE	84/66	84/67	78/55	69/37	70/0
6 BLUE OYSTER CULT	143/64	142/68	119/59	117/24	84/14
7 TUBES	124/63	126/64	119/64	128/71	126/74
8 PETER FRAMPTON	101/58	122/66	119/60	132/65	134/70
9 SQUEEZE	98/56	96/58	90/57	89/52	78/47
10 MICK FLEETWOOD	78/55	75/44	69/11	44/0	0/0
11 A'S	89/52	70/54	67/46	61/38	37/22
12 SILVER CONDOR	55/46	64/57	68/56	74/63	63/51
13 JOE PERRY PROJECT	60/45	78/51	59/37	61/2	2/0
13 VOLUNTEER JAM VII	58/45	63/43	76/46	78/19	0/0
15 VAN HALEN	121/42	129/36	117/26	126/25	133/32

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	7/24	7/17	7/10	7/3	6/26
1 FOREIGNER	160/137	161/34	44/5	0/0	0/0
2 MOODY BLUES	156/136	162/141	144/129	155/133	152/116
3 PAT BENATAR	153/130	152/14	24/1	0/0	0/0
4 TOM PETTY...	139/121	154/133	139/126	147/136	164/142
5 BILLY SQUIER	133/108	141/116	130/107	136/106	133/102
6 JOE WALSH	127/87	148/123	138/123	155/133	156/144
7 VAN HALEN	121/79	129/93	117/91	128/101	133/100
8 BLUE OYSTER CULT	143/75	142/67	119/46	117/13	84/3
9 TUBES	124/61	126/60	119/53	128/52	126/48
10 BLACKFOOT	130/60	131/60	118/10	31/3	0/0
11 PHIL COLLINS	87/59	100/77	96/70	117/86	113/91
12 GREG KIHN BAND	96/58	105/63	100/53	108/50	85/45
13 SANTANA	87/54	105/71	101/69	129/94	126/98
14 PETER FRAMPTON	101/43	122/56	119/59	132/67	134/64
15 SQUEEZE	98/39	96/37	90/27	89/22	78/16

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.

ZZ TOP



ZZ TOP EL LOCO

Produced by Bill Ham. On Warner Bros. Records & Tapes.



El Loco-Motion Tour

July 11 Phoenix AZ
July 12 Albuquerque NM
July 15 Odessa TX
July 16 El Paso TX
July 17 Tucson AZ
July 18 Las Vegas NV
July 22 Portland OR
July 23 Spokane WA

July 24 Seattle WA
July 25 Vancouver BC
August 1 Denver CO
August 4 Salt Lake City UT
August 6 Cedar Rapids IO
August 7 St. Paul MN
August 8 Omaha NE
August 9 Alpine Valley WI

August 12 Sioux Falls SD
August 13 Kansas City KS
August 14 Chicago IL
August 15 St. Louis MO
August 16 Indianapolis IN
August 19 Wichita KS
August 20 Tulsa OK
August 21 Little Rock AR

August 22 Oklahoma City OK
August 23 Shreveport LA
August 28 Tiffin OH
August 29 Music Mountain NY
September 1 Philadelphia PA
September 2 Rochester NY
September 3 Syracuse NY
September 9 Cincinnati OH

AOR BREAKERS

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

STEVIE NICKS

"Stop Draggin' My Heart Around" (Modern/A&M)
89% of our reporters on it. Total singles reports: 149. Debuted this week at number 14.



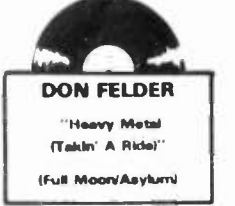
MICHAEL STANLEY BAND

North Coast (EMI America)
"Heartland" "Somewhere" "Hearts"
"Hell." 58% of our reporters on it. Total album reports: 98. A-96, M-2, H-0. Debuted this week at number 30.



DON FELDER

"Heavy Metal (Takin' A Ride)" (Full Moon/Asylum)
58% of our reporters on it. Total singles reports: 93. Debuted this week at number 28.



DON FELDER

"Heavy Metal (Takin' A Ride)" (Full Moon/Asylum)

Significant Action

- POCO Blue & Gray (MCA)
"Widowmaker" "Paradise" Total: 65. A-10, M-32, H-13
- PABLO CRUISE Reflector (A&M)
"Love" "Time" Total: 63. A-9, M-28, H-16
- GEORGE HARRISON Somewhere In... (Dark Horse/WB)
"Tear Drops" "Years" Total: 60. A-0, M-32, H-18
- ELTON JOHN The Fox (Geffen)
"Barriers" "Heart" Total: 49. A-0, M-32, H-17
- ROCKETS Back Talk (Elektra)
"Talk" "Satisfied" Total: 49. A-28, M-19, H-1
- ELO Hold On Tight (Jet)
46 Total: 46
- BALANCE Balance (Portrait)
"Dream" "Fly" Total: 42. A-14, M-24, H-4
- JOE VITALE Plantation Harbor (Asylum)
"Lady" Total: 41. A-1, M-27, H-13
- JIM MESSINA Messina (WB)
"Money" "Love" Total: 41. A-1, M-21, H-19
- STYX Paradise Theater (A&M)
"Nothing" "Time" Total: 39. A-2, M-20, H-17

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 activity. They may be either still on the rise, or former National Airplay/40 chart acts.

JAZZ ON AOR

- P. METHENY/L. MAYS As Falls Wichita... (ECM)
"Ozark" "You"
- MILES DAVIS The Man With The Horn (Columbia)
"Fat"
- DREGS Unsung Heroes (Arista)
"Crush Control"
- LEE RITENOUR Rit (Elektra)
"You" "Smilin'" "Sympathy"
- YELLOWJACKETS Yellowjackets (WB)
"Hornet" "Priscilla"
- TOM SCOTT Apple Juice (Columbia)
"White"
- SADAO WATANABE My Dear Life (Inner City)
"Hunting"
- KITTYHAWK Race For The Oasis (EMI America)
Title
- JOHN KLEMMER Hush (Elektra)
Title
- BRIAN AUGER Search Party (Headfirst)
"Earth" "Gone"

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

REGIONAL AOR ACTIVITY

EAST

Q104 Albany

518-462-5555

ADD: ELLEN NEWBORN
518-462-5555

ADD: JOE WALSH (Asylum)
ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WAAJ Binghamton

607-772-8850

ADD: KEITH NELSON
ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

104.1 Albany

518-785-9800

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

104.1 WBCN Boston

617-266-1111

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WZZO Allentown

215-694-0511

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WJZZ Boston

617-267-9090

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

98Rock Baltimore

301-889-0098

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

SOFT ROCK 93.5 Boston

617-262-5900

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

MOST ADDED

- MICHAEL STANLEY BAND North Coast (EMI America) 23/23
- GO-GO'S Beauty & The Beast (R.S.) 10/9
- JON & VANGELIS Friends Of... (Polydor/PG) 9/9
- ROCKETS Back Talk (Elektra) 11/8
- JOE JACKSON Jumpin' Jive (A&M) 7/7

1-95fm Bridgeport

203-579-9995

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

MEDIUM

- FOGHAT Girls To Chat... (Bearsville/WB) 27/20
- A'S A Woman's Got... (Arista) 23/20
- GARY WRIGHT The Right Place (WB) 23/20
- ICEHOUSE Icehouse (Chrysalis) 20/18

AM104 Harrisburg

717-238-1402

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

THE HOTTEST

- PAT BENATAR Precious Time (Chrysalis) 39/37
- FOREIGNER 4 (Arista) 39/37
- MOODY BLUES Long... (Threshold/PG) 40/33
- BILLY SQUIER Don't Say No (Capitol) 34/29
- TOM PETTY & THE HEARTBREAKERS Hard... (Backstreet/MCA) 35/28

WBLM Lewiston-Portland

207-783-2065

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

97.9 Buffalo

716-881-4555

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WHN Hartford

203-247-1060

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WLIB FM 92.5 Long Island

516-485-9200

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WECM Claremont

803-542-7735

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WCCC AM/FM Hartford

203-548-3456

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WJZZ Long Island

516-727-1570

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WJZZ Boston

617-262-5900

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WJZZ Boston

617-262-5900

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

WJZZ Boston

617-262-5900

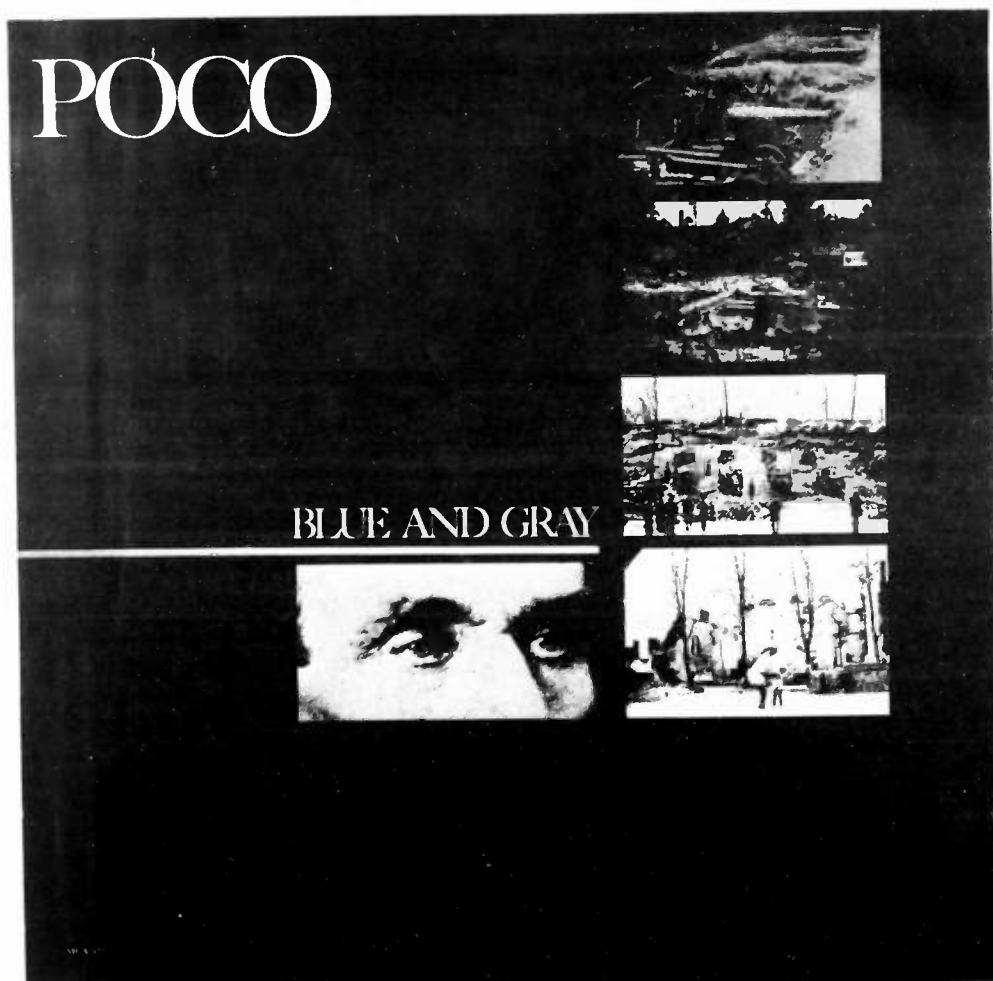
ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

ADD: MICHAEL STANLEY... (EMI America)
ADD: DON FELDER (Full Moon/Asylum)
ADD: STEVIE NICKS (Modern/A&M)

POCO's new album "Blue And Gray" (MCA-5227)

*Reunites the nation from the North to the South
and from the East to the West.*

*WBCN, WEEI-FM, WCCC, WPLR, WQBK,
WOUR, WSYR, WBAB, WMMR, WYSP, WIOQ,
WMMS, M105, WCMF, WROQ, WKZL, WQDR,
WKLS, LOVE 94, WQXM, WYNF, WFYV,
WLRS, WQMF, KTXQ, KATT, KMOD, KISS,
KLBJ, KNCN, KSMB, WILS, WXRT, Y95, KSHE,
KSAS, KBPI, KFML, KBCO, KTCL, KILO, KWXL,
KNX-FM, KEZY AM-FM, KDKB, KWFN,
KLPX, KENO, KTIM, KZOK, KISW, KZAM-FM,
KREM-FM, KINK, KZEL, KRKN, & MORE*



Featuring "WIDOWMAKER"

Produced by Mike Flicker

Crosslight Management Ltd.

MCA RECORDS

© 1981 MCA Records, Inc.

WES 98 Rock Honolulu 808-874-7100

KENO Las Vegas 702-876-1480

AMAC Long Beach 213-437-0388

KLOS 95 1/2 Los Angeles 213-883-3311

KMET 94.7 Los Angeles 213-484-5838

KMAX Los Angeles 213-489-1212

KMAX 94.7 Los Angeles 213-489-1212

KMAX 94.7 Los Angeles 213-489-1212

KROQ Pasadena 213-678-0830

KROQ Phoenix 602-833-8888

KROQ Phoenix 602-838-3062

KROQ Portland 503-855-9181

KROQ Portland 503-228-5000

KROQ Reno 702-329-9281

KROQ Reno 702-329-9281

KROQ Reno 702-329-9281

KROQ Reno 702-329-9281

KROY Sacramento 916-441-4980

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

KROY Sacramento 916-444-2808

San Francisco 415-391-9400

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

San Rafael 415-458-1510

Seattle 206-824-4305

Seattle 206-454-1540

Seattle 206-223-3911

Seattle 206-223-3911

Seattle 206-223-3911

Seattle 206-223-3911

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Seattle 206-223-3911

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**Jim
Duncan**

News Notes

It was a pleasure to once again visit the great city of Denver for the CMA board meeting. (Details of the session on this page.) A touch of the flu kept me from attending the cocktail reception and seeing many of my radio friends. But I had the advantage of getting a chance during my brief illness to listen to all of the fine Country radio stations in the market. I hope to see you all real soon. It was nice talking with some of you via "Ma Bell." ... Congratulations to the finalists in this year's CMA Disc Jockey of the Year awards. In the small market category they are: Dandelion, WIOV/Ephrata, PA; Billy Dilworth, WLET/Toccoa, GA; Jay Larry James, KHUT/Hutchinson, KS; Tom Reeder, WKCW/Warrenton, VA; and Jacki West, WGTO/Cypress Gardens, FL. Medium market: Sam Faulk, WLWI/Montgomery, AL; Buddy Raye, WWVA/Wheeling; the late King Edward Smith IV, WSLC/Roanoke, VA; Don Walton, KFDI/Wichita; and Tom Wilson, WAXX/Eau Claire, WI. Large market: Bob Hooper, WESC/Greenville, SC; Sammy Jackson, KLAC/Los Angeles (winner of the Academy of Country Music award earlier this year); Chuck Morgan, WSM/Nashville; Chris Taylor, KYNN/Omaha; Jim Trimble, WRVA/Richmond; and Lynn Waggoner, KEBC/Oklahoma City. ... It was decided at the CMA meetings that we will start using the DJ winners as roving reporters on the Post-Awards Radio show. Just an added honor to an already prestigious award. ... Former winner Terry Slane has left his PD job at WGTO/Cypress Gardens. He is available and can be reached at (813) 293-9917. ... Buddy Alan, KNIX-AM/Phoenix Music Director, is joining his father (Buck Owens)'s station in Bakersfield, KUZZ, to be Operations Manager. He will oversee the AM and FM. Good job open at KNIX. Contact Larry Daniels. ... Len Anthony moves from morning drive to afternoons at WPLG/Atlanta to make way for new morning man Jim Howell from crosstown WSB-AM. ... Comedian Jack Mayberry has been signed to do afternoon drive at KILT/Houston. Big rating success story here - see the ratings news section. ... Also was glad to see old buddy Dene Hallam with a tremendous rating jump to Country radio dominance in the Detroit market at his new radio home W-4. In the coming weeks we'll take a look at some of the ratings winners. ... Terry Ryan from MD and afternoons of WPLE-FM/Temple, TX to PD/MD of KXKZ-FM/Ruston, LA. ... Paula Hooper has been promoted to MD at WMC/Memphis. Chris Angel joins the station from Memphis station WZXR-FM to do middays, replacing Jay Phillips who moved on to WMAQ/Chicago. Jim Tyler exits the morning show at WDAF/Kansas City for afternoons at WMAQ. Charlie O'Neal left WMAQ to do mornings at WIL/St. Louis. ... Don Imus returned to WHK/Cleveland to appear on the Gary Dee morning show. Imus, who worked afternoons on the station for a year between July 1978 and July 1979, was in town to promote his new book: "God's Other Son." ... KLAC/Los Angeles weekend personality Corky Mayberry is now also doing afternoon drive on KBBQ/Ventura, just up the coast from L.A. Corky told me he uses about \$80 in gas, but really enjoys working at the station. ... Well, we've run out of gas for another week. ... Stay tuned. ...



ST. LOUIS SUMMER FUN - 55 Country, KSD/St. Louis hosted more than 35,000 people for the "Great Meramec River Raft Float." Musical entertainment was provided by Ronnie Milsap and Bobby Bare and many local bands. In the first picture we see "55 Country" personalities "Admiral" Wilkie and "Captain" Fox and some of their crew. It was noted that their

Country

CMA Board In Denver



RADIO COMMITTEE - Members of the CMA's radio committee seen here are (left to right) Don Nelson of Don Nelson & Assoc.; Jim Slone, President of KCUB/Tucson; CMA Executive Director Jo Walker Meador; Len Ellis, President of WAKE & WLJE/Valparaiso, IN; Dale Turner, PD, WSAI/Cincinnati; and Dick McCullough, J. Walter Thompson, Chicago. Not pictured are KHJ/Los Angeles VPI/GM Neil Rockoff and R&R's Jim Duncan.



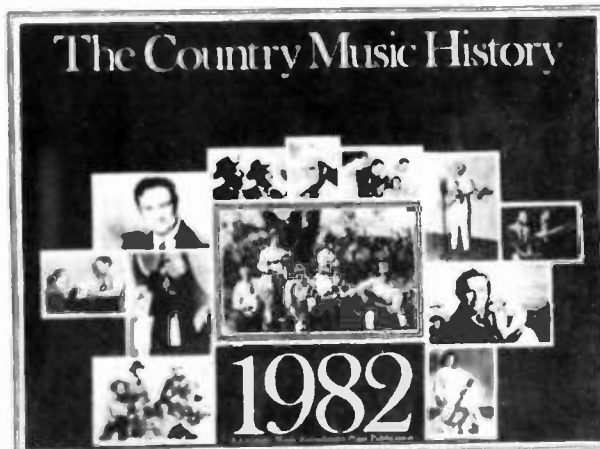
BOARD BUDDIES - Pictured prior to the start of the CMA board meeting are Bill Denny, President of Cederwood Publishing; entertainer Barbara Mendrell; and Record Bar owner Barrie Bergman.

The third quarterly Country Music Association board meeting was held last week in the mile-high city of Denver. A wide range of topics were discussed and acted upon.

Among the most significant was the CMA's decision to open a London office. The general feeling was that country music has become a true international art form, and this office would help serve the needs of England and the many European countries involved with the music. A proposal to change the name of the CMA to the "International Country Music Association" met with mixed reaction. Since a two-thirds majority was not reached, a vote will be put to the general membership in the coming weeks.

Bill Ivey, Executive Director of the Country Music Foundation and recently-elected President of NARAS, gave a slide presentation explaining to the board the various services available through the Foundation. Ivey also unveiled the 1982 edition of the Country Music History calendar seen here. Many radio stations have found the day-to-day information on the calendar a useful tool.

From the radio side, Radio Committee chairman Don Nelson reported plans for an updated Arbitron "Country Music Listener Demographic Study" being formulated. The CMA's *Broadcaster's Handbook* will be revised in the next year. R&R's Jim Duncan



was named once again to produce and direct the third annual CMA Post Awards Radio show on the NBC Radio Network. Again this year, a simulcast of the CBS-TV presentation of the CMA Awards will be available to radio stations. More details on both projects in the near future.

The CMA and Western Merchandisers hosted a cocktail reception the night before the board meeting, and several representatives from area radio stations were present.

Another board meeting will be held in Nashville next October during the Country Music Week convention.



raft sank twice during the event. In the second photo we see Ronnie Milsap on stage during his show. In picture three, left to right, Robert Fox of KSD, Bobby Bare, "Wilkie In The Morning," PD Walt Turner, and KSD personality Bill Coffey. In the last photo is a "55 Country" good ol' girl.



BREAKERS

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

LACY J. DALTON

Takin' It Easy (Columbia)

On 69% of reporting stations. National Summary: Up 15, Same 22, Down 0, Debuts 13, Adds 22. R&R Chart: Debut 39. A "Most Added" record.

DOTTIE WEST

(I'm Gonna) Put You Back On The Rack (EMI/Liberty)

On 68% of reporting stations. National Summary: Up 28, Same 19, Down 0, Debuts 16, Adds 10. R&R Chart: 47-40.

RAZZY BAILEY

Midnight Hauler (RCA)

On 65% of reporting stations. National Summary: Up 22, Same 23, Down 0, Debuts 15, Adds 8. R&R Chart: 45-42.

EDDIE RABBITT

Step By Step (Elektra/Curb)

On 64% of reporting stations. National Summary: Up 1, Same 1, Down 0, Debuts 2, Adds 63. R&R Chart: Debut 44. A "Most Added" record.

MEL McDANIEL

Right In The Palm Of Your Hand (Capitol)

On 63% of reporting stations. National Summary: Up 11, Same 18, Down 1, Debuts 13, Adds 24. R&R Chart: Debut 45. A "Most Added" record.

Most Added:

- EDDIE RABBITT
Step By Step (Elektra/Curb)
- MEL McDANIEL
Right In The Palm Of Your Hand (Capitol)
- LACY J. DALTON
Takin' It Easy (Columbia)
- MOE BANDY & JOE STAMPLEY
Honky Tonk Queen (Columbia)
- ED BRUCE
Everything's A Waltz (MCA)

Hottest:

- KENNY ROGERS
I Don't Need You (EMI/Liberty)
- RONNIE MILSAP
(There's) No Gettin' Over Me (RCA)
- ALABAMA
Feels So Right (RCA)
- JOHNNY LEE
Prisoner Of Hope (Full Moon/Asylum)
- HANK WILLIAMS JR.
Dixie On My Mind (Elektra/Curb)
- MERLE HAGGARD
Rainbow Stew (MCA)

MOST ACTIVE

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

REBA McENTIRE "Today All Over Again" (Mercury/PolyGram) 62/9

National Summary: Up 21, Same 21, Down 0, Debuts 11, Adds 9, KLAC, KSON-AM-FM, WVMI, WBHP, WIRK-FM, WKLM, WNRS, WITL-FM, WXCL, KWJJ 44-39, WGNA-FM 39-29, WMC-AM d 24, WQAM 10-8, WSIX-FM 29-19, KWMT 47-37, WFMS-FM 32-28. R&R Chart: Debut 48.

LEON EVERETTE "Hurricane" (RCA) 58/19

National Summary: Up 11, Same 23, Down 0, Debuts 5, Adds 19 including KOKE-FM, KENR, KWKH, WIRK-FM, WSAI, WIL-AM-FM, KMAK, KLAC, KEEN, WOKQ, WPOR, WCOS-FM 30-23, KRMD-AM-FM 49-36, WXCL 43-29, KSOP 50-34, WSEN 42-36. R&R Chart: Debut 49.

MEL TILLIS & NANCY SINATRA "Texas Cowboy Night" (Elektra) 58/10

National Summary: Up 24, Same 18, Down 0, Debuts 6, Adds 10, WEEP, KVET, KNOE, WKLM, WNRS, WFMS-FM, WHBF, KFH, KWJJ, KRSY, WGNA-FM 38-31, WIXL-FM 19-9, KOKE-FM 44-38, WMNI 34-30, KRAK 45-39, KCUB 37-29. R&R Chart: Debut 50.

BILLY LARKIN "Longing For The High" (Sunbird) 54/6

National Summary: Up 31, Same 8, Down 0, Debuts 9, Adds 6, WMC-AM, WQAM, WGEE, KFH, KKAL, KHIX-FM, WQIK-FM 49-43, KKYX 17-13, KWKH 19-8, WITL-FM 20-17, WXCL 6-5, WKKN 20-19, KUZZ 20-17, KWJJ 42-34, WVAM 30-24, WWCS-FM 13-10.

ED BRUCE "Everything's A Waltz" (MCA) 48/20

National Summary: Up 8, Same 11, Down 0, Debuts 10, Adds 20 including WMAQ, WSAI, KKAL, KMAK, KWJJ, WPOR, KENR, WQIK-FM, WQAM, WQYK-FM, KUZZ 34-28, KMPS-AM-FM d 28, WGNA-FM 40-32, KVET 42-37, WSIX-FM 48-38.

JANIE FRICKE "I'll Need Someone To Hold Me..." (Columbia) 48/18

National Summary: Up 5, Same 17, Down 0, Debuts 9, Adds 18 including KLZ, KSON-AM-FM, KEEN, WWCS-FM, KOKE-FM, KLVI, WGTQ, WSLR, WCXI, KWMT, KCUB d 39, WSEN 43-39, WIXL-FM 29-19, WSIX-FM 49-39, KFGO d 36.

BOBBY GOLDSBORO "Love Ain't Never Hurt Nobody" (Curb/CBS) 47/10

National Summary: Up 14, Same 15, Down 0, Debuts 8, Adds 10, KVET, WSIX-FM, WQYK-FM, WIRK-FM, WKLM, WITL-FM, WTHI, KLZ, KLAC, KCKC, WGTQ 46-38, WBHP 48-40, KWMT 49-38, WMUS-AM-FM 36-29, WNYR d 28.

DICKEY LEE "Honky Tonk Hearts" (Mercury/PolyGram) 46/4

National Summary: Up 19, Same 17, Down 1, Debuts 5, Adds 4, WPOR, WBHP, WQIK-FM, WXCL, WGNA-FM 31-25, KVET 37-32, KLVI 48-38, WSIX-FM 23-15, KWMT 37-33, WKKN 40-36, KUZZ 40-33, KRAK 38-33, KMPS-AM-FM 14-11.

WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 43/14

National Summary: Up 4, Same 17, Down 0, Debuts 8, Adds 14, WDAF, WMUS-AM-FM, WXCL, WHBF, WKKN, KICD-FM, KEEN, WSEN, WWCS-FM, WIXL-FM 47-37.

RAY PRICE "It Don't Hurt Me Half As Bad" (Dimension) 43/5

National Summary: Up 9, Same 19, Down 0, Debuts 10, Adds 6, WMC-AM, KNOE, WKLM, WHBF, KUZZ, KENR 36-28, KKYX 46-39, KWMT 46-41, KNIX-FM 39-33, KRAK 50-46, KMPS-AM-FM d 27, WIXL-FM 27-18, WMZQ-FM 38-36.

DOTSY "Somebody's Darling, Somebody's Wife" (Tanglewood) 42/2

National Summary: Up 17, Same 14, Down 1, Debuts 8, Adds 2, KWMT, WCOS-FM, WCXI 40-36, KFGO 40-36, WITL-FM 40-34, KUZZ 49-45, KEED 40-35, KWJJ 48-44, KTOM 37-32, WVAM 37-32, KOKE-FM 30-25, KVET 43-38, KLVI 45-40.

MOE BANDY & JOE STAMPLEY "Honky Tonk Queen" (Columbia) 39/22

National Summary: Up 2, Same 12, Down 0, Debuts 3, Adds 22 including KUZZ, KEED, KSOP, KEEN, WVAM, WIXY, WVVVA, KLVI, WQIK-FM, WWOOD, WSM, WIRK-FM, WSLR, WGEE, KVOO.

BILLY SWAN "I'm Into Lovin' You" (Epic) 31/14

National Summary: Up 1, Same 8, Down 1, Debuts 4, KENR, KNOE, WLVI-FM, WSM, KWKH, WSAI, WKKN, KSSS, KEED, KRAK, KEEN, WGNA-FM, WWCS-FM, WVVVA.

JOHNNY PAYCHECK "Yesterday's News..." (Epic) 31/2

National Summary: Up 16, Same 11, Down 0, Debuts 2, Adds 2, WNYR, WHBF, WGNA-FM 27-22, KRRV 18-13, KVET 36-31, KLVI 36-28, WYDE 29-22, KKYX 40-33, WIRK-FM 34-29, WKKN 34-30, KVOO 38-36, KCKC 32-27.

DOUG KERSHAW "Hello Woman" (Scotti Bros.) 30/7

National Summary: Up 4, Same 16, Down 0, Debuts 4, Adds 7, WTSO, WTHI, KRDR, WBGW-FM, WWCS-FM, WNYR, WKLM, KVOO 36-33, KSSS 45-42, KMPS-AM-FM d 30, WWOOD 43-39, KKYX 47-41.

Others Getting Significant Action

STEPHANIE WINSLOW "I've Been A Fool" (WB/Curb) 28/3

National Summary: Up 12, Same 9, Down 0, Debuts 4, Adds 3, KWMT, WITL-FM, WBAX, KSO 30-22, KVOO 14-12, KEED 47-41.

Radio & Records

NATIONAL AIRPLAY/50

July 24, 1981

THREE TWO LAST
WEEKS WEEKS WEEK

6	2	2	1	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
8	4	3	2	CRYSTAL GAYLE/Too Many Lovers (Columbia)
16	9	5	3	KENNY ROGERS/I Don't Need You (EMI/Liberty)
11	6	4	4	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
1	1	1	5	ALABAMA/Feels So Right (RCA)
17	13	8	6	MERLE HAGGARD/Rainbow Stew (MCA)
20	15	10	7	CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)
15	14	12	8	VERN GOSDIN/Dream Of Me (Ovation)
14	11	9	9	BELLAMY BROTHERS/They Could Put Me In Jail (WB/Curb)
28	20	13	10	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
18	12	11	11	GEORGE STRAIT/Unwound (MCA)
39	28	16	12	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
7	5	6	13	DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra)
3	7	7	14	TOMPALL & GLASER BROS./Lovin' Her Was Easier... (Elektra)
24	22	17	15	JOE STAMPLEY/Whiskey Chasin' (Epic)
26	24	19	16	TERRI GIBBS/Rich Man (MCA)
27	26	20	17	LARRY GATLIN/Wind Is Bound To Change (Columbia)
29	27	18	18	WAYLON & JESSI/Wild Side Of Life (RCA)
25	25	21	19	EDDY RAVEN/I Should've Called (Elektra)
32	29	22	20	JUICE NEWTON/Queen Of Hearts (Capitol)
46	34	32	21	DON WILLIAMS/Miracles (MCA)
44	30	26	22	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
42	31	30	23	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
45	37	33	24	MICKEY GILLEY/You Don't Know Me (Epic)
50	42	34	25	RONNIE McDOWELL/Older Women (Epic)
10	8	15	26	JIM ED BROWN & HELEN CORNELIUS/Don't Bother To... (RCA)
47	38	37	27	KIERAN KANE/You're The Best (Elektra)
43	33	36	28	REX ALLEN JR. & MARGO SMITH/While The Feeling's Good (WB)
-	40	35	29	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
40	32	31	30	JOHN CONLEE/Could You Love Me (One More Time) (MCA)
49	39	38	31	GENE WATSON/Maybe I Should Have Been... (MCA)
-	43	40	32	BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)
-	41	39	33	JOHN DENVER/Some Days Are Diamonds... (RCA)
19	19	24	34	RICKY SKAGGS/Don't Get Above Your Raising (Epic)
2	3	14	35	BARBARA MANDRELL/I Was Country When Country... (MCA)
-	49	42	36	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
9	17	28	37	EARL THOMAS CONLEY/Fire And Smoke (Sunbird)
13	16	23	38	SONNY CURTIS/Good Ol' Girls (Elektra)
-	→	→	39	LACY J. DALTON/Takin' It Easy (Columbia)
-	-	47	40	DOTTIE WEST/(I'm Gonna) Put You Back... (EMI Liberty)
-	-	43	41	T.G. SHEPPARD/Party Time (WB/Curb)
-	-	45	42	RAZZY BAILEY/Midnight Hauler (RCA)
-	-	46	43	WILLIE NELSON/Good Times (RCA)
-	→	→	44	EDDIE RABBITT/Step By Step (Elektra/Curb)
-	→	→	45	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
-	-	48	46	TANYA TUCKER/Should I Do It (MCA)
21	21	27	47	TERRY GREGORY/Just Like Me (Handshake)
-	→	→	48	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
-	→	→	49	LEON EVERETTE/Hurricane (RCA)
-	→	→	50	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)

New
Entry
→

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

KSOP 32-28, KOKE-FM 40-36, KNOE 38-31, KWKH 40-34.

RICH LANDERS "Hold On" (Ovation) 26/10

National Summary: Up 3, Same 12, Down 0, Debuts 1, Adds 10, WSEN, WCAW, WWCS-FM, WWOQ, WSM, WNRS, WHBF, WTHI, KVOO, KMAK.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 24/4

National Summary: Up 5, Same 7, Down 0, Debuts 8, Adds 4, KEED, KRSY, KWKH, WKKN, KSSS 48-43, WBGW-FM 46-39, WIXY d-29, KRMD-AM-FM 47-38, WIRK-FM d-33, KSO d-34.

JOHN ANDERSON "I Love You A Thousand Ways" (WB) 23/19

National Summary: Up 2, Same 2, Down 0, Debuts 1, Adds 19 including WSLR, WCXI, KFGO, KRZY, KTOM, KSOP, WPOC-FM, WGTQ, KENR, WSM, KRMD-AM-FM.

GUY CLARK "The Partner Nobody Chose" (WB) 21/6

National Summary: Up 1, Same 13, Down 0, Debuts 1, Adds 6, WSM, WIRK-FM, WMNI, WAXX, WKKN, KRAK, WWOD 49-46. On: WQYK-FM, WSAI, KEEN.

RANDY PARTON "Shot Full Of Love" (RCA) 20/11

National Summary: Up 1, Same 8, Down 0, Debuts 0, Adds 11, KEED, KRDR, KRSY, KSOP, WWVA, KLVI, WVMI, WKSJ-FM, WKKN, KICD-FM, KVOO.

FAMILY BROWN "It's Really Love This Time" (RCA) 20/8

National Summary: Up 0, Same 8, Down 0, Debuts 4, Adds 8, WGTQ, KNOE, WCXI, KFGO, KUZZ, KEED, KRSY, KRAK, WSAI d-39, WWVA d-37.

DONNA FARGO "Lonestar Cowboy" (WB) 18/10

National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 10, KBMR, WSAI, WMNI, KRSY, KSOP, WBGW-FM, WWVA, KRRV, KLVI, KKYX.

WAYNE KEMP "Just Got Back From No Man's Land" (Mercury/PolyGram) 18/6

National Summary: Up 4, Same 6, Down 0, Debuts 2, Adds 6, WWVA, WYDE, WKSJ-FM, WCXI, WAXX, KTOM, WIXL-FM 28-20, WFMS-FM 34-32, KEED 46-40, KRAK 48-48.

JOHNNY CASH "Mobile Bay" (Columbia) 18/3

National Summary: Up 3, Same 11, Down 0, Debuts 1, Adds 3, WSAI, KRSY, WNYR, KUZZ 36-32, WGNA-FM 42-38, WIXL-FM 49-33. On: KSO, KCUB, WLVI-FM, WSM, KSO.

DONNA HAZARD "Love Never Hurt So Good" (Excelstor) 18/2

Up 1, Same 11, Down 0, Debuts 2, Adds 2, WIXL-FM, WHBF, KKYX 49-43. On: KOKE-FM, WBAM, WLVI-FM, KWKH, KEED.

BURRITO BROTHERS "She Belongs To Everyone But Me" (Curb) 13/13

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 13, KUZZ, KSSS, KMPS-AM-FM, WIXL-FM, KLRA, WWOOD, WBAM, KKYX, KRMD-AM-FM, KBMR, WCXI, KFGO, WXCL.

B.J. THOMAS "I Recall A Gypsy Woman" (MCA) 13/12

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 12, KVET, WGTQ, KLRA, WWOOD, WBAM, WSIX-FM, KRMD-AM-FM, KBMR, KFGO, WXCL, KUZZ, KMPS-AM-FM.

DIANA "He's The Fire" (Sunbird) 13/8

National Summary: Up 2, Same 2, Down 0, Debuts 1, Adds 8, WCXI, WAXX, KVOO, WWCS-FM, KNOE, WLVI-FM, KWKH, WIRK-FM, WIXL-FM 40-27.

GLEN CAMPBELL "I Love My Truck" (Mirage) 12/11

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 11, KVET, WGTQ, WBHP, WWOOD, WIRK-FM, KFGO, KWMT, KRAK, KMPS-AM-FM, WGNA-FM, WWVA.

JOHN WESLEY RYLES "Mathilda" (MCA) 12/2

National Summary: Up 6, Same 3, Down 0, Debuts 1, Adds 2, KLRA, KWKH, KLVI 37-30, KENR 24-20, KNOE 44-39, KVOO 39-36, KUZZ 24-21, WVAM 38-33.

SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 11/9

National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 9, WGNA-FM, WVAM, WIXL-FM, WWVA, WLVI-FM, WSIX-FM, KRMD-AM-FM, KVOO, KUZZ.

SIZZLIN' SINGLES

WILLIE NELSON

"Good Times"

PB 12254

R&R * 43 BB * 31 CB * 31 RW * 35

RANDY PARTON

"Shot Full Of Love"

PB 12271

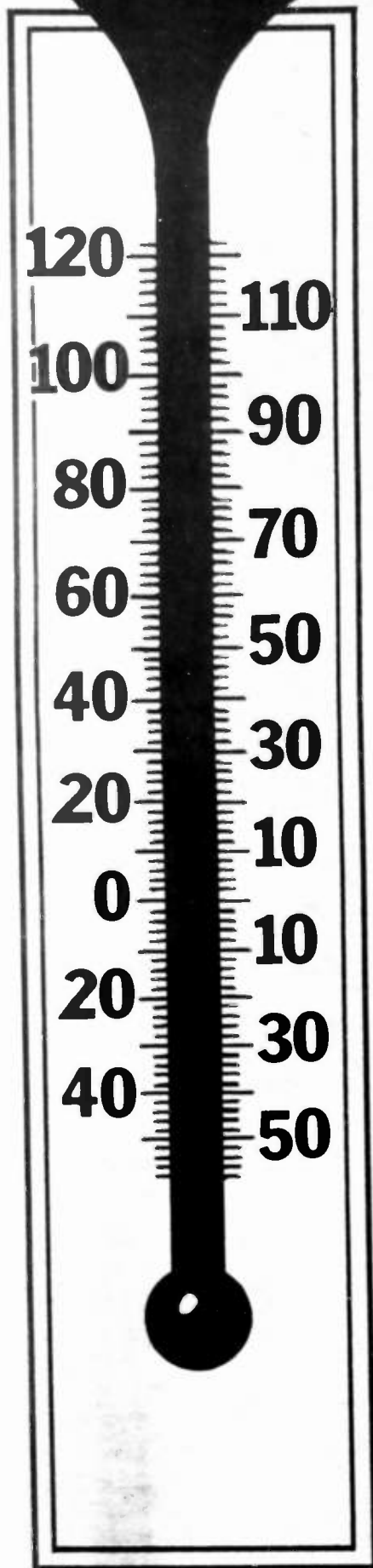
BB * 77 CB * 69 RW * 77

VALENTINO

**"She Took The Place
Of You"**

PB 12269

BB * 78 CB * 94 RW * 89



RCA



Country

Pictures



NO HANG-UPS HERE — KNEW/Oakland morning personality Jon Wallin is pictured with Susie Delgado, the winner of a solid-gold hanger, the grand prize in the station's recent "Coming Out of the Closet for Country and Western Music" contest.



WHAT A DRAG — Seen here is WOKQ/Dover, NH PD Bob Walker (right) and the station's former promotion director Beverly Bleisch (left), along with the winner of a Kawasaki motorcycle. As reported in R&R (7.3), Beverly has just been named to the PD slot of KJJY/Des Moines. The picture here was prior to a drag race between Beverly and Bob on WOKQ Day at New England Dragway. Beverly tells us she beat Bob in the between-races "grudge match." The cycle was given away by a drawing at the raceway.



FRONTIER FRIENDS — The annual KWMT/Fort Dodge, IA "Frontier Days" shows were held recently. This year's event was also a celebration of KWMT's 10th year programming Country music and its 25th on the air. Pictured (l-r, standing) are Carol, KWMT's afternoon personality; recording artists Eddy Raven, David Frizzell, and Shelly West; KWMT's OD Dale Eichor; and morning man P.J. Winn. Kneeling in front are evening disc jockey Chris Waltermann and summer-reliever Tommy Edwards.



Biff Collie

Inside Nashville

TGIF: Waylon Jennings and partner Richie Albright will pay "losses and damages" to recording studio owner Alan Cartee for not fulfilling their contracted lease on Cartee's American Sound Studio ('zat where "Luckenbach, Texas" was recorded?)... Kris Kristofferson spent time at the bedside of Jerry Lee Lewis in Memphis during his fight for life. Lewis received personal get-well wishes from the likes of Johnny Carson, Elizabeth Taylor, Rock Hudson, Gene Autry, Dick Clark, and a host of other celebrities... B.J. Thomas joining the cast of the Grand Ole Opry??... Eddie Rabbitt's entourage added another tour bus... The Oak Ridge Boys' PBS video debut will be seen in August. During the taping of the "Soundstage" program in Chicago the Oaks invited New York Mets baseballer Doug Flynn to join them on stage. At least it gave the ballplayer something to do during the strike. Seen

Twitty, Roy Acuff, T.G. Sheppard, and other "star-lebrities" were seen on ESPN cablevision's coverage of the Nashville Sounds game the other night. Twitty is the major stockholder in the most successful minor league team currently... The annual Tex Ritter Roundup & Reunion will be held this year on September 12 in Gainesville, TX... Ronnie Milsap closed at the Aladdin Hotel in Las Vegas Wednesday (7-22)... John Denver's current showband includes former Presley sidemen James Burton and Glen D. Hardin... In his first professional job, Dean Hall, a junior mass communications major at nearby Middle Tennessee State University, became General Manager of WTJT Radio in nearby Franklin, TN. "A year ago," he says, "I was linebacker at the University of Kentucky; never had worked at a radio station." Now he's managing one! Hall's dad is noted singer-writer and party host Tom T. Hall... The album "Best of the Statler Bros." has been on the best-seller album list for 283 consecutive weeks (sounds like a record!)... Barbie Benton's back on "Hee Haw" this fall... Cher bought one of Mickey Gilley's mechanical bulls and rides it in her stage shows. Cher is seen



here are Oaks Duane Allen, William Lee Golden and Richard Sterban while Flynn (center) performs... Travelers spent \$2.3 billion in Tennessee in 1980; now they're saying 1981 will top that... Barbara Mandrell's persistent voice strain, caused by her grueling shooting schedule on the weekly NBC-TV series last season, was a real factor in second thoughts about another TV season. Barbara decided to return to the tube this fall... Boxcar Willie worked 25 dates last month (sounds like the 40's and 50's schedules of country stars) and says "business is picking up"... Arleen Harden (remember the Harden Trio's 60's smash "Tippy Toein'") is heard on a new jingle for Goodyear... The Sound 70 Singers Nashville backup group (Ronnie Drake, Al Henson, Beckie Foster, & Joy Garner) changed their name to Tennessee Express... I just learned about the loss of Leroy Van Dyke's mother in Sedalia, MO and Jacky Ward's dad in East Texas... David Brinkley will interview Slim Whitman on NBC-TV's "Magazine."

IT'S A COUNTRY FACT: Tom T. Hall's latest album features the music of Johnny Rodriguez's band!... Rock impresario Don Kirshner videotaped "Jamboree In The Hills" for WWVA and Columbia Pictures Industries in Wheeling with a slew of stars. First full-country TV special Kirshner's been into... This past year, Kenny Rogers paid \$14.5 million for that 35-room Bel Air mansion, a fortune on a Malibu estate, and \$100,000 for Marianne Gordon's lynx coat; no wonder he works all the time!... Acuff-Rose Publishing's Bob Jennings has announced over 600 major horse shows in the past 20 years!... Conway



here with Johnny Lee following one of her shows recently in Las Vegas... Crystal Gayle will be subject of a Playboy feature this fall (November issue)... Moe Bandy learned that there's a trotting horse racing at New York's harness tracks named "Mo Bandy!"... "Hee Haw" 's Archie Campbell is dealing with a national manufacturer to lend his name to a line of designer clothes (true), including designer bib overalls and a line of lounge-sleepwear called "Archie Campbell's Southern Comforts." The fancy PJ's will be union suits of flannel and velour, in every color of the rainbow; "Elegance in Farmland Fashions!"

THE BEGINNING OF A HIT RECORD
JACK GRAYSON
 "My Beginning Was You"

THE 1ST WEEK - BILLBOARD - 80 ★ WITH 21 STATIONS REPORTING AND RUNNING STRONG THIS WEEK!

Watch for the Nashville Rhythm Section
 the New Album "Keep On Dancing" To Be Released In 30 Days.

Distribution and Promotion:
 Kola Records
 P.O. Box 1680
 Hendersonville, TN 37075

Call Pres. Wes Sanborn
 (615) 824-8601





Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Eddie Rabbit (Elektra/Curb)	Kenny Rogers (EMI/Liberty)	Eddie Rabbit (Elektra/Curb)	Kenny Rogers (EMI/Liberty)	Eddie Rabbit (Elektra/Curb)	Kenny Rogers (EMI/Liberty)	Eddie Rabbit (Elektra/Curb)	Johnny Lee (Full Moon/Asylum)
Johnny Lee (Full Moon/Asylum)	Ronnie Milsap (RCA)	Hank Williams Jr. (Elektra/Curb)	Hank Williams Jr. (Elektra/Curb)	Ed Bruce (MCA)	Ronnie Milsap (RCA)	Ronnie Milsap (RCA)	Ronnie Milsap (RCA)

EAST		MIDWEST		SOUTH		WEST	
WQAA-FM Albany, NY	WQYV East Longmeadow, MA	WBLR Akron, OH	WYXR Cleveland, OH	WYVE Alexandria, LA	WYDE Birmingham, AL	WOK-FM Jacksonville, FL	KNQE Marion, LA
BILLY SWAN GLENN CAMPBELL SAMMY SMITH CORNIE CATO HOTTEST: STATLER BROTHERS RONNIE MILSAP REBA MC ENTIRE TILLIS & SINATRA JANIE FRICKE	LACY J. DALTON JIMMY CASH JOHN ANDERSON DOUG KERSHAW HOTTEST: KERRY ROGERS JOHN ANDERSON RONNIE MILSAP DON WILLIAMS HANK WILLIAMS JR. T.G. SHEPPARD MICKEY GILLEY	JANIE FRICKE EDDIE RABBITT NOE & JOE JOHN ANDERSON HOTTEST: HANK WILLIAMS JR. CONWAY & LORETTA ALABAMA RONNIE MILSAP DON WILLIAMS HANK WILLIAMS JR. CONWAY TWITTY	LACY J. DALTON JIMMY CASH JOHN ANDERSON DOUG KERSHAW HOTTEST: KERRY ROGERS JOHN ANDERSON RONNIE MILSAP DON WILLIAMS HANK WILLIAMS JR. T.G. SHEPPARD MICKEY GILLEY	JOHN ANDERSON JANIE FRICKE DOUG KERSHAW BILLY SWAN HOTTEST: EDDIE RABBITT NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA VERM GOSDIN	MEL MC DANIEL JANIE FRICKE JOHN ANDERSON HOTTEST: HANK WILLIAMS JR. ALABAMA CONWAY & LORETTA VERM GOSDIN	EDDIE RABBITT JANIE FRICKE DICKIE LEE ED BRUCE NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA KERRY ROGERS RONNIE MILSAP RONNIE MC DONNELL	DIANA TILLIS & SINATRA FAMILY BROWN RAY PRICE ED BRUCE NOE & JOE WILLIE NELSON ALABAMA HOTTEST: HANK WILLIAMS JR. KERRY ROGERS CONWAY & LORETTA RONNIE MILSAP RONNIE MC DONNELL
WVAM Allentown, PA	WVCFM Hagerstown, MD	WVPR Ann Arbor, MI	WVRS Ann Arbor, MI	WVET Austin, TX	WVET Austin, TX	WVET Austin, TX	WVET Austin, TX
MICHAEL JONES WILLYE NELSON SAMMY SMITH DUNN MC LEAN CORIN-HANMER BAND JOHN ANDERSON NOE & JOE HOTTEST: RONNIE MILSAP RAZZY BAILEY DON WILLIAMS CONWAY TWITTY T.G. SHEPPARD	CORNIE CATO BILLY SWAN RICH LANDERS MERCY HENRY HOTTEST: TOMPALE & GLASER B ALABAMA NARRABA MANDRELL CRYSTAL GAYLE JOHNNY LEE	TILLIS & SINATRA REBA MC ENTIRE RICH LANDERS HOTTEST: NOE & JOE TRICIA JONES JOE WATSON BELLAMY BROTHERS TERMI GIBBS	DOUG KERSHAW LACY J. DALTON OUT CLARK DOTTIE WEST HOTTEST: MERLE HAGGARD RONNIE MILSAP KERRY ROGERS BELLAMY BROTHERS TERMI GIBBS	GLENN CAMPBELL EDDIE RABBITT JANIE FRICKE DOUG KERSHAW BILLY SWAN HOTTEST: EDDIE RABBITT NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA VERM GOSDIN	GLENN CAMPBELL EDDIE RABBITT JANIE FRICKE DOUG KERSHAW BILLY SWAN HOTTEST: EDDIE RABBITT NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA VERM GOSDIN	GLENN CAMPBELL EDDIE RABBITT JANIE FRICKE DOUG KERSHAW BILLY SWAN HOTTEST: EDDIE RABBITT NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA VERM GOSDIN	GLENN CAMPBELL EDDIE RABBITT JANIE FRICKE DOUG KERSHAW BILLY SWAN HOTTEST: EDDIE RABBITT NOE & JOE WILLIE NELSON ALABAMA CONWAY & LORETTA VERM GOSDIN

NUMBER OF REPORTING STATIONS THIS WEEK: 105

WEST		WEST		WEST		WEST		WEST		WEST		WEST	
KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM	KRZY Albuquerque, NM
"CRASH" CRADDOCK EDDIE RABBITT HOTTEST: ALABAMA HANK WILLIAMS JR. TERRY GREGORY VERM GOSDIN JOE STAMPLEY	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS	EDDIE RABBITT TANTA TUCKER HOTTEST: SAMMY SMITH BURRITO BROTHERS LACY J. DALTON HOTTEST: JOHN ANDERSON JOHNNY LEE HANK WILLIAMS JR. KERRY ROGERS

Hottest Tracks:

- "Blaze Of Glory" KENNY ROGERS (EMI/Liberty)
- MERLE HAGGARD - Rainbow Stew/Live At Anaheim Stadium - (MCA) "Fiddle Breakdown"
- DOUG KERSHAW - Instant Hero - (Scotti Bros.) "It's All Your Fault"
- CHARLY MCCLAIN - Surround Me With Love - (Epic) "Sweet And Easy, Soft And Slow" "Sleepin' With The Radio On"
- ANNE MURRAY - Where Do You Go When You Dream - (Capitol) "Another Sleepless Night" "Where Do You Go When You Dream"
- OAK RIDGE BOYS - Fancy Free - (MCA) "Somewhere In The Night" "I'm Sartin' Fancy Free" "She's Gone To L.A. Again"
- KENNY ROGERS - Share Your Love - (EMI/Liberty) "Blaze Of Glory" "Gray Beard" "Through The Years" "Share Your Love With Me"
- "So In Love With You"
- RICKY SKAGGS - Waitin' For The Sun To Shine - (Epic) "Low And Lonely"
- STATLER BROTHERS - Years Ago - (Mercury/Pg) "Years Ago" "Chat Atkins' Hand"
- TANYA TUCKER - Should I Do It - (MCA) "I Oughta Let Go" "Rodeo Girls"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Feels So Right - (RCA) "Hollywood" "Love In The First Degree"

JOHN ANDERSON - John Anderson 2 - (WB) "Chicken Truck"

BOBBY BARE - As Is - (Columbia) "White Freight Liner Blues"

ROSSANNE CASH - Seven Year Ache - (Columbia) "Rainin'"

JOHN CONLEE - With Love - (MCA) Love Is What You Need "What's Forever For" "Miss Emily's Picture"

LACY J. DALTON - Takin' It Easy - (Columbia) "Wild Turkey" "Comes A Time"

CONWAY TWITTY - Mr. T. - (MCA) "Red Neckin' Love Match" "Nigh" "Love Salvation"

JERRY JEFF WALKER - Reunion - (South Coast/MCA) "Got Lucky Last Night" "Maybe Mexico"

DON WILLIAMS - Especially For You - (MCA) "If I Needed You" "Years From Now" "Fairweather Friends"

THE NIGHT THE LIGHTS WENT OUT IN GEORGIA - Soundtrack - (Mirage) "I Love My Truck" "The Night The Lights Went Out In Georgia"

KENNY ROGERS "I Don't Need You" (EMI/Liberty)

ALABAMA "Feels So Right" (RCA)

JOHNNY LEE "Prisoner Of Hope" (Full Moon/Asylum)

RONNIE MILSAP "There's No Gettin' Over..." (RCA)

HANK WILLIAMS JR. "Dixie On..." (Elektra/Curb)



Jeff
Green

Adult/Contemporary

NEGATIVE STIGMAS DESTROYED

Jingles: Finding Their Value, Making Them Purposeful

Over the last several years, the jingle has experienced turbulent times. Many questions have been raised regarding their very existence: Are jingles meaningful? Are they an irritant? How do you find the right ones to use?

I brought these questions and several others to WASH/Washington, DC Program Director Bob Hughes, who co-produces all of his station's jingles. Bob sees jingles as offering real value for several mechanical programming applications, for developing subtle yet significant station psychological awareness, and for strengthening his station's lifestyle identity in the market.



Bob Hughes

The Negative Myths

First of all, Bob believes that there is, contrary to past research, no general audience negative stigma about jingles — it's certain types of jingles that evoke resistance. "We all went through this period several years ago, when program directors were saying their research had shown jingles as irritants. But this research wasn't completely thorough. Which jingles? In what markets? How are they being used? To critically evaluate a statement that jingles themselves are negatives, you need to know these answers.

"I learned that the irritating jingles were the short 'shotgun' types which only gave the call letters." When asked about the marketing value of such a jingle, Bob remarked, "Imagine a conventional business jingle, us-

"One of our longer jingles eventually became our most requested record!"

ing only a quick drum roll and musical chord, followed by a vocal group singing 'McDonald's!' That kind of jingle doesn't say anything about the product. But what happened was that the whole radio industry thought, 'All jingles are irritants' and off they came. Many stations replaced the jingles with a chant of their call letters in a slow, pounding rhythm. I find that to be equally irritating."

Uses, Not Abuses

Rather than simply dismissing them as negatives on their face value alone, Bob began by discussing some of his fundamental reasons for using jingles. "Obviously, the principal purpose is to establish call letter identification. Hopefully, it's also a pleasing repetition of the call letters.

"The real reason we began using jingles so heavily is that we were in the contemporary music business. We compete and share with most of the CHR stations in the market, and none of them are using jingles. Deciding to use them was a different way to say the calls. Since you have to give the calls all the time, presenting them musically twice per hour really highlights them, especially to listeners who are using the radio as background entertainment.

"I think jingles can also be used as production elements to improve your flow, and you can do that with the right ones. They can certainly help improve the flow from event to event, or can be used for staging various pieces of information, such as promotional announcements, news, weather, or public affairs.

The Jingle As An Advertisement

Bob described how jingles offer more than continuity and identification. "Jingles can be used to reinforce

an advertising campaign in other media. Let's say, for example, you're using a TV commercial which includes a jingle. It makes sense to do what major advertisers like McDonald's or Coca-Cola do, and that is to play the soundtrack of that commercial on a radio station. This, of course, reinforces what people see in a visual medium. It's one of the oldest techniques used by advertisers to enforce their 'media mix,' generating recall and creating a synergistic, or multiplied effect. What makes it interesting is that the TV audio not only can work well as a radio spot, but if one remembers the TV spot, almost unconsciously the listener starts to replay the visual images associated with that soundtrack." Bob concluded these views with the point that radio programmers are only starting to understand that one of the most powerful advertising media they have at their disposal is their own radio stations. "Programmers are just beginning to know how to use their own airwaves and their own program content as an advertising vehicle to build listener loyalty."

The Jingle In An Extended Form

Explaining how jingles are used at WASH, Bob said, "We create and program our jingles differently. Often we use certain longer 'song'-type jingles, as sort of sur-

"When we started to create our own musical imagery, we looked at the types of songs that were testing well in our callouts."

prise element in the programming. Each song sounds vaguely familiar, when suddenly out pops a musical reference to the radio station. It definitely surprises the listeners sometimes. Other times, we use different longer-form jingles to communicate a feeling about the radio station in emotional terms, in the same way a hit record works. My attitude about jingles like these is that they can be very helpful in solidifying the emotional bond between the listener and our radio station. In fact, one of our longer jingles eventually became our most requested record!"

Finding The Right Jingle

Bob shared many interesting points about determining the right jingle for a station, regardless of budget allowance.

"It's a very difficult process," he said. "One way to begin is to understand the attitudes and feelings of your listeners towards radio and perhaps even toward something as esoteric and elusive as life itself. From there, you need to work with talented people to see if you can put together something musically which says something about the radio station."

Elaborating, more specifically on this procedure, Bob continued, "One of the things we looked at when we started to work at creating our own musical imagery was the types of songs that were testing well in our callout research. We noticed they tended to be ballads or smooth rock, such as the Eagles or Fleetwood Mac. Then we studied the various jingle producers who made song-like jingles. What we learned was that they all were very uptempo, with lots of brass, percussion and dense vocal harmonies — they didn't sound anything at all like the music people were responding to.

"We decided, therefore, to produce our own jingles that sounded like ballads. In a format like ours, where we rely heavily on female appeal, it turned out to be pretty easy to write a love song about our radio station. We produce all of our own jingles, in conjunction with Otis Conner in Dallas. On one occasion, we rented a piano and worked on musical ideas out of my house for two days. You see, ours are completely custom-made, not in a grid-form, where you adapt a standard package to your station. We contribute to the design by offering

him the perceptual information we have on the market, the listeners, how they're responding to radio, their attitudes towards WASH and life in general. We build all of this into the music. It can be very expensive, however — perhaps something only stations in larger markets can afford."

Bob offers this advice to stations on smaller budgets who want customized sounds: "Try to understand the assumptions that were operating when any particular jingle package was put together, and see if those assumptions are compatible or apply to your radio station. If they do, which is possible due to the homogenous and mass-culture trends we're seeing, it's likely that package will work. If not, you may be better off not using it, because I really believe that no jingle is better than the wrong one."

For radio stations that want to go ahead and produce their own jingles, Bob suggests to programmers, "What you want to do is to develop a good feel for how today's contemporary music is being assembled — the process that is being used — and see how close to that you can come. A budgetary alternative could be to pay the most money you can afford to get your call letters sung by the best possible vocal group. Above all, if you can find a talented composer and lyricist who can capture the spirit of your radio station and make an emotional statement, then that jingle can help you."

Community Identification Through Jingles

Describing the community association a jingle can provide, Bob said, "Our sister station WCBM/Baltimore is using a jingle that talks about Baltimore as a city, how nice it is to be there and to have WCBM to listen to. It's very nostalgic and very purposeful in how it ties the radio station into the city. It says something very positive about the town and the radio station's involvement with Baltimore. You can't get that from an eight-second shotgun jingle.

"As good as theirs is, we don't use ID's like that here because people here don't necessarily identify with Washington. Many of our listeners live in Virginia or Maryland. How do you musically refer to the 'Washington metropolitan area?'"

Offering Listeners Benefits Through Jingles

Bob observes that jingles can help position a station above its competitors through image enhancement. "Our longest jingle runs about 3½ minutes. It begins by offering 'This Is Where The Music Starts.' It talks about people's attitudes towards music. This is directly out of

"Try to understand the assumptions that were operating when any particular jingle package was put together, and see if those assumptions apply to your radio station."

audience research we've done. It states, as WCBM's jingle I described does, a benefit for listening to the music on WASH. You have to position your product — in this case, a music-based radio station — as one that offers benefits. As the programming consultant George Burns says, the benefits are those in the world of dream and fantasy.

"Take a half-dozen radio stations who all play contemporary music. What are the benefits that make each one different? It certainly isn't in the ingredients. All the benefits are created through marketing and advertising, and they are made to exist only in the listener's mind. Those benefits can only be found by understanding your listeners' concerns, fantasies and dreams, and amplifying, expanding, or even pointing out they exist."

BEING A BREAKER "FEELS SO RIGHT"

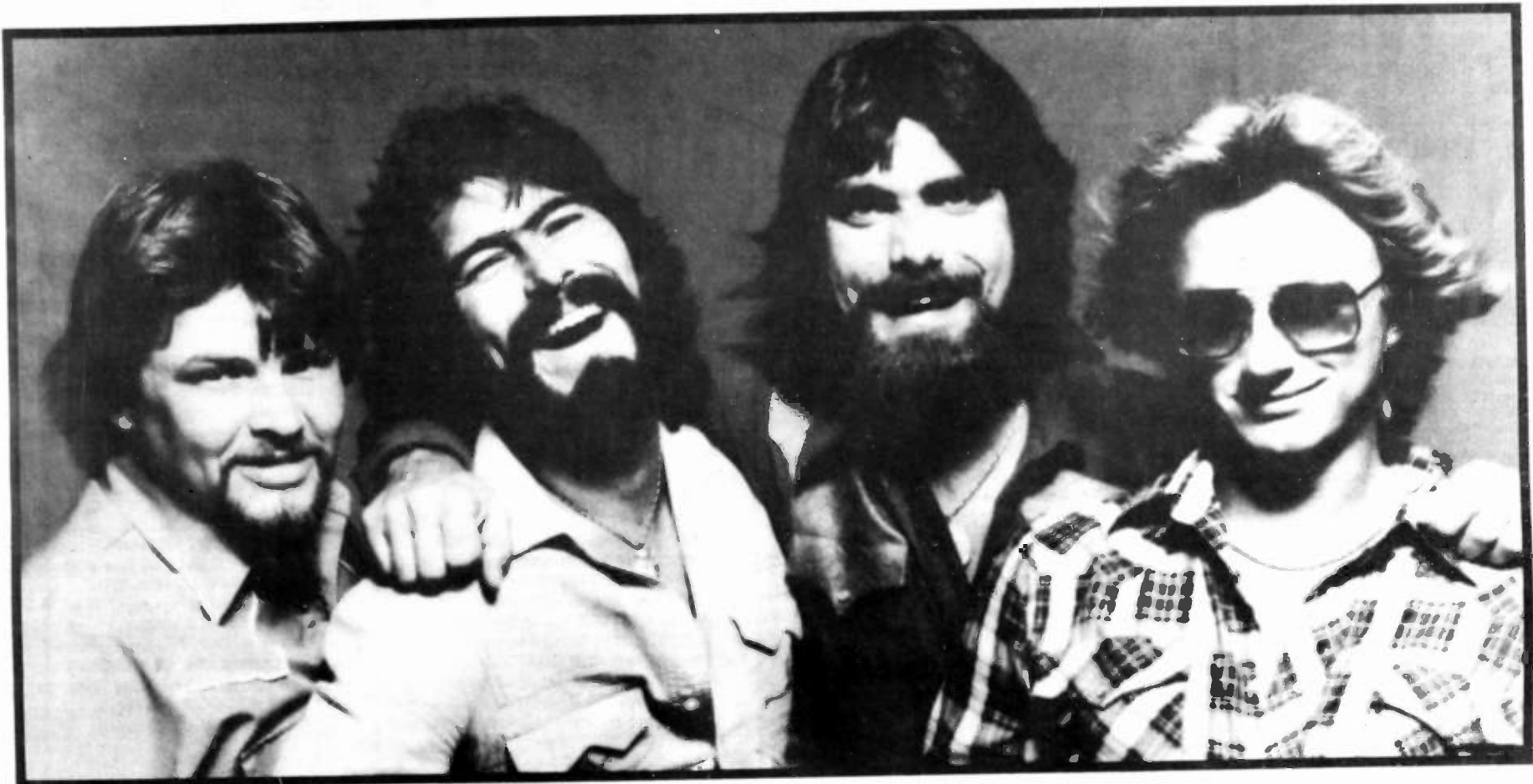
PB 12236

A/C

BREAKERS

ALABAMA
Feels So Right (RCA)

81% of our reporters on it, 10 adds, WELI, WIP, WHAM, KPPL, KUGN, KRZI, WFTL, WFSM, WAKR, WSGW. Heavy rotation: WSB, 97AJA, WSIX, KMBZ, WORG, WRVA, KOB, KFQD, KLO, WHBY, KGGF, KRNT, WOOD, KXIC, KFOR, KLMS, WJON, WIBW, KRMG. Medium rotation: WBT, WHAS, WSJS, KOY, KEX, KNBR, KLOK, WLW, WHIO and 20 more. Moves 27-23 on A/C chart.



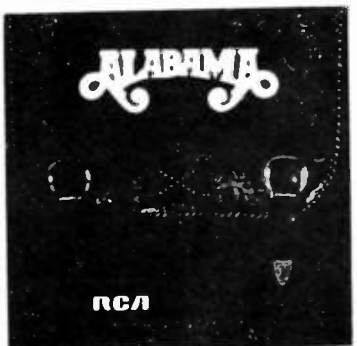
ALABAMA

NEW & ACTIVE *CHIR*

ALABAMA "Feels So Right" (RCA) 75/11
 Moves: Up 39, Debuts 9, Same 15, Down 1, Adds 11, WKRZ-FM, 14Q, KNUS, FM100, KX104, KMJK, 13FEA, WCGQ, KFYZ, KELO, KSLY, WROR 28-21, 94Q 28-22, WRJZ 4-3, KIOY 19-15.

**From The Gold Album
"Feels So Right"**

ON RCA RECORDS



AHL-1-3930

A/C

BREAKERS

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

ALABAMA Feels So Right (RCA)

61% of our reporters on it, 10 adds, WELI, WIP, WHAM, KPPL, KUGN, KRZI, WFTL, WSFM, WAKR, WSGW. Heavy rotation: WSB, 97AIA, WSIX, KMBZ, WORG, WRVA, KOB, KFQD, KLO, WHBY, KGGF, KRNT, WOOD, KXIC, KFOR, KLMS, WJON, WIBW, KRMG. Medium rotation: WBT, WHAS, WSJS, KOY, KEX, KNBR, KLOK, WLW, WHIO and 20 more. Moves 27-23 on A/C chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. Indicates one of this week's "most added" new songs.

JOHN DENVER "Some Days Are Diamonds" (RCA) 63/6 add WTMJ, KOB, WFIR, KAKZ, WBOW, WSGW. Heavy rotation: WLTA, KOY, KSL, KMBZ, WDEF, WFTL, WLVA, WRVA, KLO, KRMG, WIBW, KLMS, KXIC, WOOD, WHBC. Medium rotation: WELI, WHEN, WSB, WRVR, WSJS, KEX, WCCO-AM, WNAB, WEIM, WNEU, WSBA, WIS, WNDB, WSLI, WYMC, WDBO, KUGN, KMED, KOLO, KRKK, WJON, WQUA, KMRJ, WDFI, KFOR, WACI, WDFD, KGGF, WKIQ, WHBY. Moves 29-24 on A/C chart.

DIONNE WARWICK "Some Changes Are For Good" (Arista) 63/2 add WISN, WRVR. Heavy rotation: KSL, WTMJ, WCCO-AM, WHAG, WSBA, WFTL, WLVA, WDBO, WRVA, KMED, KOLO, KLMS. Medium rotation: WELI, WPRO, WGY, WHEN, WBT, KFMB, KNBR, WHIO, KRKK, KRKO, KUGN, KRZI, WYMC, WMAZ, WDEF, WABZ, WCFR, WGIR, WEIM, WNAB, WHBY, WDFD, KXIC, KFOR, WDFI, KMRJ, WJON, WSTV, WIBW. Moves 30-26 on A/C chart.

COMMODORES "Lady (You Bring Me Up)" (Motown) 48/10 add WTAE, WPRO, WHEN, WBT, WSJS, WFYR, KLO, KUGN, WHAG, WACI. Heavy rotation: WBEN, WGR, WLW, WTMJ, KRKO, WCHV, WABZ, KLMS. Medium rotation: WCBM, WIP, WRVR, WQAI-FM, KNBR, WGAR, WCCO-FM, WEIM, WSFM, WLNH, WCFR, WNEU, WJBO, WSLI, KAAV, WMAZ, WORG, WFIR, KBAI, KRKK, WHIZ, WBOW, WSTV, WDFI, KWOS, WAKR. Debuts at number 27 on A/C chart.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 43/19 add WBEN, WGR, WIP, WGY, WASH, 97AIA, KING, WHAG, WCFR, WNEU, KAAV, WABZ, KRKK, KOLO, KFOR, WJON, WBOW, WHIZ, WQAI-FM. Heavy rotation: WKHM, KLMS. Medium rotation: WSM-FM, WLW, KRKO, WORG, WSLI, WDEF, WCHV, WEIM, KLTE.

MICKEY GILLEY "You Don't Know Me" (Epic) 43/18 add WHAS, WHIO, WTMJ, KOLO, KLO, KBAI, KUGN, KOB, WIS, WABZ, WATR, WHAG, WEIM, WNAB, WKIQ, WACI, WDFI, WHIZ. Heavy rotation: KSL, KLOK, WCCO-AM. Medium rotation: WBEN, WRVR, KOY, WLW, WDBO, WDEF, WHBY, KXIC, KFOR, KLTE, WIBW, KRMG.

TERRI GIBBS "Rich Man" (MCA) 41/2 add WSGW, WHIZ. Heavy rotation: WTMJ, WCCO-AM, WDEF, WLVA, WHBC, KLMS. Medium rotation: WELI, KOY, WHIO, KMBZ, WHBY, KXIC, WKHM, KFOR, WDFI, KMRJ, WQUA, WJON, KRMG, KOLO, KLO, KBAI, KMED, KUGN, WMAZ, WNDB, WIS, WJBO, WHAG, WEIM, WTR.

ANNE MURRAY "We Don't Have To Hold Out" (Capitol) 40/5 add WLTA, WRVR, KLO, WLVA, WHIZ. Heavy rotation: WSB, KSL, WCCO-AM, WSBA, WRVA, WQUA. Medium rotation: WELI, KOY, KEX, KFMB, WFIR, WFTL, WNDB, WDEF, WGIR, WEIM, KFQD, KUGN, KOLO, KRKK, WHBY, WHBC, KFOR, KMRJ, WJON.

PABLO CRUISE "Cool Love" (A&M) 38/11 add WGAR, KFMB, WMJJ, KFQD, WFIR, WEIM, KGGF, WNFL, KFOR, WQUA. Heavy rotation: WSM-FM, WTMJ. Medium rotation: WQAI-FM, WLW, KRKO, WORG, WMAZ, KAAV, WSLI, WABZ, WLNH, WSFM, WNAB, WACI, WKHM, KWOS, WHIZ.

STACY LATTISAW "Love On A Two Way Street" (Cotillion) 37/8 add WWWE, WLW, WNAB, WCHV, WIS, WBOW, KRMG, WDFD. Heavy rotation: WORG, WHAG. Medium rotation: WGY, WIP, WSM-FM, WQAI-FM, WGAR, KRKK, KFQD, WFIR, WMAZ, WABZ, WNEU, WLNH, WEIM, KXIC, WJON, WSTV, WHIZ.

DON McLEAN "It's Just The Sun" (Millennium) 36/23 add WLTA, 97AIA, KOY, KSL, WCCO-AM, KOLO, KRKO, WRVA, WTR, WFTL, WIS, WJBO, WSBA, WATR, WEIM, WRIE, WNAB, WKIQ, WACI, KFOR, WQUA, WJON, WIBW. Medium rotation: WDBO, KXIC.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 32/3 add WBT, KMJJ, WRVA. Heavy rotation: WLNH. Medium rotation: WSJS, WLW, KRKK, KFQD, WORG, WMAZ, WSLI, WCHV, WJBO, WABZ, WSBA, WCFR, WHAG, KGGF, WKHM, WQUA, WHIZ.

YUTAKA "Love Light" (A&E) 28/11 add WLTA, KOY, KFMB, WLVA, WRVA, KUGN, KRKO, KOLO, KRKK, KXIC, WKHM. Heavy rotation: KLMS, WQUA. Medium rotation: KSL, WCCO-AM, KFQD, WNDB, WHBY, WJON, KRMG.

DARYL HALL & JOHN OATES "You Make My Dreams" (RCA) 27/1 add KOB. Heavy rotation: WBZ-AM, KDKA, WTAE, WGY, WBT, WQAI-FM, WSJS, WLW, WGAR, WTVN, KBAI, WFIR, WJBO, WOWO, WHIZ. Medium rotation: WHEN, WMAZ, WCHV, WKIQ, WDFI, KMRJ, WBOW, KFQD.

Others Getting Significant Action

AL JARREAU "We're In This Love Together" (WB) 18/11 add WBT, KMBZ, WLNH, WCFR, WABZ, WJBO, KRKO, KMED, KBAI, WKHM, KFOR. Medium rotation: WLTA, WORG, WDEF.

ENGEIBERT HUMPERDINCK "Maybe This Time" (Epic) 17/9 add KLOK, WCCO-AM, KMED, KOLO, KFOR, WQUA, WIBW, WHIZ, KSL. Medium rotation: WLTA, WNAB.

JOHNNY MATHIS "Nothing Between Us But Love" (Columbia) 16/3 add WHIO, KFOR, KGGF. Medium rotation: WLTA, WNAB, WATR, WDEF, WNDB, KMED, WHBY.

PURE PRAIRIE LEAGUE "You're Mine Tonight" (Casablanca/PolyGram) 15/5 add WDEF, WLNH, WGIR, WYMC, KGGF. Medium rotation: WLTA, WRVR, KBAI, WSLI.

GROVER WASHINGTON JR. "Winelight" (Elektra) 15/1 add WHEN. Heavy rotation: KSL, WTMJ, KLMS. Medium rotation: WLTA, WDEF, KRKO, KFOR.

LARRY JOHN McNALLY "Just Like Paradise" (ARC/Columbia) 14/3 add KMED, WDFI, WHBY. Heavy rotation: WLTA, 97AIA. Medium rotation: WATR.

MOODY BLUES "Gemini Dream" (Threshold/PolyGram) 14/3 add WBT, WHAG, KFQD. Heavy rotation: WNEU, WLNH. Medium rotation: KDKA, WNAB, WABZ, WCHV, KAAV, WBOW, WOWO.

ROBBIE PATTON "Don't Give It Up" (Liberty) 13/8 add WBEN, WGR, WIP, WMAZ, WCHV, KBAI, WHIZ, WACI. Medium rotation: WLNH, KXIC.

DON WILLIAMS "Miracles" (MCA) 13/0. Heavy rotation: KSL. Medium rotation: KOY, WCCO-AM, WNDB, KGGF, KXIC, WQUA, KRMG.

EDDIE RABBITT "Step By Step" (Elektra) 12/12 add WWWE, KMBZ, KLO, KBAI, WORG, WATR, WRIE, WHBY, KWOS, WSTV, KRMG, KFQD.

Radio & Records

NATIONAL AIRPLAY/30

July 24, 1981

Three Two Last
Weeks Weeks Week

4	3	3	1	KENNY ROGERS /I Don't Need You (Liberty)
5	4	2	2	JOEY SCARBURY /Theme From "Greatest..." (Elektra)
1	1	1	3	AIR SUPPLY /The One That You Love (Arista)
6	5	4	4	MANHATTAN TRANSFER /Boy From New York City (Atlantic)
16	11	8	5	JUICE NEWTON /Queen Of Hearts (Capitol)
15	10	6	6	MARTY BALIN /Hearts (EMI America)
24	18	10	7	CARPENTERS /Touch Me When We're Dancing (A&M)
2	2	5	8	GEORGE HARRISON /All Those Years Ago (Dark Horse/WB)
23	19	12	9	POINTER SISTERS /Slow Hand (Planet)
-	22	15	10	RONNIE MILSAP /(There's) No Gettin' Over Me (RCA)
17	14	11	11	ALAN PARSONS PROJECT /Time (Arista)
12	9	9	12	SHEENA EASTON /Modern Girl (EMI America)
10	7	7	13	LEE RITENOUR /Is It You (Elektra)
9	8	14	14	ROSANNE CASH /Seven Year Ache (Columbia)
14	13	13	15	OAK RIDGE BOYS /Elvira (MCA)
-	-	26	16	DIANA ROSS & LIONEL RICHIE /Endless Love (Motown)
26	21	20	17	STANLEY CLARKE/GEORGE DUKE /Sweet Baby (Epic)
18	16	16	18	CAROLE BAYER SAGER /Stronger Than Before (Boardwalk)
7	12	18	19	BARBRA STREISAND /Promises (Columbia)
27	24	21	20	CARL WILSON /Heaven (Caribou)
3	6	17	21	NEIL DIAMOND /America (Columbia)
29	26	22	22	JOHN SCHNEIDER /It's Now Or Never (Scotti Bros.)
-	30	27	23	ALABAMA /Feels So Right (RCA)
-	-	29	24	JOHN DENVER /Some Days Are Diamonds (RCA)
-	-	30	25	DIONNE WARWICK /Some Changes Are For Good (Arista)
8	15	19	26	PURE PRAIRIE LEAGUE /Still Right Here... (Casablanca/PolyGram)
-	-	27	27	COMMODORES /Lady (You Bring Me Up) (Motown) New Entry
11	17	25	28	DOTTIE WEST /What Are We Doing In Love (Liberty)
13	20	24	29	JIM PHOTOGLO /Fool In Love With You (20th)
25	23	23	30	JAMES TAYLOR /Herd Times (Columbia) New Entry

This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at least 60% of our reporters.

MOST ADDED

- DIANA ROSS & LIONEL RICHIE**
Endless Love (Motown)
- DON McLEAN**
It's Just The Sun (Millennium)
- RAY PARKER JR. & RAYDIO**
That Old Song (Arista)
- MICKEY GILLEY**
You Don't Know Me (Epic)
- EDDIE RABBITT**
Step By Step (Elektra)

HOTTEST

- KENNY ROGERS**
I Don't Need You (Liberty)
- JOEY SCARBURY**
Theme From "Greatest..." (Elektra)
- AIR SUPPLY**
The One That You Love (Arista)
- MANHATTAN TRANSFER**
Boy From New York City (Atlantic)
- POINTER SISTERS**
Slow Hand (Planet)

GINO VANNELLI "Nightwalker" (Arista) 25/6 add WGAR, KLO, KFQD, WKIQ, WDFI, WQUA. Heavy rotation: WYMC. Medium rotation: WGR, KEX, WORG, WSLI, WCHV, WHAG, WEIM, WKHM.

JOHNNY LEE "Prisoner Of Hope" (Full Moon/Asylum) 24/1 add WHIO. Heavy rotation: WSB, WSIX, KSL, KMBZ, WCCO-AM, KGGF, KRNT, KLMS, KLTE, KRMG. Medium rotation: WLTA, KRKK, KLO, WFIR, WDEF, WHAG, WHBC, KXIC, WJON.

PHIL EVERLY "Sweet Southern Love" (Curb/CBS) 23/1 add WRVR. Heavy rotation: WTMJ, KLO, WDEF, KLMS. Medium rotation: KEX, WHIO, KOB, KFQD, WLVA, WNDB, WEIM, WHBC, KMRJ, WQUA, WJON.

SHEENA EASTON "For Your Eyes Only" (EMI America) 22/7 add WHEN, KSL, KBAI, WRVA, WFTL, WIS, WATR. Heavy rotation: 97AIA, WLTA. Medium rotation: WBEN, WELI, WRIE, WSLI, WORG, WJON.

GARY WRIGHT "Really Wanna Know You" (WB) 21/6 add WSLI, KRKO, WBOW, KWOS, WKIQ, KRMG. Medium rotation: WBT, WRVR, WSM-FM, WLW, KRKK, WMAZ, WABZ, WLNH.

JAMES TAYLOR "Summer's Here" (Columbia) 20/11 add WBT, KFMB, WLW, WCCO-AM, WNAB, WRIE, WEIM, WIS, KUGN, WHBY, WSLI. Medium rotation: WLTA, WJON, KRMG. Due to error, this song was deleted from last week's research. It should have appeared at 11/9 under "Others Getting Significant Action."

STARS ON 45 "Medley II" (Radio/Atlantic) 20/10 add WEIM, WATR, WIS, WSLI, WYMC, WRVA, WFIR, KOB, KRKO, KMRJ. Heavy rotation: KGGF. Medium rotation: WSJS, KMBZ, WNAB, WCHV, WKIQ.

JOURNEY "Who's Crying Now" (Columbia) 11/11 add WLW, WCFR, WNEU, WSLI, WMAZ, KRKO, KBAI, KOLO, KRKK, WHIZ, KWOS.

DAN HARTMAN "It Hurts To Be In Love" (Blue Sky/CBS) 11/1 add WWWE. Heavy rotation: WKHM. Medium rotation: WNAB, WHAG, WNEU, WNDB, KLO, KFOR, WHBC.

ROBERTA FLACK "You Stopped Loving Me" (MCA) 11/0. Heavy rotation: WLTA. Medium rotation: WCCO-AM, WRIE, WHBC, KFOR.

GEORGE FISCHOFF "Foxy" (Heritage) 10/9 add WCCO-AM, KMBZ, WHIO, WLTA, WDEF, WLVA, KUGN, KMED, KLO. Medium rotation: KOB.

CANTINA BAND "Summer '81" (Millennium) 10/8 add WSJS, KMBZ, WSFM, WABZ, WYMC, WORG, WSTV, WBOW. Medium rotation: WBEN, WGR.

SAMANTHA SANG "Let's Start Again" (Sutra) 10/2 add WHBY, KXIC. Heavy rotation: WLTA. Medium rotation: KSL, WSBA.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 9/1 add KMBZ. Medium rotation: WJON.

FLORENCE WARNER "Easy" (Mercury/PolyGram) 9/1 add WJON. Medium rotation: WDEF, KXIC, KFOR.

RICK SPRINGFIELD "Jessie's Girl" (RCA) 9/0. Heavy rotation: KAAV, WOWO, WHIZ. Medium rotation: KDKA, WHEN, WFIR, WBOW.

HERB ALPERT "Magic Man" (A&M) 8/8 add WHIO, KMBZ, WCCO-AM, WORG, WSTV, WJON, KWOS, WHBY.

ELTON JOHN "Chloe" (Geffen) 8/8 add WATR, WMAZ, WORG, KBAI, KRMG, WSTV, KMRJ, KWOS.

BOBBY GOLDSBORO "Love Ain't Never Hurt Nobody" (Curb) 8/1 add WKIQ. Medium rotation: WDEF, WNDB, WLVA.

JANIS IAN "Under The Covers" (Columbia) 8/1 add KFQD. Medium rotation: WORG, WNEU.



**Walt
Love**

Black Radio

Record Promotion: A PD's And MD's Perspectives

For music and program directors across the country, the mention of record promotion conjures up emotions both positive and negative. Why the mixed emotions? Because some programmers and music directors abuse their authority by being overly demanding while others are often too tolerant of "subpar" product.

In an attempt to raise our levels of consciousness, I thought that some direct input from radio people, who deal with record promoters on a daily basis, would be appropriate. In a future article I plan to interview two record company persons — one VP of promotion and one local (in the field) promotional representative.

Eddie Jordan, Music Director at WKND/Hartford and Jay Johnson, Program Director of WTLC/Indianapolis — both veteran professionals — shared some thoughts.

Jay Johnson began by saying, "It's always a welcome sight to see promotion people coming to town with their product. My Music Director Roger Holloway, who generally handles records and promo people, believes as I do — service promotional people as they service us. If they bring good product we have no problems; we try to treat everybody with the respect and credibility that they bring to us."

Honesty Best Policy?

I asked Jay what he and his music director expected of a record person with new product. "Only that they be honest. We feel that honesty and respect are very important words in this industry. It was brought out of the Black Radio Exclusive Conference '81 — recently held in Houston — that those of us in the business would like to be told the truth. Being told that a piece of product is good when it's really not is certainly not good policy. Being told 'I need this record played because my job is dependent on it' isn't fair to us. I feel that we need to get away from that and get around to being sincere."

As an ex-programmer, I wondered if a personal visit from a promotional rep influenced Jay and his music director positively. "Definitely, if the product is good and the record company is behind it. Promotion persons need to be cognizant of the facts — without somebody to visit they really don't have a job. If every company started mailing their product then we could start eliminating promotion people."

Aware of the plight of the small record company, I voiced the problem of no travel budget. Jay replied,



ANOTHER FAMOUS FORD: Carol Ford, morning personality at WDMT/Cleveland, is pictured here with WKYC-TV 3 News Reporter Ed Miller, who did an "On The Radio" profile on five different morning personalities in the Cleveland area.

"We know that most small companies won't become Motown, CBS, or TSOP overnight but it certainly is nice when people come in and give that personal touch, letting us know that they really care about the product."

Occasionally, a record rep and a programmer or music director will not get along personally. Jay commented, "As in any business we have our share of per-

"Being told 'I need this record played because my job is dependent on it' isn't fair to us. I feel that we need to get away from that and get around to being sincere."

— Jay Johnson



sonality clashes, and when something like that happens it can hurt both parties — no matter who's at fault. We had a situation occur between my MD and a record person who calls on us. I called the VP of Promotion and between the two of us we tried to work things out. For me to have a negative attitude and think, 'Well, if you don't service us, then fine,' is wrong. I feel that because we (radio and record people) are in this business together we should have a friendly working relationship, helping each other as much as we can."

Jay's closing: "Honesty about the product and honesty about whether it will be added, plus respect, can only mean success."

Respect And Restraint

Eddie Jordan is a seven-year veteran in the radio business. I have the pleasure of speaking with Eddie frequently, and I've learned about the care he takes in reporting music. I once asked him how he managed to be so patient and he told me that he liked people and he liked what he was doing. "I try to treat all promotion people respectfully, whether I know them personally or not. It's important to treat them as individuals."

What if you don't get respect? "I count to ten, and remember that we're all attempting to make an honest living. You have some promo people who are very aggressive and some promo people who are not; it all evens out."

Knowing how easy-going Eddie is, I wondered if he ever demanded or asked record people for anything. "First let me say I ask, I never demand. I do ask that a promotion person carry him or herself in a professional manner while at our radio station. I also ask that out-of-town persons take the time to call in advance to see if I can be readily available. Now, that's very important to me. But some record people come to the station unannounced and expect you to give them all of your time, plus your attention. It can't always be that

way if you're busy or have prior commitments. Sometimes I think that some of these people take these liberties because we're a small market — they don't take those types of liberties in the large cities."

I wondered about Eddie's opinion on personal visits by promotional people. "It's very important because if you are within reach and don't come, it means you don't care. If you are promoting geographically from California, maybe you can't get to me, but once or twice a year if you're in a city close by, there's no excuse at all!"

Regarding lunch and dinner entertainment, Eddie said: "I think some promotion people feel obligated to entertain when calling on stations. That's not true with me at all. I don't mind going out, but in most cases I'm just too busy. I want promo people to know that they don't have to feel obligated to do anything for me. The people I do go out with, every now and then, are people I've known for years — people who are considerate, sincere human beings."

Keeping Open Lines

I asked Jordan how he dealt with a situation where he has a particular problem with a specific individual. "If it's a local person I prefer to speak to someone else, the regional or national person. The only way to keep your objectivity about the music is to open lines of communication with someone else. If you start holding back from a particular company or taking off product

"If you start holding back from a particular company or taking off product because of bad rapport with the company, that's not good for anyone concerned — especially not your listeners."

— Eddie Jordan



because of bad rapport with the company, that's not good for anyone concerned — especially not your listeners."

Finally, I asked how Jordan thought the radio industry could find and develop good, strong, open-minded music directors. "I think that there are too many good people out there being overlooked in small markets. You've got to dig deep enough to find that talent, and when you do, proper direction from a person who is patient and understanding is the key. The person who did this for me was Sonny Taylor (presently with Polygram)."

Speaking with these two radio people was an encouraging experience. It appears that it's a new day in Black radio as pertains to morality and professionalism.

Action

- WZAK (93FM)/Cleveland introduced its new morning man Maxwell, who will be doing the 6-10am wake-up show Monday through Saturday. Maxwell most recently was on the air in Pittsburgh at WDVE and is a native of Cleveland. WZAK also has a new News Director, Wanda Harris, who has very impressive credentials — WBMX/Chicago, WCFL/Chicago, and WCIN/Cincinnati.

- Program Director David Raye of WPOM/West Palm Beach says he needs service from more record

companies. If any of you record company executives are looking to help the little guy, here's a good start — you never know when this young man or someone like him will be the person you'll need to know in the future, in the big time!!

- J.J. Jeffries, recently-appointed Program Director of WBMX/Chicago, is no longer a part of that organization. J.J. and WBMX have been unavailable for comment thus far.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

STACY LATTISAW

"Love On A Two Way Street" (Cotillion)

COMMODORES

"Lady (You Bring Me Up)" (Motown)

EVELYN KING

"I'm In Love" (RCA)

TEENA MARIE

"Square Biz" (Gordy)

LARRY GRAHAM

"Just Be My Lady" (WB)

BROTHERS JOHNSON

"The Real Thing" (A&M)

CHERYL LYNN

"Shake It Up Tonight" (Columbia)

CARL CARLTON

"She's A Bad Mama Jama" (20th)

BILLY OCEAN

"Night (Feel Like Getting Down)" (Epic)

RENE & ANGELA

"I Love You More" (Capitol)

DIANA ROSS & LIONEL RICHIE

"Endless Love" (Motown)

PHYLLIS HYMAN & MICHAEL HENDERSON

"Can't We Fall In Love Again" (Arista)

ATLANTIC STARR

"Send For Me" (A&M)

CLIMBERS

Following are listed in order of their airplay activity.

MANHATTANS "Just One Moment Away" (Columbia) 60% (+6) reporting. Added at WTOY, WJLB, KSOL. Medium at WKND, WXYV, WWIN, WILD, WJMI, WKXI, WHRK, WTMP, WENN, WAIL, WYLD-FM, WATV, WPDQ, WOIC, WAOK, WJJS, KOKY, WDJIA, WVEE, WVOL, WDAO, WDMT, WJMO, WTLC, WCIN, KDKO, KDAY. Hot at WWRL.

POINTER SISTERS "Slow Hand" (Planet) 60% reporting. Adds at WGCI, KDKO. Medium at WAMO, WWRL, WTMP, WAIL, WBLX, WYLD-FM, WTOY, WPDQ, WOWI, WANT, KMJQ, WVOL, WJMI, WHRK, WJMO, WJLB, WBMX, KMJM, WVON, KACE, KSOL, KLIP. Hot at WXYV, WDAO, WDMT, WCIN, KDAY, KJLH.

MAZE "Running Away" (Capitol) 60% reporting. Added at WBMX. Hot at WAMO, WHUR, WILD, WDAS, WEDR, WTMP, WAIL, WYLD-FM, WTOY, WAOK, WOWI, WJJS, KMJQ, WJLB, WKWM, KAEZ, WVON, KSOL, KLIP. Medium at WBLX, WATV, WPDQ, WGIV, KOKY, WVEE, WANT, WDMT, WCIN, WWWS, KXAM, KACE.

DEBRA LAWS "Very Special" (Elektra) 58% reporting. Added at KDKO. Hot at WAMO, WXYV, WILD, WDAS, WYLD-FM, WTOY, WGIV, WOWI, WJJS, KOKY, WANT, KMJQ, WVOL, WLOU, WHRK, WDMT, WJMO, WGCI, WJLB, WCIN, WKWM, WBMX, WVON, KSOL, KDIA. Medium at WATV, WBLX, KAEZ, KXAM, KDAY.

CAMEO "Freaky Dancin'" (Chocolate City/PolyGram) 58% reporting. Added at KDAY. Hot at WAMO, WKND, WDAS, KMJQ, WVOL, WKXI, WTMP, WENN, WBLX, WTOY, WATV, WOIC, WAOK, WJJS, WVEE, WANT, WKWM, WWWS, KDIA, KACE, KXAM, KDKO. Medium at WAIL, WPDQ, WGIV, WOWI, KOKY, KAEZ, KSOL, WCIN.

SHALAMAR "This Is For The Lover In You" (Solar) 55% (+5) reporting. Added at WTOY, WTMP, WCIN. Medium at WILD, WHRK, WGIV, WOIC, WOWI, WJJS, KOKY, WANT, WEDR, KAEZ, WKWM, WJLB, WGCI, KDAY, KLIP. Hot at WWRL, WBLX, WPDQ, WDJIA, WVEE, WLOU, WTLC, WJMO, WDAO, KDKO, KSOL.

ROBERTA FLACK "You Stopped Loving Me" (MCA) 55% (+1) reporting. Added at KACE, KSOL. Medium at WKND, WXYV, WWIN, WHUR, WILD, WTMP, WENN, WYLD-FM, WTOY, WATV, WAOK, KOKY, WVOL, WJMI, WKXI, WLOU, WEDR, WHRK, WDMT, WJMO, WJLB, WCIN, WKWM, WBMX, KAEZ, KDKO, KLIP.

QUINCY JONES "Razzamatazz" (A&M) 49% reporting. Medium at WAMO, WXYV, WWIN, WILD, WDAS, WENN, WTOY, WATV, WGIV, WOWI, WANT, WLOU, WHRK, WGCI, WJLB, WKWM, WWWS, KAEZ, KACE, KSOL, KXAM. Hot at WBLX, KOKY, WVOL, KDAY, KJLH.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 47% (+12) reporting.

Added at WTMP, WGIV, WDJIA, WKXI, WKWM, KAEZ, KXAM. Medium at WKND, WWIN, WILD, WDAS, KOKY, WJMI, WHRK, WDAO, WDMT, WCIN, WWWS, WVON, KSOL, KJLH. Hot at WHUR, WWRL, KDAY, KACE.

EBONEE WEBB "Anybody Wanna Dance" (Capitol) 47% reporting. Added at KDIA. Medium at WAMO, WKND, WXYV, WWIN, WILD, WTMP, WYLD-FM, WTOY, WGIV, WVEE, WKXI, WLOU, WHRK, WWWS, WTLC, WJLB, WJMO, WDMT, WDAO, KDKO, KSOL. Hot at WENN, WVON, WKWM.

RICHARD "DIMPLES" FIELDS "She's Got Papers On Me" (Boardwalk) 45% (+14) reporting. Added at WAMO, WPDQ, WKXI, WHRK. Medium at WWIN, WILD, WYLD-FM, WAOK, WOWI, KOKY, WDJIA, WANT, WCIN, WJMO, WDMT, KACE, KSOL, KLIP. Hot at WHUR, WAIL, WGCI, WBMX, KMJM, WVON.

DYNASTY "Here I Am" (Solar) 43% (+16) reporting. Added at WAMO, KOKY, WTOY, WKWM, WDJIA. Medium at WKND, WHUR, WILD, WPDQ, WGIV, WOIC, WAOK, WJJS, WVEE, WHRK, WVON, WCIN, WTLC, WDAO, KDKO, KSOL. Hot at WJMI, WBMX.

EDDIE KENDRICKS "(Oh I) Need Your Lovin'" (Atlantic) 43% (+6) reporting. Added at WTOY. Medium at WKND, WXYV, WWIN, WWRL, WDAS, WTMP, WYLD-FM, WATV, WGIV, WOIC, WAOK, KOKY, WVOL, WKXI, WEDR, WHRK, WDAO, WJLB, WTLC, WCIN, WBMX, KLIP.

CHAKA KHAN "We Can Work It Out" (WB) 43% (+5) reporting. Added at WHRK, KDAY. Medium at WAMO, WWIN, WDAS, WTMP, WAIL, WATV, WGIV, WAOK, WJJS, KOKY, WJMI, WVON, WBMX, WTLC, WDMT, WDAO, KDKO, KJLH, KSOL. Hot at WPDQ, KACE.

CHANGE "Hold Tight" (RFC/Atlantic) 43% (+3) reporting. Added at WTMP, WVEE, WDMT, WJLB. Medium at WAMO, WILD, WENN, WBLX, WYLD-FM, WGIV, WJJS, KOKY, WVON, WBMX, WWWS, WCIN, WJMO, WDAO, KDKO, KJLH, KACE, KSOL. Hot at WAOK.

UNLIMITED TOUCH "Searching To Find The One" (Prelude) 43% reporting. Added at WOWI. Medium at WAMO, WXYV, WDAS, WENN, WTOY, WATV, WANT, WLOU, WHRK, WWWS, WKWM, WCIN, WJMO, WDMT, KXAM, KDAY. Hot at WWIN, WGIV, WGCI, WJLB, WBMX, WVON.

TAANA GARDNER "Heartbeat" (West End) 43% reporting. Hot at WHRK, WBLX, WTOY, WGIV, WOIC, WJJS, WVEE, WANT, WVOL, WKXI, WLOU, KMJM, WWWS, WKWM, WCIN, WTLC, WDMT, KDIA. Medium at WENN, WPDQ, WOWI, KMJQ, KDKO.

DENROY MORGAN "I'll Do Anything For You" (Becket) 42% (+2) reporting. Added at WHRK, WDMT, WJMO. Medium at WWIN, WHUR, WDAS, WTOY, WGIV, WOIC, WAOK, WVOL, WKXI, WDAO, WJLB, WVON, KDKO. Hot at WKND, WXYV, WILD, WEDR, WGCI, WBMX.

RAFAEL CAMERON "Funtown U.S.A." (Salsoul) 40% (+3) reporting. Added at WBLX, WVEE, KACE, KXAM, WDJIA. Medium at WAMO, WKND, WWIN, WILD, WTOY, KMJQ, WLOU, WDMT, WJMO, WCIN, WKWM, KSOL. Hot at WGIV, WOIC, WTLC, WWWS.

S.O.S. BAND "Do It Now" (Tabu) 40% reporting. Debuts this week. Added at WXYV, KOKY, WVOL, WHRK, WKWM, KDAY, KSOL. Medium at WKND, WBLX, WYLD-FM, WATV, WOIC, WAOK, WVEE, WVON, WBMX, WTLC, WGCI, WDAO, KDKO. Hot at WWIN.

LaTOYA JACKSON "Stay The Night" (Polydor) 40% reporting. Debuts this week. Added at WXYV, WTMP, WYLD-FM, WJMI, WLOU, WJMO, WKWM, WWWS, KAEZ, KJLH, KSOL. Medium at WAMO, WKND, WWIN, WDAS, WAOK, WJJS, WKXI, WVON, WDAO, KDAY.

SMOKEY ROBINSON "You Are Forever" (Tamla) 38% reporting. Added at WKWN. Medium at WKND, WXYV, WDAS, WTMP, WBLX, WTOY, WATV, WOIC, KOKY, WHRK, KAEZ, WWWS, WCIN, WTLC, WJLB, KDKO, KDAY. Hot at WDJIA, WJMI.

BRICK "Sweat (Til You Get Wet)" (Bang) 38% reporting. Debuts this week. Added at WXYV, WAIL, WVOL, WKXI, WEDR, WKWM, WTIC, WGCI. Medium at WHUR, WENN, WBLX, WOIC, WAOK, WJJS, WVEE, WLOU, WHRK, WCIN, WDAO. Hot at WWIN.

MIDNIGHT STAR "I've Been Watching You" (Solar) 36% (+5) reporting. Added at WTOY, WGIV. Medium at WWIN, WILD, WDAS, WTMP, WENN, WYLD-FM, WJJS, WVOL, WJMI, WLOU, WJMO, WCIN, WWWS, KXAM, KSOL. Hot at WDAO, WTLC.

REDDINGS "You're The Only One" (B.I.D.) 36% (+1) reporting. Added at WKND, WWWS. Medium at WAMO, WXYV, WWIN, WHUR, WILD, WLOU, WGIV, WTOY, WTMP, WJMO, WJLB, WCIN, KSOL, KDAY, KXAM, KDKO. Hot at WENN.

ISLEY BROTHERS "I Once Had Your Love (And I Can't Let Go)" (T-Neck) 34% reporting. Debuts this week. Medium at WWRL, WYLD-FM, WPDQ, WJJS, KOKY, WDAO, WTLC, KDKO, KDAY. Hot at WXYV.

L.J. REYNOLDS "Ain't No Baby Like My Baby" (Capitol) 32% (+5) reporting. Medium at WKND, WWIN, WILD, WENN, WBLX, WTOY, WATV, WDJIA, WLOU, KAEZ, WCIN, WTLC, WDAO. Hot at WXYV, WKXI, WWWS, WJLB.

AL JARREAU "We're In This Love Together" (WB) 32% (+1) reporting. Added at WJJS, WDJIA, WHRK, WJMO, WDMT, KDAY, KJLH. Medium at WXYV, WWIN, WDAS, WGIV, WYLD-FM, WBLX, KOKY, WVON, KDKO. Hot at WWRL.

NEW & ACTIVE

AFTERBACH "It's You" (ARC/Columbia) 30% reporting. Debuts this week. Added at WAMO, WTOY, WATV. Medium at WWRL, WDAS, WENN, WYLD-FM, WOIC, WAOK, WJJS, WVOL, WJMI, WTLC, WCIN, WVON, KDKO.

NATALIE COLE "You Were Right Girl" (Capitol) 30% reporting. Debuts this week. Added at WKND, WWRL, WTMP, WAIL, WJMI, KDKO. Medium at WXYV, WWIN, WYLD-FM, WATV, KOKY, WDJIA, WKXI, WBMX, WTLC, WDAO.

B.B. & Q. BAND "On The Beat" (Capitol) 28% reporting. Debuts this week. Added at WGIV, WVEE, WCIN, WBMX, KSOL. Medium at WKND, WILD, WDAS, WLOU, WEDR, WJLB, WDAO, WWWS, KXAM. Hot at WTLC.

SISTER SLEDGE "He's Just A Runaway" (Cotillion) 28% reporting. Debuts this week. Added at WKXI, WWWS. Medium at WAMO, WWIN, WHUR, WWRL, WTMP, WENN, WAIL, WPDQ, WGIV, WOIC, WAOK, WJJS, WVON.

PETER TOSH "Nothing But Love" (EMI) 26% reporting. Added at WWRL. Medium at WAMO, WILD, WDAS, WENN, WYLD-FM, WTOY, WAOK, WVON, WCIN, WJLB, WJMO, KSOL. Hot at WLOU.

EMOTIONS "Turn It Out" (ARC/Columbia) 26% reporting. Debuts this week. Added at WJMI, WLOU, WHRK, WCIN, WTLC, KDKO. Medium at WWIN, WENN, WBLX, WGIV, WOIC, WAOK, WJJS, WKXI.

Black Radio

Hottest

July 24, 1981

EAST	SOUTH	MIDWEST	WEST
Evelyn King Teena Marie	Stacy Lattaaw Cameo Debra Laws	Stacy Lattaaw Evelyn King Debra Laws	Teena Marie Cheryl Lynn Billy Ocean

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Rene & Angela
Richard "Dimples" Fields
Side Effect
Rosa/Richie
N-Love
Afterbach
T.F.O.
Odyssey
Dynasty

HOTTEST
Debra Laws
Maze
Rene & Angela
Stacy Lattaaw
Evelyn King
Carl Carlton
Clarks/Duke
Billy Ocean
Brothers Johnson
Cameo

WWRL
New York, NY
Waxie Ramos

ADDED
Patti Labelle
Logg
Natalie Cole
Ralph MacDonald
Carl Carlton
Peter Tosh
Gladys Knight & Pips
T.F.F.

HOTTEST
Evelyn King
Cheryl Lynn
Randy Crawford
Manhattans
Shalamar
Rosa/Richie
Raydio
Al Jarreau
Atlantic Starr
Commodores

WKND
Hartford, CT
Eddie Jordan

ADDED
Carl Carlton
Larry Graham
Reddings
Natalie Cole
Peaches & Herb
Jacksons
Danny Green
West Street Mob

HOTTEST
Evelyn King
Rick James "GIVE"
Cheryl Lynn
Stacy Lattaaw
Denroy Morgan
Cameo
Atlantic Starr
Lee Ritenour
Teena Marie
Aurra

MIDWEST

KMJM
St. Louis, MO
Dick Edwards

ADDED
Afternoon Delights
Road/Richie
Rick James "Superfreak"
Commodores "Lucy"

HOTTEST
Frankie Smith
Kim Carnes
Rick James "GIVE"
Teena Gardner
Kenny Rogers
Stacy Lattaaw
Stars On 45
Richard "Dimples" Fields
Deniece Williams "Silly"
Clarks/Duke

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Hi-Funk
T.T.F.
LaToya Jackson
Lakeide
Esther Williams
Raydio "That"
Tommy Hill
Herb Alpert

HOTTEST
Maze
Klique
Evelyn King
Side Effect "Make"
Stephanie Mills
Rene & Angela
Chaka Khan "What"
Aurra
Brothers Johnson
Commodores

WVDN
Chicago, IL
Ron King

ADDED
Johnny "Guitar" Watson
Al Hunter
Nick Straker Band
Linda Jones
Dynasty
Raydio "That"

HOTTEST
Donna Washington
Rick James "GIVE"
Unlimited Touch
Aurra
Debra Laws
Stacy Lattaaw
Rick James "Fire"
Richard "Dimples" Fields
Maze
Walter Jackson

WEDR
Miami, FL
Leo Jackson

ADDED
Rene & Angela
Tina
Pure Energy
Snake Montigo
June Boom
Logg
Nick Straker Band
Silver Platinum
Yarvrough & Peoples
Bill Summers "Summer Fun"
Brick

HOTTEST
Aurra
Maze
Cheryl Lynn
Jimmy Cliff
Tina Turner
Denroy Morgan
Fatback
Strikers
Atlantic Starr "Send"
Stacy Lattaaw

WJLB
Detroit, MI
J. Michael McKay

ADDED
Hi-Gloss
Change "Hold"
Tiers
Manhattans

HOTTEST
Billy Ocean
Klique
Debra Laws
Atlantic Starr "Send"
Unlimited Touch
Maze
Sylvester
L.J. Reynolds
Stacy Lattaaw
T.F.O.

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Brick
Kriehart
Emotions
Ebones Webb
L.J. Reynolds
Natalie Cole
Luther Vandross
West Street Mob
Bits & Pieces
T.F.O.

HOTTEST
Teena Marie
Commodores
Midnight Star
Larry Graham
Shalamar "Love"
Teena Gardner
Cameron
Evelyn King
Rene & Angela
B.B. & Q. Band

WIL0

WIL0
Boston, MA
Steve Crumblay

ADDED
Al Jarreau
Carl Weathers
Brandy Wells
Lonnie Youngblood
Rita & Pieces
Tiers

HOTTEST
Evelyn King
Maze
Atlantic Starr
Carl Carlton
Denroy Morgan
Debra Laws
Grace Jones
Webster Lewis
Cheryl Lynn
Teena Marie

SOUTH

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Carl Weathers
Alicia Myers
Midnight Star
Evelions
B.B. & Q. Band
Raydio
Dazz Band
Grace Jones "Use"

HOTTEST
Carl Carlton
Larry Graham
Teena Gardner
Evelyn King
Cameron
Debra Laws
Commodores
Brothers Johnson
Unlimited Touch
Stacy Lattaaw

WBLX
Mobile, AL
Carmen Brown

ADDED
Billy Ocean
Cameron
Larry Graham
Lakeide

HOTTEST
Carl Carlton
Rick James "GIVE"
Grace Jones
Mass Production
Shalamar
Teena Gardner
Stacy Lattaaw
Cameo
Sun
Quincy Jones

KOKY
Little Rock, AR
Ronnie Curtis

ADDED
Carl Carlton
Dynasty
Peaches & Herb
Herb Alpert
S.O.S. Band

HOTTEST
Commodores
Larry Graham
Cheryl Lynn
Evelyn King
Stacy Lattaaw
Debra Laws
Pointer Sisters
Billy Ocean
Brothers Johnson
Quincy Jones

WENN-FM
Birmingham, AL
Gene Wise

ADDED
Hymen & Henderson
Brothers Johnson
Noel Pointer

HOTTEST
Strikers
Ebones Webb
Rick James "Fire"
Sue Ann
Sugarhill Gang
Cameo
Klique
Reddings
Atlantic Starr
Carl Carlton

WDAO
Dayton, OH
Turk Logan

ADDED
None

HOTTEST
Carl Carlton
Stacy Lattaaw
Cheryl Lynn
Pointer Sisters
Atlantic Starr "Send"
Evelyn King
Dayton
Shalamar "Love"
Teena Gardner
Deniece Williams

WBMX
Chicago, IL
Pam Walls

ADDED
Tiers
Maze
Manhattans
Afternoon Delights
Grainers
Rick James "Superfreak"
Dave Sanborn
Nick Straker Band
B.B. & Q. Band
Herb Alpert
Johnny "Guitar" Watson
Luther Vandross
Solar Source

HOTTEST
Commodores
Unlimited Touch
Stacy Lattaaw
Debra Laws
Aurra
Evelyn King
Rene & Angela
Brothers Johnson
Carl Carlton
Richard "Dimples" Fields

WJLB
Detroit, MI
J. Michael McKay

ADDED
Carl Weathers
Herb Alpert (12")
Reddings (12")
Dayton (12")
LaToya Jackson (12")
Shirley Sledge

HOTTEST
Frankie Smith
Cameo
General Caine
Alicia Myers "Don't"
L.J. Reynolds
Atlantic Starr "Send"
Cameron
Strikers
Teena Gardner
Deniece Williams

WTTM
Tampa, FL
Debbie Parker

ADDED
Shalamar
Randy Crawford
LaToya Jackson
Change
Raydio
Natalie Cole
Vin-Zee

HOTTEST
Rick James "GIVE"
Stacy Lattaaw
Kool & The Gang
Kurtis Blow
Fatback Band
Cameo
Larry Graham
Billy Ocean
Dayton
Maze

WHUR

WHUR
Washington, DC
Oscar Fields

ADDED
Patti Labelle
Luther Vandross
Peaches & Herb
Gladys Knight & Pips
Noel Pointer

HOTTEST
Rick James "Fire"
Richard "Dimples" Fields
Grace Jones "Use Me"
Evelyn King
Stacy Lattaaw
Teena Marie
Maze
Raydio
Sylvester
Deniece Williams "Silly"

WPDQ

WPDQ
Jacksonville, FL
Maxx St. Clair

ADDED
Carl Carlton
Rene & Angela
Teena Marie
Millie Jackson
Yarvrough & Peoples
Richard "Dimples" Fields

HOTTEST
Rick James "GIVE"
Stacy Lattaaw
Kool & The Gang
Kurtis Blow
Fatback Band
Cameo
Larry Graham
Billy Ocean
Dayton
Maze

WTMP

WTMP
Tampa, FL
Debbie Parker

ADDED
Shalamar
Randy Crawford
LaToya Jackson
Change
Raydio
Natalie Cole
Vin-Zee

HOTTEST
Rick James "GIVE"
Stacy Lattaaw
Kool & The Gang
Kurtis Blow
Fatback Band
Cameo
Larry Graham
Billy Ocean
Dayton
Maze

WAOK

WAOK
Atlanta, GA
Carl Connors

ADDED
Boys Town Gang
Clarence Carter
Bits & Pieces
Grace Jones "Use"
Time
Luther Vandross
Dazz Band
Nick Straker Band

HOTTEST
Cheryl Lynn
Cameo
Billy Ocean
Stacy Lattaaw
Atlantic Starr
Carl Carlton
Brothers Johnson
Maze
Commodores
Change

WYLD-FM

WYLD-FM
New Orleans, LA
Paul Stephens

ADDED
Nick Straker Band
Deniece Williams "Silly"
Natalie Cole
Patti Labelle
Brick

HOTTEST
Maze
Rick James "GIVE"
Richard "Dimples" Fields
Teena Marie
Stacy Lattaaw
Frankie Smith
Grace Jones
Brothers Johnson
Commodores
Kenny Rogers

WKWM

WKWM
Grand Rapids, MI
Frank Grant

ADDED
S.O.S. Band
Smoke Robinson
Brick
Evelions
T.T.F.
LaToya Jackson
Raydio "That"
Herb Alpert
Dynasty

HOTTEST
Debra Laws
Cameo
Teena Gardner
Carl Carlton
Webster Lewis
Aurra
Atlantic Starr "Send"
Maze
Billy Preston
Ebones Webb

WDMT

WDMT
Cleveland, OH
Freddie James

ADDED
S.O.S. Band
Smoke Robinson
Brick
Evelions
T.T.F.
LaToya Jackson
Raydio "That"
Herb Alpert
Dynasty

HOTTEST
Debra Laws
Cameo
Teena Gardner
Carl Carlton
Webster Lewis
Aurra
Atlantic Starr "Send"
Maze
Billy Preston
Ebones Webb

WJMO

WJMO
Cleveland, OH
Erik Stone

ADDED
Nick Straker Band
Al Jarreau
LaToya Jackson
Denroy Morgan

HOTTEST
Debra Laws
Stacy Lattaaw
Grace Jones "Bumper"
Billy Ocean
Aurra
Rene & Angela
Atlantic Starr "Send"
Evelyn King
Shalamar "Love"
Commodores

WJLB

WJLB
Detroit, MI
J. Michael McKay

ADDED
Carl Weathers
Herb Alpert (12")
Reddings (12")
Dayton (12")
LaToya Jackson (12")
Shirley Sledge

HOTTEST
Frankie Smith
Cameo
General Caine
Alicia Myers "Don't"
L.J. Reynolds
Atlantic Starr "Send"
Cameron
Strikers
Teena Gardner
Deniece Williams

WV01

WV01
Baltimore, MD
Curtis Anderson

ADDED
Archie Bell
Clay Hunt
Clarence Carter
T.T.F.
Bill Summers
Afternoon Delights
Herb Alpert
Luther Vandross
Chemistry
Sequence

HOTTEST
Unlimited Touch
Teena Marie
Suzi Q
Luther Vandross
Nick Straker Band
Sperque
West Street Mob
S.O.S. Band
Sue Ann
Brick

WATV

WATV
Birmingham, AL
Bill Glover

ADDED
Grainers
Afterbach
Clarence Carter
T.F.O.
Scandal
Gloria Gaynor
Hi-Gloss

HOTTEST
Rick James "GIVE"
Frankie Smith
Cameo
Grace Jones
Gap Band
Stacy Lattaaw
Klique
Strikers
Billy Ocean
Rene & Angela

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Opportunities

Openings

EAST

VTSL/Hanover, NH needs announcer/production. Minimum 1 year experience. Good pipes, strong production. T&R to Bob Sherman, VTSL, Box 1400, Lebanon, NH 03766. EOE M/F (7-24)

Talk show host, highly motivated, well-informed, not afraid of controversy. Salary negotiable. Send resume to WQBK, Box 1300, Albany, NY 12201. (7-24)

WPRR/Altoona Stereo Rock now accepting T&R from qualified announcers full and part-time. Write Dave Banks, PD, Box 1827, Altoona, PA 16601. (7-24)

WHFM/Rochester, NY has immediate opening for air personality with minimum 3 years experience. T&R to Kelly McCann, 344 East Ave., Rochester, NY 14604. EOE M/F (7-24)

Q106/York-Harrisburg needs experienced morning drive entertainer. Send T&R to Steve Gallagher, Q106, Box 2508, York, PA 17402. EOE M/F (7-24)

Viacom Radio

Looking for qualified announcers, newscasters and sportscasters to fill positions in our 8 major market radio stations. Make your move now to this equal opportunity, fast-growing company. Send tapes (cassettes), resume & salary requirements to: Bill Figneshu, VP Programming, VIACOM INTERNATIONAL, 1211 6th Ave., New York, NY 10038.

WIBZ looking for PD/on-air for AOR. Must be able to deal with people. T&R: Don Steets, WIBZ, Box 1747, Parkersburg, WV 26101. EOE M/F (7-24)

\$25,000 and super benefits for right morning personality combination. Experience a must. T&R to Ron Hill, WCIR, 306 Reservoir, Beckley, WV 25801. (7-24)

74RNR/Martinsburg, WV looking for PD with track record and jack with something to say. T&R to Box 709, Martinsburg, WV 25401. EOE M/F (7-17)

WKRT/Ithaca-Cortland, NY has opening for afternoon drive communicator with strong production skills. T&R to Tim Akers, WKRT, 282 Tompkins St., Cortland, NY 13045. (7-17)

WKRZ-FM Northeast Pennsylvania's killer FM expands news department. Part-time position. Experience a must. Resume and writing samples to Jim Rising, WKRZ-FM, Box 1600, Wilkes-Barre, PA 18703. EOE M/F (7-17)

WADC Country Parkersburg has immediate opening for afternoon drive communicator. Send T&R to Kirk McCall, PD, Box 1747, Parkersburg, WV 26101. EOE M/F (7-17)

WHYL Country 98 Carlisle-Harrisburg, PA needs reliable adult morning drive personality. Good production a must. T&R to Chns Charles, 1013 S. Hanover St., Carlisle, PA 17013. (7-17)

WEJL Scranton needs Adult Contemporary PD and 9-noon jock. Send T&R to Chns Norton, WEJL, 149 Penn Ave., Scranton, PA 18503. (7-17)

Landsman/Rivers major market FM in Northeast looking for future air talent, all positions. CHR and Adult Contemporary experience. T&R to Steve Rivers, 741 Red Oak Terrace, Wayne, PA 19087. (7-17)

WBZ has rare afternoon drive music opening. People communicator important. No beginners. Send T&R to Rick Starr, WBZ, Boston, MA 02134. No calls please. EOE (7-17)

SOUTH

99FM/Montgomery, AL has opening for mid-day and afternoon drive. T&R to Joe Cook, Box 11411, Montgomery, AL 36198. EOE M/F (7-24)

KXX108/Birmingham has a future PM drive opening. T&R to Smokey Rivers, Box 10904, Birmingham, AL 35202. No calls. EOE M/F (7-24)

WTMC currently looking for a full-time air personality. T&R including production, writing examples to Bill Mansfield, P.O. Box 897, Ocala, FL 32678. (904) 629-8008. EOE M/F (7-24)

K888/Borger, TX has opening for Sports Director. Local play-by-play. T&R to Billy Sheldon, PD, Box 1478, Borger, TX 79007. EOE M/F (7-24)

Morning man needed now. Top rated contemporary Country. T&R to Tom Bates, KYXK, Box 2727, Longview, TX 75808. EOE M/F (7-24)

BJ105/WLOF/Orlando seeking news anchor-man/street reporter. T&R to Alan Spector, Box 15746, Orlando, FL 32808. No calls please. EOE M/F (7-24)

958GF talent search continues. One-to-one afternoon drive communicator for 100,000 watt CHR FM. T&R to Doug Wildon, Box 876, Savannah, GA 31498. EOE M/F (7-24)

Openings

Midday Communicator

Southeast Top 100 market on the ocean. Strong information/personality station seeks experienced midday communicator. No beginners considered. Professional group-owned station. Salary \$20,000 plus benefits. Act quickly. T&R to Radio & Records, 1930 Century Park West, #251, Los Angeles, CA 90067.

KRZI has rare night time opening. Mature delivery, sharp production a must. Join a winner. T&R: Clay Steele, Box 8093, Waco, TX 76710. (7-24)

WBLO 96Rock/Montgomery looking for air talent for future openings. Excellent production. AOR superstar format. T&R: Mike McNeal, Box 5000, Montgomery, AL 36192. (7-24)

Future opening for News Director and straight man for mornings. Strong in local news and a communicator. Call Merrill Craig, PD, (904) 734-9386. (7-24)

WQRK/Norfolk, VA has future openings. 4 years experience. T&R only to Ralph Wimmer, WQRK, 160 Newton Road, Virginia Beach, VA 23462. EOE M/F (7-24)

WKGN/Knoxville looking for a full-time air talent. T&R to Jonathan Keyes, 2900 Southland Ave., Knoxville, TN 37919. EOE M/F (7-24)

WTMC currently looking for News Director to handle anchor position and some street reporting. T&R: Bill Mansfield, Box 897, Ocala, FL 32678. (904) 629-8008. EOE M/F (7-24)

Southwest's #1 growing CHR rocker needs energetic night communicator. T&R to Bobby Hart, KIXY-FM, City Hall Plaza, San Angelo, TX 76903. EOE M/F (7-24)

Looking for Production Director with good pipes for 5,000 watt Country station and 100,000 watt Beautiful Music. T&R: WALT-FM/WOKK-AM, Box 5797, Meridian, MS 39301. EOE M/F (7-24)

KZEW/Dallas has rare News Director opening. Lifestyle emphasis and experience. T&R to Communications Center, Dallas, TX 75202. No calls. EOE M/F (7-24)

Brownsville CHR moving to new facilities. Need a personality. Minimum 1 year's experience. T&R to Gordon Marcy, KBOR, Box 3407, Brownsville, TX 78520. EOE M/F (7-24)

KLOU/Lake Charles needs creative talent. Good pipes for drive position. T&R to B.J. Sullivan, Box 1725, Lake Charles, LA 70602. EOE M/F (7-24)

WLMF Morning Drive Air Talent

96 QMF Louisville is conducting a nationwide talent search for a morning drive communicator. Join our winning team and make a few bucks, as well. Tapes and resumes to C.C. Matthews, Operations Manager/Program Director, WQMF, Box 960, Louisville, KY 40201. EOE

KAYC/KAYD/Beaumont, TX looking for morning drive personality. T&R to O.G. King, Box 870, Beaumont, TX 77701. EOE M/F (7-24)

7-12midnight airshift available immediately. Includes light production. Strong personality, identity and visibility. Send T&R to KTBB Radio, Box 929, Tyler, TX 75701 or call (214) 597-7278. (7-24)

KLSR/Memphis, TX has opening upcoming for mid-day air personality/afternoon news combo. Experience preferred. T&R to KLSR, Box 400, Memphis, TX 79245. EOE M/F (7-24)

Looking for quality announcers who take pride in their work. Excellent facilities. T&R to Blake Hooper, WHBB, 506 Lauderdale St., Selma, AL 36701. EOE M/F (7-17)

KPLE/Temple, TX seeks Country jock with good production skills. Texas's 9th largest market. Contact Lynn Woolley, Box 1230, Temple, TX 76601. EOE M/F (7-17)

Experienced creative copywriter needed with proven skills. Salary open. Send resume and samples to KLAZ-FM/KOKY-AM, 1501 N. University, Suite 768, Little Rock, AR. EOE M/F (7-17)

5,000 watt 24-hour Country station needs afternoon personality. Send tape today to KKYN, Box 147, Plainview, TX 79072. EOE M/F (7-17)

Need morning news anchor. Adult Contemporary communicator for medium market. Seasoned pros only. T&R to Bred Harris, WTMA, Box 31089, Charleston, SC 29407. EOE M/F (7-17)

Morning/news co-anchor in growing Tampa/St. Petersburg market. Smooth performance, conversational writing style. T&R to News Director, WSUN, Box 761, St. Petersburg, FL 33701. EOE M/F (7-17)

57KYX/Paducah, KY has midday opening. Send T&R to Bruce Clark, Box 2397, Paducah, KY 42001. EOE M/F (7-17)

Openings

Montgomery's #1 is looking for the right person. Preferably female news/anchor with enthusiastic personality for morning show. T&R to WLWI, Box 4999, Montgomery, AL 36196. EOE M/F (7-17)

AM/FM combo in East Tennessee looking for air personalities for both stations. Morning and night entertainer for FM. T&R to Reggie Jordan, WKIN, P.O. Drawer 9, Kingsport, TN 37665. No calls. EOE M/F (7-17)

LANDSMAN/RIVERS Mid-South Top 40 now expanding staff. T&R to Steve Rivers, 741 Red Oak Terrace, Wayne, PA 19087. (7-17)

Q101

Now accepting tapes and resumes for possible future openings. Send to Larry O'Neal, Q101, Box 5314, Meridian, MS 39301. EOE M/F

WRVQ-FM/Richmond's #1 Contemporary music station is accepting T&R for future opening. Send to Bill Thomas, Operations Director, Box 1394, Richmond, VA 23211. EOE (7-17)

Two openings for midday and 7pm-1am personalities. Send T&R to Stu Wright, PD, WORG, Box 1386, Orangeburg, SC 29115. (7-17)

WJDX/Jackson, MS looking for morning entertainer. Great bucks and benefits. T&R to Bob Rail, WJDX, P.O. Box 2171, Jackson, MS 39205. EOE M/F (7-17)

News people, afternoon drive production person. Midwest capital city, medium market. Excellent salary. Mike Hedges, Fair West Studios, 3341 Towerwood, #206, Dallas, TX 75234. EOE M/F (7-17)

MIDWEST

Leading FMR in Michigan awaits T&Rs from rock oriented jocks for future opening. WNJR, your Northern Star. Send to Jo Duff, 219 East A St., Iron Mountain, IL 49801. EOE (7-24)

PD needed. Adult Contemporary WPZ in beautiful Petoskey, MI. Automation experience helpful. T&R to Ken MacDonald, Jr., Box 1776, Saginaw, MI 48606. EOE M/F (7-24)

Dedicated, aggressive and experienced newspaperman needed for successful Midwest Country station. T&R to Don Kidwell, WONE, 11 South Wilkinson St., Dayton, OH 45402. EOE M/F (7-24)

WAQE/Rice Lake, WI Soft Rock AM/FM accepting T&R for future openings. Send with salary requirements to Jon Rohrer, Box 526, Rice Lake, WI 54888. EOE M/F (7-24)

KKJO-KSFT needs Program Director who can lead, guide and run a successful station. Good salary and benefits. T&R to Steve Dinkel, KKJO-KSFT, Box 166, St. Joseph, MO 64502. EOE M/F (7-24)

Mid-day reporter/anchor wanted. Need experience and good sound. T&R to Stan Lehr, News Director, KFEQ, Box 879, St. Joseph, MO 64502. EOE M/F (7-24)

Accepting T&R for future talk-show host. Some knowledge of sports helpful. Good money for the right person. Write Greg McCullough, 320 Market St., Steubenville, OH 43952. EOE M/F (7-24)

Top 50 A/C needs full-time news person; anchor, report, write. T&R to Brian Golden, KLNK, 7301 N. Broadway Extension, Oklahoma City, OK 73116. EOE M/F (7-24)

WACI-FM is looking for A/C air talent and production. T&R to Randy Walker, WACI, Box 701, Freeport, IL 61032. EOE M/F (7-24)

Immediate sales opening at WKSY/Ft. Wayne, IN. Career oriented individual. Salary plus commission. Call Paul Weil at (219) 625-4415. EOE M/F (7-24)

Morning person needed for Midwest medium market A/C facility. Excellent salary. Mike Hedges, Fair West Studios, 3341 Towerwood, #206, Dallas, TX 75234. EOE M/F (7-24)

KCLD-FM/St. Cloud, MN, number one Contemporary, accepting applications for afternoon drive/MD. T&R to Mike Moffatt, KCLD-FM, Box 1458, St. Cloud, MN. EOE M/F (7-24)

Wanted: Experienced newspaperman. Self-starter capable of handling total news responsibilities in greater Chicago metro. T&R to O.J. Jackson, WAKE, Box 149, Valparaiso, IN 46383. EOE M/F (7-17)

Chicago—top salary for top newspaper people for Burkhardt-Abrens new satellite network. T&R to Barry Anthony, 2355 Ballard Rd., Des Plaines, IL 60018. EOE M/F (7-17)

WBOW, adult CHR station looking for professional evening person. Production a must. Send T&R to Barry Kent, WBOW, 1301 Ohio St., Terre Haute, IN 47807. EOE M/F (7-17)

Immediate opening for PM drive announcer at Country 14, WXCM. Good production skills required. Rush T&R to Bert Hawley, Box 1450, Jackson, MI 49204. EOE M/F (7-17)

Openings

Wanted: Morning Adult Contemporary personality. Good production skills an asset. Salary ranks with best in state. T&R to O.J. Jackson, WAKE, Box 149, Valparaiso, IN 46383. EOE M/F (7-17)

AOR station in Madison, WI looking for experienced announcers, part and full time positions. T&R to Dave Ervin, PD, WIBA-FM, Box 99, Madison, WI 53701. EOE (7-17)

WLRW/Champaign, IL, CHR looking for News Director. Experienced required. T&R to Jim Wnek, PD, WLRW, Box 3520, Champaign, IL 61820. (7-17)

WFUN/WREO-FM/Astabula needs committed, aggressive newspaperman. Strong writing and delivery. Call for appointment 2:30-4:30 weekdays. (216) 993-2126. EOE M/F (7-17)

Morning men needed for top FMR in Red River Valley. Mature personality. T&R to J.J. Bouley, KYTN-FM, Box 1638, Grand Forks, ND 58201 or call (701) 772-7197. EOE M/F (7-17)

Country station in Madison, WI needs part time help. WTSO is #1. Weekends only. Send T&R to Andy Witt, Box 8030, Madison, WI 53708. EOE M/F (7-17)

WDGY/Minneapolis now accepting applications for possible future opening. T&R to Oogie Pnglie, WDGY, 1100 West 104th St., Bloomington, MN 55431. EOE M/F (7-17)

#1 A/C 50,000 watt FM needs intelligent, mature announcer. Rush T&R to Bert Hawley, OM, WIBM, Box 1450, Jackson, MI 49204. EOE M/F (7-17)

WBNO/Bloomington, IL seeks air talent for 7-midnight, CHR format. Good production a must. Good money and excellent benefits. T&R to Mike Justin, WBNO, Box 8, Bloomington, IL 61701. EOE M/F (7-17)

WHBY/Appleton, WI seeking professional broadcast journalist. Ability to write well, broadcast to competitive medium market. Ray Walter, Box 1519, Appleton, WI 54913, or call (414) 733-6639. EOE M/F (7-17)

Bright, communicative air personalities committed to excellence. Future full/part time openings. T&R to Dave Allen, KLNK, 7301 N. Broadway Extension, Oklahoma City, OK 73116. (7-17)

Landsman/Rivers major market adult CHR FM in Midwest has immediate opening all shifts. T&R to Steve Rivers, 741 Red Oak Terrace, Wayne, PA 19087. (7-17)

WEST

KRQK/KLVV looking for full and part-time air personalities. T&R to Sam Jackson, 516 North H St., Lompoc, CA 93436. EOE M/F (7-24)

News person needed today! Great place to springboard to bigger markets. Send tape today to: KKYN, Box 147, Plainview, TX 79072 or call (806) 293-2661. EOE M/F (7-24)

KZEL/KBDF/Eugene needs quality newspaperman with sense of humor. T&R to Peyton Mays, KZEL, Box 70128, Eugene, OR 97401. No calls please. (7-24)

Major Talent Search

Major broadcast group in top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining, or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: TALENT SEARCH, Box 7350, San Francisco, CA 94120.

KVOY/Yuma needs drive-time personality. Personality-oriented and good production a must. T&R to Rick Whitley, KVOY, Box 228, Yuma, AZ 85364. EOE M/F (7-24)

Part-time production, dubbing records to carts. Contact Bill Taylor, Pasadena, CA, (213) 791-4836. (7-24)

KKDJ/Fresno AOR has weekend & vacation relief openings for experienced DJ now. T&R: Jerry Longden, 3636 N. 1st St., Fresno, CA 93726. EOE M/F (7-24)

Wanted: The best in the West! CHR & Modern AOR for jocks. No hype. Awesome. T&R to Mark Dnascoll, Group PD, Box 220, Arroyo Grande, CA 93420. (7-24)

K-Tahoe now hiring creative A/C air talent & News Director. Experienced & dedicated. CBS affiliate. Wade Axell, Box AM, South Lake Tahoe, CA 95706. EOE M/F (7-24)

Central Coast FM-Modern AOR seeks PD. Research, music, promotion & leadership a must. Send Philosophy, etc. to Mark Dnascoll, Group PD, Box 220, Arroyo Grande, CA 93420. (7-24)

KZEL/Eugene has opening for weekend air talent. T&R to Peyton Mays, KZEL, Box 70118, Eugene, OR 97401. No calls. (7-24)

Wanted: Morning man with good pipes, production and copywriting. T&R to KCMJ, 611 S. Palm Cyn. Drive, Palm Springs, CA 92262. (7-24)

Opportunities

Openings

Northern CA coastal A/C AM and CHR FM needs experienced PD/morning personality. Fast growing group with management growth potential. Must have promotion, music, and leadership experience. Natural adult on-air sound a must. Tape, resume and salary requirements to Gary Katz, KFMI, Box 3710, Eureka, CA 95501. EOE M/F (7-31) •

Music Of Your Life. Station needs voice for live assist and production. Both full and part time. Local applicants preferred. T&R to Mike Ryan, KMLO, Box 1000, Vista, CA 92083. EOE M/F (7-17)

K8LY looking for afternoon jock. T&R to Harry May, Box 1400, San Luis Obispo, CA 93406, or call (805) 543-9400. EOE M/F (7-17)

Two openings for production/traffic. Z format. Top 40, automated operation between Los Angeles & Santa Barbara. T&R to Chester Coleman, KGAB, Box 5063, Ventura, CA 93003. No calls (7-17)

KCNR/Portland, OR has opening for future air talent. T&R to Bill Mayne, 4700 S.W. Council Crest Drive, Portland, OR 97201. No calls please. EOE M/F (7-17)

Programming Talent

Expanding chain needs exceptional programming talent for growing Southwest market. Must be creative, take-charge leader. Experience in CHR, A/C helpful. Rush tape/station composite, resume and programming portfolio. Also, looking for seasoned morning pro for Western market. Looking for informational communicator with the ability to relate to adults. Rush tape/resume and salary requirements to Radio & Records, 1930 Century Park West, #250, Los Angeles, CA 90067. EOE M/F

KBYC needs AM drive personality/news reporter. 3 years experience with desire for community involvement. T&R to KSYC, Box 1490, Eureka, CA 96097. EOE M/F (7-17)

KTAC/Tacoma looking for News/Traffic reporter. Experience and ability to interact on the air with others required. T&R to Donna Geissler, KTAC, 2000 Tacoma Mail Office Bldg., Tacoma, WA 98411. EOE M/F (7-17)

Southern Oregon's #1 Adult Contemporary station is looking for future air talent. T&R to Charlie Kirk, KMED, Box 1440, Medford, OR 97501. No calls please. EOE M/F (7-17)

Program/Production Coordinator. Seeking announcer-production type. Help guide promotions and PR. Detail administrative work. Some announcing. Resumes and salary requirements to Tom Young, KVON, 1124 Foster Rd., Napa, CA 94558. (7-17)

Landman/Rivers Country in Western Sunbelt has immediate openings all shifts. Adult Contemporary or Country experience. T&R to Steve Rivera, 741 Red Oak Terrace, Wayne, PA 19087. (7-17)

Westwood One seeks self-motivated aggressive individual for sales training position. Send resume to Judy Gold, Westwood One, 9540 Washington Blvd., Culver City, CA 90230. (7-17)

Positions Sought

Experienced, productive, versatile AOR soft-rock jock looking for small market. T&R available. Will relocate. BRUCE KACHER, (215) 289-1023 or (215) 824-4830. (7-24)

Good Morning Mouth! Outrageous bits, characters & phones. Major market pro. Formerly WGST, WSPD, still working. Prefer Midwest & Northeast larger markets. D.A.D. (803) 246-4666. (7-24)

JONATHAN KEYS PD WKGN, K102/Ft. Lauderdale looking for similar position. Call (615) 691-2801 or (615) 521-8220. (7-24)

Top 40 play-by-play/sportscaster wants job anywhere ASAP. College or pro football and/or basketball a must. Employed 7 years, degree. GARY, (502) 897-7769. (7-24)

Nem-Vet no probs — 7 years Journalism, 3 years DJ, AS degree. Mature, responsible, dependable, AOR & Country experience. Make decent proposal RTO, 3612 Bristol Ave, TX 79109. (7-24)

Looking for PD position Adult Contemporary or CHR. Indiana preferred, Midwest considered. 10 years experience including WFYR, WNAP. Award winning production. Call (217) 423-5456. (7-24)

I'm looking for you. 20 year pro, excellent production. All markets considered for PD, MD or air talent. Available yesterday. Excellent references. CAL (319) 373-1089. (7-24)

GARY RYDER, former KAAV, KRBE jock looking for work in Midwest or West Coast. 13 year pro. (713) 497-6798. Prefer Adult Contemporary or CHR. (7-24)

CHR night jock. Up-tempo, exciting. 3 years experience. Good numbers. Florida, Southeast only. (305) 721-0682. (7-24)

Announcer: news, production, copy writing, program & ND experience. 1st ticket. Seeking position with solid medium market. Available immediately. Prefer Central PA., LARRY KAY, (717) 653-2500 after 3pm. 203 Springfield Gardens, Mt. Joy, PA 17552. (7-24)

Country music PD/MD/air talent available today. PD KIKK/Tucson. 3 1/2 years at same. Formerly KCUB, KJJJ. Prefer Western U.S. BOB JONES, (802) 889-6296. (7-24)

Play-by-play sportscaster jock available August 1. Play-by-play on audition tape. (919) 396-4181, LARRY KINCAID, HHC 4th Payops, Ft. Bragg, NC 28307. (7-24)

Looking for overnight or weekend air position at Urban Contemporary or R&B station. 2 years experience. Call CARL DILLARD, (315) 478-3268. (7-24)

Looking for highly creative production person and on-air personality? Give me a call at (318) 438-8439. Ask for KIRK. (7-24)

Black medium-market stations: Looking for non-nonsense approach to success? Major market jock, L.A./Washington, D.C./San Francisco. Prefer East, Midwest or South. CHUCK, (213) 296-8891. (7-24)

3 years experience and 20 years old. Am ready to work in Central Pennsylvania and Delmarva areas. Call WALLY, (717) 677-8603 after 6pm. (7-24)

Experienced AOR announcer with 5 years including MD. Excellent knowledge of Rock & Jazz. Seeks position. Call TONY, (615) 929-1980. (7-24)

Sportscaster — one of the finest play-by-play sports- casters in America. Now in a medium market. (516) 781-0037. (7-24)

Available full or part-time radio. Prefer Los Angeles. 14 years, 1st ticket. Call DOUG, (213) 366-1550. (7-24)

Experienced female Public Service Director/news- caster/call-in talk show host. Seeking position in medium-large market. T&R upon request. Will relocate. VALERIE, (213) 821-2142. (7-24)

Pro communicator, 9 years experience looking for PD, MD, production or on-air in Carolina or Georgia. Call JIM LANE, (803) 278-0623. (7-24)

4 year pro looking for day-time work in Texas. Former MD with experience in Country, CHR & Easy Listening plus sports casting. (915) 677-0128. (7-24)

24 year old male looking for news/sports or PD position over 5 years experience. Good voice, professional. Prefer Minnesota area. (414) 281-7877, afternoons. (7-24)

Sports reporting in medium market is the type of situa- tion I seek. 5 years play-by-play experience. Contact MIKE, (507) 437-8698. (7-24)

A good current on-air medium market MD looking for night offer. Experience: KIIS-FM, KUTE 102, KORK. Call MARK, (702) 731-3263. (7-24)

Midnight to dawn. First phone experience. Reliable Country personality with the ability to keep you number one overnight. (714) 922-3633 after 12noon. (7-24)

"Personality" talent you say? That's my point of in- terest. JON FOXX, 23, KMED/Medford. Available immediately. For aircheck and resume call (503) 664-6060 or (503) 856-7716. (7-24)

PRESTON THOMPSON. Top 40 personality pro look- ing for drive-time opening in medium-major market. Over 8 years experience. Call (503) 639-8601. (7-24)

ROY ROSEN formerly of WAYS looking for medium market Top 40 airshift. (704) 568-1882. (7-24)

Positions Sought

News Intern with KDKA/Pittsburgh. 1 year ex- perience as reporter/anchor in Top 50 market. College degree. Call JIM PARSONS, (412) 287-6696. (7-24)

Attention Superstars/AOR stations in West and Southwest. LEE ROBERTS of 96ROCK Superstars Tucson looking to join winning Superstars AOR team. (602) 747-5330. (7-24)

Creative air talent seeks a change. Would like to relocate in the Southwest. Have 4 years experience and some ex- perience in programming. Call and ask for JEFF MOORE at (507) 625-5227. T&R available upon request. (7-24) •

World's funniest adult communicator available. If you don't recognize my name and talent, don't call. DOUG J. MacKINNON, (515) 278-6266. (7-24)

The Boston ARB results are in and TOM MURPHY, formerly of WVBF and WRKO is ready to work in Boston area. (617) 782-0173. (7-24)

Hard-working announcer seeks position in small or medium market. CHR and Adult Contemporary ex- perience. No offers overlooked. RICK, (302) 629-7226. (7-24)

Quality Black announcer looking for new challenge. CHR, AOR or Urban formats. Call BILL, (312) 784-3538. (7-24)

New Orleans' hottest Top 40 club DJ ready to take it on the road! High energy delivery, production wiz. DAN McKAY, (504) 896-8112. (7-24)

Achieve the bottom line... profit. Experienced PD/MD, copywriter with 1st phone now seeks sales position. Will consider DJ/sales combo. Call BARRY, (516) 432-5258. (7-24)

Free of charge. Experienced female psychic available for open line radio or TV call-in shows. Tape available. Call CANDY WINKLER, (213) 876-7881 or leave message at (213) 277-8044. (7-24)

Experienced PD, KEN BURKE has a format aimed at 25-34 that will be an absolute killer! Call me ASAP. (714) 758-4896. (7-24)

Experienced, 2 years of broadcast school and 1 1/2 years of commercial radio. Have Country and Adult Contemporary experience. I'm ready. Call (515) 573-2230 or (515) 573-4591. (7-24)

6 year Black pro. Dedicated, hard-working announcer. Will relocate to large or medium market. New York City trained. Call LANCE, (804) 384-1204 or (212) 993-0276. (7-24)

15 year pro available for CHR or Adult Contemporary programming end/or on-air position. Will relocate. MARTY ADELMAN (Jack Ross), 4471 Rhine Dr., St. Louis, MO 63033. Call (314) 567-9000 ext. 522 or (314) 921-4471. (7-24)

Bailey, 5 year pro wants professional situation. PD/MD/air talent. Country, AOR, CHR, East, South, West. All considered. Call (413) 733-1414. (7-24)

BEAU REYES currently MD/PM drive KERN/Bakers- field, looking for MD/AM drive in large or medium market. All offers considered. Call (805) 397-5509. (7-24)

#1 rated AM personality/programmer/promoter in 8-station market. Reised station from 5-1 in ADI. Nor- thern California or Southern Oregon. MARK HILL, (707) 822-8924. (7-24)

MARK WAINWRIGHT still drawing unemployment! Help stop this waste of taxpayers dollars! Veteran A/C & CHR personality. Available immediately. Call (309) 692-8567. (7-24)

Experienced jock with degree in marketing now working A/C. Seeking full time in East. Preferably AOR. DREW JENKINS, (203) 869-3322. (7-17)

Production Director. Currently bored, seeks challenge. STEPHEN BRIGGS, 1650 Getehouse Circle #A2, N. Colorado Springs, CO 80904. (7-17)

Talk is cheap... Compered to the revenues a good host can generate. Looking for medium/major market facility committed to quality. REX (307) 672-9453. (7-17)

Radio everyman with wife & Pinto. Homesteading west of Mississippi. Reliable, concerned, involved, ex- perience and sometimes silly. It's your duty to say howdy! (717) 845-7883. (7-17)

Programmer with tight AOR in hit country package looking for email to medium West Coast FM or AM. Call (415) 344-3116. (7-17)

Major market air personality with programming ex- perience seeks major market air position or program- ming slot. Will relocate. Available now. Call DOUG, (207) 883-5088. (7-17)

Black overnight personality. 5 years medium market experience. Unique all night show. Call SLICK, (615) 588-6359. (7-17)

Experienced CHR PD/MD looking for new oppor- tunity. Currently OM/PD. Hard working professional with winning attitude. Call TODD, (813) 625-1657. Prefer Northeast or South. (7-17)

STEVE REID, WSGN, WOXI, winner of International Edward R. Murrow, National SDX. National Headliner, wants major market Southern News Director position. (919) 934-7698 or (504) 292-8196. (7-17)

Experienced play-by-play man seeks college football end basketball position for next season. Call PAT, (206) 538-0336. (7-17)

Positions Sought

News, sports, play-by-play. 3 years small market ex- perience plus college degree. Seeking medium market position with any or all above. (301) 949-0722. (7-17)

Dedicated, young hard working news professional seeks reporter's role with medium market station. Will relocate. SCOTT ROSS, (218) 724-9998, 9-5pm CDT. (7-17)

BOB PITTMAN, formerly WFLB, great team player with 9 years experience. Call (919) 864-2818. (7-17)

Changes

RADIO

Sheila O'Connor to serve as Account Executive for Sales Department at WCFL/Chicago, IL.

Sandra Bigby promoted to Assistant Manager for Hicks Communications, Dallas, TX.

Ralph Robison has joined the KEBC/Oklahoma City, OK sales team.

Larry Hollowell appointed Operations Man- ager/PD at WTJZ/Hampton, VA.

Pamela Foxx promoted to PD for KXXX/Chic- kasha, OK.

Christine Etom appointed Promotion/Public Ser- vice Coordinator at KDWB-AM-FM/St. Paul, MN.

William L. Fowler, General Manager, WNAX/Yankton, SD, appointed VP, Radio Division, Park Broadcasting, Ithaca, NY.

Ross Davis, General Manager KRSI-AM-FM/St. Louis Park, MN, appointed General Manager, WNAX/Yankton, SD.

Steve A. Glaser joins the staff of WDAK- WEIZ/Columbus, GA.

Dallas Dobro, formerly of KSKI/Hailey, OH, joins KFAT/Gilroy, CA as MD.

RECORDS

Jackie Smolen promoted to Branch Manager at PolyGram Records, New York.

Pete Velsor elevated to Branch Manager at PolyGram Records, Minneapolis.

John Messina named Anata's Manager, Inven- tory Planning and Control.

Donald Friedman appointed Senior Attorney at Anate Records.

Paul Kimes promoted to Purchasing Manager at Capitol Records.

Winston D. McFarlane appointed Director of Royalties at RCA Records.

Ellen Unterberger named Product Coordinator, Singles/Musical Treasures, CBS Records.

Pat Jones elevated to Executive Assistant to the President at Atlantic/Cotillion Records.

Joan Armond promoted to National Secondary Promotion Coordinator at Atlantic/Cotillion Records.

Brenda Mackey appointed Product Coordinator, CBS Mastersound/Masterworks/Records Club.

R&R Opportunities Advertising

Radio & Records provides free listings (maxi- mum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *		
1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/hand- ling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Radio & Records

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ONE YEAR — \$170
Mailed First Class

Please enclose payment with order

Overseas subscribers new subscription
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U.S. funds please payment enclosed

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TELEPHONE: (213) 553-4330

CITY	ADDRESS	COUNTRY	MR. MRS. MS.
STATE	ZIP CODE	(please print)	

CHANGE OF ADDRESS AND RENEWAL:

Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

Opportunities

Changes

Ernie Perri named Product Manager, CBS Records.

INDUSTRY

Michael Goldberg appointed to the newly created post of VP/Operations for the Entertainment Company.

Cynthia Friedland has been elevated to VP/Programming & Acquisition for ATI Video.

Changes

Harry Warner has rejoined the Nashville BMI staff as Director of Writer Admin.

June Salzman has joined the Howard Bloom Organization as Account Executive.

Philip Cheney joins Kristofferson & Assoc. to head Music Video & Film Division.

Ellen Zoe Golden has joined the Howard Bloom Organization as Publicity Associate.

James E. "Gene" Hodges joins SESAC as Regional Manager, Northeast Area.

Changes

Linde Hess promoted to Assistant VP in charge of Promotion & Media Coordination at Video Communications, Inc.

Miscellaneous

WFTN/Franklin, NH needs single and album service from all labels. Send to Mike O'Neal, WFTN, Box 99, Franklin, NH 03235 or call (603) 934-2500. (7-24)

Wanted: Drop-in voices for morning jock. Will buy from you and/or trade. J. Clarke, Box 72, Brattleboro, VT 05301. (7-24)

Miscellaneous

Studio 80, one of the finest nightclubs in the Monterey area needs record service from all labels. All formats. Send to 1885 Commercial Way, Santa Cruz, CA 95082. (7-24)

WTSA/Brattleboro, VT in need of oldies. All labels. Call Diane or Joel, (802) 254-4577 or send to Box 819, Brattleboro, VT 05301. (7-24)

WJNR-FM/Iron Mt., MI wants to thank all record companies for helping to make us #1. Randy Weborg, MD. (7-24)

Marketplace

YOUR ONE STOP CO.

Free Warehouse Storage Space. One Call Gets You All the Services You Need. From Pickup to Packaging & Shipping. By Truck or Air —

Local, Long Distance and International Deliveries

REASONABLE PRICES! - 10,000 Sq.Ft. Storage Area All Yours FREE! DO IT NOW!

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(213) 776-4194

pro 't' call

MANAGERS & PD's

Need talent? We have sports, play-by-play jocks, personalities, PD's, and other specialized talent waiting to be part of your team. Inquiries are CONFIDENTIAL and our service is FREE to you. Pro't'call, 3700 Rue Delphine, New Orleans, LA 70114

Contemporary

COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to:
Contemporary Comedy

5804-D Twining
Dallas, TX 75227

Aircheck Factory

NEW from THE AIRCHECK FACTORY: A Seattle "Overview" featuring some of the area's top talents. Narrated profile on cassette \$4.75 plus \$1.00 shipping.

AROUND THE DIAL no. 53 presents CHARLIE BROWN bidding a KJR "Goodybye", some nostalgia 11 years ago with STEVE LUNDY in Houston, and more! \$4.75 plus \$1.00 shipping.

Special to RADIO & RECORDS readers: enclose this ad with your order and deduct 10%!

ALL AIRCHECK FACTORY cassettes are duplicated using dolby on Ampex low-noise tape. Write for complete listing of all past profiles and Around The Dials, our new video catalogue and a complimentary copy of the "Aircheck Factory Monthly."

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Aircheck Factory

"Aircheck Acres"
Wild Rose, WI 54984

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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

Dr. Don Rose, KFRC, "I depend on it more than any other." Gary Owens, KMPC, "Aids the creative, helps the beginner."
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Honolulu, Hawaii 96825 (808) 395-9600

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Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead:
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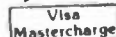
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THE BACK PAGE

BREAKERS

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

STEVIE NICKS w/TOM PETTY & THE HEARTBREAKERS Stop Draggin' My Heart Around (Modern/Atco)

69% of our reporters on it. Moves: Up 22, Debuts 56, Same 30, Down 0, Adds 38 including WFIL, WIFI, KRBE, Y100, WLS-FM, WZZP, Q102, KFI, KIMN, KOPA, WHFM, FM100, 92X, KZZX. See Parallels, charts at number 26.

ELO

Hold On Tight (Jet)

64% of our reporters on it. Moves: Up 8, Debuts 44, Same 27, Down 0, Adds 58 including WNBC, 96KX, Q107, CFTR, CHUM, Q105, Q102, KIMN, KOPA, WKEE, WMAK-FM, KIOA, KYSN, WGUY, KILE. See Parallels, charts at number 28.

EDDIE RABBITT

Step By Step (Elektra)

60% of our reporters on it. Moves: Up 7, Debuts 2, Same 35, Down 0, Adds 60 including WCAO, WROR, Q105, WCKX, CKLW, KS95-FM, WHB, KEARTH, KIIS-FM, Q103, B104, KXX106, WDJX, WFBG. See Parallels, charts at number 30.

FRANKE & THE KNOCKOUTS

You're My Girl (Millennium)

60% of our reporters on it. Moves: Up 55, Debuts 17, Same 31, Down 1, Adds 23 including WBEN-FM, Z93, WGCL, KEZR, 13K, KIMN, B104, B97, KQ94, WSEZ, WNCI, KRQ, WTSN, WSPT, KFXD. See Parallels, charts at number 29.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. indicates one of this week's "most added" new songs.

TUBES "Don't Want To Wait Anymore" (Capitol) 110/8

Moves: Up 54, Debuts 11, Same 35, Down 2, Adds 8. WZUU, 13K, WBBF, KNUS, KEGL, WHOT, KMJK, KKXL, JB105 23-15, 94Q on, KBEQ 7-4, KJR 20-17, WHYN 19-13, WBCY 13-10, FM103 11-10.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 107/28

Moves: Up 33, Debuts 25, Same 21, Down 0, Adds 28 including WBEN-FM, PRO-FM, JB105, KRLA, 13K, KC101, KLAZ, WSGN, WNOX, YES-95, KSPZ, KZZX, WGUY, KWLO, KENI.

GINO VANNELLI "Nightwalker" (Arista) 86/14

Moves: Up 38, Debuts 16, Same 18, Down 0, Adds 14, WFIL, WROR, WZZP, KIIS-FM, KPLZ, WHFM, KEGL, KBFM, WFMF, WSKZ, KIOA, WDJX, KTAC, KRLC, Z93 30-27.

BEACH BOYS "The Beach Boys Medley" (Capitol) 85/62

Moves: Up 3, Debuts 6, Same 14, Down 0, Adds 62 including WABC, WIFI, WCAO, JB105, KRBE, WCKX, KEZR, KYYX, KPLZ, KOPA, WAEB, WAXY, KJ100, K96, 13FEA.

STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 83/7

Moves: Up 55, Debuts 6, Same 14, Down 1, Adds 7, WXKS-FM, KSLQ, KQ94, WOKI, WFBG, WSPT, KSLY, WKTU 4-4, KRLY 4-4, KRLA 14-11, WBLI 21-15, KSET-FM 1-1, WAAY 19-16, KYNO-FM 7-5, KILE 11-9.

STYX "Nothing Ever Goes As Planned" (A&M) 81/5

Moves: Up 36, Debuts 5, Same 35, Down 0, Adds 5, KEZR, WRJZ, WISM, WIKS, KYNO-FM, JB105 28-24, KRBE 29-23, B104 25-20, WKEE 35-22, WFMF 30-26, WRVQ 25-20, Z104 18-12, KKXX 24-16, KOOK 24-20.

BILLY SQUIER "The Stroke" (Capitol) 79/0

Moves: Up 45, Debuts 4, Same 19, Down 11, Adds 0, WIFI 13-9, Q107 1-1, WPGC 8-3, CHUM 10-7, Z93 9-6, Q105 1-1, Q102 16-12, KIQQ 13-10, KFRC 24-19, WPST 6-4, KEGL 2-1, WBCY 1-1, WDJX 3-2, KIDD 10-8.

ALABAMA "Feels So Right" (RCA) 75/11

Moves: Up 39, Debuts 9, Same 15, Down 1, Adds 11, WKRZ-FM, 14Q, KNUS, FM100, KX104, KMJK, 13FEA, WCGQ, KFYZ, KELO, KSLY, WROR 26-21, 94Q 28-22, WRJZ 4-3, KIOY 19-15.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 68/8

Moves: Up 38, Debuts 3, Same 19, Down 0, Adds 8, WDRQ, WGCL, KINT, WAXY, WVIC, KYNO-FM, KCPX, KENI, WFIL on, Z93 23-20, Q106 12-9, KIQQ 20-18, WSGN 19-15, WSEZ 34-27, WISM 27-20.

SHEENA EASTON "For Your Eyes Only" (Liberty) 65/33

Moves: Up 6, Debuts 14, Same 11, Down 1, Adds 33 including WCAO, Z93, Q105, WOKY, KFI, KIIS-FM, KYYX, KPLZ, WICC, WCSC, Z104, KNBQ, KILE, KKXL, KATI.

Radio & Records

NATIONAL AIRPLAY/30

July 24, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
3	2	2	1	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
1	1	1	2	AIR SUPPLY/The One That You Love (Arista)
4	3	3	3	KENNY ROGERS/I Don't Need You (Liberty)
8	6	5	4	POINTER SISTERS/Slow Hand (Planet)
5	4	4	5	MARTY BALIN/Hearts (EMI America)
10	8	7	6	MOODY BLUES/Gemini Dream (Threshold/PolyGram)
12	10	8	7	ALAN PARSONS PROJECT/Time (Arista)
18	15	11	8	JUICE NEWTON/Queen Of Hearts (Capitol)
9	9	9	9	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
-	27	21	10	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
22	17	14	11	PHIL COLLINS/In The Air Tonight (Atlantic)
27	22	15	12	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
16	13	12	13	OAK RIDGE BOYS/Elvira (MCA)
29	23	19	14	COMMODORES/Lady (You Bring Me Up) (Motown)
25	21	17	15	CARPENTERS/Touch Me When We're Dancing (A&M)
2	5	6	16	GEORGE HARRISON/All Those Years Ago (Dark Horse/WB)
30	25	23	17	FOREIGNER/Urgent (Atlantic)
17	16	13	18	STANLEY CLARKE/GEORGE DUKE/Sweet Baby (Epic)
6	7	10	19	DARYL HALL & JOHN OATES/You Make My Dreams (RCA)
-	26	24	20	PABLO CRUISE/Cool Love (A&M)
-	28	25	21	GREG KIHN BAND/Breakup Song (They...) (Baserkley)
-	-	28	22	JOURNEY/Who's Crying Now (Columbia)
-	29	26	23	JIM STEINMAN/Rock & Roll... (Epic/Cleveland International)
-	30	27	24	PAT BENATAR/Fire And Ice (Chrysalis)
-	-	29	25	GARY WRIGHT/Really Wanna Know You (WB)
-	-	→	26	S. NICKS w/TOM PETTY.../Stop Draggin'... (Modern/Atco)
-	-	30	27	ROBBIE PATTON/Don't Give It Up (Liberty)
-	-	→	28	ELO/Hold On Tight (Jet)
-	-	→	29	FRANKE & THE KNOCKOUTS/You're My Girl (Millennium)
-	-	→	30	EDDIE RABBITT/Step By Step (Elektra)

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

MOST ADDED

BEACH BOYS "The Beach Boys Medley" (Capitol)
EDDIE RABBITT "Step By Step" (Elektra)
ELO "Hold On Tight" (Jet)
S. NICKS w/TOM PETTY "Stop..." (Modern/Atco)
LULU "I Could Never Miss You" (Alfa)

Complete Regionalized Listings on Pages 32 and 34

HOTTEST

POINTER SISTERS "Slow Hand" (Planet)
JOEY SCARBURY "Greatest American..." (Elektra)
ROSS & RICHIE "Endless Love" (Motown)
AIR SUPPLY "The One That You Love" (Arista)
KENNY ROGERS "I Don't Need You" (Liberty)

Parallel Listings Begin on Page 38

BLACKFOOT "Fly Away" (Atco) 63/9

Moves: Up 30, Debuts 7, Same 15, Down 2, Adds 9, Q103, KEGL, KINT, KBFM, BJ105, KZ93, WXLK, WFBG, KWLO, Z93 27-19, KEZR 24-21, WKEE 32-29, KJ100 15-11, KPUR 16-10, WSPT 21-18.

JOHN SCHNEIDER "It's Now Or Never" (Scotti Bros.) 61/5

Moves: Up 31, Debuts 5, Same 20, Down 0, Adds 5, KRLA, KNUS, WKIX, WTWR, YES-95, WCAO 27-24, Q105 7-7, KFI 26-22, KC101 on, KEEL 27-23, BJ105 29-25, KJ100 20-18, KEYN-FM 23-20, 14WK 11-10, FM99 27-20.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 56/20

Moves: Up 8, Debuts 9, Same 19, Down 0, Adds 20 including WPST, WKEE, KQ94, WAAY, KJ100, KRAV, KYNO-FM, FM103, KMJK, KLUC, KRQ, 95SGF, KQIZ-FM, KATI, KBOZ.

BALANCE "Breaking Away" (Portrait) 56/13

Moves: Up 13, Debuts 6, Same 24, Down 0, Adds 13, WIFI, WZZP, KIIS-FM, WFBF, WPST, WTIK, WNCI, FM103, WISE, FM99, KSEL, KENI, KQDI, 96KX 20-17, KRBE d-29.

Others Getting Significant Action

ELTON JOHN "Chloe" (Geffen) 45/25

Moves: Up 0, Debuts 8, Same 12, Down 0, Adds 25 including WFIL, WIFI, JB105, KIQQ, KPLZ, WICC, WAEB, K104, KHFI, WOKI, WCSC, KKXX, WTSN, 95SGF, KBOZ.

DON FELDER "Heavy Metal" (Full Moon/Asylum) 44/17

Moves: Up 1, Debuts 4, Same 22, Down 0, Adds 17 including Q107, KRBE, KBEQ, KSFX, KYYX, WICC, WKEE, KXX106, WBBQ, WRJZ, KYSN, KMJK, WCGQ, KQDI, KOOK.

POINT BLANK "Nicole" (MCA) 42/2

Moves: Up 15, Debuts 2, Same 21, Down 2, Adds 2, WGUY, WSPT, PRO-FM on, KRBE 6-3, WPST 28-25, K104 14-12, KSTAR 6-3, KHFI 12-10, WOKI d-33, KCPX 37-32, WACZ 17-13, 96XIL 33-27, KILE 20-17, KPUR 21-13.

LULU "I Could Never Miss You" (Alfa) 38/37

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 37 including 94Q, CKLW, WGCL, KEARTH, KFI, KIQQ, WHYN, KSET-FM, KINT, KEEL, WAAY, WAXY, WVIC, KNBQ, KKLS.

SQUEEZE "Tempted" (A&M) 38/12

Moves: Up 7, Debuts 1, Same 18, Down 0, Adds 12, WPGC, CKGM, WICC, KJ100, WDJX, KJRB, KCPX, WGUY, WISE, WXLK, WSPT, KDZA, Q107, 24-19, KBEQ 19-15, B104 18-16.

JEFFERSON STARSHIP "Stranger" (RCA/Grunt) 36/3

Moves: Up 10, Debuts 2, Same 20, Down 1, Adds 3, Q107, KIQQ, Q103, JB105 on, KRBE on, WGCL on, KFRC 33-31, KSFX on, WKRZ-FM on, WKEE 40-38, KINT 25-22, WCSC on, WZOK on, KYSN 30-27, KILE on.

GARY U.S. BONDS "Jole Boln" (EMI America) 34/2

Moves: Up 6, Debuts 3, Same 23, Down 0, Adds 2, KEZR, 14WK, WXKS-FM 26-21, JB105 32-27, KRBE on, KRLA on, WPST 34-29, KXX106 on, WBCY on, WDJX on, KZZP d-19, WACZ on, 95SGF on, KBOZ on.

TOM PETTY & THE HEARTBREAKERS "A Woman In Love (It's Not Me)" (Backstreet/MCA) 32/4

Moves: Up 12, Debuts 2, Same 13, Down 1, Adds 4, 96KX, B104, WRJZ, KERN, Q107 20-11, KRBE on, KBEQ 12-9, WFLY 23-16, KJ100 30-27, WVIC 39-35, KLUC 26-21, WACZ 33-27, KFYZ on, KENI 34-24.

Continued on Page 40